

# Examining the Tourist Behavior to Visit Green Hotels in Bangladesh: Role of Perceived Value, Cost, Trust and Perceived Consumer Effectiveness

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**Abstract:** *This study explores the rising significance of green hotels in response to growing environmental concerns among consumers. The transition towards eco-friendly practices in the hotel industry is driven by the need to mitigate negative environmental impacts, align with consumer preferences, and maintain economic advantages. The study aims to develop and test a model to comprehend factors influencing visitors' behavior in green hotels, focusing on perceived value, cost, trust, and perceived consumer effectiveness. Existing literature extensively examines sustainable tourism, focusing on green tourism and its impact on residents' quality of life in tourist destinations. The study addresses the scarcity of empirical frameworks and literature reviews on Bangladeshi tourists' preferences for green hotels, considering factors such as environmental awareness, green concern, and green trust. This study focused on tourists, both local and foreign, who have visited different places and green hotels in Bangladesh within the last five years. The study is identified as quantitative, utilizing primary data collection through a questionnaire. Prior to hypothesis testing, the parametric assumptions will be examined using SPSS to confirm the fulfillment of regression assumptions. The study will conclude with the assessment of hypotheses through SmartPLS, employing bootstrapping techniques for comprehensive analysis.*

**Keywords:** *Perceived value, Perceived cost, Trust, Perceived consumer effectiveness, Attitude and Purchase behavioral intention.*

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## I. Introduction

A prominent step has been taken in the formation of green hotels, which has now become an important issue, considering the growing worry of customers about the environment. Green hotels have achieved massive consumer relevance and ecological consciousness (Gupta et al., 2019). In order to reduce negative environmental consequences and maintain their economic advantages, most hotels must change their operations (Mak and Chang, 2019; Nilashi et al., 2019). The new friendly business pays extra care to its major ecological impacts (Line and Hanks, 2016; Teng et al., 2018; Han et al., 2018; Yadav et al., 2019). Many guests simply understand "eco-friendly hotels," therefore they do not prioritize eco-friendly procedures when picking a hotel instead opting for traditional lodgings (Choi et al., 2015).

According to Wang et al., 2020, more and more people are becoming environmentally concerned, with 22% of tourists actively seeking out green information to assist them in making reservations for eco-friendly lodging, 60% of tourists prefer to stay in green hotels, and 40% of travelers are reportedly prepared to spend an additional 4-6% for them (Sadiq et al., 2022). According to Park and Kim (2017), green hotels comply with environmental standards, engage in environmental management, participate in a variety of eco-friendly activities, implement appropriate green initiatives, and pledge to improve the environment by displaying the Green Earth symbol or eco-label.

Independently, hotels can be stated to have little to no environmental impact, but in certain accumulations, hotels have a major impact on resource consumption, including water, energy (electricity, fuel), and environmental impacts from trash (Baker, Davis, & Weaver, 2014; Jaiswal & Kant, 2017). Competitiveness, customer loyalty, labor retention, recognition and award, policy/political compromise, risk management, and

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enhancing the company's brand value are some of the factors driving the hotel industry to adopt sustainable management (Sonya Graci & Kuehnel, 2011).

This study's goal is to develop and test such a model so that visitors to green hotels can comprehend all the factors that affect their behavior. This study employs a specific methodology to develop and rigorously evaluate a comprehensive system to look into the factors that affect how visitors behave in green hotels. As the model has not, to our knowledge, been evaluated anywhere, our work contributes to recent literature. The purpose of this study is to ascertain how perceived value, perceived cost, trust in green hotels, and perceived consumer effectiveness affect customers' projected positive and negative attitudes according to the cognitive-affective-conative paradigm (Oliver, 1999). This model in the context of green hotels has been used by taking into account perceived value, costs, trust in green hotels, perceived consumer effectiveness (cognitive), customers' attitude (affective), and purchase behavioral intentions (conative). A green hotel is an eco-friendly hotel that implements and develops eco-friendly initiatives. Increasing numbers of businesses are utilizing green activities as a viable marketing strategy for market segmentation and industry positioning (Manaktola and Jauhari, 2007). According to Leyva et al. (2021), a green hotel is one that decreases its consumption of water, electricity, and solid waste. Many studies have been undertaken since then, and the advantages of adoption have been established.

