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**DEVELOPMENT AND TESTING OF SUSTAINABLE HOSPITALITY CONSUMPTION
VALUE MODELS TO UNDERSTAND CUSTOMERS' PSYCHOLOGICAL
RESPONSES TO SUSTAINABLE CONSUMPTION**

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**Development and Testing of Sustainable Hospitality Consumption Value Models to
Understand Customers' Psychological Responses to Sustainable Consumption**

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A thesis submitted in partial fulfilment of the requirements for the degree of
Doctor of Philosophy

March 2024

CERTIFICATE OF ORIGINALITY

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NANCY GRACE BAAH

ABSTRACT

Sustainable consumerism has emerged as an increasingly popular subject as global environmental concerns have grown. The reliance on energy and natural resources for the operations of tourism and hospitality businesses has led to their extensive environmental impact. As a way to reduce their environmental effects in response to the global climate emergency, customers in the hospitality industry are increasingly looking for environmentally friendly products and services, such as green hotels, green restaurants, green airlines, and green resorts. Value represents the meaning of a product/service consumed and is important in determining consumption behavior and fostering deeper customer relationships. However, the value that customers derive from sustainable hospitality consumption has rarely been investigated. The field's research into the value of sustainable consumption is in its initial stages. Moreover, no comprehensive scale is currently used for measuring the value that customers gain from patronizing sustainable hospitality establishments.

The limited number of studies on the value derived from sustainable hospitality consumption has primarily used scales created in various contexts that may not be applicable to hospitality settings. Furthermore, research on the sustainable practices of guests in the hospitality and tourist sectors has mostly investigated how customer attitudes affect business benefits rather than customers or society. Moreover, green ideas have not been the focus of company-level studies. Additionally, research on how attitude toward environmentally friendly hospitality consumption affects other prosocial behaviors has not been conducted. Previous research has stressed the importance of the proposed moderators of sustainable consumption and their power to alter behavior.

Based on the gaps in the sustainable hospitality consumption literature, seven objectives were set to be addressed in this thesis: (1) to develop a valid and comprehensive scale to evaluate the sustainable hospitality consumption value of customers, (2) to test a model that demonstrates the interrelationships among sustainable hospitality consumption values and relevant factors at the individual level, (3) to assess the moderating influence of collectivist orientation and religiosity on the interaction among the factors at the individual level, (4) to test a model that illustrates the connections between sustainable hospitality consumption value dimensions and relevant factors at the company level, (5) to evaluate the moderating effects of environmental activism and environmental identity on the possible connections among the factors at the company level, (6) to test a model that demonstrates the relationships among sustainable hospitality consumption value dimensions and relevant factors at the societal level, and (7) to assess the moderating influence of global identity and sense of obligation on the associations among the factors at the societal level. The theory of consumption values was the principal framework for this thesis.

Both quantitative and qualitative methods were adopted to achieve the objectives of the study. The steps for developing the sustainable hospitality consumption value scale and testing the proposed models consisted of (1) specifying and defining the domains of sustainable hospitality consumption value, (2) generating the initial items from the literature, (3) interviewing and reviewing by experts, (4) pretesting using doctoral students in hospitality and tourism, (5) pilot testing, and (6) the main survey, which tested three models at the individual, company, and societal levels. The data were gathered through the Amazon MTurk Online Panel. The study targeted customers of sustainable hospitality companies in the USA. A total of 918 responses were found to be usable for analysis. SPSS and AMOS were used to analyze the main survey results.

Through a rigorous process, six dimensions were identified for the evaluation of sustainable hospitality consumption value. These dimensions are quality and price value, environmental value, epistemic value, social value, health value, and emotional value. For the individual-level study, except for price and quality value, all the value domains exerted a positive influence on customers' attitude toward sustainable hospitality consumption value. Attitude also determined green satisfaction, subjective well-being, customer delight, and self-esteem. Furthermore, customers' satisfaction with the green features of the product or services improved their delight. The moderating effects of collectivism and religiosity were partially ascertained in the individual-level study. According to the company-level study, social value, emotional value, and epistemic value positively impacted green brand innovativeness, green brand image, and green brand trust. Customers build emotional connections with green brands that they perceive as innovative with their green practices and trust in delivering on their green promises. The moderating influence of environmental activism and environmental identity were partially established in this company-level study. The societal-level analysis revealed that environmental value, social value, emotional value, and epistemic value affected attitude favorably. Moreover, attitude influenced green satisfaction, social justice behavioral intention, and global civic engagement intention. Finally, green satisfaction impacted donation behavioral intention, social justice behavioral intention, and global civic engagement intention. Similarly, global identity and sense of obligation were partially confirmed as moderators for the societal-level study.

This study notably adds to the body of knowledge about sustainability, consumption value, sustainable consumption value, and consumer behavior. This study established six domains of sustainable hospitality consumption. Three models at the individual, company, and societal levels were also empirically tested. This study has ascertained how collectivism, religiosity,

environmental activism, environmental identity, global identity, and sense of obligation moderate the relationships at different levels. The theory of consumption values has been expanded to capture conditions in sustainable hospitality settings. Managers need to be guided by the value dimensions in their design of sustainable hospitality products/services. Managers of sustainable hospitality businesses should devote resources to making their offerings more environmentally friendly because the values they provide enhance consumers' emotions, help them become delighted, boost their self-esteem, foster a sense of connection with the natural world, and help them build deeper relationships with customers. Service providers can influence prosocial behavior among consumers by delivering value and satisfying the green needs of customers.

Keywords: sustainability, consumption value, sustainable hospitality company, attitude, green satisfaction, subjective well-being, green brand innovativeness, green brand image, green brand trust, prosocial behaviors, consumer behavior

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DEDICATION

To my beloved daughter

Who has been my source of strength and motivation during this academic journey.

TABLE OF CONTENTS

TABLE OF CONTENTS.....	x
LIST OF TABLES	xviii
LIST OF FIGURES	xxii
CHAPTER 1: INTRODUCTION	1
1.1 Background to the study.....	1
1.2 Problem statement	4
1.3 Research questions	7
1.4 Research objectives	9
1.5 Significance of the study.....	10
1.5.1 Theoretical contribution	10
1.5.2 Practical contributions	12
1.6 Overall structure of the thesis.....	14
1.7 Definition of terms	16
1.8 Organization of the study	18
CHAPTER 2: LITERATURE REVIEW	20
2.1 Chapter introduction.....	20
2.2 Conceptualization of sustainable consumption.....	20
2.3 Value	25
2.3.1 Social exchange theory (SET)	25
2.3.2 Equity theory	26
2.4 Consumption value.....	28
2.4.1 Conceptualization of consumption value	28
2.4.2 Dimensions of consumption value	30
2.4.2.1 Functional value.....	30
2.4.2.2 Social value.....	31
2.4.2.3 Emotional value	32
2.4.2.4 Epistemic value.....	33
2.4.2.5 Conditional value.....	34
2.5 Sustainable consumption value and its measurement in the hospitality and tourism context	35

2.6 Attitude toward sustainable consumption	42
2.7 Sustainable consumption outcomes at the individual level.....	44
2.7.1 Green satisfaction	44
2.7.2 Subjective well-being	46
2.7.3 Customer delight.....	48
2.7.4 Self-esteem	48
2.7.5 Sense of belonging.....	50
2.8 Sustainable consumption outcomes at the company level	51
2.8.1 Green brand innovativeness.....	51
2.8.2 Green brand image.....	52
2.8.3 Green brand trust	53
2.8.4 Green brand attachment.....	54
2.8.5 Green brand awareness.....	56
2.8.6 Behavioral intentions	57
2.8.6.1 Willingness to pay more	57
2.8.6.2 Sustainable technology behavioral intention	58
2.8.6.3 Future purchase intention.....	60
2.9 Societal-level sustainable consumption outcomes	61
2.9.1 Donation behavioral intention	61
2.9.2 Social justice behavioral intention.....	62
2.9.3 Green ambassador behavioral intention	63
2.9.4 Global civic engagement intention.....	64
2.10 Chapter summary	65
CHAPTER 3: CONCEPTUAL MODELS AND HYPOTHESES	66
3.1 Chapter introduction.....	66
3.2 Proposed conceptual model to test relationships at the individual level.....	66
3.2.1 Development of hypotheses.....	68
3.2.1.1 Relationship of sustainable hospitality consumption value to attitude toward sustainable consumption	68
3.2.1.2 Relationship between attitude toward sustainable consumption and green satisfaction	72

3.2.1.3 Relationship of attitude toward sustainable consumption to subjective well-being	73
3.2.1.4 Relationship between attitude toward sustainable consumption and customer delight	74
3.2.1.5 Relationship between attitude toward sustainable consumption and self-esteem .	75
3.2.1.6 Relationship between attitude toward sustainable consumption and sense of belonging.....	76
3.2.1.7 Relationship between green satisfaction and subjective well-being.....	77
3.2.1.8 Relationship of green satisfaction to customer delight	78
3.2.1.9 Relationship of green satisfaction to self-esteem.....	79
3.2.1.10 Relationship between green satisfaction and sense of belonging	80
3.2.1.11 Moderating effect of collectivism cultural orientation on the structural equation model.....	81
3.2.1.12 Moderating effect of religiosity on the structural equation model	82
3.3 Proposed conceptual model to test the relationships at the company level	84
3.3.1 Hypotheses development.....	86
3.3.1.1 Relationship between sustainable hospitality consumption value and green brand innovativeness.....	86
3.3.1.2 Relationship between sustainable hospitality consumption value and green brand image.....	87
3.3.1.3 Relationship between sustainable hospitality consumption value and green brand trust	88
3.3.1.4 Relationship of green brand innovativeness to green brand attachment.....	89
3.3.1.5 Relationship of green brand image to green brand attachment.....	90
3.3.1.6 Relationship of green brand trust to green brand attachment	90
3.3.1.7 Relationship of green brand attachment to green brand awareness.....	91
3.3.1.8 Relationship of brand attachment to willingness to pay more	92
3.3.1.9 Relationship of green brand attachment to sustainable technology behavioral intention	93
3.3.1.10 Relationship of green brand attachment to future purchase intention	93
3.3.1.11 Moderating effect of environmental activism and environmental identity on the structural equation model.....	94
3.4 Proposed conceptual model to test the relationships at the societal level.....	96

3.4.1 Development of hypotheses.....	99
3.4.1.1 Relationship of attitude toward sustainable consumption to donation behavioral intention	99
3.4.1.2 Relationship of attitude toward sustainable consumption to social justice behavioral intention	100
3.4.1.3 Relationship of attitude toward sustainable consumption to green ambassador behavioral intention	101
3.4.1.4 Relationship between attitude toward sustainable consumption and global civic engagement intention	102
3.4.1.5 Relationship between green satisfaction and prosocial behaviors	103
3.4.1.6 Moderating effect of global identity and sense of obligation on the structural equation model.....	104
3.5 Chapter summary	106
CHAPTER 4: RESEARCH METHODOLOGY	108
4. 1 Chapter introduction.....	108
4.2 Research design.....	108
4.3 Development of a sustainable hospitality consumption value scale	109
4.4 Specification and definition of construct domain	112
4.5 Generation of a pool of items for domains and determination of the format for measurement.....	113
4.6 Expert review of the pool of items	121
4.6.1 Amendment of items for the measurement of sustainable hospitality consumption value.....	123
4.6.2 Revisions in the sustainable hospitality consumption value scale	131
4.7 Purification of items	134
4.7.1 Amendments in the sustainable hospitality consumption value scale after the pretest	134
4.7.2 Revisions in the sustainable hospitality consumption value scale after the pretest....	138
4.7.3 Amendment of dependent variables for individual-level study.....	140
4.7.4 Amendment of dependent variables for company-level study	143
4.7.5 Amendment of dependent variables for society-level study	146
4.7.6 Amendment of moderating variables for three studies.....	147

4.7.7 Revisions in the dependent and moderating variables for three studies after the pretest	149
4.8 Pilot test.....	154
4.8.1 Data screening	155
4.8.2 Characteristics of the respondents in the pilot study	158
4.8.3 Exploratory factor analysis of sustainable hospitality consumption value items in the pilot study	160
4.8.4 Exploratory factor analysis of the dependent factors in the pilot study	163
4.8.5 Revision of the questionnaire for the main survey	170
4. 9 Main Survey	176
4.9.1 Sample frame	176
4.9.2 Sample size	176
4.9.3 Data collection	177
4.10 Data analysis	178
4.11 Chapter summary	179
CHAPTER 5: RESULTS	180
5.1 Chapter introduction.....	180
5.2 Data screening	180
5.3 Missing data and outliers.....	180
5.4 Checks for normality	181
5.5 Characteristics of respondents.....	189
5.6 Cross-validation of data	191
5.7 Exploratory factor analysis of sustainable hospitality consumption value items (1st portion of data, n=459)	191
5.8 Confirmatory factor analysis of the measurement model (2 nd portion of dataset, n=459)	195
5.9 STUDY 1-Individual level study	200
5.9.1 Confirmatory factor analysis of the measurement model (N=918)	200
5.9.2 Model comparison of sustainable hospitality consumption value scale.....	203
5.9.3 Structural Equation Modelling	205
5.9.4 Hypotheses testing.....	206
5.9.5 Direct effects.....	206
5.9.6 Moderating analysis.....	212

5.9.7 Collectivism.....	212
5.9.7.1 Measurement invariance	212
5.9.7.2 SEM results of the low collectivism and high collectivism groups.....	214
5.9.7.3 Structural invariance	221
5.9.7.4 Invariance test for the paths	221
5.9.8 Religiosity.....	224
5.9.8.1 Measurement invariance	224
5.9.8.2 SEM results of the low religiosity group and high religiosity group.....	226
5.9.8.3 Structural invariance	233
5.9.8.4 Invariance test for the paths	233
5.10 STUDY 2-Company level study	236
5.10.1 Confirmatory factor analysis of the measurement model ($N=918$).....	236
5.10.2 Structural Equation Modelling	240
5.10.3 Hypotheses testing.....	240
5.10.4 Direct effects.....	240
5.10.5 Moderating analysis.....	247
5.10.6 Environmental activism.....	247
5.10.6.1 Measurement invariance	247
5.10.6.2 SEM results for the low environmental activism and high environmental activism groups.....	249
5.10.6.3 Structural invariance	257
5.10.6.4 Invariance test for the paths	257
5.10.7 Environmental identity	260
5.10.7.1 Measurement invariance	260
5.10.7.3 Structural invariance	270
5.10.7.4 Invariance test for the paths	270
5.11 STUDY 3-Societal level study	273
5.11.1 Confirmatory factor analysis of the measurement model ($N=918$).....	273
5.11.2 Structural Equation Modelling	277
5.11.3 Hypotheses testing.....	277
5.11.4 Direct effects.....	277

5.11.5 Moderating analysis.....	283
5.11.6 Global identity	283
5.11.6.1 Measurement invariance	283
5.11.6.2 Structural Equation Modeling results for the low global identity and high global identity groups	285
5.11.6.3 Structural invariance	292
5.11.6.4 Invariance test for the paths	292
5.11.7 Sense of obligation toward the environment	294
5.11.7.1 Measurement invariance	294
5.11.7.2 Structural Equation Modeling results for the low sense of obligation and high sense of obligation groups	296
5.11.7.3 Structural invariance	303
5.11.7.4 Invariance test for the paths	303
5.12 Chapter summary	305
CHAPTER 6: DISCUSSION AND IMPLICATIONS.....	307
6.1 Chapter introduction.....	307
6.2 Scale to measure sustainable hospitality consumption value.....	307
6.3 STUDY 1-Individual level study	310
6.3.1 Test of direct relationships	310
6.3.2 Examination of the moderating effects.....	315
6.3.2.1 Moderating role of collectivism orientation	315
6.3.2.2 Moderating role of religiosity	318
6.4 STUDY 2-Company level study	321
6.4.1 Test of direct relationships	321
6.4.2 Examination of the moderating effects.....	325
6.4.2.1 Moderating role of environmental activism.....	325
6.4.2.2 Moderating effect of environmental identity	328
6.5 STUDY 3-Societal level study	330
6.5.1 Test of direct relationships	330
6.5.2 Examination of the moderating effects.....	332
6.5.2.1 Moderating role of global identity	332

6.5.2.2 Moderating role of sense of obligation	334
6.6 Contributions of the study	336
6.6.1 Academic contributions	336
6.6.2 Practical contributions	341
6.7 Chapter summary	347
CHAPTER 7: CONCLUSION	348
7.1 Chapter introduction.....	348
7.2 Overview of the study	348
7.3 Limitations and suggestions for future research	352
APPENDIXES	354
REFERENCES	393

LIST OF TABLES

Table 2.1 Terminologies and their application in hospitality and tourism studies	23
Table 2.2 Terminologies of sustainable consumption and conceptualization	24
Table 2.3 Types of sustainable value measurement in the hospitality and tourism literature	41
Table 4.1 Initial pool of sustainable hospitality consumption value items.....	115
Table 4.2 Profile of the interview participants.....	122
Table 4.3 Amendment of items to measure quality value	123
Table 4.4 Amendment of items to measure price value.....	124
Table 4.5 Amendment of items to measure health value.....	125
Table 4.6 Amendment of items to measure environmental value	126
Table 4.7 Amendment of items to measure social value	128
Table 4.8 Amendment of items to measure emotional value.....	129
Table 4.9 Amendment of items to measure epistemic value	130
Table 4.10 Revisions in the sustainable hospitality consumption value scale after the in-depth interview	132
Table 4.11 Amendments in the sustainable hospitality consumption value scale after the pretest	135
Table 4.12 Revisions to the sustainable hospitality consumption value scale after the pretest..	139
Table 4.13 Amendment of dependent variables for individual-level study.....	141
Table 4.14 Amendment of dependent variables for company-level study	143
Table 4.15 Amendment of dependent variables for societal-level study.....	146
Table 4.16 Amendment of moderating variables for three studies.....	148
Table 4.17 Revisions in the dependent and moderating variables for three studies after the pretest	150
Table 4.18 Descriptive analysis of the measurement items (pilot test)	156
Table 4.19 Profile of respondents in the pilot test	158
Table 4.20 Items removed through EFA.....	160
Table 4.21 Exploratory factor analysis of sustainable hospitality consumption value in the pilot study	161
Table 4.22 Exploratory factor analysis of dependent factors in the pilot study	164
Table 4.23 Major items retained for the main study.....	170
Table 5.1 Descriptive statistics and univariate normality test for measurement items for three studies ($N=918$).....	182
Table 5.2 Characteristics of respondents in the main study ($N=918$).....	189

Table 5.3 Exploratory factor analysis of sustainable hospitality consumption value in the main survey (1 st part of dataset, n=459)	192
Table 5.4 Confirmatory factor analysis results of the measurement model (n=459).....	197
Table 5.5 Correlation, discriminant validity, mean and standard deviation (n=459)	199
Table 5.6 Confirmatory factor analysis results of the measurement model (N=918).....	200
Table 5.7 Correlation, discriminant validity, mean and standard deviation (N=918).....	202
Table 5.8 Model comparison for the dimensionality of the sustainable hospitality consumption value scale.....	205
Table 5.9 Findings of the direct path for the structural model (N=918).....	210
Table 5.10 EFA results of collectivism trait (N=918)	213
Table 5.11 Measurement invariance for the low collectivism group (n=220) and high collectivism group (n=698).....	214
Table 5.12 Findings of the SEM analysis of a low collectivism group (n=220)	215
Table 5.13 Findings of the SEM analysis of a high collectivism group (n=698)	218
Table 5.14 Structural invariance for the low collectivism group (n=220) and high collectivism group (n=698)	221
Table 5.15 Structural invariances for the low collectivism group and high collectivism group for each hypothesis	223
Table 5.16 EFA for religiosity	224
Table 5.17 Measurement invariance for the low religiosity group (n=231) and high religiosity group (n=687)	225
Table 5.18 Findings of the SEM analysis of a low religiosity group (n=231)	227
Table 5.19 Findings of the SEM analysis of a high religiosity group (n=687)	230
Table 5.20 Structural invariance for the low religiosity (n=231) and high religiosity (n=687) groups.....	233
Table 5.21 Structural invariances for the low religiosity group and high religiosity group for each hypothesis	235
Table 5.22 CFA results of the measurement model (N=918).....	237
Table 5.23 Correlation, discriminant validity, mean and standard deviation (N=918).....	239
Table 5.24 Findings of the direct paths for the structural model (N=918)	243
Table 5.25 EFA results of environmental activism (N=918).....	248
Table 5.26 Measurement invariance for the low environmental activism (n=222) and high environmental activism (n=696) groups	249
Table 5.27 Findings of the direct paths for the structural model of a low environmental activism group (n=222)	250

Table 5.28 Findings of the direct paths for the structural model of a high environmental activism group (n=696)	253
Table 5.29 Structural invariance for the low environmental activism (n=222) and high environmental activism (n=696) groups	257
Table 5.30 Structural invariances for the low environmental activism group and high environmental identity group for each hypothesis.....	258
Table 5.31 EFA results of environmental identity.....	261
Table 5.32 Measurement invariance for the low environmental identity (n=376) and high environmental identity (n=542) groups	262
Table 5.33 Findings of the direct paths for the structural model of a low environmental identity group (n=376)	263
Table 5.34 Findings of the direct paths for the structural model of a high environmental identity group (n=542)	266
Table 5.35 Structural invariance for the low environmental identity (n=376) and high environmental identity (n=542) groups	270
Table 5.36 Structural invariances for the low environmental identity group and high environmental identity group for each hypothesis.....	271
Table 5.37 CFA results of the measurement model (N=918).....	274
Table 5.38 Correlation, discriminant validity, mean and standard deviation (N=918).....	276
Table 5.39 Findings of the direct paths for the structural model (N=918)	281
Table 5.40 EFA results of global identity (N=918)	284
Table 5.41 Measurement invariance for the low global identity (n=388) and high global identity (n=530) groups.....	285
Table 5.42 Findings of the SEM analysis of a low global identity group (n=388)	286
Table 5.43 Findings of the SEM analysis of a high global identity group (n=530)	289
Table 5.44 Structural invariance for the low global identity (n=388) and high global identity (n=530) groups.....	292
Table 5.45 Structural invariances for the low global identity group and high global identity group for each hypothesis	293
Table 5.46 EFA results of sense of obligation (N=918)	295
Table 5.47 Measurement invariance for low sense of obligation (n=237) and high sense of obligation (n=681)	296
Table 5.48 Findings of the SEM analysis of a low sense of obligation group (n=237)	297
Table 5.49 Findings of the SEM analysis of a high sense of obligation group (n=681)	300
Table 5.50 Structural invariance for the low sense of obligation (n=237) and high sense of obligation (n=681) groups	303

