

# Factors that Influence Customers' Intention to Visit Green Hotels in Malaysia

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**Abstract**— In recent years, the hospitality Industry has overcome numerous challenges to initiate green practices. Greater interest in customers green behaviours has led the hotel industry to practice more environmentally friendly activities. Therefore, this study aims to identify the factors that influence customers in visiting green hotels in Malaysia. The theory of planned behaviour (TPB) has been embedded to investigate the factors. Data was collected via questionnaires through online by invitation through email and offline from travellers in selected airports. IBM SPSS Statistics software was used to analyse the data. The results discovered that attitude, subjective norms, perceived behavioural control and environmental concern significantly influence customers in visiting green hotels. Meanwhile, attitudes mediate subjective norms and perceived behavioural control and finally attitudes, and perceived behavioural control possess a positive relationship with the environmental concern of visitors in visiting green hotels. Findings from this research can help the Malaysian government and hoteliers to integrate the research framework in their current business model and imposed more effective strategies on a green environment in developing green hotels.

**Keywords**— Green Hotel, Customers' Intention, Green Hospitality, Theory of Planned Behaviour, Malaysia

## 1. Introduction

Green hospitality industry started in the 1990s as a result of related financial advantages and the changing attitudes of the tourist towards more sustainable tourism. In recent years, the entire hospitality industry has overcome numerous challenges to initiate green practices since after realizing their vital role to become more environmentally friendly [1, 2, 3]. According to

Choi et al. [4], the higher interest in customers green behaviours has led to more environmentally friendly practices in the hotel industry. Moreover, consciousness towards environmental awareness together implementation towards more environmental restrictions had influences tourists to gradually penetrating green hotels compares to conventional hotels [3].

According to Borhan and Ahmed [5] and Chua and Oh [6], the sustainability concept in Malaysia started way before but got serious consideration in 1997 after the economic crisis. Malaysia had confronted numerous ecological issues and contamination by National Green Innovation Policy 2009 [7]. Holding fast to these approaches, sustainability idea was joined in the Malaysia tourism industry. Numbers of green hotels and resorts and significantly rising in align with the new transformation of the Malaysian government new green innovation policy. Tourism and the natural environment are correlated with each other. Fundamentally, the tourism industry has a more significant impact on due to few reasons, for example, the inordinate utilization of natural resources, high quantities of traveller entries and advancement of tourism offices adhering to the adverse effects. A few studies had asserted that the hospitality industry is a standout amongst the most resources wasteful industries [7]. The hotel industry is the most energy concentrated divisions of the hospitality industry. Eventually, European hotels are releasing around 13.6 megatons of carbon dioxide consistently [7].

The intention has corresponded to one's relative strength of purpose with a specific end goal to perform appropriate behaviour [2]. Lee et al. [8] attest that the behavioural goal is a significant element that explains customer behaviours in light of the fact that intention is likely to encourage

performance. Therefore, there is a need to understand what that means to the individual; the factors that determined customer's intention need to be carefully considered. The reason for consumers to visit environmentally friendly lodgings have become critical thought because it has turned out to be more mindful regarding the fundamental issues and is attracted in getting the eco-accommodating items [4]. It is essential to examine consumers' decision-making processes concerning green hotels. In recent years, many are aware that their buying practices may harm the environment either directly or indirectly [8]. Along these lines, the goal to visit a green hotel can be seen as a behaviour that is gotten from the intention to benefit the environment [9]. These customers are liable to buy environmentally friendly hotel products and services [10]. Eventually, customers' interest in green lodgings has extended [11]. Thus, understanding a green hotels customer's decision-making process is critical in creating successful showcasing procedures to advance positive acquiring choices [11].