According to Arun et al., 2021, the adoption of green policies can save money, but it can also demand substantial expenditures in new technology and personnel. Green Hotel practices are a form of environment friendly initiative that tries to mitigate negative environmental impacts through energy savings by introducing energy-efficient equipment and implementing renewable energy programs. Last but not the least in the field of waste management and reduction, such as developing recycling programs and lowering water usage by introducing water-saving technology and creating a laundry recycling program and towel recycling program. (Abdou et al., 2020; Ionnidis et al., 2021). Therefore, when customers about environmental sustainability, it is important to develop effective communication strategies to encourage hotel guests to adopt environment friendly practices. Hotels should take care of increasing the credibility of the communication of "green" behavior (Moise et al., 2021).

The term "green hotel building" refers to a sustainable development strategy that places an emphasis on the environment and describes the actions taken by people to gradually advance toward environmental sustainability (Sanchez, 2020). Green construction practices vary from country to country (Darko et al., 2018), as their definitions diverge from those required by local and national building industries. Green hotels' pro-environmental programs also curtail the operating costs of hotels and increase their market value by attractive the green efficiency of hotels (Kim, Lee, & Fairhurst, 2017). Additional hypotheses or structures need to be introduced in green hotel operations to consider influential variables in the positive mindset and activities of consumers (Olya, Bagheri, & Tümer, 2019).

Green practices in hotels have gained a great deal of attention in recent years, and they are now integrated into hotel services (Yi, Li, & Jai, 2018). Managers of hotels anticipate that introducing green practices will cut expenses and enhance the hotel's image without hurting the guest experience. Nonetheless, hotel resources, particularly the availability of financial resources, impact the implementation of green initiatives (Leonidou et al., 2013). Customers tend to hold contradictory views on green hotel practices; they desire to engage in green measures but are less willing to forego comfort and convenience when visiting. Nonetheless, some consumers are prepared to pay more to support green activities in hotels. Some customers view green practices as marketing tools to generate financial benefits for hotels, particularly when it comes to cost-effective green initiatives (Kang et al., 2012).

The existing literature (Butler, 1999; de Lange and Dodds, 2017; Ivars-Baidal et al., 2021; Streimikiene et al., 2021; Timur and Getz, 2008) has extensively examined sustainable tourism from a range of angles. Given that the tourism industry contributes approximately 8% of total carbon dioxide emissions worldwide (Lenzen et al., 2018), most studies have focused on green tourism (Font et al., 2021; Lenzen et al., 2018; Line et al., 2018), while others have studied the impact of tourism on the quality of life of residents in tourist destinations (Jeon et al., 2016; Mihalic and Kušcer, 2022; Ramkissoon, 2020).

According to earlier research, the majority of studies on customers' intentions to visit green hotels and their green purchase behavior were carried out in small Asian regions like Hong Kong and Taiwan or in Western nations like America and Turkey. In the context of Asian nations, there are relatively few studies available to understand tourists' intentions to visit (Hasan et al., 2020), and research on visitors' behavior when visiting green

hotels is still in its early stages, lacking a synchronized empirical framework and a literature review (Wang et al., 2018). However, there are 41 hotels in Bangladesh that use sustainable practices in their daily operations; some of these include Radisson Blue Water Garden, Amari Dhaka, Four Points, and so on (Hotels, 2021). Few studies have been conducted in our nation to determine the factors that influence Bangladeshi tourists' preference for visiting green hotels, such as their level of environmental awareness, green concern, and green trust.

Given that it seems to have a detrimental impact on the environment due to its various activities, the hotel and tourist business undoubtedly plays a vital role in promoting sustainability and green consumption (Al-Aomar and Hussain, 2017; Wang, 2020). Millions of kilometers separate tourists from the beauty of a clean, vibrant, and pollution-free environment, and Verma et al. (2019) found that consumers are worried about how their purchases may affect the environment. When hotels are being built, they can pollute the air, water, and surrounding area by generating dust, debris, and other waste. During regular hotel operations, they can also pollute the environment by managing their sewage systems improperly, providing subpar waste disposal services, and misusing resources like electricity, gas, and water (Nezakati et al., 2015).