Table 5.51 Structural invariances for the low sense of obligation group and high sense of obligation group for each hypothesis 304

LIST OF FIGURES

Figure 1.1 Overall structure of the thesis.....	15
Figure 3.1 Proposed conceptual framework to test the relationships at the individual level.....	67
Figure 3.2 Proposed conceptual framework to test the relationships at the company level	85
Figure 3.3 Proposed conceptual framework to test the relationships at the societal level.....	98
Figure 4.1 Procedure for developing the sustainable hospitality consumption value scale and testing the proposed models.....	111
Figure 5.1 One first-order factor model.....	203
Figure 5.2 Six first-order factor model	204
Figure 5.3 One second-factor model with six first-order factors.....	204
Figure 5.4 One third-factor model	205
Figure 5.5 Findings of the direct path for structural model	211
Figure 5.6 Findings of the direct path for structural model (a low collectivism group).....	216
Figure 5.7 Findings of the direct path for structural model (a high collectivism group).....	219
Figure 5.8 Findings of the direct paths for structural model (the low collectivism and high collectivism groups).....	220
Figure 5.9 Findings of the direct paths for structural model (a low religiosity group).....	228
Figure 5.10 Findings of the direct paths for structural model (a high religiosity group)	231
Figure 5.11 Findings of the direct paths for structural model (the low religiosity and high religiosity groups).....	232
Figure 5.12 Findings of the direct paths for structural model ($N=918$).....	246
Figure 5.13 Findings of the direct paths for structural model (a low environmental activism group).....	252
Figure 5.14 Results of the direct paths for the structural model (a high environmental activism group).....	255
Figure 5.15 Results of the direct paths for the structural model (both the low and high environmental activism groups).....	256
Figure 5.16 Results of the direct paths for the structural model (a low environmental identity group).....	265
Figure 5.17 Results of the direct paths for the structural model (a high environmental identity group).....	268
Figure 5.18 Results of the direct paths for the structural model (both the low and high environmental identity groups).....	269
Figure 5.19 Findings of the direct paths for structural model.....	282
Figure 5.20 Findings of the direct paths for structural model (a low global identity group).....	287

Figure 5.21 Findings of the direct paths for structural model (a high global identity group)	290
Figure 5.22 Findings of the direct paths for structural model (the low global identity and high global identity groups)	291
Figure 5.23 Findings of the direct paths for structural model (a low sense of obligation group)	298
Figure 5.24 Findings of the direct paths for structural model (a high sense of obligation group)	301
Figure 5.25 Findings of the direct paths for structural model (the low sense of obligation and high sense of obligation groups)	302

CHAPTER 1: INTRODUCTION

1.1 Background to the study

Sustainable consumption has become a central topic attributable to rising global environmental issues (Nekmahmud, Ramkisoon & Fekete-Farkas, 2022; Sohaib, Wang, Iqbal & Han, 2022). The World Meteorological Organization (2021) predicted that in at least one of the years between 2021 and 2025, there is a 40% likelihood of the annual average global temperature reaching 1.5 °C above the nonindustrial level and a 90% chance that one of these years will be recorded as the warmest year after 2016. Debate on sustainability has existed for approximately three decades after the United Nations held a conference to consider the environment and development in Rio de Janeiro in 1992 (Cohen, 2020). The United Nations Climate Change Conference in 2015 birthed the goal of reducing greenhouse gas emissions increase at the global level to below 20 °C and pursuing efforts to further reduce these emissions to 1.5 °C (Earth Negotiations Bulletin, 2021). Recently, increasing concerns stimulated by the deteriorating environment have triggered a carbon-neutral paradigm (Crespi, Becchio & Corgnati, 2021; Nekmahmud et al., 2022). Thus, economies and industries have resorted to various mechanisms to promote the evolution of sustainable production and consumption.

The tourism and hospitality industry is popular for its increased ecological footprint (Merli, Preziosi, Acampora, Lucchetti & Ali, 2019) due to its intense reliance on energy and natural resources for operations (Wijesinghe, 2014). Although research is limited in terms of quantifying the contribution of industry to food waste globally, the Environmental Protection Department of Hong Kong (2021) stated that 1,067 tons of food waste in Hong Kong were associated with commercial and industrial establishments, which include hotels and restaurants, among others. Yoon, Sauri, and Rico (2022) reported that on average, a hotel guest consumes approximately 40 kWh of energy per night, and electricity is the dominant source of energy. Ramkissoon, Smith,

and Weiler (2013) argued that sustainable consumption is the most imperative of the Sustainable Development Goals (SDGs). Customers of hospitality businesses are increasingly searching for pro-environmental products and services as a mitigation measure, for example, green hotels, green restaurants, green airlines, and green resorts, which are attributable to global climate emergencies (Nekmahmud et al., 2022).

Subsequently, studies on sustainability have shown that hospitality and tourism businesses are increasingly integrating environmental measures into their products/services to meet the changing needs of their customers (Han, 2020; Matharu, Jain & Kamboj, 2021; Riva, Magrizos & Rubel, 2022). Sustainable consumption within hospitality and tourism contexts provides innumerable benefits for businesses and society at large. First, the industry largely relies on the environment for survival (Wijesinghe, 2014); hence, sustainable production and consumption imply the protection of the resources needed for existence (Sakshi, Shashi, Cerchione & Bansal, 2020). Second, businesses with good sustainability records enjoy a competitive advantage (Weber, 2019). Businesses are increasingly investing in sustainable development as a tool for differentiation to outperform rival companies in the marketplace (Han, 2015). Third, environmentally responsible customers look out for firms committed to sustainable development during decision-making, which has implications for profits (Gupta, Dash & Mishra, 2019). For such customers, the adoption of sustainable measures makes them satisfied and motivated to repurchase and recommend products to family and friends (Kassinis & Soteriou, 2003).

Sheth, Newman, and Gross (1991), who focused on the consumer perspective, proposed the theory of consumption values, which postulates that the value derived from consuming a good or service comprises multiple dimensions, including functional, epistemic, emotional, conditional, and social values. Previous studies within the tourism and hospitality industry have discovered

diverse value dimensions sought by customers in different contexts (Nekmahmud et al., 2022). Researchers have explored the value derived from patronizing tourist destinations (Jamrozy & Lawonk, 2017; Phau, Quintal & Shankar, 2014), hotels (Peng & Chen, 2019; Seo & Song, 2021), local food (Badu-Baiden, Kim, Otoo & King, 2022; Choe & Kim, 2018; Gu, Li & Kim, 2021), restaurant services (Park, 2004; Yang & Mattila, 2016), food delivery apps (Kaur, Talwar, Islam, Salo & Dhir, 2022), and online travel agencies (Talwar, Dhir, Kaur & Mäntymäki, 2020). However, the value derived from sustainable hospitality consumption is rarely investigated. Research on sustainable consumption in the field is in its early stages (Gupta et al., 2019). Yang and Mattila (2016) emphasize that the value sought by consumers is conditional and contextual; therefore, additional studies are required to adequately understand the consumption values of customers who patronize green hospitality companies. The few studies on sustainable consumption value have predominantly relied on scales developed from different contexts. Thus, this study aimed to develop a comprehensive and reliable scale through a rigorous process for the measurement of sustainable consumption in the hospitality context.

The review of related literature indicates that studies on consumers' sustainable practices are skewed toward investigations of their effects on behaviors that benefit businesses. As opposed to these themes, this thesis considers three different studies to provide a holistic picture of the impact of sustainable hospitality consumption value at three distinct levels. The first study explored the influence of sustainable hospitality consumption value on attitude toward sustainable consumption, green satisfaction, subjective well-being, customer delight, self-esteem, and sense of belonging. The second study investigated how sustainable hospitality consumption value explains green brand innovativeness, green brand image, green brand trust, green brand attachment, green brand awareness, future purchase intention, sustainable technology behavioral

intention, and willingness to pay more. The final study assessed the impact of sustainable hospitality consumption value on attitude toward sustainable hospitality consumption, green satisfaction, donation behavioral intention, social justice behavioral intention, green ambassador behavioral intention, and global civic engagement intention.

1.2 Problem statement

A considerable body of literature has investigated the concept of sustainability (Molina-Collado, Santos-Vijande, Gómez-Rico & Madera, 2022). The customer-centered nature of the hospitality and tourism industry has made sustainability research extremely significant (Dolnicar, Juvan & Grün, 2020; Han, 2021; Sekito, Dote & Hindarman, 2019). Han (2021) equates irresponsible consumption to human behavior, hence, change in consumer behavior is an indispensable approach to achieving sustainable goals (Halder, Hansen, Kangas & Laukkanen, 2020). Despite the progress of research on sustainable behavior in the industry, several aspects of this concept have received less attention (Han, 2021; Kim, Barber & Kim, 2019; Molina-Collado et al., 2022).

First, a thorough review of the literature indicates a paucity of research on sustainable hospitality consumption value. Even though value signifies the meaning of a product/service consumed and is important for consumption behavior, studies on the phenomenon of sustainable consumption in the hospitality and tourism literature are limited (Gupta et al., 2019; Jamrozy & Lawonk, 2017). Kim, Barber, and Kim (2019) aimed to identify the major research areas in sustainability studies within the hotel context. The discussion on the outcome of the research did not cover sustainable consumption value. More recently, Molina-Collado et al. (2022) conducted a bibliometric analysis of sustainability research in the tourism and hospitality industry from 1994 to 2020. Although consumption appeared to constitute one of the clusters of sustainability research,

the value derived from consumption was not captured. Sweeney and Soutar (2001), who emphasized the need for value research in different settings, state that value is context specific; as a result, the importance of the different dimensions is dependent on the type of product or service under consideration.

Second, although scales allow researchers and practitioners to explore concepts to understand behavior and establish new knowledge (Koc & Ayyildiz, 2021), the development of a sustainable consumption value scale is rare in the hospitality and tourism literature. Gupta et al. (2019) reported the lack of a comprehensive scale for measuring the value derived by customers from patronizing sustainable hospitality establishments. For this reason, most industry studies have measured perceived sustainable consumption value in one or two dimensions (for instance, Foroughi et al., 2022; Han, Lee, Trang & Kim, 2018; Iniesta-Bonillo, Sánchez-Fernández & Jiménez-Castillo, 2016; Kim & Hall, 2020; Lee, Hsu, Han & Kim, 2010; Shin, Im, Jung & Severt, 2019; Teng & Wu, 2019). However, the concept of value is multifaceted, and one or two dimensions are inadequate for making informed decisions about consumers (Gupta et al., 2019; Jamrozy & Lawonk, 2017). The few others that have investigated sustainable value with multiple constructs have relied on scales developed in other contexts (for example, Barber, 2014; Caber, Albayrak & Crawford, 2020; Jamrozy & Lawonk, 2017). Gupta et al. (2019) and Jiang and Kim (2019) attempted to develop scales on the subject; however, significant components of sustainable hospitality products—health value and environmental value—were not considered in their studies. This limits the scale of these authors and prevents a comprehensive understanding of sustainable consumption value in the industry.

Third, studies on the sustainable behaviors of patrons in the hospitality and tourism industry have predominantly investigated the effect of consumer attitudes on benefits for

businesses but not for consumers or society. The common potential gains for businesses in the literature include purchase behavior, revisit intentions, and recommendations to others (for instance, Ahn & Kwon, 2020; Arli, Tan, Tjiptono & Yang, 2018; Bahja & Hancer, 2021; Chang & Wu, 2015; Hedlund, 2011; Hou & Wu, 2021; Jiang & Kim, 2015; Line & Hanks, 2016; Namkung & Jang, 2017; Olya & Akhshik, 2019). Although well-being has received increasing attention in the industry over the past decade, studies on how sustainable attitude and satisfaction with green features of products/services enhance the subjective well-being of customers are scarce. Hanna et al. (2019) emphasized the need for empirical studies that integrate well-being into sustainable research in the industry. Furthermore, the manner by which attitude toward sustainability and green satisfaction improve customers' self-esteem, customer delight, and sense of belonging has received limited research attention. Additionally, the spillover effects of attitude toward sustainable consumption and green satisfaction on other behaviors that benefit society (donation behavioral intention, social justice behavioral intention, green ambassador behavioral intention, and global civic engagement intention) have not been investigated in the tourism and hospitality literature.

Fourth, environmental sustainability studies predominantly focus on consumer behaviors that benefit businesses. However, according to Sohaib et al. (2022), studies on green brand ideas, such as green brand innovativeness, green brand image, green brand trust, green brand attachment, and green brand awareness, are insufficient. Lin and Zhou (2022) argued that brand innovativeness and green brand innovativeness are distinct. Green brand innovativeness is about a brand's ability to provide valuable solutions to customers' green needs. Similarly, the difference between brand trust and green brand trust has been noted (Chen, 2010). Therefore, this study investigated the potential connections among sustainable consumption value dimensions, green brand

innovativeness, green brand image, green brand trust, green brand attachment, future purchase intentions, sustainable technology behavioral intentions, willingness to pay more, and green brand awareness.

Fifth, an investigation of how consumers' religiosity and collectivism orientation moderate the interaction among the dimensions of sustainable hospitality consumption value, attitude toward sustainable hospitality consumption, green satisfaction, subjective well-being, customer delight, self-esteem, and sense of belonging is lacking. Moreover, the moderating effects of environmental activism and environmental identity on the possible connections among sustainable consumption value dimensions, green brand innovativeness, green brand image, green brand trust, green brand attachment, future purchase intentions, sustainable technology behavioral intentions, willingness to pay a premium, and green brand awareness have not been explored. In addition, previous studies have not attempted to evaluate the role of global identity or sense of obligation in explaining the relationships among sustainable consumption value dimensions, attitude toward sustainable hospitality consumption, green satisfaction, donation behavioral intentions, social justice behavioral intentions, green ambassador behavioral intentions, and global civic engagement intentions. Earlier studies have emphasized the importance of the proposed moderators in sustainable consumption and their ability to substantially shape behavior (Agag & Colmekeioglu, 2020; Bulut, Nazli, Aydin & Haque, 2017; Chwialkowska, Bhatti & Glowik, 2020; Kim & Lee, 2022; Paço & Gouveia Rodrigues, 2016).

1.3 Research questions

Based on the aforementioned research gaps, this thesis is driven by the following research questions:

1. How can a comprehensive scale be developed to assess the sustainable consumption value of hospitality company customers?
2. What are the relationships among the dimensions of sustainable hospitality consumption value, attitude toward sustainable hospitality consumption, green satisfaction, subjective well-being, customer delight, self-esteem, and sense of belonging?
3. What are the moderating effects of collectivist orientation and religiosity on the interactions among the dimensions of sustainable hospitality consumption value, attitude toward sustainable consumption, green satisfaction, subjective well-being, customer delight, self-esteem, and sense of belonging?
4. What are the connections between sustainable hospitality consumption value dimensions, green brand innovativeness, green brand image, green brand trust, green brand attachment, green brand awareness, willingness to pay more, sustainable technology behavioral intention, and future purchase intention?
5. What are the moderating effects of environmental activism and environmental identity on the possible connections among sustainable consumption value dimensions, green brand innovativeness, green brand image, green brand trust, green brand attachment, green brand awareness, willingness to pay more, sustainable technology behavioral intentions, and future purchase intention?
6. What are the relationships among sustainable hospitality consumption value dimensions, attitude toward sustainable consumption, green satisfaction, donation behavioral intention, social justice behavioral intention, green ambassador behavioral intention, and global civic engagement intention?

7. What are the moderating roles of global identity and sense of obligation in explaining the relationships among sustainable hospitality consumption value dimensions, attitude toward sustainable hospitality consumption, green satisfaction, donation behavioral intention, social justice behavioral intention, green ambassador behavioral intention, and global civic engagement intention?

1.4 Research objectives

The following research objectives were proposed to fill the gaps in the existing studies:

1. To develop a valid and comprehensive scale to assess the sustainable hospitality consumption value of customers;
2. To test a model that demonstrates the relationships among the dimensions of sustainable hospitality consumption value, attitude toward sustainable hospitality consumption, green satisfaction, subjective well-being, customer delight, self-esteem, and sense of belonging;
3. To examine the moderating effects of collectivist orientation and religiosity on the interaction among the sustainable hospitality consumption value dimensions, attitude toward sustainable hospitality consumption, green satisfaction, subjective well-being, customer delight, self-esteem, and sense of belonging;
4. To test a model that illustrates the connections between sustainable hospitality consumption value dimensions, green brand innovativeness, green brand image, green brand trust, green brand attachment, green brand awareness, willingness to pay more, sustainable technology behavioral intention, and future purchase intention;
5. To evaluate the moderating effects of environmental activism and environmental identity on the possible connections among sustainable hospitality consumption value dimensions,

green brand innovativeness, green brand image, green brand trust, green brand attachment, green brand awareness, willingness to pay more, sustainable technology behavioral intention, and future purchase intention;

6. To test a model that demonstrates the relationships among sustainable hospitality consumption value dimensions, attitude toward sustainable hospitality consumption, green satisfaction, donation behavioral intention, social justice behavioral intention, green ambassador behavioral intention, and global civic engagement intention; and
7. To evaluate the moderating influence of global identity and sense of obligation on the relationships among sustainable hospitality consumption value dimensions, attitude toward sustainable consumption, green satisfaction, donation behavioral intention, social justice behavioral intention, green ambassador behavioral intention, and global civic engagement intention.

1.5 Significance of the study

1.5.1 Theoretical contribution

The principal theoretical contribution of the study is that it developed a reliable and valid scale for assessing customers' sustainable hospitality consumption value. This study overcomes the limitations of existing studies on sustainable consumption in the hospitality context by exploring the dimensionality of customers' perceived value in patronizing sustainable hospitality companies. This thesis fills the gaps of earlier studies that have investigated sustainable consumption value with a single construct, others that treat the phenomenon bidimensionally, and those that treat the concept multidimensionally but utilize items from different contexts (Barber, 2014; Han et al., 2018; Kim & Hall, 2020; Shin et al., 2019; Teng et al., 2018; Teng & Wu, 2019). To provide a

clearer picture of sustainable hospitality consumption value, Gupta et al. (2019) advocate for studies that combine different hospitality companies, such as hotels and restaurants. This research contributes to a more precise comprehension of the values sought by customers of hospitality businesses.

Second, this thesis expands upon the theory of consumption values by proposing three models to test relationships at the individual, company, and societal levels. To the best of the author's knowledge, this study is the initial comprehensive investigation to consider three distinct levels (using three studies) that are necessary to better comprehend the spillover effect of sustainable consumption value on consumer behaviors and perceptions. As most sustainability studies have focused mainly on consumer behaviors that benefit businesses (Hanna et al., 2019), this study provides an idea and comprehension of how sustainable consumption values contribute to customers' green satisfaction, subjective well-being, customer delight, self-esteem, and sense of belonging to a sustainable society. Additionally, this research offers insights into understanding green brand ideas such as green brand innovativeness, green brand image, green brand trust, green brand attachment, and green brand awareness, which are lacking in the hospitality and tourism literature. Kim and Hall (2020) recommend sustainable consumption studies that explain the connections between green behaviors and social behaviors (such as donations). This study provides a different perspective from sustainable consumption studies to establish the effect of attitude toward sustainable consumption and green satisfaction on donation behavioral intention, social justice behavioral intention, green ambassador behavioral intention, and global civic engagement intention.

Third, this study presents interesting insights by testing the moderating effects of consumers' collectivist orientation and religiosity on relationships at the individual level.

Furthermore, this thesis provides theoretical insights into this topic by introducing environmental activism and environmental identity as moderators for testing relationships at the company level. Similarly, this study sheds new light on the moderating effects of global identity and sense of obligation on relationships at the societal level. Earlier studies on sustainable consumption highlight the need for research that examines relevant and related constructs that are necessary for stronger theoretical deductions about customers (Gupta et al., 2019; Nekmahmud et al., 2022). Assessing the moderating effects of these constructs is important for understanding the differences that may occur in customers' perceptions and behaviors in a sustainable consumption context.

Overall, this study expands the discussion on sustainable consumption, consumption value, sustainable development, and consumer behavior.

1.5.2 Practical contributions

This research provides valuable managerial contributions to hospitality companies concerning sustainability. First, this study provides insights into the sustainable consumption values sought by patrons of hospitality companies. Gupta et al. (2019) emphasized that understanding consumers' green consumption values is the first step in understanding the meanings that customers assign to overall sustainable consumption. Therefore, this study presents critical sustainable consumption values and guides managers on areas to focus on to be able to meet consumers' values. The development of products/services that meet the sustainable values of consumers is important for arousing their interests (Jiang & Kim, 2015). Thus, these values can help managers design sustainable hospitality products/services that satisfy customers. Furthermore, managers can adopt the scale for assessing their performance in delivering value to their customers.

Second, the sustainable hospitality consumption values ascertained in this study can help in green marketing campaigns. Specifically, sustainable hospitality consumption values can guide managers and marketers on how to attract green customers to their facilities. Providing green value in marketing campaigns would be more effective than providing general green messages. For instance, for quality and price value, managers can design marketing communications to clearly emphasize how their green products are consistent and affordable for potential and existing customers. Furthermore, the campaigns can be used to attract new customers because green hotels and restaurants are associated with environmental preservation.