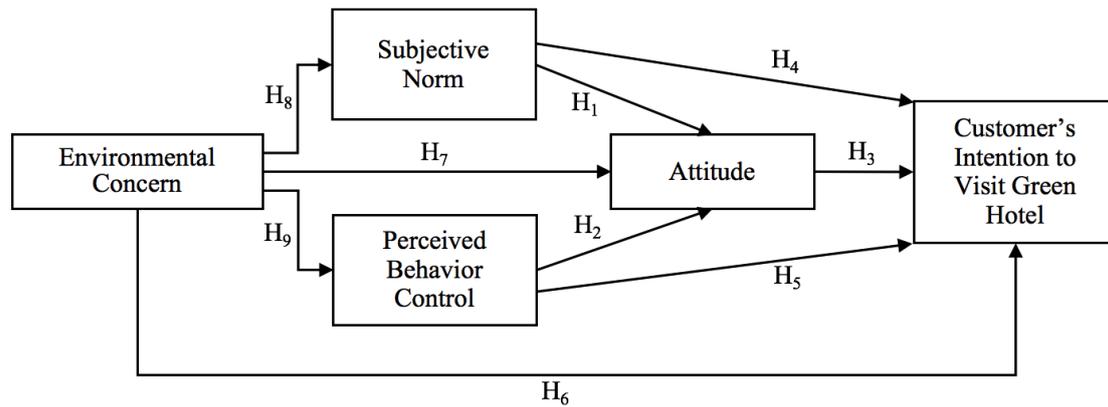
The study will focus on how green policies incorporated into their hotel management practices, although there is a certainty that hotel guest's look for such policies, research is deficient about this subject. Hence, future research here is expected to unveil with precision and more prominent assurance the relationship between customers' behaviour towards green products. Thus, this study will undertake further investigations by using travellers with a wide range of characteristics for more accurate and specified results in order to obtain more specified results [3]. Eventually, this study will investigate relationship between subjective norms and attitude, the relationship between perceived behavioural control and attitude, the effects of attitude, subjective norms, and perceived behavioural control, the relationship between environmental concern and customer's intention, mediating effect of the TPB on environmental concern and customer's intention in choosing green hotels in Malaysia.

## 2. Literature Review

The intention is a thought that influences individual behaviour to perform conduct [12]. Customers' intentions are a primary target of each lodging business, as its aim to demonstrate a customers' ability to repurchase services or items and recommend the hotel to others [13, 14]. Natural concerns have been an on-going issue since the 1970s [4]. This pattern has also been reflected in the hotel business, where the objectives to alleviate unfriendly ecological impacts. Hotel shoppers are turning out to be progressively worried about the ecological impacts of the hotel business [2, 15].

With the perpetually expanding number of green consumers, it has gotten to be crucial for lodgings to change their management to be reliable with society's common concerns [8, 16, 17, 18, 19]. Thus, lodgings have begun to apply reasonable practices in their operations by executing and progressing naturally well-disposed products and services. It is essential for hoteliers to consider the factors that influence customers' intention to visit the green hotel in order to adopt green practices and creates an eco-friendly environment based on customer's behavioural intention to gain the competitive edge.

Figure 1 shows the research framework of the study based on the Theory of Planned Behaviour (TPB). In terms of green context, TPB model widely been used to describes customer's intention to visit green hotels [1, 2, 15, 16, 20, 21, 22, 23, 24, 25, 26]. Based on the literature carried out, this study herein will examine the intention of respondents to visit a green hotel by assessing the effects of four variables, namely environmental concern, attitude, subjective norms, and perceived behavioural control based on four conditions. Firstly, the relationship between subjective norms and perceived behavioural control towards attitude. Secondly, the effects of attitude, subjective norms and perceived behavioural on customers intention. Followed by, the relationship between the independent variable (environmental concern) and dependent variable (customers intention). Finally, the independent variables (that is, environmental concern) whereby it will study the mediating effect of TPB variables, also known as mediators on customers' intention.



**Figure 1.** Research Framework

### 3. Hypothesis Development

Based on the research framework shown in Figure 1, nine (9) hypotheses were developed.