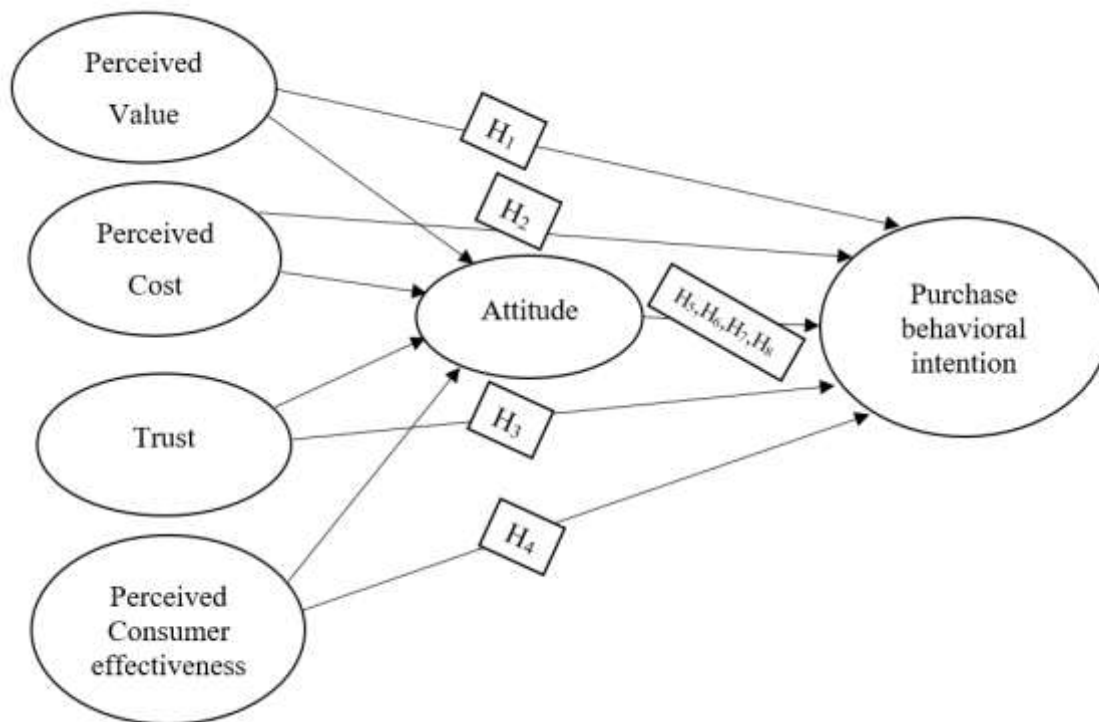
In order to demonstrate how customers' willingness to determine whether to visit green hotels is influenced by green trust, a recent study (Sung et al., 2021) also examined the relationship between green trust and the theory of planned behavior (TPB). However, there hasn't been much research done on how consumers' awareness of the environment and their concerns about it relate to their decision to stay at or visit green hotels. Travelers visiting Bangladesh have begun to consider green options as a result of the increased global awareness of the green hotel idea. Understanding the underlying causes of guests' intentions to stay at green hotels might open up new pathways for hotel business operations that, over time, may contribute to a reduction in environmental dangers. The sustainable movement in emerging economies can benefit from the behavioral intention components of customers' green consumption, according to research by Mainardes et al. (2017). According to a study (Verma et al., 2019), customers' attitudes about green hotels are also reflected in how much they like the idea of staying at one while on vacation. However, several studies looked at how important green trust is for building green brands (Butt et al., 2017).

## **II. Conceptual Framework**

A conceptual framework is made up of numerous ideas and factual information from the literature, as well as one or more formal theories (in whole or in part). It is used to show how these concepts relate to the study issue and how they are connected to one another. It is a flexible analytical tool with many uses and circumstances. It may be applied in many different areas where a comprehensive image is needed and it is employed to separate thoughts and arrange ideas.

In this study, the adopting intention to stay at a green hotel will be examined from a variety of perspectives. The framework illustrates the suggested relationship between the study variables, including cognitive perception (i.e., perceived value, perceived cost, trust, and perceived consumer effectiveness), affective responses (i.e., positive and negative attitudes), and conative sense (i.e., purchase behavioral intention) in the context of green hotels.

The growth of the customers' positive behavioral intention against the green hotel was contributed to the study's interpretation by the cognitive-affective-conative theory. The proposed paradigm thus explains how an individual's cognitive experience (i.e., perceived value, perceived cost, trust, and perceived consumer effectiveness) influences an individual's affective aspects (i.e., attitude), which in turn encourages a constructive attitude. The current study expanded Oliver (1999)'s theory or framework in order to take decision-making by green hotel guests into account for Bangladesh's expanding tourist hubs.