Third, this thesis provides managers with details on how to build brand relationships with customers and influence their behaviors through sustainable hospitality consumption value. Maintaining positive customer relationships is valuable because such relationships connect customers to brands and lead to customer loyalty (Sohaib et al., 2022). The findings of this study can help managers influence patrons' perceived green innovativeness, green brand image, green brand trust, green brand attachment, awareness of their green brands, future purchase intentions, sustainable technology behavioral intentions, and willingness to pay more. In addition to building business relations and behaviors, this study provides practitioners with insight into how to enhance customers' attitude toward sustainable consumption, satisfaction with the green features of products, subjective well-being, delight, self-esteem, and sense of belonging to the sustainable community. Ensuring the welfare of customers could translate into loyalty behaviors and contribute to overall business success. Given that businesses have social responsibilities, this thesis can guide managers on how to impact consumers' prosocial behaviors (donation behavioral intention, social justice behavioral intention, green ambassador behavioral intention, and global civic engagement intention) through sustainable consumption values and green satisfaction.

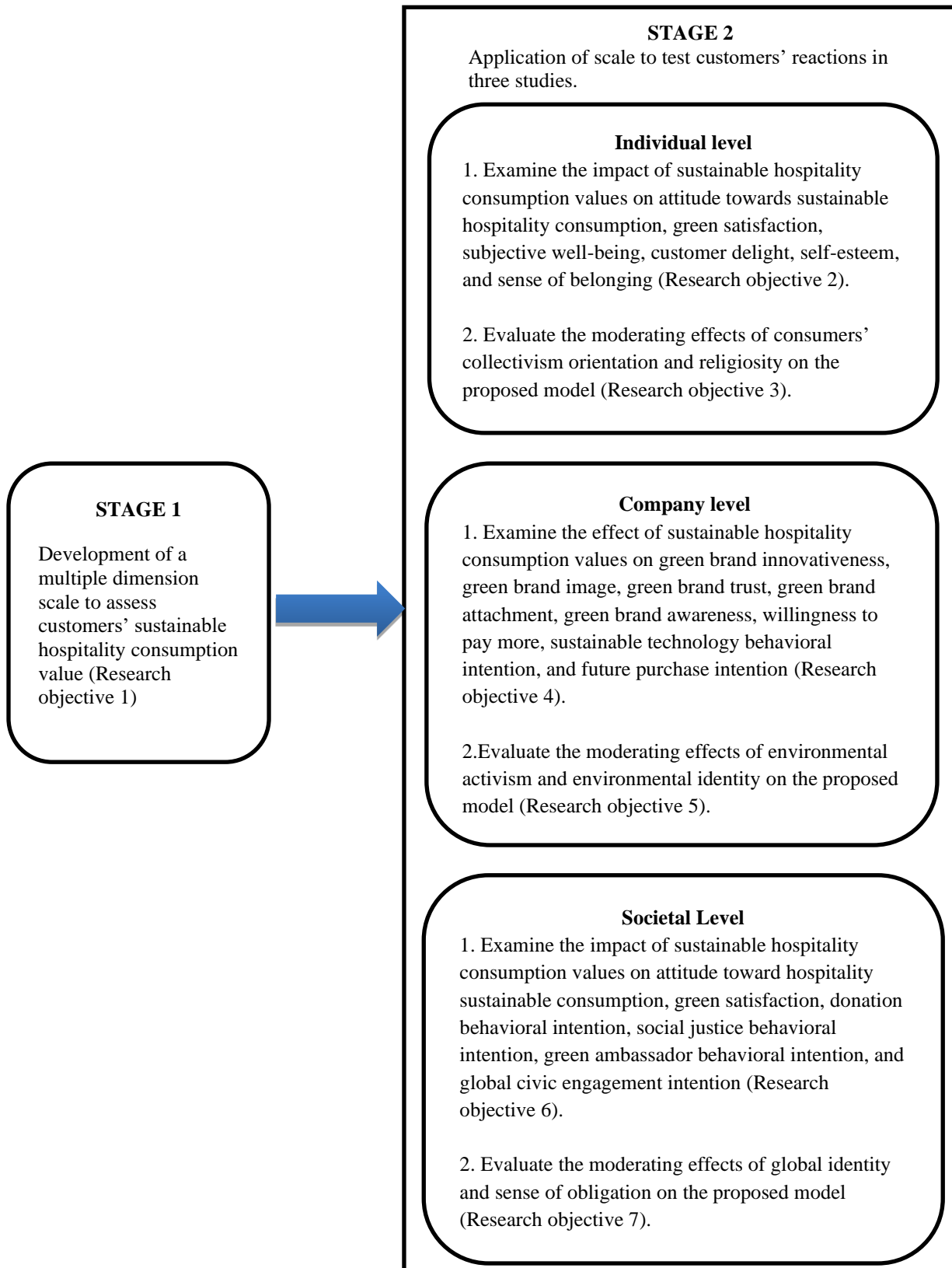
Fourth, by testing the proposed moderators of relationships at the individual, company, and societal levels, managers could be provided with an understanding of how consumers can differ according to collectivism orientation, religiosity, environmental activism, environmental identity, global identity, and sense of obligation. This information can be useful in market segmentation and developing strategies that best fit each segment. This understanding helps in developing tailor-made products/services and promotional campaigns that can help in maximizing profits rather than developing wholesale products and campaigns.

1.6 Overall structure of the thesis

Figure 1.1 shows the overall structure of this thesis. This thesis was conducted in two main stages. The first stage focused on developing a scale to measure the sustainable consumption value of the patrons of hospitality companies. The first research objective was achieved in this stage. In the second stage, the developed scale was applied to assess the reactions of customers in three studies. Study 1 tested relationships at the individual level and assessed the moderating effect of collectivism and religiosity. Study 1 focused on the second and third research objectives.

Study 2 tested the relationships at the business level and the moderating effects of environmental activism and environmental identity. The fourth and fifth objectives were achieved in this study. Study 3 assessed the relationships at the societal level and the moderating effects of global identity and sense of obligation. Study 3 aimed at fulfilling the sixth and seventh objectives.

Figure 1.1 Overall structure of the thesis



1.7 Definition of terms

Sustainable consumption: The usage of goods/services that are less harmful to the environment and do not endanger current or future generations (Sharma & Jha, 2017).

Sustainable consumption value: A consumer's evaluation of the utility of a sustainable product/service that is patronized (Nekmahmud et al., 2022).

Attitude toward sustainable consumption: One's favorable or unfavorable judgment regarding patronizing goods/services that protect the environment (Min, Park & Hu, 2020).

Green satisfaction: A customer's judgment of the degree to which a good/service satisfies his/her expectations, desires, and needs concerning sustainability (Chen, 2010).

Subjective well-being: An individual's evaluation of his/her life as satisfactory regarding a particular domain of life or life in its entirety (Su, Swanson & Chen, 2018).

Customer delight: An emotional reaction that emanates from a positive surprise of a performance (Finn, 2005).

Self-esteem: One's confidence in his/her capabilities and evaluation of life as worthy and significant (Narang, 2016).

Sense of belonging: A customer's feeling of oneness or being a part of a sustainable society (Chu, Lien & Cao, 2019).

Green brand innovativeness: The magnitude to which a consumer perceives a brand to have the capacity to deliver novel and valuable solutions to satisfy their green needs (Lin & Zhou, 2021).

Green brand image: An individual's perceptions about a brand regarding its commitment to and concern for the environment (Chen, 2010).

Green brand trust: A customer's disposition to rely on a sustainable brand with the conviction or anticipation resulting from its reliability, benevolence, and capability concerning environmental performance (Chen, 2010).

Green brand attachment: A customer's emotional bond and connection with the sustainable features of a green brand (Hussain & Waheed, 2016).

Green brand awareness: The ability of consumers to identify and remember a brand due to its environmentally friendly practices (Shanti & Joshi, 2022).

Future purchase intention: The likelihood of a customer patronizing a sustainable hospitality company again in the future (Leri & Theodoridis, 2019).

Sustainable technology behavioral intention: A customer's intention to use and recommend sustainable technologies adopted by hospitality companies.

Willingness to pay more: The intention of an individual to make an extra financial commitment to a product or service (Nicolau, Guix, Hernandez-Maskivker & Molenkamp, 2020).

Donation behavioral intention: A customer's intention to sacrifice money or other resources for the support of a social cause (Park & Ryu, 2018).

Social justice behavioral intention: The intention to engage in behaviors that aim to ensure equal distribution and access to resources across people belonging to different levels of power.

Green ambassador behavioral intention: One's intention to preserve the environment through consumption, disseminate information to create awareness of the environment, and encourage sustainable consumption.

Global civic engagement intention: An individual's inclination and/or expression of efforts toward recognizing community issues at the local, regional, national, and global levels (Morais & Ogden, 2011).

Religiosity: The degree to which a person is committed and complies with the values of a particular religion (Filimonau et al., 2022).

Collectivism: A sense of belonging to others, interdependence, loyalty, and interest in group gains rather than individual rewards (Chwialkowska et al., 2020).

Environmental activism: Campaigns and actions (such as lobbying the government, writing letters to unsustainable businesses, and being a member of social groups) aimed at addressing environmental problems and improving the quality of the environment.

Environmental identity: How individuals describe themselves in relation to and interaction with nature (Balundė, Jovarauskaitė & Poškus, 2019).

Global identity: Identifying with the world community and caring for all humanity (Reese & Kohlmann, 2015).

Sense of obligation: An individual's sense of responsibility to abide by sustainable principle (Shang & Wu, 2022).

1.8 Organization of the study

This thesis is divided into seven chapters. Chapter 1 serves as the introductory chapter for the thesis. This chapter provides the background of the study and presents research gaps. The chapter further states the research questions, research objectives, significance of the research, and overall structure of the study. Then, the definitions of the key terminologies follow.

Chapter 2 presents a literature review of the sustainable consumption literature and important issues related to sustainable consumption value. It starts with the conceptualization of sustainable consumption and value. It also presents the dimensions of sustainable consumption value and sustainable consumption value research in the hospitality and tourism literature. The

potential outcomes of sustainable consumption value for individuals, companies, and society are also discussed in this chapter.

Chapter 3 presents three proposed conceptual models for testing relationships at the individual, company, and societal levels. This chapter also outlines the hypotheses and literature support for the proposed hypotheses.

Chapter 4 outlines the research methodology for this thesis. The chapter covers the procedures that were followed in the scale development, research approach, sampling procedure, data collection procedure, and data analysis tools that were adopted for analysis.

Chapter 5 discusses the results of developing the sustainable hospitality consumption value scale and the outcomes of testing the interrelationships at the individual, company, and society levels.

Chapter 6 presents a discussion of the findings of this thesis according to the objectives and provides the implications (theoretical and practical) of the study.

Chapter 7, the concluding chapter, provides an overview of the entire study, key findings, and limitations of the research. Recommendations for future research are highlighted in this section.

CHAPTER 2: LITERATURE REVIEW

2.1 Chapter introduction

This chapter provides an in-depth assessment of the consumption value and sustainable consumption literature, particularly in the hospitality and tourism context. This chapter begins by providing an overview of how sustainable consumption has been conceptualized from various perspectives and of the terminologies adopted in different studies. More importantly, this section reviews the theory of consumption value and how value has been measured in the hospitality and tourism field, serving as the basis for the development of a sustainable hospitality consumption value scale. Subsequently, attitude toward sustainable hospitality consumption and consumption behavior outcomes for individuals, businesses, and society are presented.

2.2 Conceptualization of sustainable consumption

The concept of sustainability has received much attention from various fields of study, including hospitality and tourism, leading to many studies focusing on different SDGs. To achieve SDG 12 pertaining to sustainable production and consumption, scholars in the hospitality and tourism discipline have conducted a myriad of related research (for instance, AlSuwaidi et al., 2021; Bahja & Hancer, 2021; Bergin-Seers & Mair, 2009; Dolnicar et al., 2017; Chan et al., 2014; Cozzio et al., 2020; Ganglmair-Wooliscroft & Wooliscroft, 2017; Han, 2015; Han et al., 2018; Han et al., 2015; Miao & Wei, 2013; Ng, 2021; Nisar et al., 2021; Okumus et al., 2019; Oliver et al., 2019; Olya & Akhshik, 2019; Wong et al., 2021; Xu et al., 2020; Zhang et al., 2021). These studies focus on relevant dimensions of responsible production and consumption behavior.

The literature on sustainable consumption is replete with variation in the way that scholars conceive and understand the phenomenon. Veplanken and Roy (2015) suggested that sustainable

consumption is a broad phenomenon encompassing different behaviors, such as ethical, ecological, green, or pro-environmental behaviors. Kim et al. (2013), who studied the emotion-related intentions of consumers toward eco-friendly restaurants, used green practices to refer to sustainable, environmentally friendly, or eco-friendly practices. Within the hospitality and tourism literature, sustainable consumption has been conceptualized differently using diverse terminologies, such as pro-environmental behavior, green consumerism/behavior, ecological behavior, ethical consumption, eco-friendly consumption, climate-friendly consumption, and environmentally responsible/friendly behavior. Table 2.1 shows the terminologies and some studies adopting these concepts. Note that the table is not a comprehensive list of all studies on the concept within the industry.

Parallel to other concepts, sustainable consumption has been elucidated differently by scholars across disciplines. A summary of the definitions is presented in Table 2.2. Four key trends are noticeable in the definitions. First, the undesirable environmental state and the need for concern are clearly emphasized in the definitions. For instance, to ascertain the reasons for and barriers to sustainable consumption, Kollmuss and Agyeman (2002) described pro-environmental behavior as an individual's conscious efforts to mitigate adverse effects on the natural and built environment. Human activities affect the global economy either positively or negatively, and many environmental problems are repercussions of human behavior (Hirsh, 2010). Consequently, sustainable consumption definitions reflect negative environmental conditions and the need to lessen their impacts.

Second, the conceptualizations highlight the protection of the earth. Axelrod and Lehman (1993) explained sustainable consumption as activities that contribute to the preservation of the environment. These included recycling, using energy-saving devices, using biodegradable

products, training staff on environmentally friendly approaches, patronizing local farm produce, and participating in environmental donations (Kim et al., 2013). Third, the intention and conscious efforts of individuals are stressed using terms such as ‘customer’, ‘one’s’, and ‘people’. Sustainable consumption requires conscious decisions from both supply and demand perspectives; that is, businesses need to modify unsustainable processes and adopt environmentally friendly procedures, and acceptance and willingness to pay for these products are required from the side of customers (Kim et al., 2013).

Finally, sustainable consumerism impacts not just the environment but also society. As described by Wang et al. (2019), sustainable consumption is delineated as an individual’s voluntary actions that contribute to sustainability through the recognition of the environmental and societal effects of behaviors. The ecological and social systems are interlinked (Fischer et al., 2015). Halme et al. (2004) criticized studies that failed to emphasize the economic and social dimensions of sustainability. In congruence, the aforementioned scholars described sustainable consumption as the behavior of customers that supports sustainable development with the recognition of environmental, social, and economic dimensions.

Table 2.1 Terminologies and their application in hospitality and tourism studies

Terminology	Authors
Pro-environmental behavior	Dolnicar et al. (2017); Han (2015); Han et al. (2018); Han et al. (2015); Miao & Wei (2013); Ng (2021); Nisar et al. (2021); Oliver et al. (2019); Olya & Akhshik (2019); Raza et al. (2021); Rezapouraghdam et al. (2018); Terrier & Marfaing (2015); Yan & Jia (2021); Wong et al. (2021); Xu et al. (2020); Zhang et al. (2021)
Green consumerism/behavior	AlSuwaidi et al. (2021); Bergin-Seers & Mair (2009); Chen et al. (2012); Darvishmotevali & Altinay (2022); Han & Yoon (2015); Hou & Wu, (2021); Namkung & Jang (2017); Nicolau et al. (2020); Schubert et al. (2010); Su et al. (2017); Wood et al. (2021)
Ecological behavior	Chan et al. (2014); Chan et al. (2017); Okumus et al. (2019)
Ethical consumption	Cozzio et al. (2020); Ganglmair-Wooliscroft & Wooliscroft (2017); Jung et al. (2016); Kang & Namkung (2018); Tilikidou et al. (2014)
Eco-friendly consumption	Baker et al. (2014); Han et al. (2011); Han et al. (2009); Kim et al. (2013); Kim et al. (2021); Nilashi et al. (2021); Sadiq et al. (2022); Teng & Chang (2014); Tiwari et al. (2020)
Climate-friendly consumption	Özgen et al. (2021); Park & You (2016); Ruban & Yashalova (2020); Visschers & Siegrist (2015)
Environmentally responsible/friendly behavior	Bahja & Hancer (2021); Barber (2012); Dolnicar (2020); Jang et al. (2015); Mehmetoglu (2010); Miththapala et al. (2013); Rawashdeh & Ababneh (2021)
Sustainable consumption	Agyeiwaah (2020); Ceptureanu et al. (2020); Chae (2021); de Jong & Varley (2018); Font et al. (2021); Gavinolla et al. (2021); Han (2020); Han et al. (2020); Hatipoglu & Inelmen (2020); Kumar & Yadav (2021); Lim (2017); Loschelder et al. (2019); Ma et al. (2019); Matharu et al. (2020); Mehmetoglu (2009); Rahman (2018); Slocum et al. (2021); Seeler et al. (2021); Wang et al. (2019); Wang & Hao (2018); Weber (2019); Tasci (2017)

Source: Summarized by the author.

Table 2.2 Terminologies of sustainable consumption and conceptualization

Terminology	Definition	Reference
Pro-environmental behavior	“Behavior that consciously seeks to minimize the negative impact of one’s actions on the natural and built world”.	Kollmuss & Agyeman (2002)
Green consumerism/behavior	“Individuals looking to protect themselves and their world through the power of their purchasing decisions”.	Ottman (1992)
Ecological behavior	“Actions which contribute towards environmental preservation and/or conservation”.	Axelrod & Lehman (1993)
Ethical consumption	“Consumption perceived generally to be morally better with respect to societal contexts”.	Cozzio et al. (2020)
Eco-friendly consumption	“Consumption behavior that consumers strive to protect the ecological environment and minimize the negative impact of consumption on the environment during the purchase, use and post-treatment of products”.	Chen et al. (2021)
Climate-friendly consumption	The intention, hope, and belief of an individual to reduce carbon dioxide emissions through one’s changed behavior.	Boström & Klintman (2019)
Environmentally responsible behavior	People’s endeavors “to reduce environmental impacts, contribute to environmental preservation and/or conservation efforts, and not disturb the ecosystem and biosphere of a destination during recreation/tourism activities”.	Lee et al. (2013)
Sustainable consumption	Customers’ “voluntary behaviors that support sustainability with the recognition of environmental and societal influences during consumption”.	Wang et al. (2019)

Source: Summarized by the author.

2.3 Value

The phenomenon of value has received massive attention from the academic literature since the 1990s (Sánchez-Fernández & Iniesta-Bonillo, 2007). For businesses, value creation is considered the reason for existence and the key to success (Nekmahmud et al., 2022). The interpretation of value varies by person and context (Sweeney & Soutar, 2001). Value is delineated as the tradeoff between the overall benefits of an activity and the overall cost linked to the activity (Eid & El-Gohary, 2015). Kotler and Keller (2006) described value as one's assessment of the total benefits and total costs of a product/service as well as perceived substitutes. Generally, value is defined as the difference between “get” and “give” (Gallarza & Saura, 2006). However, this definition of value has been critiqued as unidimensional, simplistic, and narrow (Wang & Wang, 2010).

Khalifa (2004) highlighted that value remains one of the most commonly misunderstood phenomena in the social sciences literature. For instance, the concepts of “value” (tradeoff between what is sacrificed and received) and “values” (standard of behavior) seem to have been misused by some academics (Sánchez-Fernández & Iniesta-Bonillo, 2007). This study focuses on the former to understand the sustainable consumption value of the patrons of hospitality companies. The concept of value can be explained by social exchange theory and equity theory. These theories are elaborated upon in the following sections.

2.3.1 Social exchange theory (SET)

Homans (1958) pioneered social exchange theory to understand social behavior and the relationship between two parties. The theory assumes that social life can be considered an exchange of resources (Coulson, MacLaren, McKenzie & O’Gorman, 2014). Social exchange is defined as the exchange of tangible items or intangible activities between parties (Özel & Kozak,

2017). SET postulates that human interactions are determined by basic economic doctrines of rewards and costs (Boateng, Kosiba & Okoe, 2019). Rewards are desirable outcomes of social relations such as goods, prestige, and knowledge, whereas costs are negative outcomes of social relations such as money and time (Lee, Capella, Taylor & Gabler, 2014). People evaluate the benefits and costs associated with an activity in decision-making, and the outcome of the cost–benefit analysis informs behavior (Coulson et al., 2014). Consequently, an individual will engage in the activity/relationship when the perceived benefits outweigh the cost of the relationship (Jiang & Kim, 2015). Thus, customers choose relationships where rewards can be maximized and costs minimized (Boateng et al., 2019).

In the sustainable consumption context, SET suggests that customers' attitudes and behaviors toward sustainable purchases will be impacted by their judgments of the outcomes of their purchases of sustainable products (Jiang & Kim, 2015). In effect, the SET explains how customers will patronize products/services when they believe that they can maximize their satisfaction (Özel & Kozak, 2017). SET has been effective at examining business-to-customer relationships in the hospitality and tourism context (Lee et al., 2014). Moreover, its applicability has been demonstrated by hospitality and tourism studies (for example, Boateng et al., 2019; Coulson et al., 2014; Jiang & Kim, 2015; Özel & Kozak, 2017; Lee et al., 2014).