#### 3.1 The Relationship between Subjective Norms and Attitude

Kun-Sahn & Yi-Man [27] found that attitude has a mediating effect on subjective norms. Similarly, Han et al. [11] verified that a customer's attitude regarding the green hotel is wholly associated with their subjective norms. In view of the foregoing, the following hypothesis is formulated:

*H<sub>1</sub> There exists a positive relationship between the subjective norms and the attitudes of visitors who choose to visit a green hotel.*

#### 3.2 The Relationship between Perceived Behavioural Control and Attitude

Attitude has a mediating effect on the perceived behavioural control [28]. This infers when the perceived behavioural control of respondents is more positive, so are their attitudes. In this way, the more people can have control over the opportunities and resources to perform a particular behaviour; the more probable such behaviour will be engaged in [2, 16, 29]. Hence, the following hypothesis is formulated:

*H<sub>2</sub> There exists a positive relationship between the perceived behavioural control and the attitudes of visitors who choose to visit a green hotel.*

#### 3.3 The Effects of Attitude, Subjective Norms and Perceived Behavioural Control on Customer's Intention

According to Chen and Tung [16], an individual's is likely to perform particular behaviour if he or she possesses a positive attitude towards the specific act.

Moreover, if people who are significant to customers think they should remain at green lodgings, then they will have more intention to visit green hotels due to the higher level of social pressure [2, 19]. When it comes to the customers' perceived behavioural control of visiting green hotels, previous studies found that there is a positive relationship between the customers' perceived behavioural control and his or her visit intention to stay in green hotels [2, 11]. Hence, the following hypotheses have been formulated:

*H<sub>3</sub> If an individual has a more positive attitude toward green hotels, then he or she will be more likely to have the intention to visit them.*

*H<sub>4</sub> If an individual has a more positive subjective norm toward green hotels, then he or she will be more likely to have the intention to visit them.*

*H<sub>5</sub> If an individual perceives more behavioural control of green hotels, then he or she will be more likely to have the intention to visit them.*

#### 3.4 The Relationship between Environmental Concern and Customers Intention

Environmental concern has greater influence on customer's intention in choosing green hotel [1, 2, 15, 16, 20, 23, 24, 26]. Chen and Tung [16] stated that environmental concern was an exact indicator of behavioural intention in the tourism sector. Hence, the following hypothesis has been formulated:

*H<sub>6</sub> Environmental Concern has a positive influence on customers' intentions to choose to visit a green hotel.*

### 3.5 Mediating Effect of the Theory of Planned Behaviour Variables on Environmental Concern and Customers Intention

It is believed that consumers' attitude, subject norms, and perceived behavioural control, to visit green hotels are affected by his or her environmental concern. In many recent studies, environmental concern has been found to be a significant determinant in deciding customer's behaviour [8, 16, 17, 18, 19]. Eventually, Chen and Tung [16] examined the mediating role of these variables of the TPB on the relationship between environmental concern and future intentions. Hence, the following hypotheses have been formulated:

- H<sub>7</sub> Attitude mediates the effect of environmental concern on the intention to choose to visit a green hotel.*
- H<sub>8</sub> Subjective norms mediate the effect of environmental concern on the intention to choose to visit a green hotel.*
- H<sub>9</sub> Perceived behavioural control mediates the effect of environmental concern on the intention to choose to visit a green hotel.*

## 4. Research Methodology

This study is descriptive in nature as the research design for this study is based on a clear problem statement and specific hypothesis to investigate the related variables. Besides, correlation analysis had been applied for hypothesis testing. An individual or in this case, which is referred to travellers is the unit of analysis of this research. The questionnaire has been designed to collect data from the respondents. A Google form has been established as a survey tool for online data collection. Some of the respondents have been invited through email to participate in the survey.

Meanwhile, hard copies of the questionnaire were also distributed to individual travellers at Kuala Lumpur International Airport (KLIA), Senai International Airport (Johor Bahru) and Penang International Airport. In total, 400 questionnaires were sent out to targeted respondents. Based on that, 143 completed questionnaires were returned and filled during the end of the data-collecting period representing 36% of the response rate.