*Figure: The Proposed Conceptual Framework*

In order to explain the linkages between perceived value, perceived cost, trust in green products, and perceived consumer effectiveness influence on purchase behavioral intention through customer attitudes, this study adopts the cognition-affection-conation framework. Numerous researches have used the cognition-affection-conation framework as a background theory to explain how consumers process their emotions intellectually and their buying habits. In the tourism and hospitality industry, for example, Kim et al. (2013) used this framework to support the relationships between purchase behavior intention to visit green hotels (conation), perceived value, perceived cost, trust and perceived consumer effectiveness (cognition), and attitude (affection). Thus, in its present philosophical context, Holbrook's (2006) view of fiscal, cultural, hedonic, and philanthropic meaning has taken the multi-dimensional idea of consumer value as an approach. Previous researchers have affirmed that there is a positive link between economic value and emotion and green variables (Choi & Choi, 2018; Cronin, Brady, & Hult, 4 J. Ahn and J. Kwon 2000). The expected efficiency of one or more social classes is social value (Sweeney & Soutar, 2001).

Customers' attitudes, feelings, and behavioral intentions are raised by perceived societal advantages, particularly in the context of green marketing (Iyer & Kashyap, 2007). Consumers' ideas, attitudes, and behavioral intentions are significantly influenced favorably by hedonic values (Dedeoglu, Bilgihan, Ye, Buonincontri, & Okumus, 2018). Comparatively speaking, altruistic conduct is concerned with how one's actions will affect other people, as opposed to morally good behavior (Holbrook, 2006). Consumers' attitudes and feelings play a crucial role in determining their post-purchase behavioral intentions in regard to the cognitive-affective-conative sense (Oliver, 1999). Researchers looked at how consumers' attitudes impacted the development of their best service practices in the literature on hospitality and tourism (Ahn, 2019; Ahn & Back, 2018; Back & Parks, 2003).

### **III. Hypothesis Development**

#### **3.1 Perceived Value and Purchase Behavioral Intention (H1)**

According to Cheng and Lu's (2013) research, there is a clear correlation between "perceived value" and "purchase behavioral intention," meaning that visitors' perceptions of the value of visiting a green hotel have an impact on those intentions. Perceived value in this study can be influenced by exogenic variables, notably buy behavioral intention, as well as endogenic variables, such as destination image, newness, and hedonics. When tourists have a positive travel experience, the perceived quality and value both improve. This may be utilized as a marketing technique to encourage visitors to return, make purchases, or raise their intentions to recommend.

According to study by Kim et al. (2015), there is a connection between perceived value and intention to make a purchase.

Perceived value refers to the consumer's total assessment of the financial and non-financial advantages of an item or service based on perceptions of what is provided and received (Iniesta-Bonillo et al., 2016). Consumers' behavioral intentions have received a great deal of attention, especially in the hotel industry, and are the subject of substantial consumer behavior studies (Agag & El-Masry, 2016a; Ponte et al., 2015; Yadav et al., 2016). Consumers with favorable behavioral intentions are more likely to recommend a hotel to others and stay there again in the future, which increases the hotel's long-term profitability (Jani & Han, 2013).

In this study, the primary predictor of behavior intention is satisfaction as mediated by customers' attitudes as mediated by perceived value. For satisfaction to rise, the perceived value must be maximized. According to Raza et al. (2012), both as an exogenic, an endogenic, and an overruling variable, perceived value has a beneficial impact on the desire to make a purchase. The intention to make a purchase is directly influenced by perceived value. From these investigations, it may be inferred that perceived value affects behavioral intention to buy, leading to the following proposed hypothesis:

**H1:** Perceived value has a significant impact on the purchase behavioral intention to the green hotels.

The festival experience attributes, according to Lee et al. (2017), influence perceived value, which then influences satisfaction and satisfaction affects behavioral intentions. Assuming that visitors' intention to return is a behavioral intention, it is clear that perceived value influences visitors' intention to return through their knowledge.