2.3.2 Equity theory

Konuk (2019) reported that the concept of perceived value is grounded in equity theory, which was postulated by Adams (1963). The basic tenet of equity theory is fairness or justice (Wildes, 2005). Perceived justice toward social relationships is informed by an individual's or group's evaluation of input and output (Adams, 1963). Input refers to one's contribution to social

exchange, and output refers to the rewards derived from the exchange (Davlembayeva, Papagiannidis & Alamanos, 2021). Extending the theory to the business setting, equity theory suggests that customers assess the fairness of a transaction by comparing their sacrifices to the output from purchase (Lam & Tang, 2003). Customers will perceive a transaction to be fair when their inputs/outputs match those of the company (Konuk, 2019). The relationship between parties may be terminated when an individual perceives injustice, and affirmative feelings will be generated when the output is perceived as fair (Zhou, Govindan & Xie, 2020). For example, in patronizing sustainable hospitality companies, customers compare the sacrifices associated with patronizing sustainable products such as money to the benefits associated with the purchase (for example, quality, value for money, and prestige). The patrons of sustainable hospitality companies will perceive fairness when their investment in consuming a product/service equates to the efforts exerted. Additionally, customer satisfaction and behavior are driven by customers' perceptions of fairness (Lam & Tang, 2003; Wildes, 2005).

The strength of equity theory is that it has been the theoretical foundation for several behavioral studies and has proven to be effective across various fields of study (Lee & Shea, 2015). It offers itself suitable for assessing consumers' perceived sustainable consumption value within the hospitality context.

2.4 Consumption value

2.4.1 Conceptualization of consumption value

Consumption value is considered a significant contributing element of consumer behavior and choice (Chen, Shang & Lin, 2008). Zeithaml (1998), an early proponent of consumption value, identified four patterns of consumers' perception of value through an exploratory study: "value is a low price," "value is whatever I want in a product," "value is the quality I get for the price I pay," and "value is what I get for what I give." The concept is described as "the consumer's overall assessment of the utility of a product/service based on perceptions of what is received and given" (Zeithaml, 1998, p. 14). This definition has several limitations. This definition is primarily transactional and focuses on the price in exchange for a product or service; as such, the hedonic aspect of consumption value is neglected (Gupta et al., 2019). Caber et al. (2020) mentioned that even though the conceptualization of value of Zeithaml (1988) is widely accepted, a unidimensional description of value is narrow, as the phenomenon comprises various dimensions (for instance, social and affective dimensions).

Several consumer behavior studies have been conducted in other fields (music, theatre, food consumption, green consumption, commerce, fashion, and education) and have attempted to define consumption value (Biswas & Roy, 2015; Chen et al., 2008; Choe & Kim, 2018; Goh, Suki & Fam, 2014; Kim & Kim, 2018). Chen et al. (2008, p. 413) defined consumption value as "the degree of fulfillment of consumers' need by the consumption behavior and operationalized as consumer's overall assessment of the net utility of a product after weighing the gains and the gives." This definition highlights the total outcome after comparing the differences between the price paid and the utility of goods or services. Goh et al. (2014) argued that this definition does not capture the altruistic behavior of consumers.

Biswas and Roy (2015, p. 333) contrarily defined consumption value as “a personal, subjective concept including some intrinsic needs such as emotional aspects, knowledge concern as well as some implicit factors such as experiential need or prestige associated with the component purchase.” The above description of consumption value emphasizes the intrinsic individual advantages derived from consuming a product. Individuals who are intrinsically motivated engage in activities due to their interests but not due to external rewards (Ali et al., 2020). Chen et al. (2008) argued that individuals are value maximizers; as such, when a product offers more benefits than others, people will choose the former. Applying this to the sustainable consumption value context, consumers may compare the individual benefits of patronizing sustainable hospitality and tourism products and traditional products; the greater the value derived from consuming sustainably is, the greater the willingness to patronize these products and services.

Kim and Hall (2020) argued that consumption value covers not only personal and intrinsic benefits but also extrinsic gains connected to engaging in an activity or buying a product. In connection with sustainability, Wenjing et al. (2020) described extrinsic consumption value as the propensity of an individual to adhere to sustainable practices because of external benefits, for instance, admiration and prestige. Extrinsic value is more tied to individuals’ environmental and societal expectations. The intention to patronize goods and services based on discounts and recommendations is more extrinsic (Ali, Ashfaq, Begum & Ali, 2020). In other words, people are moved to consume products and services to be recognized by external forces.

A concise definition of sustainable consumption covers both intrinsic and extrinsic values, as captured by the theory of consumption values put forward by Sheth et al. (1991), who have since been regarded as the pioneers of the consumption value concept. Sheth et al. (1991, p. 159) associate consumption value with “why consumers choose to buy or not buy (or to use or not use)

a specific product, why consumers choose one product type over another, and why consumers choose one brand over another.” The theory is based on three fundamental axioms. First, consumption value is a multidimensional phenomenon, and consumer behavior is a function of the several dimensions of perceived value. Second, the dimensions of consumption values are independent of each other. Third, the multiple dimensions of consumption value have different effects on consumer behavior in different situations/contexts. The choice of an alternative is a function of five types of value, namely, functional value, epistemic value, social value, conditional value, and emotional value.

These multiple attributes of value have been confirmed by several studies (for example, Biswas & Roy, 2015a; Biswas & Roy, 2015b; Choe & Kim, 2018; Choe & Kim, 2019; Denys & Mendes, 2014; Goh et al., 2014; Jamrozy & Lawonk, 2017; Kim & Hall, 2020; Phau, Quintal & Shanka, 2014; Prebensen, Woo, Chen & Uysal, 2013; Teng & Wu, 2019; Wiedmann et al., 2009). The components of value proposed by Sheth et al. (1991) are described in the following section. These forms of values can individually or jointly influence attitudes and behaviors.

2.4.2 Dimensions of consumption value

2.4.2.1 Functional value

Sheth et al. (1991) postulated that, conventionally, functional value is the main determinant of consumer choice. The functional value of an alternative is broad, covering price, quality, and other utilitarian functions (Choe & Kim, 2018). Sheth et al. (1991) described functional value as the perceived benefit derived from an alternative's ability to fulfill functional, utilitarian, or physical requirements. Biswas and Roy (2015a), in their sustainable consumption research, ascertained that price (value for money) is a significant driver of consumer decision-making. The price value is the

extent to which the perceived utility of green products meets the price paid by the customer (Biswas & Roy, 2015b). Quality implies that the product or alternative is deficiency free and addresses the concerns and needs of consumers; thus, consumers will perceive an organization as competent when they can meet their expectations (Coelho, Bairrada & de Matos Coelho, 2020).

Due to the prominence of this form of value, several studies have explored it in diverse fields of study to test its applicability. These studies revealed that functional value is a significant element of consumption value. Goh et al. (2014) tested the consumption value model concerning the use of Islamic mobile banking platforms. Functional value was among the other factors considered by respondents in forming their value perceptions of mobile banking platforms. Biswas and Roy (2015a) assessed the sustainable behavior of consumers in India and found functional value to be a significant dimension of sustainable consumption value. Kim and Hall (2020) investigated the perceived value of customers, particularly restaurants, in the tourism and hospitality context. Similarly, perceived functional value proved to be a significant aspect of consumers' perceived value. Previous studies (Sweeney & Soutar, 2001; Barber, 2014; Chloe and Kim, 2018) have concluded that price value and quality value are distinct and influence consumer behavior differently. Hence, there is the need to consider them separately. Thus, price and quality values were treated as subcomponents of functional value.

2.4.2.2 Social value

Another key dimension of value is social value (Sheth et al., 1991). Biswas and Roy (2015a) observed the social dimension of value as the most dominant element of the sustainable consumption behavior of customers. According to Biswas and Roy (2015b), social value reflects the perceived benefits attained through the interaction between one or more social groups. This

form of value is derived “through association with positively or negatively stereotyped demographic, socioeconomic, and cultural-ethnic groups” (Sheth et al., 1991, 161). Biswas and Roy (2015b), whose study focused on sustainable consumption, delineated social value as the perceived usefulness of green goods and services found on the pressure from society or prestige built on contributing to saving the environment. Noticeable goods and services that can be made available to others are usually determined by social value. Shin et al. (2019) mentioned that the enthusiasm to purchase organic food items could serve as an avenue for an individual to enhance his or her social image. The desire to protect the environment arises from the need to be socially responsible individuals, pressure from society, opinions from peers, and comparisons with others (Pickett-Baker & Ozaki, 2008).

Just as in the case of functional value, social value has also been assessed across vast disciplines. The value sought by consumers in the consumption of luxury products was examined by Wiedmann et al. (2009). Social value predominantly contributes to how customers perceive the value of luxury products. In other words, these customers considered the concerns of other people in their purchases. Shin et al. (2019) studied the motivations for choosing organic menu items for residents in the USA who are older than 18 years. Social value was an important consideration factor when customers were choosing the menu item to consume (Shi et al., 2018).

2.4.2.3 Emotional value

Goods and services are more often associated with the arousal of emotions (Sheth et al., 1991). Emotional value is described as the affective mood or sentiment (for example, pleasure, fun, disappointment, or excitement) triggered as a result of the consumption of goods or services (Rasoolimanesh et al., 2020). Tang and Forster (2007) suggested that emotional value epitomizes

the mental well-being of customers. Consumers are more willing to patronize or use a product when they know that positive emotions can ultimately be derived (Goh et al., 2014). Tourism and hospitality products activate emotional values, and emotional values are significant in creating memorable guest experiences and satisfaction and predicting future behavior (Rousta & Jamshidi, 2019; Volo, 2017). According to Bastiaansen et al. (2019), emotions are shown in three main ways: subjective emotions (which represent how people perceive their affective state), expressive emotions (depicted in actions), and physiological emotions (characterized by changes in the body, such as hormonal changes and heartbeats).

Understanding customers necessitates recognition of their emotional values (Choe & Kim, 2018). Volo (2017) postulated that emotion is a transient rather than a stable phenomenon that flows with daily life. Evidence from the literature proves that emotional value is an important value sought by customers in their patronage of goods and services in the hospitality and tourism context (Barber, 2014; Foroughi et al., 2022; Jamrozky & Lawonk, 2017; Jiang & Kim, 2015). Indisputably, feelings or emotions are imperative in the experiences of customers in the tourism and hospitality industry (Rasoolimanesh et al., 2020).

2.4.2.4 Epistemic value

Sheth et al. (1991, p. 162) elucidated epistemic value as “the perceived utility acquired from an alternative’s capacity to arouse curiosity, provide novelty, and/or satisfy a desire for knowledge.” New products and experiences trigger epistemic value; nonetheless, a change in the pace of existing goods and services could also elicit this form of value (Jiang & Kim, 2015). Biswas and Roy (2015) referred to epistemic value in the context of sustainable purchases as the extent to which consumers fulfill needs grounded in access to information on green products, for instance, through the details provided on the packaging of sustainable products. The availability of product

information enhances the value and satisfaction of customers. On the other hand, a lack of or inadequate information about goods or services results in dissatisfaction or even negative behavioral intentions (Barber, 2014). Through the consumption of sustainable products, people can acquire new understanding and knowledge.

In sectors where services are the main products, information on sustainability may be provided through eco-label certification and assessment results of operations (Biswas & Roy, 2015b) displayed on websites and visible areas within the establishment. Previous studies on value have not dealt much with the epistemic benefits sought by customers. A noteworthy analysis and discussion on the subject were presented by Biswas and Roy (2015a). The findings established that customers considered knowledge acquisition as a key aspect in forming value for green products.

2.4.2.5 Conditional value

Conditional value is considered the most ambiguous element of value (Jamrozy & Lawonk, 2017). This form of value is described as the perceived benefit attained through specific conditions or circumstances encountered by the consumer (Sheth et al., 1991). Biswas and Roy (2015b), who studied green products, defined conditional value as the net utility derived from the consumption of a green product over traditional options based on some discounts offered and situational circumstances leading to the purchase. Caber et al. (2020) suggested that most studies usually measure consumption value with four dimensions (functional, emotional, epistemic, and social values) because conditional value is not a form of value in itself. Nonetheless, conditional value influences other forms of value. For instance, in the promotion of tourism and hospitality products,

the emphasis on some sustainable practices adopted by the organization may act as the condition for which customers choose a particular destination, hotel, or restaurant over the other.

Biswas and Roy (2015b) revealed that consumers who prefer products with green credentials agree to buy environmentally friendly products over conventional products provided that they are easily accessible. The conditional value was the highest rated value rated by these consumers. Jamrozy and Lawonk (2017), explored the value dimensions sought by ecotourists. In contrast to the findings of Biswas and Roy (2015b), conditional values did not explain the value sought by people who engaged in ecotourism. Conditional value is a result of situational elements that regulate the perceived value-outcome process, such as an illness or a particular social circumstance (Sheth et al., 1991a). It is therefore based on temporary functional value or social value. Therefore, conditional value can be thought of as an instance of the other dimensions of value. Additionally, Sweeney and Soutar (2001) argued that conditional value is less important in the development of a universal value measure. Consequently, conditional value was not considered in this study as it aimed to establish a generic sustainable hospitality consumption value scale.

2.5 Sustainable consumption value and its measurement in the hospitality and tourism context

Value remains a principal determining factor in the behavior of consumers in general; however, this concept has received less attention in studies of sustainability in tourism and hospitality settings (Kim & Hall, 2020). Most value studies are focused mainly on the value orientation of customers rather than the benefits gained from patronizing sustainable hotels, restaurants, and tourism products (for instance, Fairweather, Maslin & Simmons, 2005; Han 2015; Hedlund, 2011; Juvan & Dolnicar, 2014; Mehmetoglu, 2010; Sirakaya-Turk, Baloglu & Mercado, 2014). In these

studies, value is described as desired transsituational goals with different relevance that serve as a guiding factor in the life of a person or other social institution (Schwartz, 1994). To put it simply, values are the set of beliefs that guide behavior. This study focuses on customers' perceived usefulness of sustainable products rather than as a guiding principle. Table 2.3 presents earlier studies (discovered after a careful review of the literature) on the perceived sustainable consumption value of consumers of hospitality and tourism products, how the phenomenon has been measured, and the sources of the items for measurement.

Some related research has measured the value derived from patronizing sustainable products and services using a single construct (for instance, Iniesta-Bonillo et al., 2016; Shin et al., 2019; Teng et al., 2015; Teng et al., 2018). Iniesta-Bonillo et al. (2016) investigated the value and satisfaction of consumers regarding sustainability using tourists who visited Cullera (Spain) and Oristano (Italy). In measuring perceived value, four items were used: "considering the money I spent, it is worth visiting this destination," "considering the time I spent, it is worth visiting this destination," "considering the effort I made, it is worth visiting this destination" and "overall, it is worth visiting this destination." Teng et al. (2015), who focused on predicting the behavioral intentions of consumers of green hotels in Taiwan, examined the perceived altruistic value of respondents. The scale had two items: "visiting a green hotel helps conserve natural resources" and "visiting a green hotel helps decrease pollution."

Moreover, Teng et al. (2018) measured perceived green value with a single dimension that included five items: "staying in a green hotel would make a good impression on other people," "staying in a green hotel would improve the way I am perceived," "staying in a green hotel would make me feel good," "staying in a green hotel would give me pleasure," and "a green hotel is reasonably priced." Teng et al. (2018) argued that the items in the scale are appropriate for

measuring functional, social, and emotional aspects of value. The unidimensional scales are criticized for being weak measurement tools. Although single construct scales measure effective elements of the concept of the study, some significant aspects of the phenomenon may not be captured (Williams & Soutar, 2009). Al-Sabbahy et al. (2004) emphasized that value is a multidimensional construct; as a result, unidimensional value scales are inadequate and ineffective. Moreover, the scales used in these studies were adapted from other studies that did not develop sustainable consumption scales.

Other studies have measured customers' perceived sustainable value in two dimensions (for example, Foroughi et al., 2022; Han et al., 2018; Kim & Hall, 2020; Lee et al., 2010; Teng & Wu, 2019). Previous hospitality and tourism literature has acknowledged the role of hedonic and utilitarian values in predicting consumer behavior (Gupta et al., 2019). According to Kim and Hall (2020), consumers' perceived sustainable consumption value can be defined in utilitarian and hedonic dimensions. The utilitarian value is the functional benefit derived from or consequence of patronizing a product; thus, it is mainly extrinsic. Hedonic value, a spontaneous outcome, reflects the degree to which a product/service arouses emotions and results in pleasurable experiences. Kim and Hall (2020) used four items to measure hedonic value: "I think that dining at a restaurant that reduces waste is a happy experience," "I think that dining at a restaurant that reduces waste is a pleasant experience," "I think that dining at a restaurant that reduces waste is an interesting experience," and "I think that dining at a restaurant that reduces waste is an enjoyable experience." Utilitarian value was measured with three items: "reducing waste at restaurants helps offer good value for the price," "reducing waste at this restaurant helps provide a better deal than other conventional restaurants," and "reducing waste at restaurants helps offer benefits that I need."

Foroughi et al. (2022) assessed the value derived by hotel guests in the Malaysian context using two dimensions: environmental social value and environmental emotional value. The authors defined environmental emotional value as the perceived ability of pro-environmental behavior to provoke feelings and affective conditions and environmental social value as the perceived image and symbolism resulting from behaving in an ecologically friendly manner. Three items for each construct were used to examine the value of guests. The statements for measuring environmental social value were “behaving in an environmentally friendly manner helps me feel acceptable,” “behaving in an environmentally friendly manner would improve the way that I am perceived,” and “behaving in an environmentally friendly manner would give me social approval.” Furthermore, “behaving in an environmentally friendly manner would feel like making a good personal contribution to something better,” “behaving in an environmentally friendly manner would feel like the morally right thing,” and “behaving in an environmentally friendly manner would make me feel like a better person” were used to capture environmental emotional value. Lee et al. (2010), in assessing the influence of value on image and behavioral intentions, used price value and quality value. The weakness in their approach is that both price and quality values are defined as functional value by Sheth et al. (1991). To put it differently, the authors indirectly assessed value with a single dimension according to the theory of consumption values.

Earlier investigations have also used four dimensions to measure customers’ perceived value (for example, Gupta et al., 2019; Jiang & Kim, 2015). Gupta et al. (2019) grouped green experiential values into self-oriented values (measured with utilitarian and hedonic values) and other-oriented values (measured with social and altruistic values). Jiang and Kim (2015) attempted to create a scale to evaluate the perceived green value of consumers; however, four dimensions, namely, functional benefits, epistemic benefits, social benefits, and emotional benefits, presented

limitations. The scale is inadequate based on the theory of consumption values of Sheth et al. (1991) and recommendations of earlier value studies in the hospitality and tourism context. The functional value items were “offers healthier experiences,” “offers fresh organic food,” “delivers good service,” and “offers clean and safe space.” Social benefits were defined as “helps me feel acceptable,” “improves the way I am perceived” and “makes a good impression.” Epistemic value was captured with the following items: “helps to learn how to behave in an eco-friendly way,” “helps to develop a sense of social responsibility,” and “helps to become familiar with the protecting environment.” Finally, emotional value was measured with three indicators: “doing good to the well-being of the planet,” “doing good to the next generation,” and “leading a sustainable and well-being way of life.” A comparison of the initial pool of items ascertained through a deep review of the literature on perceived value in this study (Table 4.1) revealed that some relevant dimensions of value are not reflected in this scale.

Significant efforts have been made by Barber (2014) and Jamrozy and Lawonk (2017) to understand the benefits derived from sustainable behavior in hotel and ecotourism settings, respectively. Barber (2014) segmented hotel patrons in the USA based on the benefits sought from green hotels using price, functional quality, and environmental, social, and emotional value dimensions. Jamrozy and Lawonk (2017) explored the perceived value of US citizens who had visited ecotourism destinations in the past. The dimensions considered for their study were functional, financial, social, emotional, epistemic, and conditional values. After careful review of these studies, two key observations were made. First, important dimensions were not considered in these studies. Barber (2014) ignored epistemic value dimension, whereas Jamrozy and Lawonk (2017) ignored environmental value. Second, these studies relied on scales used in other studies that did not develop a sustainable consumption value scale (for example, Dholakia, 2001; Jinyang

& Chad, 2011; Lee & Crompton, 1992; Lee et al., 2010; Lin & Huang, 2012; Sweeney & Soutar, 2001). Gupta et al. (2019) argued that even though many hospitality and tourism scholars have studied sustainable consumption, a comprehensive scale of sustainable consumption has not been developed. Given the nonexistence of a comprehensive sustainable consumption scale in the field of study, this research aimed to develop a sustainable consumption scale to be tested in hospitality settings including hotels, restaurants, cafes, coffee shops, and resorts.

Table 2.3 Types of sustainable value measurement in the hospitality and tourism literature

Measurement	Construct (s)	Author (s)	Study setting	Source (s) of scale
Unidimensional sustainable consumption value	Social value	Shin et al. (2019)	Restaurant	Biswas & Roy (2015a)
	Overall value	Iniesta-Bonillo et al. (2016)	Destination	Chen & Chen (2010)
	Altruism	Teng et al. (2015)	Hotel	Hopper & Nielsen (1991)
	Perceived value	Teng et al. (2018)	Hotel	Sweeney & Soutar (2001)
Multiple dimensions of sustainable consumption value	Hedonic value and utilitarian value	Han et al. (2018) ^a ; Kim & Hall (2020) ^b ; Teng & Wu (2019) ^c	Restaurant Hotel	^a Babin et al. (1994); Kim & Han (2010); Ryu et al. (2010) ^b Babin et al. (1994); Cheng et al. (2020); Teng & Wu (2019) ^c Voss et al. (2003)
	Value for money and quality value	Lee et al. (2010)	Hotel	Baloglu & McCleary, (1999); Beerli & Martin, (2004); Golden et al. (1987); Lin et al. (2007)
	Environmental emotional value and environmental social value	Foroughi et al. (2022)	Hotel	Lin & Huang (2012)
	Functional value, social value, and epistemic value	Caber et al. (2020)	Nature-based tourism	Prebensen et al. (2013)
	Utilitarian value, hedonic value, social value, and altruistic value	Gupta et al. (2019)	Hotel	Gallarza et al. (2017); Koller et al. (2011)
	Functional value, social value, epistemic value, and emotional value	Jiang & Kim (2015)	Hotel	Sweeney & Soutar (2001)
	Price/value for money, functional quality value, environmental value, social benefit, and emotional value	Barber (2014)	Hotel	Orth et al. (2005); Lee et al. (2010); Sweeney & Soutar (2001)
	Functional value, financial value, social value, emotional value, epistemic value, and conditional value	Jamrozy & Lawonk (2017)	Ecotourism	Dholakia (2001); Jinyang & Chad (2011); Lee & Crompton (1992); Lin & Huang (2012); Sanchez et al. (2006); Sheth et al. (1991); Sweeney & Soutar (2001)

Source: Summarized by the author.

