

THE INFLUENCE OF GREEN ATTRIBUTES ON CONSUMER PERCEPTION IN CHOOSING A HOTEL

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ABSTRACT

The purpose of this study is to better understand the weight that green attributes carry in consumers' perception on which hotels to choose. The hospitality sector has begun implementing green practices into their daily operations as a result of growing social and environmental responsibility concerns. This study tries to discover the perception of consumers regarding the green attributes of hotels when choosing a hotel. A sample of 100 hotel guests were surveyed as part of the research's quantitative methodology and data was analyzed using SPSS software. The findings of this study indicated that consumers look for different green attributes in hotels and there is a statistically significant difference among the age groups and their perception on hotels that promote themselves as eco-friendly hotels. This study will offer information about consumer preferences and expectations for green practices in the hospitality sector, which can be used to help hotels to redesign their offerings and marketing plans to satisfy the needs of environmentally conscious customers.

Keywords: Green marketing, Eco-friendly, Green practices, Sustainable, Eco-hotels

1. INTRODUCTION

Consumer behavior has significantly changed in favor of ecologically friendly options in recent years. Sustainable practices have been adopted by the hotel sector in response to this trend. As a result, customers are increasingly considering a hotel's "green" features when making a reservation. We shall investigate in this research paper how much weight customers give to different environmental factors while making hotel booking decisions. The hospitality sector may have a significant negative influence on the environment. The industry is mostly to blame for the trash production, water use, and energy consumption. But in recent years, the sector has come to understand how critical it is to embrace sustainable practices. Hotels have started introducing green efforts like programmed to reduce trash, use less water, and light up with energy-efficient bulbs. Additionally, as consumers' environmental awareness increases, they are increasingly preferring to patronize companies who place a high priority on sustainability.

Numerous studies have looked at how much weight customers give to various environmental factors when selecting a hotel. According to these studies, customers do prioritize sustainability in their decision-making even though they may not always choose it over other elements like cost and location. Additionally, guests are more inclined to select a hotel that aggressively advertises its green credentials and is open and honest about its sustainable practices. Overall, it seems that consumers' importance of green features while selecting a hotel differs based on things like their values, way of life, and level of environmental awareness. However, it is expected that the significance of green features in consumer decision-making will keep rising as sustainability becomes a more widely held concern. Consumer demand for eco-friendly hotel amenities is one factor driving this trend. Customers are choosing hotels that reflect their values and interests as they become more ecologically concerned. As a result, there is an increasing need to understand how much weight customers give certain green factors when choosing which hotels to book.

2. OBJECTIVES

- To study the influence of different green attributes of hotels on consumer perception while choosing hotels.
- To study the relationship between age and perception of customers towards hotels that advertise themselves eco-friendly hotels.

3. LITERATURE REVIEW

Kandampully and Sivakumar (2014) explored the influence of green attributes on the overall satisfaction and loyalty of hotel guests. The study found that green attributes such as energy conservation, waste reduction, and water conservation had a positive impact on guest satisfaction and loyalty. The study also found that guests who were more environmentally conscious were more likely to choose a hotel that had green attributes. Further research by Jain et al. (2015) examined the relationship between consumer attitudes towards sustainability and their willingness to pay for green hotels. The study found that consumers who had positive attitudes towards sustainability were willing to pay a premium for hotels that had green attributes. The study also found that consumers who had a higher level of environmental concern were more likely to choose a green hotel. Another research by Sharma et al. (2016) investigated the importance of green

attributes in the selection of budget hotels. The study found that consumers placed a high level of importance on green attributes such as energy efficiency and waste reduction while choosing a budget hotel. The study also found that consumers who were more environmentally conscious were more likely to choose a budget hotel that had green attributes.

Srivastava and Kumar (2017) examined the effect of environmental concern on hotel selection in India. They found that environmental concern significantly influenced consumers' hotel selection behavior, and the most important green attributes were energy conservation, water conservation, waste management, and sustainable building design. Similarly, Bandyopadhyay and Dasgupta (2017) conducted a study on the importance of green attributes in hotel selection among Indian tourists. They found that energy conservation, water conservation, and waste management were the most important green attributes for Indian tourists.