However, six of the questionnaires were disregarded due to incomplete data. Henceforth, 137 responses were available for further analysis. According to Sekaran and Bougie [30], the rule of

thumb to carry out sufficient research, the researcher should have a sample size of more than 30 and less than 500 while Hair et al. [31] proposed that the sample size must be between 100 and 400. Accordingly, this research has fulfilled the minimum requirement to conduct the multivariate study. The present research questionnaire used both nominal scale and five-point Likert scale. The nominal scale is used in Section A to collect respondents' demographic profile while the five-point Likert scale is applied in Section B to Section F to collect the data related to the independent and dependent variables.

## 5. Analysis and Results

IBM SPSS Statistics Version 22 was used to conduct data analysis. Through descriptive analysis, researcher able to compile a demographic profile of respondents, the number of valid samples, minimum and the maximum value, the mean and standard deviation of variables to confirm the data accuracy and also the favourable response level. Factor analysis was applied to test the validity of data, and remove the duplication and redundancy from the sets of correlated variables if necessary. KMO and Bartlett's value was used to verify data validity. The reliability analysis was carried out based on Cronbach's Alpha value, to examine the consistency and reliability of the questionnaires. Lastly, a regression analysis was performed to investigate the correlation between the independent variable and dependent variable.

### 5.1 Demographic Profile

In this study, the following demographic profiles have been analysed; gender, age, marital status, and monthly income, the highest level of education, current job position level, and nationality. Based on Table 1, 49.6% of respondents was male, while the remaining of 50.4% were female. It is also found that the age group between 31 to 35 years old was the majority among the travellers which comprised 29.9% of the total respondents. Meanwhile, a major group of respondents are married, comprising 56.9% of the responses. For the highest education level, bachelor's degree holders were the largest group among the respondents, which occupied 46.7%. 58.4% of respondents' earnings fall under the income level between MYR 2001- MYR 5000, indicating a larger group of the income level of respondents of this survey. Most of the respondents were employed for wages (65.0%), and the majority (78.8%) of the respondents are Malaysian.

**Table 1.** Respondent's Profile

Demographic Variables	Frequency	%
<b>Gender</b>		
Male	68	49.6
Female	69	50.4
<b>Age</b>		
21-25	14	10.2
26-30	38	27.7
31-35	41	29.9
36-40	20	14.6
41-45	15	10.9
>45	9	6.6
<b>Marital Status</b>		
Single	59	43.1
Married	78	56.9
<b>Highest Education</b>		
High School	6	4.4
Diploma/Certificate	23	16.8
Bachelor's Degree	64	46.7
Master's Degree	31	22.6
PhD/Doctorate	12	8.8
Others	1	0.7
<b>Monthly Income</b>		
Less Than MYR 2000	15	10.9
MYR 2001- MYR 5000	80	58.4
MYR 5001- MYR 8000	23	16.8
MYR 8001-MYR 10,000	8	5.8
>10,000	11	8.0
<b>Employment Status</b>		
Employed for Wages	89	65.0
Self Employed	34	24.8
Homemaker	2	1.5
Student	8	5.8
Retired	4	2.9
<b>Nationality</b>		
Malaysian	108	78.8
Non-Malaysian	29	21.2

## 5.2 Goodness of Data

Table 2 indicates that all independent variable dimensions and dependent variable have KMO value that greater than 0.5 and it indicates sufficient inter-correlations. Independent variable (0.859) scored the highest KMO value, followed by mediating variables (0.855) and dependent variable (0.747).

**Table 2.** KMO and Bartlett's Test

Variables	KMO	Bartlett's Test of Sphericity
Independent Variables	0.859	$\chi^2=1995.12$ ; p=0.000
Dependent Variable	0.747	$\chi^2=291.45$ ; p=0.000
Mediating Variables	0.855	$\chi^2=1151.89$ ; p=0.000

## 5.3 Reliability Analysis

As shown in Table 3, independent variables, dependent and mediating variables had recorded Cronbach's Alpha value that greater than 0.5. Dependent variable (0.916) recorded the highest Cronbach's Alpha value, followed by independent variables (0.783) and mediating variables (0.725).