2.6 Attitude toward sustainable consumption

Ajzen (1991) proposed the theory of planned behavior, which holds that attitude plays a significant role in behavior prediction. Given its importance, several studies have explored this concept and attempted to conceptualize it. Min et al. (2020) emphasized the popularity of the phenomenon of attitude by stating that the concept is ubiquitous in studies on people's behaviors; however, the authors noted that the concept has been confused with intentions, particularly in the hospitality and tourism literature. Eagly and Chaiken (1993) defined attitude as a psychological disposition that manifests as a degree of favoritism or disdain toward a specific entity. Ajzen and Fishbein (2000) also defined attitude as a person's perceptions or emotions that are expressed in a favorable or unfavorable assessment of an object, activity, or product. Lee (2014), who focused on sustainable consumption, delineated attitude toward the environment as a positive or negative cognitive judgment concerning valuing and protecting the environment. Although the definitions of attitude are framed differently, the common feature is that attitude is an evaluation of a certain target (Min et al., 2020).

Confusing the term attitude with other concepts resulted in the appearance of numerous papers during the literature search; however, few studies have investigated the attitudes of customers. Choi and Sirakaya (2005) attempted to develop a sustainable tourism attitude scale. The dimensions considered in the study are environmental sustainability, economic benefits, social costs, long-term planning, community-centered economy, and visitor satisfaction. The scale is limited because real attitude cannot be measured using the scale. A few studies have been conducted in the tourism and hospitality industry regarding attitude toward sustainable or responsible consumption (for instance, Han, 2020; Han, Chua, Ariza-Montes & Untaru, 2020; Verma, Chandra & Kumar, 2019).

Han et al. (2020) assessed the attitude of customers of airlines and restaurants toward sustainable consumption using electronic means of data gathering. The authors observed that the environmental corporate social responsibility (CSR) practices of businesses significantly affected the attitude toward sustainable consumption of both airline and restaurant patrons. Specifically, a positive relationship was observed between CSR and consumers' attitude toward consuming responsibly. Additionally, for both groups of respondents, their awareness of problems associated with unsustainable consumption positively affected their attitude toward patronizing sustainable products and services.

Han (2020) expanded the theory of planned behavior to capture sustainable consumption and named this the theory of green purchase behavior. In addition to measuring the attitude of patrons in the hospitality industry toward sustainable consumption, images of green purchases, awareness of unsustainable consumption consequences, ecological status worldwide, environmental value, social norms, personal norms, and green purchase behavior are captured in the model. The findings of the paper showed that patrons of hotels and restaurants in Korea had a positive attitude toward patronizing sustainable restaurants and hotels. The respondents indicated that patronizing the services of sustainable hotels and restaurants was a good, wise, attractive, beneficial, and pleasant idea. Furthermore, the image of green purchases and the consequences of unsustainable consumption were significant antecedents of attitude toward sustainable consumption.

Attitude toward visiting green hotels were explored by Verma et al. (2019). The predictive power of values, environmental concern, and ascribed responsibility were tested in the study. Biospheric, altruistic, and egoistic forms of values were considered for their study, and 311 usable responses were used in the study. Egoistic, biospheric, and altruistic values strongly predicted

attitude toward patronizing green hotels. Additionally, the power of environmental concern and ascribed responsibility in predicting attitude toward sustainable hotels were established in their study.

Sadiq, Adil, and Paul (2022) recently investigated the environmental attitude of Indians regarding sustainable hotels. Adapting the value-attitude-behavior model, the effects of altruistic and egoistic values on attitude, the effect of values in predicting eco-friendly behavior, and the mediating effect of environmental attitude in predicting eco-friendly behavior were investigated in this study. Both altruistic and biospheric values enhanced customers' behavior and the degree to which customers believed that a stay in an eco-friendly hotel is good, ethical, desirable, and pleasant. The study further revealed that attitude toward sustainable consumption mediated the relationship between altruistic and egoistic values and environmental behavior.

Diverse factors can contribute to customers' attitudes. This study explored how the multiple domains of sustainable hospitality consumption value explain the attitude of patrons in hospitality companies which was not the focus of earlier studies.

2.7 Sustainable consumption outcomes at the individual level

2.7.1 Green satisfaction

Customer satisfaction is one of the most popular individual-level outcomes of consumption according to consumer behavior studies (Wang, Wang, Xue, Wang & Li, 2018), as it is widely recognized as a crucial success factor for businesses (Martínez, 2015). Given the significance of customer satisfaction, academics have developed several satisfaction theories, one of which is widely used: the expectancy disconfirmation model by Oliver (1980). Theoretically, individuals form expectations before the purchase of goods or services, and perceptions of actual performance

are formed after the purchase or usage of products. A comparison of expectations and actual performance indicates either positive or negative disconfirmation (Pizam et al., 2016). Positive disconfirmation occurs when perceived performance outweighs one's expectations, and negative disconfirmation occurs when the expectations exceed actual performance (Oliver, 1980). Consequently, customer satisfaction is related to disconfirmation.

Customer satisfaction is described as an overarching sense of pleasure or enjoyment felt by a consumer resulting from the potential of the good or service being purchased to satisfy their expectations, desires, and needs (Mai & Ness, 1999). To provide perspective on the concept of sustainability, Chen (2010) introduced the "green satisfaction" construct, which signifies satisfaction with the sustainable features of a product or service. Green satisfaction reflects a customer's assessment of the green sustainable features of products or services (Wu, Ai & Cheng, 2016). Grounded in earlier definitions of satisfaction, Chen (2010, p. 309) delineated green satisfaction as "a pleasurable level of consumption-related fulfillment to satisfy a customer's environmental desires, sustainable expectations, and green needs." Although the overall satisfaction of customers regarding services must be understood, the degree of satisfaction with the sustainable dimension of operations is necessary for a business to improve its efforts to protect the environment.

Research on green satisfaction is still in its infancy (Wang et al., 2018). Chen (2010) focused on consumers' green satisfaction with communication and electronic products in Taiwan. The effect of green satisfaction on green loyalty was tested by Gelderman, van Hal, Lambrechts, and Schijns (2021). There are few published data on green satisfaction in the hospitality and tourism sector (Martínez, 2015; Wang et al., 2018). Most studies that investigated customer satisfaction in sustainable research have focused on overall customer satisfaction with service

delivery but not on green satisfaction. Gerdt, Wagner, and Schewe (2019) examined the association between sustainability and customer satisfaction in hotel settings; however, the general satisfaction of customers was considered in their research. Merli et al. (2019) explored the green practices of eco-labeled clubs in Italy. Customer satisfaction was measured based on overall guest experiences at the beach club and whether their expectations were met. Based on the above discussion, customers' satisfaction with the sustainable features of services was explored in this research rather than overall satisfaction with the product/service.

2.7.2 Subjective well-being

Research on the well-being phenomenon has existed for several years in the field of human functioning, popularly known as positive psychology (Linley et al., 2009). However, well-being has more recently received increasing attention in the academic literature (Krok, 2015), which is attributable to its positive effects on health, education, employment, and environmental behaviors (Maccagnan et al., 2019). Currently, individuals are faced with an increased risk of mental health problems, for instance, stress and depression; as a result, the hospitality and tourism industry, which is considered an avenue for people to escape the mundane of life, has a significant role in well-being studies (Han, Yu & Hyun, 2020).

Hwang and Han (2014) defined well-being as an individual's perceived state of improved quality of life. Subjective well-being emphasizes happiness (Gao et al., 2018) and is considered a tri-component phenomenon constituting low or no negative affect, high positive affect, and life satisfaction (Horwood & Anglim, 2019). Linley et al. (2009) also indicated that subjective well-being has two components: the affective dimension (evidence of a balance between positive affect and negative affect) and the cognitive dimension (one's perceived satisfaction with life). As a

consequence, the phenomenon has been used interchangeably with experienced utility, happiness, life satisfaction, and quality of life (Su et al., 2018). Simply put, subjective well-being is an individual's evaluation of his/her life regarding a particular domain of life or life in its entirety (Su et al., 2018). According to Gao et al. (2018), subjective well-being is the most common factor in hospitality and tourism studies that examine positive psychology from both demand and supply perspectives.

While the consensus on the significance and need for further investigation of well-being is strengthening in the hospitality and tourism discipline, the well-being of sustainable consumers who patronize the industry has rarely been discussed. Only a few studies have been conducted on this topic (for instance, Han et al., 2020; Kim et al., 2015; Su et al., 2018). Kim et al. (2015) examined the motivations and personal values of nature-based tourists (hikers) for Olle trails located in South Korea and investigated how these motivations and personal values affect the well-being of tourists. Su et al. (2018) also examined how destination identification and satisfaction influenced the well-being and environmentally responsible behaviors of tourists who visited Yuele Mountain in China, which is well known for its attractive natural scenery. Han et al. (2020) assessed nature-based solutions with a focus on both indoor and outdoor green environments and how they elicited the well-being and mental health of patrons of hotels in South Korea and further promoted their loyalty intentions. There are attempts to understand how customers' well-being can be improved through hospitality consumption, a few studies have explored how sustainable hospitality consumption value influence customers' well-being. Hence, this study considered the subjective aspect of well-being in the study of sustainable hospitality consumption.

2.7.3 Customer delight

Customer delight is delineated as an emotional reaction that emanates from a positive surprise of a performance (Finn, 2005). Barnes and Krallmah (2019) argued that customer delight involves two main types of emotions: surprise and joy. Customer satisfaction and customer delight are related but distinct (Magnini, Crotts & Zehrer, 2011). Although satisfying a customer means meeting their expectations, delight requires a positive surprise that is beyond one's expectations (Berman, 2005). Barnes and Krallmah (2019), through a review of studies on customer delight, concluded that customer satisfaction and customer delight exert different influences on consumer behavior. Delighting customers are more affect-based than satisfying customers (Magnini et al., 2011). Bartl, Gouthier, and Lenker (2013) observed that customer delight but not satisfaction resulted in purchase intentions. Firms that delight their customers can gain long-term competitive advantage because customers desire to patronize companies that offer products that arouse positive emotions (Berman, 2005). Understanding customer delight is critical in the hospitality and tourism context because the industry is focused on creating memorable customer experiences (Kim et al., 2015). Sustainable hospitality consumers can be delighted when the company offers novel, unique, and unexpected services that protect the environment. Given that customer delight has not been explored, this study sought to explore how customers can be delighted through sustainable hospitality consumption.

2.7.4 Self-esteem

An individual's self-esteem has been linked to consumption, specifically, the products and services one purchases and/or consumes (Truong & McColl, 2011). Self-esteem is conceptualized as one's evaluation of his/her value (Consiglio & van Osselaer, 2022) and reflects how an individual values

himself/herself as worthy, significant, and capable (Narang, 2016). Grounded in theories of needs, such as Maslow's hierarchy of needs framework, Burnasheva and Shu (2020) emphasized that self-esteem is an essential human need. Accordingly, humans naturally enhance their self-esteem, as self-esteem is considered an indispensable part of the human ego, and patronizing products and services offer this avenue (Truong & McColl, 2011). People with high self-esteem are considered to evaluate themselves favorably, while individuals with low self-esteem indicate an unfavorable assessment (Shin et al., 2018).

Self-esteem can be considered an antecedent and outcome of purchases or consumption. For instance, an individual may decide to patronize a sustainable hotel because the hotel aligns with his/her self-esteem. From the other perspective, another individual may decide to visit a sustainable hotel to enhance his/her self-esteem. Most sustainable behavior studies explore the concept as an antecedent. Lin and Hsu (2013) examined the sustainable consumption behavior of people in Taiwan. Self-esteem, among other personal factors, was postulated to influence green consumption self-efficacy. Green consumption self-efficacy mediated the connection between self-esteem and green consumption behavior. Hyne and Wilson (2016) studied the impact of one's self-esteem on individual and social norms concerning purchasing environmentally friendly food in the United Kingdom. Rahimah, Khalil, Dang, and Cheng (2020), in explaining the green attitudes (green concern and consumer social responsibility) of people in Indonesia, employed self-esteem as an antecedent to attitudes and materialism as a mediator of the relationship.

In the hospitality and tourism discipline, self-esteem as an outcome of patronizing sustainable hospitality companies has rarely been investigated. Thus, this research studied customers' perceived self-esteem derived from patronizing sustainable hospitality companies.

2.7.5 Sense of belonging

Hsu (2020) described sense of belonging as an environmentally derived concept that explains a person's feeling of oneness with a tangible or an intangible object. Kim, Kim, Oh, and Jung (2016, p. 242) suggested that sense of belonging refers to "a sense of personal involvement in a social system such that people feel themselves to be an indispensable and integral part of the system." Chu, Lien, and Cao (2019, p. 32) explained sense of belonging with social identity theory "as the experiences of user involvement so that the user identifies himself/herself as part of the social circles or groups." A greater sense of belonging suggests a common purpose to a group of people and helps individuals feel that they are part of a group or system (Hew, Tan, Lin & Ooi, 2017). The concept of sense of belonging has received considerable attention in the hospitality and tourism field, as it substantially influence positive behaviors (Han et al., 2019). In most tourism studies, similar concepts such as place attachment or community attachment have been used to explain the emotional bond between tourists and destinations (Jaafar, Noor & Rasoolimanesh, 2015).

The relationship between a sense of belonging and psychological ownership was explored in restaurants by Asatryan and Oh (2008). In this study, in addition to sense of belonging, control, customer participation, and customer-company identification were used as antecedents of psychological power. Hung, Peng, and Chen (2019) incorporated sense of belonging into their study of cultural tourism destinations, specifically cultural and creative parks in Taiwan. Sense of belonging was assessed as an outcome of customer satisfaction and as an antecedent of behavioral intention. Within the context of medical tourism, Guiry and Vequist IV (2015) investigated sense of belonging as a predictor of medical tourism destination personality in South Korea. Finally, the concept was used as a moderator to study the association between customer satisfaction and

customer retention as well as the association between customers' return on investment and customer retention in research on halal tourism in Korea (2019).

Despite the massive attention given to sense of belonging and attachment (community and place) in the hospitality and tourism literature, research that explore the concept as an outcome of sustainable products or services are lacking. The outcomes of consumption in creating memorable experiences for customers in the industry must be considered. Consequently, this study aimed to assess sense of belonging within a sustainable consumption context. Based on earlier definitions, in this study, sense of belonging is defined as the perceived connection and oneness to a sustainable society after patronizing a sustainable hospitality and/or tourism product or service.

2.8 Sustainable consumption outcomes at the company level

2.8.1 Green brand innovativeness

The body of literature that acknowledges the importance of consumers' perceived brand innovativeness in marketing is increasing (Shams, Alpert & Brown, 2015), although earlier works predominantly focused on brand innovations to understand companies' perspectives on new strategies for improving their products (Lin & Zhou, 2020). Brand innovativeness is defined as a brand's innovation reputation, that is, the level to which consumers perceive a brand as capable of offering novel solutions to satisfy their needs (Hetet, Ackermann & Mathieu, 2020). Recently, sustainability studies have gained renewed interest, leading to the proposal of the concept of green brand innovativeness (Lin, Lobo & Leckie, 2019) to focus specifically on customers' viewpoints on a brand's sustainability efforts. Grounded in the definition of brand innovativeness, green brand innovativeness indicates the degree to which a consumer perceives a brand to have the capacity to deliver novel and valuable solutions to satisfy their green needs (Lin & Zhou, 2021).

Thus far, green brand innovativeness has rarely been investigated, particularly in the hospitality and tourism context (Lin et al., 2019; Kamboj et al., 2022). Research in the hospitality context has mainly explored brand/company innovativeness (Jin, Goh, Huffman & Yuan, 2015; Kim, Tang & Bosselman, 2018; Nysveen, Oklevik & Pedersen, 2018; Teng & Chen, 2021). For instance, Nysveen et al. (2018) assessed guests' green image, brand innovativeness, experiences, and satisfaction with green hotels in Norway. The study considered the overall innovativeness of hospitality companies but not specifically their innovations in sustainable production and delivery. Consumers' perceived innovativeness was measured as a multidimensional construct with promotional innovativeness, experiential innovativeness, technology-based innovativeness, and menu innovativeness (Kim et al., 2018). Green innovativeness was not evaluated in this study. This research explored consumers' perceptions of green brand innovativeness to better understand customers and provide valuable recommendations to hospitality companies for improving their services to satisfy customers' green needs.

2.8.2 Green brand image

A brand refers to the characteristics of a firm, both physical and behavioral, including name, symbol, products, and ideology (Tiwari, 2022). Consumers build perceptions about brands over time based on experiences, advertisements, or word-of-mouth from others (Khandelwal et al., 2019). The relevance of brand image has long been emphasized in the academic literature, as it reflects a customer's impression and belief about a brand and its offers (Zameer et al., 2020). Yet, the phenomenon of green brand image is relatively recent and emphasizes the environmental features of a product or brand (Topcuoglu et al., 2022). Green brand image combines the conventional concept of brand image with environmental matters (Deng & Yang, 2022). Green

brand image was suggested by Chen (2010) and is described as one's perceptions about a brand regarding its commitment to and concern for the environment. Green brand image is informed by a brand's green initiatives (Zameer et al., 2020).

Research has proven the crucial role of green brand image in marketing. Khandelwal et al. (2019) observed that green brand image is a significant determinant of green brand equity. A brand's green image serves as an identifier because it distinguishes a brand and products from competitors and exerts a positive effect on purchase intention (Deng & Yang, 2022; Zameer et al., 2020). Moreover, green brand image is a determinant of consumer green satisfaction, green trust, green brand equity (Chen, 2010), and green purchase behavior (Chen, Huang Wang & Chen, 2020). Bashir et al. (2020) also concluded that consumers' perceptions of a brand's green image determined the sustainable image of the company, green trust, and loyalty toward the brand.

While consumers' concerns about their consumption have triggered businesses to integrate sustainable approaches into their production, green brand image in the hospitality field still needs further research.

2.8.3 Green brand trust

Building relationships with customers is pivotal to businesses' success owing to increasing competition (Rahimi & Kozak, 2017). Trust is central to building relationships with customers in the business environment (Lien, Wen, Huang & Wu, 2015). Pennington et al. (2003) defined trust as a perceptual and subjective belief that a person's statement or words are reliable and match his/her actions. In the business context, trust can be described as a customer's positive interpretation that a company or its products are dependable. Building and retaining consumers' trust are important for several reasons. First, this concept reduces customers' perceived risk and

insecurities regarding a firm and its products and services (Lien et al., 2015). Second, customers' perceived trust can enhance their confidence after purchase, which can stimulate customer loyalty behaviors such as revisiting intention and positive word-of-mouth (Han, Olya, Cho & Kim, 2018; Chen & Chang, 2012). Third, customers' perceived trust is pivotal for establishing long-term relationships between customers and the business (Pennington et al., 2003).

Based on the reviewed literature presented in earlier sections, trust in sustainable consumption appears to be particularly important because of the greater sacrifices required of customers, such as paying more than conventional products. Green trust is the disposition to rely on a sustainable product, service, or brand with the conviction or anticipation stemming from its reliability, goodwill, and capability for environmental performance (Chen, 2010). In an attempt to please customers, some businesses provide false information to customers by exaggerating their sustainability efforts and the environmental gains of their products and services, known as greenwashing (Chen, Bernard & Rahman, 2019). Due to greenwashing, consumers are more vigilant during decision-making (Zhang, Li, Cao & Huang, 2018).

In contrast to some studies that have focused on brand trust in the hospitality and tourism literature, this thesis focused on the determinants and outcomes of green brand trust.

2.8.4 Green brand attachment

Brand attachment is also regarded as a relationship-based phenomenon (Yen, Chen, Cheng & Teng, 2018) and is especially important in the hospitality and tourism sector, where the main commodity is service (Li, Teng & Chen, 2020). Brand attachment represents an emotional connection between a person and a particular brand (Li, Lu, Bogicevic & Bujisic, 2019). Hussain and Waheed (2016, p. 122) defined green brand attachment as “an emotional bond as reflected

from the customer's feelings of passion, affection, and connection with the eco-friendly functions and attributes of the brand." Kang, Manthiou, Sumarjan, and Tang (2017) argued that emotional bonds manifest as passion, love, or warm feelings. Yen, Chen, Cheng, and Teng (2018) found that brand attachment comprise three emotional dimensions: connection, affection, and passion. Other scholars with different perspectives (Park, Macinnis, Priester, Eisingerich & Iacobucci, 2010) have posited that brand self-connection and brand prominence explain this phenomenon. Although brand-self connection represents how an individual relates cognitively and affectively to a particular brand, brand prominence denotes the degree to which the brand stays on top of the mind of the individual (Li et al., 2019).

Theoretical support for brand attachment is provided by the attachment theory proposed by Bowlby (1980) on the relationship between an infant and his/her primary caregiver. The central premise of attachment theory is that an infant develops a sense of security when a caregiver is responsive and available to the child. Theoretically, customers who are strongly attached to a brand believe that the brand is dependable and have confidence in its delivery. Li et al. (2020) highlighted that people who are strongly attached to brands have positive memories, and vice versa. Park et al. (2010) provided evidence that brand attachment predicted behavioral intentions. A strong bond between a brand and a customer led to pleasurable consumption experiences and positive judgments of the brand (Li et al., 2020).

