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**Pakistani Hotels Industry: A New Paradigm to Investigate  
Visitors' Decision-Making Process**

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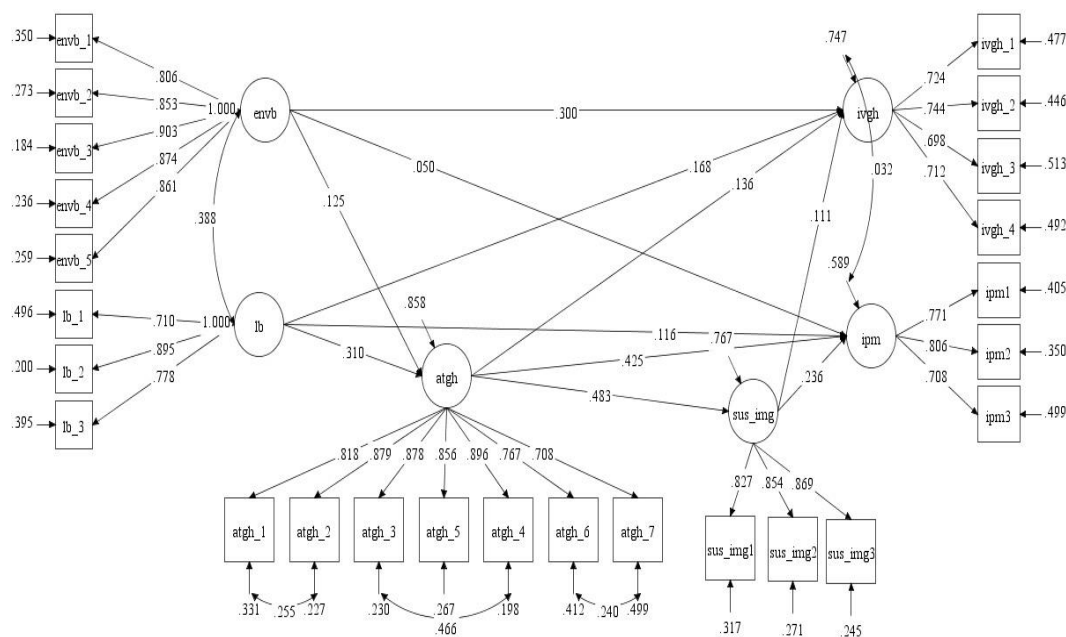
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## Research Highlights

To investigate the green hotel's visitors' decision-making process, this study provides a fresh insight into existing knowledge related to Pakistani consumer's beliefs regarding green practices, attitude toward green behavior, overall image, and behavioral intentions. Using Structural Equation Modelling (SEM) on a sample size of 372 Pakistani Lodging consumers, a test model confirmed that attitudes towards green behaviour have a positive influence on the overall image of green hotel, intention to visit green hotels, and willingness to pay more for green hotels. Moreover, environmental and luxury beliefs have a positive influence on attitudes and intentions about visiting green hotels, and willingness to pay more for green hotels. Furthermore, attitude towards green behaviour and overall image of green hotels have mediating roles exist in that test model, which is a unique contribution to the knowledge body. These outcomes are expected to help Pakistani marketers and managers, especially green management practitioners, to recognize more subjective initiatives for entering international and local segments.

## Graphical Abstract





## Research Objectives

In previous studies related to consumer behaviour and marketing (Baloglu & McCleary, 1999; Chen & Tsai, 2007; Lin et al., 2007; Han et al., 2009; Line & Hanks, 2016), it was observed that purchasing behaviour can be formed as a result of positive image of a firm. In addition, the customers' attitude toward green behavior has a critical role in determining a purchase of green products/services (Laroche et al, 2001; Manaktola & Jauhari, 2007; Han et al., 2009). Nevertheless, in the Pakistani hospitality market context, a disconnect exists between consumers' beliefs regarding green practices, attitudes toward hotels engaging in these practices, the overall image of a green hotel and subsequent consumer behavior (i.e., intention to visit a green hotel, and intention to pay more for green hotel). Due to this, the extant theoretical perspective in the Pakistani hospitality context cannot account for the inconsistent findings regarding the relationships among these constructs. In view of that, for the development of our knowledge related to visitors' decision-making processes, a test model has been developed in this study to investigate the relationships among Pakistani consumer's beliefs regarding green practices, attitude toward green behavior, overall image, and word-of mouth intention.

## Methodology

An online survey was conducted using an online marketing research company's system and test ran with 45 useable questionnaires. Cronbach's check was used to appraise the test run, with result reaching 0.911. After further review, some modifications were applied, and the final form was sent to 1743 general Pakistani lodging customers selected randomly from the database of a research company for the purpose of the survey. A cover letter accompanying the form included explanations of the difference between green hotel and regular hotel, and the research's objectives, as well as assurances of the confidentiality of the participant's responses. 392 completed questionnaires were received (Table 1). 18 of them were removed as extreme outliers and unprocessable data, leaving a remainder of 374 usable data and a 21.45% response rate overall. The participants comprised 52.7% males and 47.3% females mostly between 31 to 50 years, and highly educated – 52.9% undergraduates and above. 65.7% made a monthly income of not less than 50,000 Pakistani Rupees. Lastly, 76.4% agreed they patronize the Green hotels at least once in every three months.





## Results

As an outcome of this study, various useful insights were taken in precise to support green marketing and management campaigns in Pakistan. First, the Pakistani hotels should comprise promotional materials that can enhance the environmental beliefs of general public. One of the possible ways to do so is through developing public awareness (e.g., advertisements, seminars, telethons etc.) about the facts that green hotels are personally satisfying, not harmful to environment, improves health, and benefits other hotel guests. Second, it should be taken as a market challenge that the luxury beliefs (e.g., luxury guest services) of the people can disturb the level of environmental consciousness of the people. Possibly, some celebrity endorsement advertisements (e.g., a celebrity preferring stay in an environmental-friendly hotel) can support to reduce people's preference of luxury over being environmentally conscious. Last, various environment friendly attitude characteristics (i.e., good, desirable, pleasant, wise, favorable, enjoyable and positive) can support to build a good image about a hotel. Moreover, it can support to build an atmosphere that will enable the potential Pakistani consumers to plan and be willing to stay, or at least make an effort to stay in green hotels. Furthermore, it can support to create those pathways that can assure the green hotels to become premium profit makers compared to traditional hotels.

## Findings

The results confirms that attitudes towards green behaviour have a positive influence on the overall image of green hotel, intention to visit green hotels, and willingness to pay more for green hotels. Moreover, environmental and luxury beliefs have a positive influence on attitudes and intentions about visiting green hotels, and willingness to pay more for green hotels. Furthermore, attitude towards green behaviour and overall image of green hotels have mediating roles exist in that test model, which is a unique contribution to the knowledge body. These outcomes are expected to help Pakistani marketers and managers, especially green management practitioners, to recognize more subjective initiatives for entering international and local segments.



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