**Table 3.** Reliability Analysis

Variables	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	No. of Items
Independent Variables	0.783	0.904	20
Dependent Variable	0.916	0.916	3
Mediating Variables	0.725	0.886	14

## 5.4 Descriptive Analysis

Table 4 highlights the descriptive analysis summary for the dependent variable and independent variable dimensions. The questionnaire items were measured based on the 5-point Likert scale; min and max value are within the range; hence, the data is valid and reliable. The mean value above 3.0 indicated that responses are inclined toward the agreeable side.

**Table 4.** Descriptive Analysis

	Mean	Std. Deviation
<b>Dependent Variable</b>		
Intention	3.96	0.793
<b>Independent Variables</b>		
Attitude	3.97	0.688
Subjective Norms	3.71	1.762
Perceived Behavioural Control	4.06	0.633
Environmental Control	4.39	0.579
<b>Mediating Variables</b>		
Attitude	3.97	0.688
Subjective Norms	3.71	1.761
Perceived Behavioural Control	3.99	0.606

## 5.5 Hypotheses Testing

The researcher used regression analysis to examine if proposed hypotheses are having a significant impact on tested variables. Table 5 highlights the regression analysis output. Based on the hypotheses result, this study has found that attitude, subjective norms, perceived behavioural control and environmental concern positively influence customers towards visiting green hotels.

Meanwhile, subjective norms and perceived behavioural has significantly influence attitude in visiting green hotels. Moreover, attitude and perceived behavioural control mediate

environmental concern in choosing a green hotel. However, it is founded from this study that subjective norms negatively related to environmental concern in visiting a green hotel.

**Table 5.** Regression Analysis Results of Tested Hypothesis

Hypothesis	t-value	p-value	Remarks
H <sub>1</sub> There exists a positive relationship between the subjective norms and the attitudes of visitors who choose to visit a green hotel.	3.006**	0.000	ACCEPTED
H <sub>2</sub> There exists a positive relationship between the Perceived behavioural control and the attitudes of visitors who choose to visit a green hotel.	3.896**	0.003	ACCEPTED
H <sub>3</sub> If an individual has a more positive attitude toward green hotels, then he or she will be more likely to have the intention to visit them.	7.509**	0.000	ACCEPTED
H <sub>4</sub> If an individual has a more positive subjective norm toward green hotels, then he or she will be more likely to have the intention to visit them.	1.839**	0.068	ACCEPTED
H <sub>5</sub> If an individual perceives more behavioural control of green hotels, then he or she will be more likely to have the intention to visit them.	2.300**	0.023	ACCEPTED
H <sub>6</sub> Environmental Concern has a positive influence on customers' intentions to choose to visit a green hotel.	2.511**	0.013	ACCEPTED
H <sub>7</sub> Attitude mediates the effect of environmental concern on the intention to choose to visit a green hotel.	3.894**	0.000	ACCEPTED
H <sub>8</sub> Subjective norms mediate the effect of Environmental concern on the intention to choose to visit a green hotel.	-5.30	0.597	REJECTED
H <sub>9</sub> Perceived behavioural control mediates the effect of environmental concern on the intention to choose to visit a green hotel.	3.017**	0.03	ACCEPTED

Note: \* - p<0.05

## 6. Discussions

Hypothesis 1 (H<sub>1</sub>) has suggested that there is a positive relationship between subjective norms and the attitudes of visitors. Nevertheless, the tested hypotheses showed it has a t-value of 3.006 and the  $\beta=0.239$ . It showed that attitude has a mediating effect on subjective norms. This outcome was steady with the discoveries from [2, 11, 32]. The result revealed that the decision of visitors to visit green hotels is highly correlated with the view of their preference referents on the decision whether he or she should perform the visit green hotels. This is an indication that a robust social consciousness has coordinate impacts on the purchase behaviour of customers [33, 34].