### **3.2 Perceived Cost and Purchase Behavioral Intentions (H2)**

A perceived cost or price is a deterrent to staying in a green hotel, because a higher price than a lower price results in greater financial advantages (Erdem, Swait, & Valenzuela, 2006). The physical expense results from locating, decoding, and arranging a green hotel, when it is time to fly or wait in a green hotel for people. Earlier researchers reported that these costs of effort were negatively related to the relationship between the client and the green brand (Tanner & Kast, 2003). Due to the expense, commitment, appraisal, and performance risk costs, clients can discard green hotel stays. As a result, the perceived cost would have a significant negative influence on consumers's expected happy sentiments as well as a significant negative impact on their expected bad feelings (Papista & Krystallis, 2013).

Thus, the cost of effort will often adversely impact the feelings and behaviors of individuals. The expense of the appraisal relates to the emotional efforts involved in reviewing and assessing knowledge to minimize the confusion about their green product involvement (Burnham, Frels, & Mahajan, 2003). A desire for mental interaction to capture and evaluate green hotel data may have a positive and negative impact on customers' attitudes and emotions toward the partnership intentions. The expense and suffering that results when customers realize that a green hotel brand cannot operate as expected or that the results of green hotels may be misleading are referred to as lead risk (Burnham et al., 2003; Jones et al., 2014).

In general, good protection will have a positive effect on the customers' moods and behavioral intentions of customers, considering the positive influence that a green hotel will have on a future success. According to these research, perceived cost affects consumers' behavior while making purchases. Following is the suggested hypothesis:

**H2:** Perceived cost has a positive and significant impact on purchase behavioral intention to the green hotels.

### **3.3 Trust and Purchase Behavioral Intentions (HP3)**

“Trust is the credibility that another party can be trusted on with self-confidence to perform a role and responsibilities in a just manner” (Chiou & Droge, 2006, p. 616). Trust is the confidence of workers that green statements are genuinely made in our background by a service provider. According to Chen (2010, p. 311) defines green trust as the “willingness to depend on a specific brand based on the credence or expectation resulting from its reliability, benevolence, and ability about environmental performance”.

Users' impressions of green buildings and tourists' perceptions of green hotels and related services have been the subject of two expanding bodies of literature (Joshi and Rahman, 2015; Kato et al., 2009; Luchs et al., 2010; Monfared and Sharples, 2011; Young et al., 2009). Travelers today are willing to spend more money or give up

some of their comforts to support green initiatives because they realize that their consumption-related behaviors are also directly or indirectly related to the current environmental issues (such as CO<sub>2</sub> emissions, water shortages, and solid waste disposal). Yet unlike previous visitors who occasionally grumbled those ecological initiatives taken by hotels sacrificed their anticipated level of comfort and quality, Han et al. (2020); Moise et al. (2018); Olya et al. (2019). Customer trust in a green product is influenced by favor, attitudes, and behaviors toward merchants.

Trust is becoming crucial in pro-environment utilities, as customers run the risk of making erroneous decisions that lead to higher prices and ethical risks (Lam, Lau, & Cheung, 2016). The value of confidence in green products to boost behavioral commitment to hotels (e.g., Martínez, 2015; Martínez and del Bosque, 2013) is proven by the extent of the whole thing in the hospitality literature. From these studies, it can be interpreted that trust in green hotels influences purchase behavioral intention. The following hypothesis is proposed:

**H3:** Trust has a positive and significant impact on the purchase behavioral intention to the green hotels.

### **3.4 Perceived Consumer Effectiveness and Purchase Behavioral Intention (HP4)**

Consumers' willingness to modernize important environmental and social concerns is viewed through what is known as perceived consumer effectiveness (PCE) (Dagher and Itani, 2014; Ellen et al., 1991). It has earned a reputation as a powerful advocate for urging clients to act in a way that is socially responsible (Higueras-Castillo et al., 2019; Nguyen et al., 2016). For instance, Cojuharenco et al. (2016) presume that PCE influences consumer behavior favorably. The hopeful relationship between PCE and consumer desire to purchase green products is cited by Wang and Chen (2019). According to Zhao et al. (2018), PCE was a key element in determining consumer behavioral intention and customer knowledge of green products.

A number of studies on green purchasing practices have also supported PCE's independent variable function and intervention role in the predecessor-behavior relation (Kim and Choi, 2005; Segev, 2015). It has been suggested that the opinions of consumers play an imperative role in the violent destruction of the ecosystem (Sharma & Sharma, 2014a), and attempts have been made to analytically examine the degree to which or how PCE influences ecologically conscious consumer behavior (Sharma & Sharma, 2015).