In the sustainable consumption literature, studies on green brand attachment are rare, even though this concept has been explored in other marketing contexts. Mehdikhani and Valmohammadi (2022) argued that empirical studies on brands usually focus on traditional products and services; as a result, research concerning green brand attributes is limited. The

situation is the same for the hospitality and tourism field. This study, therefore, contributes to understanding green brand attachment in the hospitality and tourism industry.

2.8.5 Green brand awareness

Brand awareness is considered a fundamental element of brand equity (Jawahar et al., 2020). Chen, You, Lee, and Li (2021) argued that brand awareness is the first step for consumers to perceive a brand and that it is a valuable asset because it influences consumers' decisions. Brand awareness serves as a competitive advantage for businesses and results in preferences for a brand as well as purchase intentions (Sürücü et al., 2019). Brand awareness is the degree to which an individual can identify and recall a brand and its products/services (Chen et al., 2021). It signifies one's knowledge of a brand and its linkage to memory associations (Sürücü et al., 2019). Martíneza and Nishiyama (2019) add that brand awareness represents an individual's ability to construct a brand over time. Lili et al. (2022) argued that brand awareness comprises two parts: brand recall and brand recognition.

Based on the definition of brand awareness, green brand awareness is defined as the ability of consumers to identify and remember a brand due to its environmentally friendly practices (Shanti & Joshi, 2022). In other words, the possibility of a consumer recollecting a brand, connected to the business's effort in reducing environmental impacts, is green brand awareness (Alamsyah & Febriani, 2020). Ishaq and Maria (2020) investigated the consequences of green brand equity in the hotel context. The study reported that green brand awareness positively affects brand preference and purchase intentions. Green brand awareness leads to consumers' trust in brands that provide environmentally friendly products and services (Alamsyah & Febriani, 2020). The concept of brand awareness is not new to hospitality and tourism research; however, little is

known about the antecedents of green brand awareness. This study investigated the role of sustainable hospitality consumption value in explaining consumers' green brand awareness.

2.8.6 Behavioral intentions

As postulated by the theory of planned behavior, behavioral intentions may lead to the actual behavior of consumers (Ajzen, 1991). Leri and Theodoridis (2019) delineated behavioral intentions as the degree to which one has consciously planned to perform or otherwise a specific behavior in the future. The engagement of consumers in sustainable consumption is essential for achieving sustainable goals. Consequently, for the purposes of this thesis, future purchase intention, behavioral intention toward sustainable technologies, and the intention of consumers to pay a premium for sustainable products/services were considered.

2.8.6.1 Willingness to pay more

Willingness to pay more denotes the intention of an individual to make an extra financial commitment to a product or service (Nicolau et al., 2020). Sustainable products and services are often priced higher than conventional substitutes because of the higher cost of operations (Yusof & Jamaludin, 2014) and the general propensity of consumers to pay more to contribute to environmental protection (Agag et al., 2020). Yusof and Jamaludin (2014) attempted to identify the barriers to sustainable hotels and resorts in Malaysia. This study revealed the high cost of implementation and maintenance, among other factors, as a challenge in running green lodging facilities. While there is growing demand for sustainable hospitality and tourism services (Goodwin & Francis, 2003), a variety of findings exist concerning the willingness of customers to pay for more sustainable products and services (Kang, Stein, et al., 2012).

Nicolau et al. (2020) investigated the propensity of young consumers to patronize green restaurants, and the authors concluded that millennials are willing not only to pay for dining in sustainable restaurants but also to travel farther and invest more time. Wong et al. (2015) evaluated the reactions of people who attended the Macau food festival and indicated that attendees were willing to pay more for an event that adhered to sustainable principles; specifically, respondents were willing to pay 28% more than the usual price of the event.

Nonetheless, among the three groups of tourists identified by López-Sánchez and Pulido-Fernández (2016), only pro-sustainable tourists showed a positive attitude toward paying more cash and other taxes related to promoting sustainability. Although the reflective tourists showed high knowledge about sustainability, the tourists were unwilling to use resources for sustainable tourism packages. The unconcerned groups lacked knowledge and were also unwilling to pay. Notably, reflective tourists constituted the largest group of tourists. Similarly, whereas consumers in India prefer to patronize environmentally friendly lodging facilities, tourists are unwilling to pay for such services (Manaktola & Jauhari, 2007).

Based on the above arguments, more studies are required on the intention of consumers to pay a premium for sustainable hospitality products/services.

2.8.6.2 Sustainable technology behavioral intention

Technology and its evolution have changed the hospitality and tourism industry and its methods of production and delivery (Hwang, Choe, Kim & Kim, 2021). Artificial intelligence and robots have been incorporated into the industry and are used to aid in check-in/check-out, chat with customers online, carry luggage, food production, take orders, and serve customers (Lu, Cai & Gursoy, 2019). Moreover, technological solutions have been adopted for sustainable production

and consumption in industry in an attempt to manage severe environmental problems worldwide (Chan, Okumus & Chan, 2017). The environmental technologies employed in the industry include electric car charging stations, self-climate controls, dimmable lighting, automated key card systems, heat recovery technologies, low-flow water fixtures, and halogen bulbs (Chen, 2015). These technologies can be further classified into three categories: pollution control, pollution prevention, and management systems (Chan et al., 2017).

Increasingly, customers are in favor of businesses that practice sustainability and are making efforts to patronize sustainable products; subsequently, more businesses are adopting innovative technologies to reduce their impacts on the environment (Chen, 2015). While businesses are committing resources to environmental technologies, consumers' behavioral intentions toward these technologies must still be explored. The technology acceptance model (TAM) put forward by Davis (1986), grounded in the theory of planned behavior, parsimoniously explicates the behavioral intention of consumers concerning technologies. The theory posits that one's perceived usefulness and ease of use of technology impact one's attitude toward the technology, and this attitude influence behavioral intentions. The behavioral intentions of hospitality and tourism customers toward technology have been studied (Lew, Tan, Loh, Hew & Ooi, 2020; Morosan, 2012; Zhong, Zhang, Wei & Chang, 2021). However, much less is known about the behavioral intentions of patrons in sustainable hospitality and tourism facilities regarding the sustainable technologies employed in these facilities. This study sought to address this gap in related research by examining consumers' behavioral intentions toward environmental technologies.

2.8.6.3 Future purchase intention

Future purchase intention (postvisit intention) has been referred to as revisit intention (Ahn & Kwon, 2020; Caber et al., 2020) or repatronage intention (Gupta et al., 2019; Hu, Teichert, Liu & Gundyreva, 2019) in studies within hospitality and tourism settings. The concept is defined by Leri and Theodoridis (2019) as the propensity of a customer to revisit or patronize a facility or brand in the future. Applying this definition to this study, future purchase intention is the likelihood of a customer patronizing a sustainable hospitality company again in the future. Chan et al. (2021) posit that the experiences associated with a purchase usually impact one's decision to patronize a brand again in the future. Future purchase intention is noted in the literature as a measure of consumer loyalty, along with the intention to recommend and willingness to pay a premium (Lee, Hsu, Han & Kim, 2010). Future purchase intentions are found to be the most accurate method for assessing customers' views about revisiting a business again (Leri & Theodoridis, 2019).

Some antecedents of future purchase intentions have been identified in the literature. Gupta et al. (2019) assessed the influence of green brand equity on customers' repatronage intentions. The authors found support for the relationship of green brand equity to repatronage intention. In other words, green brand equity is a predictor of customers' future purchase intentions. Shin et al. (2019) also established that consumers' concern for the environment, perceived social value, and health consciousness were antecedents of the intention to purchase organic menu items. Despite the challenges in assessing the actual behavior of customers, repatronage intention is reliable for predicting their attitudinal loyalty (Gupta et al., 2019). Understanding the future purchase intentions of customers is key to developing effective marketing strategies and ensuring business success (Shin et al., 2019). Consumers' intentions are unstable and need to be measured occasionally (Gupta et al., 2019).

2.9 Societal-level sustainable consumption outcomes

2.9.1 Donation behavioral intention

Donation is defined as sacrificing money, time, or other resources for the support of a social cause (Park & Ryu, 2018). The contribution of resources plays an essential role in the global movement toward ensuring sustainability (Hehir, Scarles, Han & Kim, 2022). Champniss et al. (2016) reported that donation behavior is sustainability focused because donations offer benefits to others who address the social dimension of sustainability, and some initiatives aimed at addressing chronic sustainability problems are dependent on donations. Individuals donate for different reasons. In addition to altruistic motives, people may donate to avoid guilt, improve social interactions, improve their reputation, and stimulate joy and excitement (Park & Ryu, 2018). Sundin et al. (2022) added that donations contribute to the environmental, social, and economic dimensions of sustainability.

In the context of tourism, Hehir et al. (2022) indicated that donation together with volunteering and corporate fundraising is under the umbrella of travel philanthropy. The impact of tourism on donation was explored by Hehir et al. (2022) in the United Kingdom. Tourists' environmental identity positively influenced their donation intention. Liao, Hong, and Zhao (2019) studied surplus food behavior in the Chinese context. The study revealed environmental concern and altruism as drivers of donation behavior.

The literature on donation behavior indicates the potential to align philanthropic behavior with sustainable consumption. Accordingly, this study explored the donation behavioral intentions of sustainable hospitality consumers.

2.9.2 Social justice behavioral intention

The increasing disparities in wealth, income and opportunities in jurisdictions globally have repercussions for both individuals and societies (Hülle et al., 2017). Public recognition of inequalities is important because it is the first step in addressing this challenge (Roberts et al., 2019). Therefore, social justice is essential because it endeavors to resolve problems of inequality in wealth, environmental challenges that affect society, obstructions to economic mobility, and disproportionate opportunities (Cartabuke et al., 2019). The theory of justice proposed by Rawl (1971) provides support for social justice behavior. The core tenet of the theory is ensuring fairness in the distribution of social goods (Ekmekci & Arda, 2016). Two main principles are proposed by the theory: first, every individual should have equal access to basic freedom, and second, socioeconomic disparities should be reduced (Chen & Tang, 2021).

Like most concepts, definitions of social justice differ and are usually based on religious, socioeconomic, and political viewpoints (Cartabuke et al., 2019); as a result, a universally agreed upon delineation of the concept is lacking (Chen & Tang, 2021). However, most of the social definitions of social justice center on equal distribution and access to resources across people belonging to different levels of power (Roberts et al., 2019). According to Cartabuke et al. (2019), social justice is the process of improving and reestablishing equity for marginalized groups, such as those who have been the victims of moral, environmental, or human rights transgressions. A social justice attitude is described as one's "beliefs and judgments about an equal society—a state of society where all groups have full and equal participation, resources are equitably distributed, and everyone is physically and psychologically safe" (Grayman & Godfrey, 2013, p. 423).

Peterson et al. (2021) posited an association between sustainable consumption and social justice behavior, arguing that both behaviors emanate from the desire of consumers to promote an

equal availability of resources and services in society. While sustainable consumption is linked to social justice, less effort has been made to understand social justice behavioral intention as an outcome of sustainable consumption value within the hospitality context. Thus, this study sought to address this gap by examining the connection between the two concepts.

2.9.3 Green ambassador behavioral intention

The term ambassador—a borrowed concept from the political field—describes a government representative who lives and performs diplomatic duties in a different country (Chancellor, Townson & Duffy, 2021). Schmidt and Baumgarth (2018) described an ambassador as an individual who acts, speaks, or represents another. Gradually, the term ambassador has been integrated into the marketing field to include people who promote or advocate for brands, products/services, destinations, or events (Wassler et al., 2021). Anderson and Ekman (2009) defined an ambassador as a person who constitutes a trustworthy testimony of the distinguishing personality of a place and its attractiveness and influences others through communication. Several forms of ambassadors, including destination ambassadors, volunteer ambassadors, tourism ambassadors, place ambassadors, and brand ambassadors, have been studied in the literature (Wassler et al., 2021).

In the marketing literature, similar concepts of customer loyalty, such as brand evangelism (Mvondo, Jing, Hussain & Raza, 2022; Sohaib et al., 2022), brand advocacy (Bhati & Verma, 2020; Rai & Nayak, 2019), and brand citizenship behavior (Ahn, Kim & Lee, 2016; Hosain, Sambasivan, Abuelhassan & Khalifa, 2020), have been studied. Green brand evangelists are people who communicate green brand features and recommend environmentally friendly brands to others (Panda et al., 2020). However, the concept of a green ambassador has not received much research

attention because most related studies have focused on the effect of consumption on behaviors that impact businesses rather than society. Based on earlier definitions of an ambassador, a green ambassador is a person who is dedicated to preserving the environment, disseminating information to create awareness of the environment, and encouraging sustainable consumption. This study investigated a novel concept, green ambassador behavioral intention.

2.9.4 Global civic engagement intention

Civic engagement refers to one's conscious, thoughtful, action-focused involvement in civic life (Goldberger, 2011). Emphasizing the extent of civic engagement, global civic engagement is conceptualized as one's inclination and/or expression of efforts toward recognizing community issues at the local, regional, national, and global levels (Morais & Ogden, 2011). Civic engagement includes active zeal or teaming with others to address community problems and includes behaviors such as volunteering, community service, group membership, and political activism (Dresner et al., 2015). The propensity of an individual to engage in civic activities is based on one's passion for and conviction about contributing to the achievement of societal objectives (Cha, Abebe & Dadanlar, 2018).

Some scholars have studied civic engagement in sustainable development settings. Jin and Shriar (2013) investigated the link between civic engagement and trust in government and willingness to cooperate on environmental problems. The study concluded that civic engagement was a predictor of inclination to sacrifice for environmental motives. Pradhananga and Davenport (2017) observed that more people were concerned about the environment and had greater neighborhood efficacy, the more they engaged in civic activities. Goldberger (2011) investigated the sustainability (economic, environmental, and social) of organic agriculture along with civic

engagement. The results of the research implied that civic engagement influenced the environmental and social dimensions of sustainability but not the economic dimension.

Nonetheless, surprisingly, global civic engagement intention has not been closely examined within the hospitality and tourism industry in relation to sustainable consumption despite its importance for sustainable development. This study intended to assess global civic engagement intention as an outcome of sustainable hospitality consumption.

2.10 Chapter summary

This chapter presented an overview of studies that have focused on sustainable consumption and consumption values. This section started with the delineation of sustainable consumption and a summary of sustainable consumption studies. The concept of consumption value and its dimensionality were elaborated using the theory of consumption values. Furthermore, an overview of measures of sustainable hospitality consumption value was explored. Finally, attitude toward sustainable hospitality consumption and the outcomes at the individual, company and society levels were discussed. The subsequent chapter provides the proposed conceptual models and develops hypotheses for this the three main studies.

CHAPTER 3: CONCEPTUAL MODELS AND HYPOTHESES

3.1 Chapter introduction

This chapter begins with the expected dimensionality of sustainable hospitality consumption value. The suggested conceptual models are also presented in this chapter, along with the development of hypotheses based on a literature review. Three models of sustainable hospitality consumption are presented to test relationships at the individual level, business level, and societal level after a logical review of the relationships between relevant constructs.

3.2 Proposed conceptual model to test relationships at the individual level

The first conceptual model, as shown in Figure 3.1, illustrates salient individual-level constructs and the interrelationships among them. The model suggested that the value dimensions of sustainable hospitality consumption individually positively influence consumers' attitude toward sustainable consumption. An attitude toward sustainable consumption is hypothesized to lead to green satisfaction, enhanced subjective well-being, customer delight, self-esteem, and a sense of belonging to a sustainable society. Furthermore, consumers' green satisfaction positively impacts patrons' subjective well-being, customer delight, self-esteem, and sense of belonging to a sustainable society. Finally, collectivist cultural orientation and religiosity were proposed to moderate the relationships among the variables. This framework was tested in Study 1.

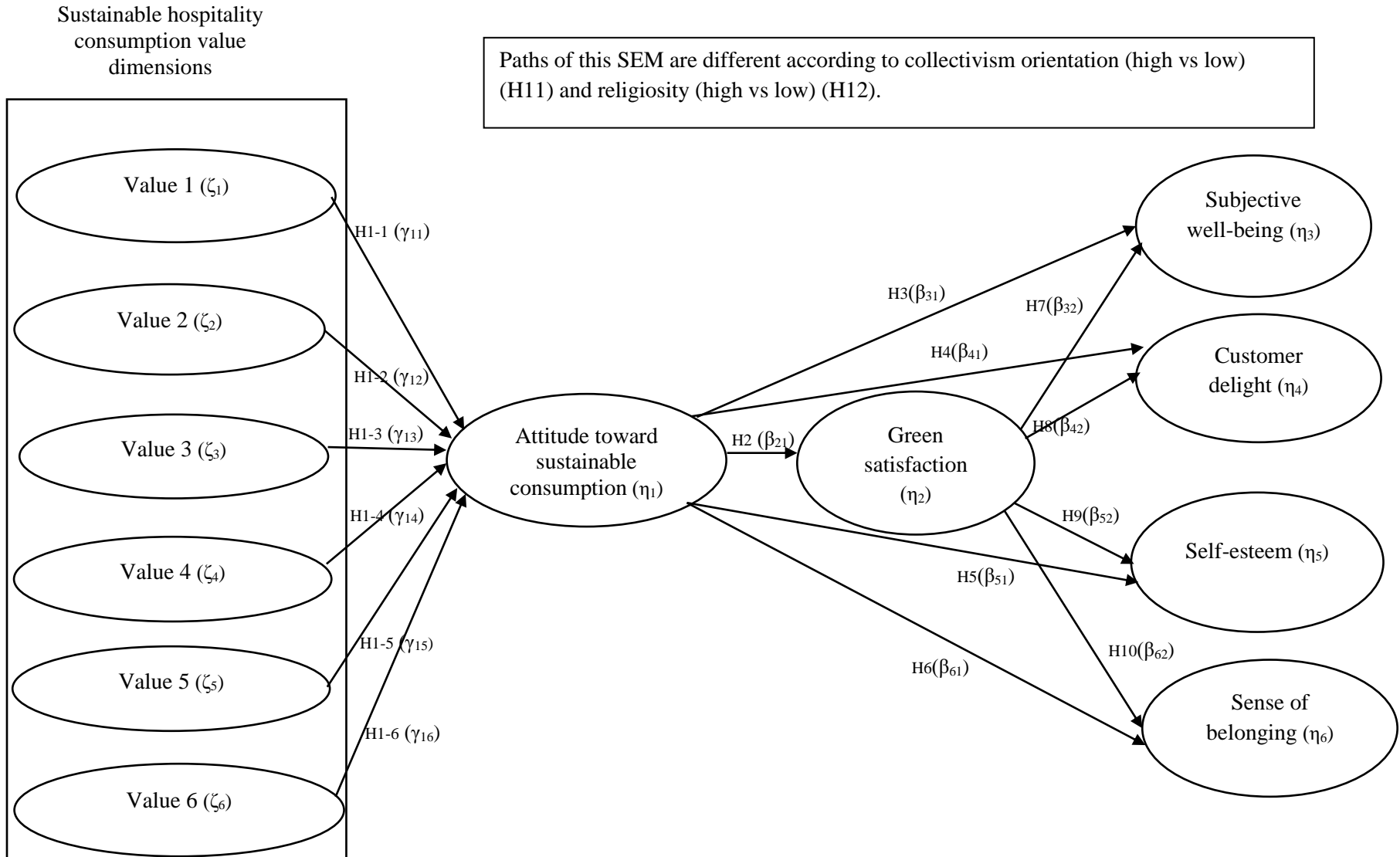


Figure 3.1 Proposed conceptual framework to test the relationships at the individual level

3.2.1 Development of hypotheses

3.2.1.1 Relationship of sustainable hospitality consumption value to attitude toward sustainable consumption

Consumers' perceived value has been found to be a predictor of their attitude toward an object, a product, or a service (Um & Yoon, 2021). Note that the dimensions of perceived value can individually or jointly impact behavior (Sheth et al., 1991). The association between the diverse dimensions of perceived value and attitude is discussed as follows.

First, quality value is significant in explaining one's attitude (Jiménez-Barreto & Sara Campo-Martínez, 2018). This is because quality is important to consumers and is one of the top considerations before the occurrence of patronage, particularly in the hospitality and tourism industry (Hwang & Ok, 2013). Choe and Kim (2018) explored the effect of the quality of local food as perceived by international tourists who visited Hong Kong on their attitude. The study established that quality value exerted a positive influence on tourists' attitude toward local cuisines. Hwang and Ok (2013) analyzed the interrelationship between quality and attitude and considered both concepts to be multidimensional. Consumers' perceptions of fine dining restaurant quality were categorized into interactional quality, physical environment quality, and outcome quality, whereas their attitudes were grouped into utilitarian and hedonic. The three dimensions of quality were positively associated with hedonic attitude; however, only outcome quality and interactional quality influenced utilitarian attitude toward the restaurant.

Carlson and O'Cass (2010) investigated electronic services and the links between quality, customer satisfaction, and consumer behavior considering the increasing role of the Internet in customer engagement. Electronic service quality was observed to be a strong antecedent of attitude toward websites. Similarly, a positive effect of the quality of destination

websites on attitude toward websites was determined by Jiménez-Barreto and Sara Campo-Martínez (2018).