Hypothesis 2 (H<sub>2</sub>) has proposed that there is a positive relationship between perceived behavioural control and the attitudes of visitors. The result of hypothesis supported as the tested hypotheses showed it has a t-value of 3.896 and the  $\beta=0.310$ . This study revealed that indeed, there is a positive relationship between perceived behavioural control and attitude. In aligning with past studies by Chan et al. [1], the study suggests that when the perceived behavioural control of respondents is more positive, so are their attitudes. Similarly, Yu et al. [28] also showed a significant relationship between people's perceived behavioural control and his or her attitude. The results of this study also in accordance with past literature of Ajzen [35] which discovered that a person's perceived behavioural control ought to be

more prominent when he or she has vast resources and opportunities. Hence, if an individual perceived behavioural control is high, an example if an individual has the time and money to visit green hotels, this will influence his or her behaviour to perform that particular act or in this context to visit the green hotel.

Hypothesis 3 (H<sub>3</sub>) has proposed that there is a positive relationship between attitude and intention. The result of hypothesis supported as the tested hypotheses showed it has a t-value of 7.509 and the  $\beta=0.536$ . This indicates that attitude possesses a positive relationship with intention. This is consistent with the paper by Han et al. [11] stated an individual tends to have an ideal disposition when the results are decidedly assessed, and therefore, he or she is liable to take part in that particular conduct. Furthermore, when figuring out whether to perform specific behaviour, an individual likely to evaluate the paybacks and the cost resulting from the behaviour. In aligning with the result of past studies by Kun-Shan and Yi-Man [27] t-values obtained from this study also indicate that direct effect of attitude on visit intention was greater than other independent variables such as subjective norms, perceived behavioural control and environmental concern which has been tested together. This inferred, to improve the hotel's customers' intention to visit a green hotel, it could be useful for green hotel managers to give careful consideration to approaches to increase positive attitude.

Hypothesis 4 ( $H_4$ ) has recommended that there is a positive relationship between subjective norms and intention. The result of hypothesis supported as the tested hypotheses showed it has a t-value of 1.839 and the  $\beta=0.112$ . Hence, Subjective norms influence visitors positively to visit the green hotel. Eventually, support findings for these hypotheses discovered that customers' intention to stay at a green hotel is emphatically connected with their perceived social pressure from important referents [11]. This result is also supported by the literature by Lee [36] that according to subjective norms if a person's significant others believe that remaining at green hotels is honest to goodness lead, a person's motivation to visit green lodging will increase. In short, the more constructive subjective norms individuals have, the more grounded their intention to act.

Hypothesis 5 ( $H_5$ ) has suggested that perceiving behavioural control perceives the positive relationship with intention. This was indicated through tested hypotheses, which showed t-value of 2.300 and the  $\beta=0.148$ . Thus,  $H_5$  accepted as perceived behavioural control influence the visitor's intention to visit green hotels. The tested result was in align with the past literature which discovered that with regards to the consumers apparent behavioural control of going to green hotels, there is a positive relationship between the consumer's perceived behavioural control and his or her visit intention to visit green lodgings [2, 11]. Along these lines, if more people get the opportunities along with the ability to perform specific conduct, the more probable such action will take place or more specifically in this context many will have the desire to visit green hotels.

Hypothesis 6 ( $H_6$ ) has recommended that environmental concern has a positive relationship with intention. This was designated through tested hypotheses, which showed t-value of 2.511 and the  $\beta=0.165$ . Thus,  $H_6$  supported that environmental concern does influence visitors to visit green hotels. The result was in accordance with past studies by Lam and Hsu [37] who had confirmed that the recurrence of certain elements of environmental concern impacted behavioural intention while picking a destination, while Lee and Choi [38] demonstrated that environmental concern was an exact indicator of behavioural intention in the hospitality and tourism sectors.