The appraisal and assessment of customers regarding their capacity to solve and contribute to environmental concerns is known as perceived consumer effectiveness (Roberts, 1996). Seven distinct investigations, according to the researcher, showed a substantial positive relationship between perceived consumer efficiency and clients make purchases with the goal of using green or ecologically friendly items and services (Gleim, Smith, Andrews & Cronin, 2013; Gupta & Ogdan, 2009). Therefore, it can be inferred from an awareness of the prior research that there is a largely positive relationship between perceived customer effectiveness and customer propensity to visit a green hotel.

Several researches have shown that PCE significantly affects consumers' environmental consciousness. PCE is a predictive judgment that assesses customers' capacity to influence issues relating to natural resources (Vermeir and Verbeke, 2008; Webb et al., 2008). A high PCE level encourages consumers to have upbeat attitudes and high expectations for buying sustainable items. Once customers become aware of the social impact, they will adopt positive perspectives toward green products and make plans to purchase them as soon as they can. These studies suggest that perceptions of consumer efficacy have an impact on consumers' intentions to make purchases. So, the following hypothesis is proposed:

**H4.** Perceived consumer effectiveness has a positive and significant effect on the purchase behavioral intention to visit green hotels.

### **3.5 Perceived Value, Attitude and Purchase Behavioral Intention (H5)**

It has been shown that one's attitude toward behavior and, subsequently, one's objectives are influenced by one's perception of their value (Aleassa et al., 2011; Limayem et al., 2004). Perceptions greatly affect people's attitudes and online purchase intentions, according to Lim and Ting (2012). Consumers "not only ask the necessary function of items but also explore the benefits of other functions and services," according to Drennan & Previte (2006, p. 17). Customers see green hotels favorably because of their practices and the perception of them as being socially responsible (Hu et al., 2011). Customers' perceptions of how they might better society are allegedly instilled with a feeling of morality and well-being by the idea of staying at a green hotel, according to Hartmann and Ibanez (2006).

Han and Chan (2013) found that people's views of the practical advantages of staying in green hotels are impacted by the beliefs about their own health. As a result, we think that guests' perceptions of value may have an impact on their choice to stay at a green hotel. As a strategy that directs people's activities and behavior toward particular things and can be used as a yardstick for comparing people's behavior with other behavioral determinants, such as beliefs, attitudes, and norms (Kautish & Sharma, 2019).

In order to analyze attitudes and behavioral intentions toward green products in diverse circumstances, a number of attitude models have been developed to date (Fielding and Head, 2012; Perrea et al., 2014; Thgersen et al., 2016). Few studies (Chen and Chang, 2012; Chryssohoidis and Krystallis, 2005) have examined how values and green purchase intentions relate to other behavioral factors, but the majority have examined value orientation in western contexts to elucidate the consumers' true motivations, including their green intentions (Hansen et al., 2018).

Furthermore, this study has assessed the impact on the anticipated optimistic attitudes by incorporating them into the cognitive, affective, and conative models – e.g., perceived value as predicted attitudes can influence on behavioral intention beyond the cognitive component. History of the feelings of consumers the importance of customers is a crucial driver for decision-making (Papista & Krystallis, 2013). The conclusion drawn from the foregoing discussion is that consumers' attitudes and emotions play a role in how much they perceived value a product. The following is the suggested hypothesis:

**H5:** Perceived value has a positive and significant effect through attitude on purchase behavioral intention to visit green hotels.

### **3.6 Perceived Cost, Attitude and Purchase Behavioral Intention (H6)**

A client's estimated expenditure as a result of engaging in a certain activity is known as the perceived cost of that activity. Positive feedback on customer attitudes is referred to as knowledge that a person uses to reach a goal (Bagozzi, Dholakia, & Basuroy, 2003). Instead of having positive attitudes after staying at a green hotel, hotel visitors experience them when making the decision to book one. Customers' attitudes are regarded as favorable emotive feedback that someone confides in by completing a goal (Bagozzi, Dholakia, & Basuroy, 2003). When choosing a green hotel to stay at rather than using one as an example, hotel visitors experience positive, expected sentiments. Customers are more likely to have positive cognitive, affective, and conative attitudes if they assess cognitive attributes.