Second, the crucial role of price/value for money in evaluating a product/service has long been established in the literature (Wen et al., 2021). Although functional value has been found to boost the attitude of consumers toward products, extremely high prices and products that do not offer value for money may trigger unfavorable attitude (Woo & Kim, 2019). The role of price value in predicting attitude toward products/services has been explored in various studies. Zhang, Xiao, and Zhou (2020) assessed the perceived value of purchasing energy-efficient appliances in China. Perceived price value was established as crucial in explaining attitude toward sustainable consumption. Makanyeza et al. (2016) examined the influence of perceived product necessity and perceived product value on the affective attitude of consumers. Perceived value was generally measured as the price/value of money. The outcome of the study showed a positive effect of perceived product value on affective attitude. Additionally, the perceived value of women shoppers in the Indian context was found to have a positive impact on attitude toward online shopping (Arora & Aggarwal, 2018). Perceived value was measured with three components, namely, price, convenience, and product variety. However, Ruiz-Molina and Gil-Saura (2008) concluded that perceived price value was not a determinant of attitude after they investigated customers of retail stores. A similar situation regarding local food consumption value was determined by Choe and Kim (2018).

Given the worsening environmental crisis, individuals are increasingly becoming cautious in their purchases (Carmi, 2012). The accelerating damage to the environment through human activities continues to prompt consumers to protect the environment by purchasing sustainable products/services (Amatulli et al., 2021). Therefore, environmental value is a crucial factor in the purchases of sustainable consumers. Environmental value is described as the perceived benefit resulting from patronizing an environmentally friendly product (Zhang

et al., 2020). Growing environmental concern has fueled studies that explore the relationships between relevant environmental concepts (Amatulli et al., 2021). However, a few studies have tested the association between environmental value and attitude toward sustainable consumption. Magnusson et al. (2003) evaluated the benefits associated with patronizing organic foods and its impact on attitude, among other variables. The environmental value derived from organic foods (milk, meat, bread, and potatoes) positively predicted consumer attitude. Zhang et al. (2020) found that environmental value impacted attitude toward sustainable consumption.

Another important value dimension in explaining consumer behavior is social value (Kim, Sun & Kim, 2013). In the context of sustainable consumption, social value is established as a significant value sought by customers (Barber, 2014; Caber et al., 2020; Foroughi et al., 2022; Gupta et al., 2019; Jamrozy & Lawonk, 2017; Jiang & Kim, 2015). Interesting findings regarding the connection between social value and the attitude of consumers are found in the literature. Kim et al. (2013) found no support for the association between social value and the attitude of consumers in the hospitality industry. Choe and Kim (2018) and Ruiz-Molina and Saura (2008) have found that social value did not explain attitude from the perspectives of international tourists and patrons in retail stores, respectively. Zhang et al. (2020) found no influence of social value on consumers' attitude toward sustainable electronic appliances. However, social value positively affected attitude toward green food products (Woo & Kim, 2019).

Emotional value is considered the strongest determinant of attitude toward sustainable products/services (Sangroya & Nayak, 2017). Emotional green brand positioning was found to have a stronger effect on consumers' attitude toward green brands than functional green brand positioning (Hartmann et al., 2005). Woo and Kim (2019) also reported that consumers' perceived emotional value positively affected their attitude toward patronizing green products.

Zhang et al. (2020) concluded that consumers' perceived emotional value predicted their attitude toward buying energy-saving appliances. Similar observations were found in local food consumption settings. Rousta and Jamshidi (2020) and Choe and Kim (2018) found that emotional value had a significant positive effect on attitude toward local food consumption.

The desire of consumers to learn more about sustainable products affects their behavior toward eco-friendly products (Biswas & Roy, 2015). This is because green businesses usually provide extra information regarding the sustainable attributes of their production to serve as proof to customers (Roh, Seok & Kim, 2022). The absence of essential information about a product/service negatively influences consumers' attitude toward sustainable products (Biswas & Roy, 2015). Han et al. (2017) investigated the functional and nonfunctional value of patronizing electric vehicles, which are considered to be sustainable because they minimize carbon emissions into the atmosphere. The study revealed that consumers' perceived epistemic value highly predicted their attitude toward adopting sustainable cars.

Finally, most consumers have become conscious about their health, making perceived health benefits a crucial dimension of consumption value (Choe & Kim, 2018). By using natural, non-toxic goods, sustainable hospitality businesses reduce the risk of exposure to potentially harmful compounds that could have a negative impact on health (Yu et al., 2024), making customers find sustainable hospitality consumption favorable. According to Prakash et al. (2023), environmentally friendly hospitality goods frequently come with reduced emissions and pollutants, improving both indoor and outdoor air quality and potentially benefiting respiratory health. Studies on consumption value have examined consumers' perceptions of health value in various contexts (for instance, Choe & Kim, 2018; Rousta & Jamshidi, 2020; Tudoran et al., 2009). Magnusson et al. (2003) observed that consumers' perceived health value strongly predicted their attitude toward organic foods (milk, meat, potatoes, and bread). Tudoran et al. (2009) also observed that perceived health value positively influenced attitude

toward functional foods across two groups of participants. The first group of participants was given complete information on nutrition, ingredients, and health benefits, and the second group received limited information. However, Choe and Kim (2018) did not find support for the effect of health value on attitude toward local food consumption.

To ascertain how sustainable hospitality consumption value affects attitude toward sustainable hospitality consumption, the following hypotheses were proposed:

H1-1 to H1-6: The sustainable consumption value dimensions positively influence attitude toward sustainable consumption.

3.2.1.2 Relationship between attitude toward sustainable consumption and green satisfaction

Customer attitude plays a meaningful role in explaining satisfaction (Ko & Chiu, 2008). Therefore, some studies have been conducted to ascertain the connection between consumer attitude and overall satisfaction. The association between the attitude of customers toward green restaurants in Taiwan and nonfinancial brand performance was evaluated by Liu, Hu, Lin, Tsai, and Xiao (2020). The attitude of green consumers was considered from two perspectives, cognitive and affective, whereas nonfinancial brand performance was measured with customer satisfaction and brand loyalty. The study revealed that both the cognitive and affective attitudes of consumers toward green restaurants positively predicted customer satisfaction and loyalty intentions. Tourists' attitude positively affected their satisfaction with wetland tourism destinations (Lee, 2009). Moreover, Palacios-Florencio et al. (2021) found that tourists' attitude toward sustainable tourism development positively influenced their experiential satisfaction.

Sukhu, Choi, Bujisic, and Bilgihan (2019), who were guided by the theory of planned behavior and theory of reasoned action, analyzed guests' attitude toward sustainable elements of services, among other factors, and their impact on their satisfaction. Unlike the above

studies, no support was found for the association between green attitude and customer satisfaction. Merli et al. (2019) also that the attitude of customers toward beach club green practices did not determine guest satisfaction.

Various findings on the effect of customer attitude on satisfaction have been reported. To clarify the relationship in the study context, it was proposed that customers' attitude toward sustainable consumption will positively impact their green satisfaction. Therefore, the following hypothesis was suggested:

H2: Attitude toward sustainable consumption positively influences customers' green satisfaction.

3.2.1.3 Relationship of attitude toward sustainable consumption to subjective well-being

Environmentally friendly behaviors correlate with the subjective well-being of individuals (Welsch & Kühling, 2018). Mindful and sustainable consumption is an important approach to enhancing one's life satisfaction (Dhandra, 2019). This is because prosocial behaviors significantly contribute to people's subjective well-being (Dunn, Gilbert & Wilson, 2011). Consequently, numerous empirical studies have shown a positive relationship between green practices and the subjective well-being of consumers. Minton, Xie, Gurel-Atay, and Kahle (2018) assessed how sustainable consumption influenced subjective well-being in the USA. The results revealed that people's desire to contribute to sustainable development through engaging in sustainable consumption practices made them happier and improved their satisfaction with life.

Different sustainable behaviors, green purchase intentions, socially conscious purchases, materialism, and frugal purchasing, as well as how they relate to the life satisfaction of consumers, were studied by Dhandra (2019). Green purchase (sustainable consumption) intention and socially conscious purchases positively affected the subjective well-being of

consumers, whereas materialism was negatively related to life satisfaction. Collaborative consumption, a form of sustainable consumption behavior, was studied across two groups of participants from Germany and the USA (Hüttel et al., 2020). In both participant groups, the more consumers collaborated in their consumption, the more their subjective well-being improved. Binder and Blankenberg (2017) reported that a green lifestyle positively affected individuals' life satisfaction. Videras and Owen (2006) ascertained that engagement in environmentally beneficial practices improved one's happiness; nevertheless, an increase in an individual's happiness was explained by engagement in civic engagement aimed at improving the welfare of the environment.

While these studies hint at how attitude toward sustainable consumption could improve the subjective well-being of consumers, the association between the two aspects has not been explored much in the literature (Binder & Blankenberg, 2017). Thus, the following hypothesis was formulated based on the above discussion:

H3: Attitude toward sustainable consumption positively influences customers' subjective well-being.

3.2.1.4 Relationship between attitude toward sustainable consumption and customer delight

The influence of attitude on customer evaluation has widely been noted in the literature. In addition to the impact of attitude on behavioral intentions, attitude has been found to trigger subjective well-being (Badu-Baiden et al., 2022), price perception, loyalty (Bergel et al., 2019), customer experience (Singh et al., 2022), and perceived value (Alimamy & Al-Imamy, 2022). In the green context, customers' favorable judgments of green behaviors predicted their overall image of hotels (Han et al., 2009). Similarly, customers' positive attitude toward green brands resulted in green brand evangelism (Sohaib et al., 2022). Sukhu et al. (2019) investigated the satisfaction and positive emotions of patrons in hotels. The findings indicated that customers'

attitude toward servicescape elements triggered positive emotions. Specifically, customers' attitude toward the social, room, ambiance, public, and green elements of hotels impacted their emotions. Green products activate a sense of pleasure in consumers (Chen, 2010). As delight represents customer emotions, customers who have a favorable attitude toward sustainable hospitality consumption will likely be more delighted when they patronize green hotels. According to the aforementioned literature review, a favorable attitude toward sustainable consumption can likely trigger customer delight. Therefore, the following hypothesis was proposed:

H4: Attitude toward sustainable consumption positively influences customer delight.

3.2.1.5 Relationship between attitude toward sustainable consumption and self-esteem

Consumption behaviors are usually targeted at an individual's self-actualization and esteem needs (Atkison & Kang, 2022; Borrello et al., 2022). This is particularly true in luxury consumption where affluent identity is noticeable, resulting in self-esteem rewards (Hurth, 2010). Atkison and Kang (2022) reported that sustainable consumption is a new trend in luxury consumption because eco-friendly products/services are often charged more than traditional products/services. Allison et al. (2022) reported an increase in self-esteem after eco-driving. Active engagement in green practices results in feelings of self-usefulness and competence through a sense of contribution to sustainable development (Zhang et al., 2021).

An individual's positive attitude toward sustainability, which is reflected in decisions to have home gardens to protect biodiversity, was explored by Raymond et al. (2019). The study revealed that positive attitude toward sustainability increased self-esteem and satisfaction, improved mood, and decreased stress and anxiety. A cross-situational spillover framework explaining how attitude toward sustainable consumption in the workplace influenced attitude at home was developed by Frezza et al. (2019). The framework proposed

that attitude toward sustainable consumption led to improved self-identity, specifically, continuity, self-efficacy, distinctiveness, and self-esteem. Subsequently, individuals wish to continue to maintain improved self-identity, leading to more sustainable consumption routines at home. The desire to enhance self-esteem was established to be a motive for engaging in volunteer activities aimed at solving environmental, economic, and social issues (Cho, Bonn, et al., 2018). Furthermore, employees' attitude toward sustainability in the workplace were positively associated with self-esteem (Zhang et al., 2021).

In the tourism setting, individuals engage in sustainable tourism to enhance their self-esteem and value (Brieu et al., 2013). Taken together, an individual's attitude toward sustainable consumption is therefore likely to influence his or her self-esteem. Therefore, the following hypothesis was suggested:

H5: Attitude toward sustainable consumption positively influences self-esteem.

3.2.1.6 Relationship between attitude toward sustainable consumption and sense of belonging

A sense of belonging has long been established as a part of engaging in tourism and hospitality activities (Li et al., 2020; Peng & Chen, 2020) through the concept of place or community attachment (Jaafar et al., 2015). Community attachment can be delineated as a person's social involvement and integration into a society's way of life, which reflects his or her emotional connection, rootedness, and sense of belonging (Lee, 2013). Li, Pan, and Hu (2021) investigated residents' involvement in and attitude toward tourism. Active involvement in tourism positively influenced one's sense of belonging and identity with the community. Additionally, tourists' motivations, overall attitude, place attachment, and intention were assessed on Sardinia Island (Prayag, Chen & Del Chiappa, 2018). The study revealed that the more tourists showed a positive attitude toward the destination, the more they felt attached to the destination.

Participation in pro-environmental tourism activities offers consumers the opportunity to bond with a group of people or places (Qu, Xu & Lyu, 2019). An individual's favorable attitude toward a green space environment begets an improved sense of connectedness and belonging to nature (Hoffman, 2019). Sustainable tourism and hospitality products/services are represented by symbolic consumption, which results in emotional gratification (Zhao, 2021). Cheng and Wu (2015) concluded that individuals who were sensitive to the environment had a stronger identity and sense of belonging to the destination. Sustainable consumption offers the opportunity for consumers to contribute to a global movement—achieving SDGs—giving individuals the feeling of membership in a sustainable society. Thus, this study suggested that consumers' attitude toward sustainable consumption could have a positive impact on their sense of belonging to the sustainable community. Hence, the following hypothesis was suggested:

H6: Attitude toward sustainable consumption positively influences sense of belonging.

3.2.1.7 Relationship between green satisfaction and subjective well-being

Research on the relationship between satisfaction and subjective well-being has been conducted in the hospitality and tourism fields. These studies have provided evidence that satisfaction with products and services is associated with the hedonic well-being of customers. For instance, the recovery experiences of customers and their overall satisfaction and well-being within the context of lodging facilities in Taiwan were investigated by Chen et al. (2022). The overall satisfaction of customers influenced their hedonic well-being. Using Chinese leisure tourists who visited Huitang Village and patronized hotels in the area, Su et al. (2016) tested an integrated framework. Customers' satisfaction with the hotels strongly predicted their subjective well-being and intention to visit the hotels again in the future.

From the perspective of destinations, tourists' satisfaction with Yuele Mountain, a national park with historical heritage, in China and its impact on visitors' well-being and environmentally friendly behavior were tested (Su et al., 2018). The findings revealed that visitors' satisfaction with the destination positively affected their subjective well-being and environmentally responsible behavior. He, Su, and Swanson (2020) reported that tourists' satisfaction with a destination positively impacted how happy they were and how much they enjoyed life.

Pro-environmental behavior leads to not only the enhancement of an individual's present subjective well-being but also his or her future well-being (Kaida & Kaida, 2016). Welsch, Binder, and Blankenberg (2021) mentioned that an individual's green self-image contributed to satisfaction with life. Applying the above argument to green satisfaction, this study theorized that the more satisfied individuals were with the sustainability features of hospitality companies, the better their subjective well-being. Hence, the following hypothesis was formed:

H7: Green satisfaction positively influences subjective well-being.

3.2.1.8 Relationship of green satisfaction to customer delight

The customer delight model proposed by Torres and Kline (2006) indicated that customers move from being satisfied to being very satisfied and then to being delighted based on some customer, employee, and organizational and environmental influences. This finding suggests that customer satisfaction leads to customer delight. Finn (2012) argued that customer delight is the highest form of customer satisfaction. Customers are delighted when service performance exceeds their expectations, leading to a state of surprise (Bowden & Dagger, 2011). An empirical study by Rao et al. (2021) ascertained that customer delight is positively affected by customer satisfaction. In other words, the more customers were satisfied with their experiences,

the more they felt delighted. Similarly, in their study of technology-related and human-related service innovations, Tai et al. (2021) found that customer satisfaction impacted customer delight favorably. Drawing from the theoretical and empirical literature, this study suggested that customers' green satisfaction will trigger customer delight. Therefore, the following hypothesis was formed:

H8: Green satisfaction positively influences customer delight.

3.2.1.9 Relationship of green satisfaction to self-esteem

Consiglio and Osselaer (2022) suggested that consumer satisfaction after consumption impacts self-esteem. Companies aim to offer unique experiences that build customer satisfaction and deepen customers' sense of self (de Kerviler & Rodriguez, 2019). An individual's love for a brand, stemming from satisfaction with its products and services, contributes to a person's self-evaluation of self-esteem (Le, 2021). Torres and Kline (2013) proposed in their model of customer delight that customers patronize hospitality facilities as needed. In addition, obtaining customer delight requires that all needs, especially self-esteem, have been fulfilled. One's attachment to a brand and its products enhances one's evaluation of self-worth and self-respect (Sierra, Badrinarayanan & Taute, 2016).

Sustainable consumers are motivated not only by the need to protect the environment and care for others but also by individual benefits (Marchand et al., 2010). Sustainable products are symbolic products that communicate to others about one's contribution to sustainable development (Lundblad & Davis, 2016). Consumers who are satisfied with sustainable products will have improved self-confidence and self-image (Legere & Kang, 2020). Therefore, this study suggested that an individual's self-esteem can increase when he or she is satisfied with the green features of a service or product. Accordingly, the following hypothesis was formed:

H9: Green satisfaction positively influences self-esteem.

3.2.1.10 Relationship between green satisfaction and sense of belonging

Research on the connection between green satisfaction and consumers' sense of belonging to a sustainable society is rare. However, customer satisfaction has been established as an important factor in stimulating one's sense of belonging (Ramkisson, 2015). Consumers develop a sense of connection when their experiences with products/services are memorable and satisfying (Vada, Prentice & Hsiao, 2019). In a nature-based tourism context, visitors' satisfaction with a destination resulted in a strong sense of place identity, affect, and dependence on the destination (Ramkissoon & Mavondo, 2015). Additionally, the quality of experiences that customers received from hospitality facilities positively impacted their attachment to the facilities, including how much they identified with the facility and how often they developed social bonds with other customers who patronized the facility as well as with employees (Tsai et al., 2020).

Kastenholz, Marques, and Cameiro (2020) explored rural tourism experiences among two groups of patrons, excursionists, and tourists. The results revealed that when excursionists were delighted—a situation caused by destination attributes, memorable experiences, and satisfaction—they experienced an increase in their sense of connection with the destination, whereas tourists felt attached when they found relaxation through their experiences. Finally, event attendees' satisfaction with events was found to be related to their place identity and social bonding (Lee & Kyle, 2012). This study built on these arguments to proposed that when consumers are the sustainable aspects of services, their sense of attachment to a sustainable society will increase. Therefore, the following hypothesis was proposed:

H10: Green satisfaction positively influences sense of belonging.

3.2.1.11 Moderating effect of collectivism cultural orientation on the structural equation model

Collectivism-individualism is among of cultural dimensions proposed in Hofstede's cultural dimensions model (Hofstede, 2011). The model suggests that culture serves as a lens for customers and impacts attitudes and behaviors, including preferences for sustainable products/services (Ghazali et al., 2021). A collectivist culture is the opposite of an individualistic culture (interdependence versus independence). A collectivist culture is characterized by a sense of belonging to others, interdependence, loyalty, and interest in group gains rather than individual rewards (Chwialkowska et al., 2020). Conversely, individualists are much more concerned about individual achievement and desire to pursue personal goals with less focus on others (Ghazali et al., 2021). Given that sustainable consumption and collectivism have a common goal, which is collective interest and concern for others, this study considers collectivism as a potential moderator among the proposed relationships.

Collectivism was found to be positively associated with brand avoidance and voluntary simplicity, which are anti-consumption behaviors targeted at achieving sustainability (Kuanr, Israel, Pradhan & Chaudhuri., 2021). The study by Tascioglu, Eastman, and Iyer (2017) revealed that the effect of status motivation on customers' assessment of merchants' environmental sustainability efforts varied based on their level of collectivism orientation. Moreover, Lin, Zhu, Liu & Kim (2022) found that collectivism cultural orientation significantly moderated relationships in the green context. Specifically, the effects of the relationships are stronger for collectivists because they are people-oriented and inclined to avoid negative feelings linked to consuming unsustainably. Collectivists have a greater tendency to engage in sustainable consumer behaviors attributable to their desire to sacrifice and demonstrate commitment to society (Eastman & Iyer, 2021), affecting their perceptions of sustainable hospitality value and psychological responses. Chwialkowska et al. (2020) argued that because of the traits of collectives, their members feel a strong sense of relatedness to

society and the environment, which translates into positive attitude toward sustainability and environmentally friendly behaviors.

Building on earlier conceptual and empirical evidence, an individual's collectivistic tendencies can therefore affect his or her perceived sustainable hospitality consumption values, attitude toward sustainable hospitality consumption, green satisfaction, well-being, delight, self-esteem, and sense of belonging as well as the relationships among these variables. Thus, the following hypothesis was suggested:

H11: Collectivism moderates the paths of the structural model formulated among sustainable consumption value dimensions and their outcome variables.

3.2.1.12 Moderating effect of religiosity on the structural equation model

Religion is an influential tradition that shapes the behavior and attitudes of individuals at all levels (Agudelo & Cortes-Gómez, 2021). Religiosity is a subset of religion that represents the level to which an individual is committed and adheres to the values of a particular religion (Filimonau et al., 2022). Worthington et al. (2003, p. 85) defined religiosity as “the degree in which an individual adheres to (their) religious values, beliefs, and practices, and uses these in daily living.” The value-belief-norm theory provides theoretical support for explaining how religiosity affects the consumption behavior of others (Leary, Minton & Mittelstaedt, 2016). The theory postulates that an individual's values inform his or her beliefs and that these values and beliefs influence his or her behavior (Stern, 2000). Most religions preach stewardship, charity, compassion, and care for others, which translates into behaviors such as environmental protection (Agag & Colmekcioglu, 2020).