Hypothesis 7 ( $H_7$ ) has proposed that attitude is influenced by environmental concern on the intention to visit a green hotel. This was shown by tested hypotheses of t-value of 3.894 and the  $\beta=0.344$ . Hence, the hypotheses supported that

attitude mediates the effect of environmental concern. This hypothesis was supported in align with literature by Bamberg's [39] and Bamgbade et al. [40] who stated that the origin of green product was generated from the inputs or sources from environmental concern and visits to the green hotel is part and parcel of environmental concern attributes. Besides that, the analysis was in align with past studies which showed that for those customers who fret about nature will have a good attitude toward eco-accommodating items or services including going to green lodgings [2, 15, 41]. Thus, it is believed that consumers' attitude to visit green hotels are affected by his or her environmental concern [16].

Hypothesis 8 ( $H_8$ ) has proposed that subjective norms are influenced by environmental concern on the intention. This was tested, and tested hypotheses showed that t-value of -0.042 and the  $\beta=-5.30$ . Thus,  $H_8$  is rejected as there is a significant negative connection between subjective norms and environmental concern. The tested hypothesis result was in contrast with past research by Chen and Tung [16] who discovered that, if a person's environmental concern is high, he or she will significantly influence by subjective norms. The tested hypotheses for this study revealed that customers' environmental concern does not influence their subjective norms. This was in contradict with a statement by Lee at al. [8] that if the consumers perceive the way that visiting green hotels is truly helpful to the environment, their subjective norms of visiting green hotels could be possibly improved [8]. Eventually, this study reveals that visitors environmental concern does not influence their significant others to visit a green hotel.

Hypothesis 9 ( $H_9$ ) has proposed that perceived behavioural control is influenced by environmental concern on the intention to visit a green hotel. This was tested, and tested hypotheses showed that t-value of 3.017 and the  $\beta=0.257$ . Thus,  $H_9$  is supported as the perceived behavioural control mediates environmental concern. The result of tested hypotheses in accordance with past research of Chen and Tung [16] stated that, if visitors realized that their visit to green hotels could be beneficial to the environment, this would increase their perceived behavioural control to visit the green hotel. Similarly, the tested hypothesis was supported by Kim and Choi [19] that if green hotels are considered to be beneficial to earth, then he or she will have more intention to opt for them.

## 7. Limitations and Future Research

This research seeks to identify factors that influence customers' intention to visit green hotels in Malaysia by integrating all the recommended variable and theory. However, there were a few limitations regarding this particular study. Firstly, this study has just centred around the goal to visit, and not on genuine visits, and it is fair to say that intention may not interpret into actual behaviour in this case. Besides that, similar to Choi et al. [4], this study did not isolate consumers in view of various levels of concern toward the environment or on distinctive levels of service that they got from the hotels in which they have stayed. Another limitation of our study is that the respondents are not equally divided between Malaysian and non-Malaysian. As such, there was a high variation between Malaysian's respondents and Non- Malaysian's.

This study was merely focused on general hotel customers' intention formation to visit a green hotel. Hence, to test the consequences of this study in every particular segment of hotels, it is strongly recommended that the arrangement of visit intention mainly focused on green hotel customers to be explored in future research in order to obtain the more precise result. Besides, future studies could examine different targeted respondents with various levels of concern toward the green products, green practices as well as green services. Past research discoveries demonstrated that individual attributes such as gender, age, education and income could be essential figures clarifying eco-accommodating utilization [11].

## 8. Conclusion

The outcome of this study revealed all the variables have significantly influenced customers in visiting green hotels except for subjective norms, which is negatively related to environmental concern in visiting a green hotel. Thus, it is vital for hoteliers to develop a more effective strategy in further enhancing green practices, green offerings as such to promote and encourage more visitors who are concern about environments to visit green hotels. Since this study focused mainly on Malaysia, the insights of this study need to be used to increase further green projects, especially in the hospitality industry. The outcome of this study discovered that customers behavioural intention is highly correlated with their intention, and more people are aware of the importance of being eco-friendly and purchasing green product and services. In conjunction with this, more green hotels need to be developed in the way of fulfilling current traveller's needs and wants. Establishment of more green hotels will attract more

travellers to Malaysia and further increase the revenue, economic stability and image of the country for being green. The government should impose rules and regulation on regular hotels as such to implement more environmental practices after realizing the demand and benefits of being green.

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