Bhatnagar and Kotwal (2017) found that consumers are more likely to choose a hotel that has implemented sustainable practices, such as energy conservation, waste management, and the use of renewable energy sources. The study also found that the perceived environmental benefits of green hotels positively influenced the consumer's green hotel choice. Similarly, Singh and Bhatia (2018) found that consumers are more likely to choose a green hotel that has implemented sustainable practices, such as the use of energy-efficient lighting and water conservation practices. The study also revealed that consumer attitudes towards green hotels were positively related to their intention to choose a green hotel. Further research by Singh and Jain (2018) explored the relationship between environmental concern and hotel selection in India. They found that environmental concern was positively related to hotel selection behavior and the most important green attributes were energy and water conservation, waste management, and sustainable food practices.

Sharma and Kandpal (2020) conducted a study on the importance of green attributes in hotel selection in India. They found that environmental concern significantly influenced customers' hotel selection behavior. The study revealed that the most important green attributes were energy conservation, water conservation, waste management, and sustainable building design. Another study by Gupta and Verma (2020) investigated the effect of environmental awareness on hotel selection among Indian consumers. They found that consumers' environmental awareness had a positive impact on their hotel selection, and the most important green attributes were energy and water conservation, waste management, and sustainable food practices.

HYPOTHESIS

H0 – there is no significant difference between age groups and their perception on hotels that advertise themselves eco-friendly.

H1 - there is significant difference between age groups and their perception on hotels that advertise themselves eco-friendly.

4. METHODOLOGY

To carry out this study, we have conducted descriptive type research by gathering data from both primary and secondary sources. Primary data were gathered by sending self-made questionnaire to respondents through google forms and secondary data were gathered from already available literature such as journals, books, and newspapers etc. The sample population for this study is the guests stayed at different hotels and the sampling frame is the guests who stayed at a hotel during the last 3 months. The sample size for this study was 100 respondents due to the time constraints. Likert five-point scale questions were asked and collected data were analyzed using SPSS software. Statistical analysis such as percentage analysis and ANOVA were conducted to test the hypothesis.

5. DATA ANALYSIS

Table 1 - Demographic data analysis

Variable	Frequency	Percentage (%)
Gender		
○ Male	64	64
○ Female	36	36
Total	100	100
Age		
○ Under 18	2	2
○ 18-24	72	72
○ 25-34	26	26

○ 35-44	0	0
○ 45-54	0	0
○ Above 55	0	0
Total	100	100
Edu. Qualification		
○ Undergraduate	62	62
○ Postgraduate	31	31
○ Other	7	7
Total	100	100
Monthly Income		
○ Below 25k	73	73
○ 25k – 50k	19	19
○ 50k – 75k	4	4
○ 75k – 100k	3	3
○ Above 100k	1	1
Total	100	100

- Majority sample of 64% respondents were male respondents,
- Majority of 72% respondents were at the age group 18-24.
- Majority of 62% respondents were undergraduates.
- Majority of 73% respondents have a monthly income of less than 25000.

HYPOTHESIS TESTING

Table 2: ANOVA test

ANOVA

Would you trust hotels that advertise themselves as environmentally friendly?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.400	2	3.200	4.946	.009
Within Groups	62.760	97	.647		
Total	69.160	99			

As displayed in the above one-way ANOVA statistical table, the F statistic is 4.946 and the associated p-value is 0.009, which is less than the standard alpha level of 0.05. Therefore, we failed to accept the null hypothesis (H0) and conclude that there is statistically significant difference between the age groups and their perception on hotels that advertise themselves as eco-friendly hotels.

6. RESULTS AND DISCUSSION

According to the results of the data analysis, it is clear that majority of sample respondents were male respondents and majority of the respondents belonged to the age category of 18-24. With regards to the education levels of the respondents, majority were undergraduates and most of the respondent's income was recorded as less than Rs. 25000 per month. The results also showed that there is a significant difference between age groups and consumer perception on hotels that promote themselves as eco-hotels.

7. CONCLUSION

With respect to the study 'the influence of green attributes on consumer perception in choosing a hotel' we can conclude that, green attributes have an influence on consumer perception regarding which hotels to choose as many travelers are being more and more concerned of environmental wellbeing. It is found that the perception of different age groups of the study regarding the hotels that advertise themselves as eco-friendly hotels are statistically different meaning, different age groups carry different perceptions on eco-friendly hotels. Since, most travelers these days are educated and environmentally conscious, it is suggested to the hotels to implement sustainable and eco-friendly features and market them to satisfy and attract more customers to the business. Practices such as paperless operations, organic food ingredients, use of natural resources and proper waste management systems would increase the customer satisfaction and trust towards the hotel.

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