When a person engages in a specific behavior, attitude can be either positive or negative (Eagly and Chaiken, 1993; Ajzen, 1991). Consumers' intentions to buy green products are significantly influenced by their attitudes and the products' environmental value. In the context of the green hotel and organic food, several studies showed that consumers' intentions are positively influenced by their attitudes (Han and Yoon, 2015; Teng et al., 2014; Chen and Tung, 2014; Zhou et al., 2013; Chen and Peng, 2012; Dean et al., 2012; Ha and Janda, 2012), and that consumers who have positive attitudes are also more likely to pay a high price for green products.

Additionally, as predicted attitudes can affect behavioral intentions beyond the cognitive component, this research has evaluated the impact on the anticipated optimistic attitudes by incorporating them into the cognitive, affective, and conative models. A key factor in decision-making is the history of client sentiments and their significance (Papista & Krystallis, 2013). These studies suggest that perceptions of cost have an impact on consumers' intentions to visit green hotels while making purchases. The following theory is put forth:

**H6:** Perceived cost has a positive and significant effect through attitude on purchase behavioral intention to visit green hotels.

### **3.7 Trust, Attitude and Purchase Behavioral Intention (H7)**

Trust is becoming crucial in pro-environment utilities, as customers run the risk of making erroneous decisions that lead to higher prices and ethical risks (Lam, Lau, & Cheung, 2016). The value of trust in green goods to boost behavioral commitment to hotels (Martínez and del Bosque, 2013) is proven by the extent of the whole thing in the hospitality literature. From these studies, it can be interpreted that trust in green hotels influences purchases behavioral intention through customers' attitudes. It is believed that trust is a mental state characterized by a desire to embrace susceptibility and a concentration on constructive intentions. As consumers "use" trust to reduce their anxiety while making purchases of environmentally friendly products or services, researchers have concentrated on it in the context of green marketing (Ponnapureddy et al., 2017). Given that some hotels violate the rules set forth by the government and act dishonestly, it is crucial for travelers choosing

an eco-friendly hotel to be certain of the hotel's active participation in the preservation of the environment (Gao & Mattila, 2016).

Consumers can believe that these regulations are imposed to save costs for the hotel or improve its reputation rather than out of genuine care for the environment. For this reason, confidence in the environmental policies followed by eco-friendly hotels is crucial. A decade or so later, Fishbein and Ajzen (1975) conducted research that significantly differentiated the attitude notion and re-established the attitude-behavior connection; in line with their hypothesis, attitude is mediated by intention. They saw attitude as a factor in evaluating the target behavior. In their study, attitude was calculated based on behavioral beliefs and its assessed results. This study suggests that customers' attitudes have an impact on their intention to buy through their trust in green hotels. The following hypothesis is proposed:

**H7:** Trust has a positive and significant impact through customers' attitude on purchase behavioral intention to visit green hotels.

### **3.8 Perceived Consumer Effectiveness, Attitude and Purchase Behavioral Intention (H8)**

Perceived consumer effectiveness (PCE) is the domain-specific belief of consumers that their actions can contribute to the resolution of issues. According to several research, PCE significantly influences customers' ecologically friendly behavior. PCE is a judgment that assesses the degree to which customers may influence issues with environmental resources. When PCE is high, consumers are more likely to have favorable opinions toward and plans to purchase sustainable goods (Webb et al., 2008). Customers will think about the social impact, adopt good attitudes toward green products, and make plans to buy them once they know they can act to protect the environment.

According to Ajzen (1991), attitude is a general assessment of one's behavior, and it can be used to forecast how people would behave while making green purchases. Consumer views regarding green products are a significant antecedent variable of their purchase intentions, according to prior study (Dickinger and Kleijnen, 2008; Wang et al., 2016; Han et al., 2017; Ru et al., 2018). Customers who think favorably of green products may thus be more likely to purchase them. This result is consistent with other studies (Kim and Han, 2010; Göçer and Sevil Oflaç, 2017), which found that attitudes toward environmentally friendly products had an impact on consumers' intentions to make purchases. This study found that customer opinions of their own efficiency had an impact on their inclinations to buy green hotels. The following hypothesis is proposed:

**H8:** Perceived consumer effectiveness has a positive and significant impact through customers' attitudes on purchase behavioral intention to visit green hotels.

## **IV. Population, Sample, Data Collection and Measurement**

The population of the research at hand will include all the tourists, both local and foreign who have already visited the different places and different green hotels in Bangladesh within last five (05) years and who are at least eighteen (18) years old. If every tourist qualifying these criteria will be considered an element of the population of the research. Since there is no exact data on tourists visiting and staying in green hotels in Bangladesh, it is not possible to fix the population size for the study, but it might be higher than one (01) million and less than two (02) million tourists visit different places and different green hotels (approximately). The public refers to the whole population of individuals, incidents, or items of significance the scientist needs to look at and can draw conclusions based on survey statistics (Sekaran & Bougie, 2016).

A sample is a subset of the population that contains some of the representatives chosen from it depending on the results that can be applied to the population of interest (Sekaran & Bougie, 2016). As per the table of Krejcie and Morgan (1970), the sample size for the current project will be at least 384 as the population is unknown and might be higher than one million according to BTB report 2019. As a rule of pollex, for most studies, sample sizes greater than 30 and less than 500 are ideal, and in multivariate research (including multiple regression analyses), the sample size should be many times (preferably 10 or more times) greater than the number of variables in the report (Roscoe, 1975). Hence, taking more than 384 is an appropriate sample size for the study.

Following that, a suitable sample strategy will be determined, as it is important for the study's credibility (Robinson, 2014). The sample represents a portion of the population from which researchers will draw findings and apply them to the full population. In survey research, probability sampling is the most widely employed sample technique (Saunders et al. 2019).



The basic random sampling approach, which allows samples to be picked at random from the population, will be chosen because it has the lowest bias and the most generalizability (Sekaran & Bougie, 2016). As a form of non-probability sampling, a goal-directed quota sampling would be used since participants can be easily picked from targeted populations according to prearranged number or quota at this stage which is very useful when minority representation in a sample is crucial (Sekaran & Bougie, 2016). It may be mentioned that distinctive the purchase behavior intention of green hotels of men and women is also an objective of the current research. Most business and management studies advise a 95% confidence level to estimate the population's characteristics within 3% to 5% of their true values, according to Saunders et al. (2019). Therefore, a 95% confidence level and 5% margin of error will be used in this investigation.

Measurement tools are used by researchers and practitioners to aid in subject, client, or patient assessment or evaluation. The instruments are used to test or collect data on a variety of variables, including physical performance and psychological wellness. The most recent versions of SPSS and SmartPLS will be used to analyze the data collected for this survey. The key applications of SPSS will be regression assumption testing and demographic analysis. SmartPLS will be used mainly to test the hypothesis.

## **V. Discussion and Conclusion**

Researchers' interest in studying green hotels has already grown. Many research (Chang et al., 2019; Verma and Chandra, 2018) have been carried out to investigate why guests choose to stay at green hotels and what motivates them to do so. Since the hotel industry is one of the most resource-intensive due to its multi-functions and relationships with various stakeholders, researchers concluded that pro-environmental strategies, like green hotel practices, have every potential to contribute to sustainability (Al-Aomar and Hussain, 2017). It is inevitable that consumers will be concerned about ecological balance and environmental sustainability in the context of the hospitality and tourism industries (Wang et al., 2020).

According to earlier research, the majority of studies on customers' intentions to visit green hotels and their green purchase behavior were carried out in small Asian regions like Hong Kong and Taiwan or in Western nations like America and Turkey. In the context of Asian nations, there are relatively few studies available to understand tourists' intentions to visit (Hasan et al., 2020), and research on visitors' behavior when visiting green hotels is still in its early stages, lacking a synchronized empirical framework and a literature review (Wang et al., 2018). However, there are 41 hotels in Bangladesh that use sustainable practices in their daily operations; some of these include Radisson Blue Water Garden, Amari Dhaka, Four Points, and so on (Hotels, 2021). Few studies have been conducted in our nation to determine the factors that influence Bangladeshi tourists' preference for visiting green hotels, such as their level of environmental awareness, green concern, and green trust.

Bangladesh is among the numerous nations that view tourism as a primary source of jobs and income for their economies. As a result, hotels' main goal in operating and remaining in business is to satisfy visitors. Visitors are now increasingly conscious of the damage hotels cause to the environment and natural resources (Han and Kim, 2010), and this awareness definitely influences their decision to stay at a hotel that uses green practices.

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