Consequently, studies have attempted to understand the association between religiosity and sustainable consumption (for instance, Agag & Colmekcioglu, 2020; Arli, Pentecost & Thaichon, 2021; Kaplan & Iyer, 2021; Minton, Jeffrey Xie, Gurel-Atay & Kahle, 2018; Squalli,

2019; Wang, Wang, Li & Zhou, 2020; Wang, Weng Wong & Elangkovan, 2020). The study by Kala and Chaubey (2024) revealed that customers' religious beliefs affected their perceptions in the green context, thus moderating the effect of pro-environmental personal norms on pro-environmental behavior. Sulaiman, Iranmanesh, Foroughi, and Rosly (2022) also found that religiosity strengthened the relationship between facilities and interior design and intention to revisit. The rationale behind consumption behavior is linked to one's desire to do what is morally acceptable and uphold a moral self-image (Minton, Johnson & Liu, 2020), thus affecting how customers' perceptions of value and psychological responses. Furthermore, a positive influence of religiosity on attitude toward green hotels and intentions to book green hotels was found for Muslim hotel guests (Agag & Colmekcioglu, 2020). Minton et al. (2018) reported a positive influence of religiosity on sustainable consumption, which in turn affected the subjective well-being of the consumer. This proves that customers are guided by their religious values and by extension affect their perception and feeling in the green hospitality context.

Although the moderating influence of religiosity on the relationships in the current study has not been tested, the preceding discussion hints at the role of religiosity in customers' perceptions in green hospitality settings. Therefore, the objective of this study was to assess how religiosity moderates the relationships between sustainable hospitality consumption value dimensions, attitude toward sustainable hospitality consumption, green satisfaction, well-being, customer delight, self-esteem, and sense of belonging. This led to the following hypothesis was proposed:

H12: Religiosity moderates the paths of the structural model formulated among sustainable consumption value dimensions and their outcome variables.

3.3 Proposed conceptual model to test the relationships at the company level

Figure 3.2 shows the proposed conceptual framework at the company level based on the reviewed literature and indicates the hypothesized relationships among concepts, as discussed in the following sections. This study presents a valid proposal that sustainable hospitality consumption value dimensions are antecedents of green brand innovativeness, green brand image, and green brand trust. Then, green brand innovativeness, green brand image, and green brand trust predict green brand attachment. Moreover, green brand attachment can influence green brand awareness, willingness to pay more, sustainable technology behavioral intention, and future purchase intention. Therefore, the sustainable hospitality consumption value dimensions contribute to consumers' evaluation of green brand innovativeness, green brand image, green brand trust, green brand attachment, green brand awareness, willingness to pay more, sustainable technology behavioral intention, and future purchase intention. Moreover, consumer environmental activism and environmental identity were anticipated to moderate the relationships among the variables. This conceptual model was tested in Study 2.

Sustainable hospitality
consumption value dimensions

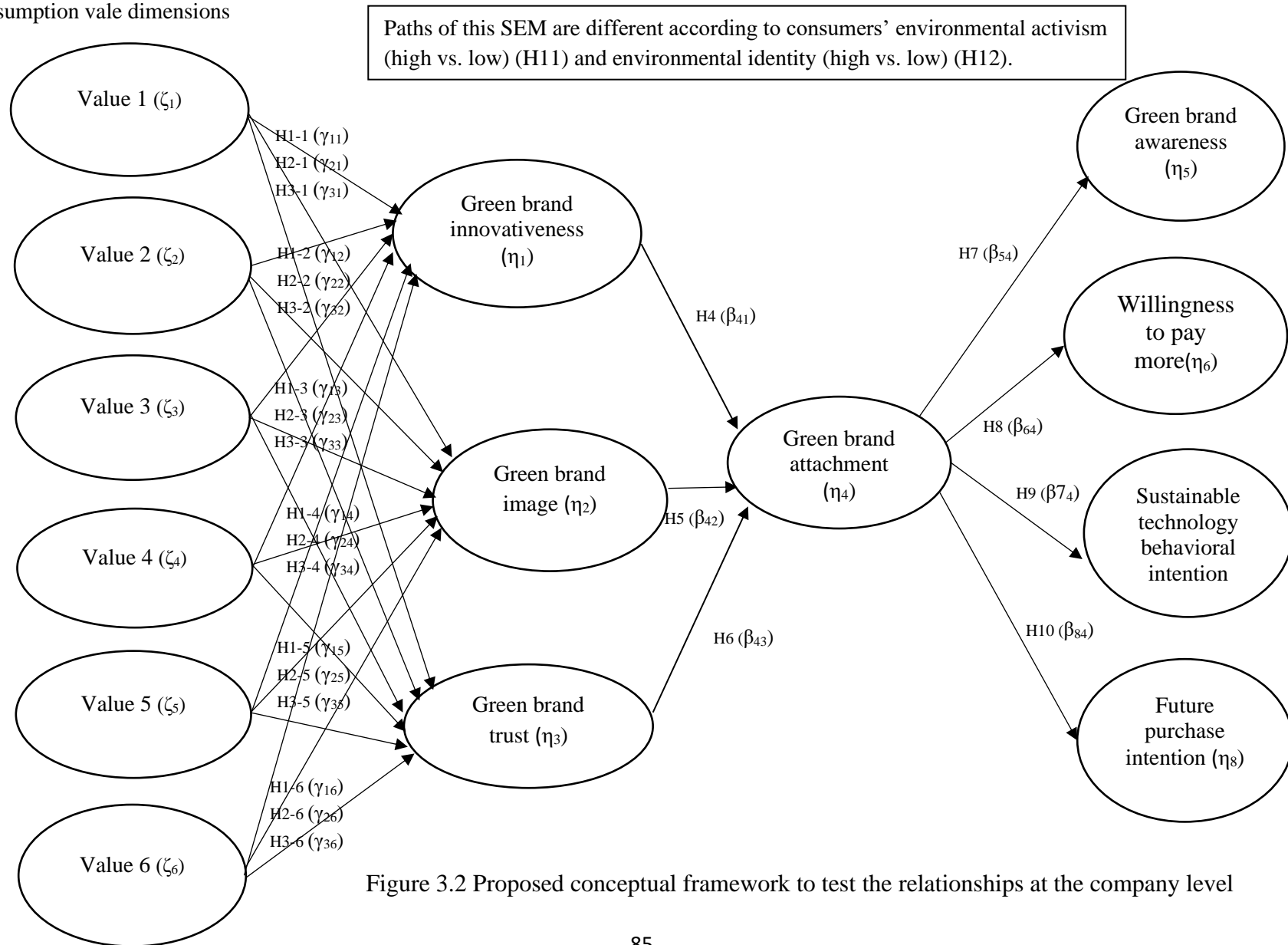


Figure 3.2 Proposed conceptual framework to test the relationships at the company level

3.3.1 Hypotheses development

3.3.1.1 Relationship between sustainable hospitality consumption value and green brand innovativeness

An individual's perception of value plays a significant role in explaining green brand innovativeness (Lin et al., 2019). Perceived value is related with one's evaluation of a brand as being creative and capable of providing new ideas (Coelho et al., 2020). Support was found for the relationship of perceived quality of a brand's extension to consumers' perceptions of the brand's innovativeness (Biosvert, 2012). Perceived innovativeness increases when consumers perceive a product to be effective at offering the desired benefits (Rivière, 2015). Jin et al. (2015) observed that price value perception was positively related to consumers' evaluation of a restaurant's innovativeness.

Lin and Zhou (2020), who focused on sustainable consumption, tested the connection between the utilitarian environmental benefits of patronizing green goods and services and green brand innovativeness. The study revealed that for both physical goods and services, utilitarian environmental benefits resulted in consumers' assessment of green brands as innovative. As established earlier, the dimensions of consumption value differently influence the evaluation of consumers (Foroughi et al., 2022; Gupta et al., 2019; Jamrozy & Lawonk, 2017). Although the relationship between sustainable hospitality consumption value dimensions and green brand innovativeness has not been explored in detail, this study inferred from the above discussion and formed the following hypotheses.

H1-1 to H1-6: Sustainable consumption value dimensions positively influence green brand innovativeness.

3.3.1.2 Relationship between sustainable hospitality consumption value and green brand image

Empirical research suggests that consumers' perceived value is important in the formation of brand image. Chen, Yeh, and Huan (2014) found that customers' experiential value positively influenced restaurant image. Perceived value was assessed with the utilitarian and hedonic value dimensions in the study of Alam, Babu, Noor, Rahman, and Alam (2020). Alam et al. (2020) revealed that both hedonic and utilitarian dimensions were predictors of corporate image among millennials. Furthermore, consumption value, assessed with functional, epistemic, social, emotional, and conditional dimensions, positively affected brand image in two groups of respondents from Korea and the USA (Park & Rabolt, 2009). However, Park (2004) found that hedonic value but not utilitarian value had a relationship with the reputation and image of restaurants.

Lin and Zhou (2020) established that consumption value had a positive impact on green brand image for both physical goods and services. In this study, customers' perceived value was measured with environmental and price benefits. Lin et al. (2019) established that both the utilitarian and self-expressive benefits of green products and services led to favorable perceptions about brands' commitment to the environment. Several studies have established that perceived brand quality positively contributes to brand credibility as well as green brand image (for example, Delafrooz & Goli, 2015; Esmaeili et al., 2017; Ng, Butt, Khong & Ong, 2014). Finally, the functional and emotional benefits of staying in green hotels had a significant impact on consumers' assessment of a brand's green image (Bashir et al., 2020). Given that the effect of multiple dimensions of sustainable consumption value on green brand image has not been given much attention in the hospitality and tourism sector, this study built on earlier studies to test the following hypotheses:

H2-1 to H2-6: Sustainable consumption value dimensions positively influence green brand image.

3.3.1.3 Relationship between sustainable hospitality consumption value and green brand trust

Studies that evaluate the association between consumption value and trust can be grouped into two groups based on how perceived value is considered. One group treated perceived value as a single construct or measured one of the dimensions of perceived value, and the other stream considered multiple dimensions. Nikhashemi et al. (2021) considered value as a single dimension and observed that the more consumers perceived a product to be valuable, the more they trusted the brand. Handriana et al. (2021) determined a positive influence of perceived value on trust. Perceived quality was found to be a significant predictor of brand trust (Lee & Jee, 2016).

The perceived value of patronizing organic foods and trust were studied by de Morais Watanabe et al. (2020). Functional value, emotional value, economic value, and social value were analyzed in this study. The study reported that functional and emotional values led to trust, whereas economic and social values were not found to predict trust. Roh et al. (2022) observed that all the domains of perceived value of organic foods (functional, conditional, social, epistemic, and emotional values) positively affected trust. Similarly, consumers' perceived functional value, social value, and emotional value of green products were found to be significant determinants of green trust (Jamal & Firman, 2021). Chakraborty et al. (2022) confirmed the positive effects of the functional, conditional, social, epistemic, and emotional values of environmentally friendly products on trust.

Based on the above empirical evidence, perceptions of sustainable consumption values among patrons in the hospitality and tourism industry will likely affect their green brand trust. Thus, the following hypotheses were suggested:

H3-1 to H3-6: Sustainable consumption value dimensions positively influence green brand trust.

3.3.1.4 Relationship of green brand innovativeness to green brand attachment

Earlier investigations have evaluated the connection between brand innovativeness and brand-related consequences. These studies proved that brand innovativeness resulted in brand trust (Huaman-Ramirez et al., 2019), brand commitment (Eisingerich & Rubera, 2010), brand credibility, and the purchase intentions of consumers (Shams et al., 2017). Customers' satisfaction with a brand is derived from their perceptions of the brand's ability to offer novel solutions to meet their needs (Nysveen et al., 2018). Choi, Ko, Kim, and Mattila (2015) examined the effect of brand authenticity on brand attachment and commitment using two brands. Among other variables, brand innovativeness was found to positively impact brand attachment and brand commitment for both brands. Restaurant innovativeness was explored in four dimensions, namely, menu innovativeness, experiential innovativeness, technology-based service innovativeness, and promotional innovativeness (Teng & Chen, 2021). Teng and Chen (2021) revealed that only experiential innovativeness led to consumers' attachment to restaurants.

To the best of the author's knowledge, the association between green brand innovativeness and green brand attachment has not been explored in the hospitality and tourism literature. Thus, to address this literature gap, the following hypothesis was suggested:

H4: Green brand innovativeness positively affects green brand attachment.

3.3.1.5 Relationship of green brand image to green brand attachment

Earlier studies have fully established that perceived image contributes to consumers' attachment to brands. Ansary and Nik Hashim (2018) found that consumers' perceived brand image favorably impacted brand attitude, brand awareness, brand equity, and brand attachment. Esch et al. (2006) concluded that when consumers have a good image of a brand, they become satisfied, which then makes them emotionally attached to the brand. Liu, Wang, Chiu, and Chen (2018), who focused on the hotel context, revealed that a positive brand reputation led to customers' love for the brand. Similar observations are made in the green marketing literature. Several previous studies have observed the positive influence of green brand image on green brand attachment (for example, Chen, Hung, Wang, Huang & Liao, 2017; Hussain & Waheed, 2016; Kerdpitak & Mekham, 2019).

Research on the connection between these two concepts is rare in the hospitality and tourism literature; therefore, additional research is needed. Based on the empirical evidence, the following hypothesis was formulated:

H5: Green brand image positively affects green brand attachment.

3.3.1.6 Relationship of green brand trust to green brand attachment

The reviewed literature reveals a direct connection between trust and brand attachment across various settings. Wen, Qin, and Liu (2019) observed that the more restaurant consumers believed that a company was honest and met its value promises, the more they felt emotionally bonded and connected to the brand. Consumers' perceptions of fairness in terms of value and communication positively affected their attachment to casino brands favorably (Hwang, Baloglu & Tanford, 2019). Brand trust and satisfaction have positive effects on an individual's attachment to consumer

product brands (Esch et al., 2006). The hotel perspective that brand trust significantly affects brand attachment was also established (Kim et al., 2022).

Hussain and Waheed (2016), who focused on green information technology and green electronic brands, found that consumers who trusted green brands became emotionally attached to brands. The same observations were obtained by Yang and Zhao (2019) and Zhoa, Pan, Cai, Luo, and Wu (2021) in their study of green consumers. Therefore, consumers' green brand trust is expected to predict their attachment to green hospitality companies, leading to the following hypothesis:

H6: Green brand trust positively affects green brand attachment.

3.3.1.7 Relationship of green brand attachment to green brand awareness

Considering that consumers' attachment to brands results in favorable behaviors (Rosli, Ha & Ghazali, 2019), brand attachment might lead to brand awareness. Studies have concluded that brand equity is influenced by an individual's attachment to a brand (for example, Arya, Paul & Sethi, 2022; Souki et al., 2022). When an individual finds a brand to be responsible and active, the person becomes emotionally attached to the brand, which increases one's ability to remember and recognize the brand and its products (Molinillo, Japutra, Nguyen & Chen, 2017). Frasquet et al. (2017) also reported that emotional attachment to brands improved one's cognition of the brand.

Jawahar, Vincent, and Philip (2020) found that brand attachment is a significant factor in visitors' awareness of brands. Brand attachment and brand equity were explored in the heritage destination context (Chen et al., 2021). The authors reported that brand attachment had a strong positive effect on customers' awareness of destinations (brand). Following this line of argument,

this study suggested that a consumer's attachment to green brands can help the individual recognize and recall the brand, which led to the following hypothesis:

H7: Green brand attachment positively affects green brand awareness.

3.3.1.8 Relationship of brand attachment to willingness to pay more

Emotional attachment is principally an individual's commitment to a company or product (Li et al., 2019). He and Anderson (2021) posited that people who are more attached to a particular product place greater monetary value on the product than people who are less attached. Thus, consumers who identify with a product or service are more likely to pay a price premium in exchange for the product (Augusto & Torres, 2018). Hyun and Han (2015) observed that cruise customers' attachment to brands significantly impacted their disposition to pay more. Place dependence, affective attachment, and place identity in the tourism context have positive effects on tourists' willingness to pay for services received in natural areas (López-Mosquera & Sánchez, 2013). Thomson et al. (2005) investigated customers' emotional attachment to brands and found that customers' affection, connection, and passion toward a brand were connected to their intentions to pay for the price premium. Moreover, Fedorikhin et al. (2008) found that brand attachment increased customers' willingness to pay for new products introduced by the same brand. Hussain and Waheed (2016) suggested that consumers maintain relationships and are committed to brands to which they feel attached. The following hypothesis was proposed based on the above discussion:

H8: Green brand attachment positively affects willingness to pay more.

3.3.1.9 Relationship of green brand attachment to sustainable technology behavioral intention

Although the hospitality and tourism literature has established the function of brand attachment in explaining consumers' behavioral intentions, the relationship between attachment to green brands and sustainable technology-related behavioral intentions has not received much attention. Li and Fang (2019) established that customer satisfaction and attachment to mobile apps predicted continuance intention toward a food and beverage brand. Tran, Furner, and Albinsson (2021) also found that customers who were attached to brands were willing to use the company's mobile app and recommend the app to family and friends. Hew, Badaruddi, and Moorthy (2017) further reported a positive influence of brand attachment on the continued use of technology. However, Rajaobelina et al. (2021) did not find a positive association between customers' attachment to brands and their intention to encourage and recommend an app to others.

The abovementioned arguments indicate that customers' attachment to green brands may result in a willingness to use and recommend sustainable technologies for the brand to other people. Accordingly, the following hypothesis was suggested:

H9: Green brand attachment positively affects sustainable technology behavioral intention.

3.3.1.10 Relationship of green brand attachment to future purchase intention

According to related studies on the influence of brand attachment on purchase intention, the common conclusion drawn by many scholars is that customers' attachment to brands results in a willingness to patronize the brand again in the future. Assiouras et al. (2015) evaluated brand authenticity and brand attachment to food brands. The researchers concluded that an individual's purchase intention was informed by how attached one was to the brand. Hemsley-Brown and

Alnawas (2016) observed that brand self-connection is positively associated with customers' loyalty to hotels. Similar findings were found in the literature (for instance, Ahmad & Akbar, 2021; Arya et al., 2019; Hwang et al., 2021; Hwang & Lee, 2019).

Lin et al. (2021), who focused on green brands such as airlines and hotels, determined that brand prominence and self-brand connection positively impacted how loyal customers were to businesses. Consequently, the following hypothesis was suggested:

H10: Green brand attachment has a positive effect on future purchase intentions.

3.3.1.11 Moderating effect of environmental activism and environmental identity on the structural equation model

Environmental activism has been studied using terminologies such as green activism (Luengo-Valderrey et al., 2022) and climate change activism (Hilder & Collin, 2022; Zhanda, Dzvimbo & Chitongo, 2021). Recently, environmental activism has become more popular due to changes in climate, which threatens the planet and its inhabitants (Liu, 2011). It can be defined as a collective movement aimed at creating societal changes (Heyes & King, 2020). Hilder and Collin (2022) also described environmental activism as campaigns and actions (such as lobbying the government, writing letters to unsustainable businesses, and being a member of social groups) meant to address environmental problems and improve the quality of the environment. Environmental activists question behaviors that exploit and deteriorate natural resources (de Oliveira Campos et al., 2022). Koehrsen (2021) added that environmental activism includes campaigning to create public awareness of environmental issues and materializing change through behaviors such as patronizing sustainable products. Therefore, the overall goal of environmental activism is to improve the

current situation of members of society and ensure collective societal gains (Calibeo & Hindmarsh, 2022).

Luengo-Valderrey et al. (2022) explored consumers' sustainable behaviors using two periods: times of economic crisis and times of economic well-being. The study showed that green activism had an effect on consumers' purchase of sustainable products/services in both seasons. De Oliveira Campos et al. (2022) found that environmental activism exerted a positive influence on an individual's behavior regarding the environment. The current literature shows that environmental activists are more interested in sustainable products/services. Therefore, it can be inferred that ecological activists are more inclined to be excited about the green attributes of hospitality services, thus reflecting their perception of value and evaluation of the company. This is because environmental activists not only engage in environmental campaigns but also demonstrate activism through their attitudes, behaviors, and perceptions (Ergen et al., 2014).

Scholars have reached a consensus that an individual's self-identity influences behavior (Amin & Tarun, 2022; Shang & Wu, 2022). Individuals compare their behaviors with predefined standards, which are linked to the self (Nunkoo & Gursoy, 2012), and undertake actions when they conform to these guidelines (Teerroovengadum, 2019). Sharma, Lal, Goel, Sharma, and Rana (2022) reported that identity is a navigator of behavior. Environmental identity is delineated as "experienced social standing of who we are in relation to, and how we interact with the natural environment" (Weigert, 1997, *p.* 159). Environmental identity reflects an individual's relationship with nature (Balundè et al., 2019).

Previous studies have ascertained the moderating role of environmental identity in people's perceptions within the green context (for instance, Carfora, Caso, Sparks & Conner, 2017; Li, Siddik, Masukujjaman & Wei, 2021; Neves & Oliveira, 2021). Pro-environmental self-identity

has been established as a predictor of attitude toward sustainable consumption (Shang & Wu, 2022) and pro-environmental behaviors (Whitmarsh & O'Neil, 2010). Hul and Khan (2022) highlighted that green self-identity plays a role in explaining sustainable behaviors. Customers who highly identify with the environment are more likely to connect with sustainable hospitality products/services, thus affecting their perceived value, assessment of the company, and intentions.

Drawing from the above discussion, this study proposed that the sequence of significance of path coefficients is expected to vary across customers' levels of environmental activism (low vs. high) and environmental identity (low vs. high). Specifically, it is expected that the effects of the relationships will be stronger for customers who highly engage in environmental activism and those who highly identify with the environment and vice versa. This led to the following hypotheses:

Environmental activism (low vs. high) (H11) and environmental identity (low vs. high) (H12) moderate the paths of the structural model formulated among sustainable consumption value dimensions and their outcome variables.

3.4 Proposed conceptual model to test the relationships at the societal level

The third conceptual model, which was tested in Study 3, is shown in Figure 3.3. This model mainly focused on the impact of sustainable hospitality consumption values on consumers' prosocial behaviors. Similar to the first model, sustainable hospitality consumption value dimensions were postulated to have a positive effect on consumers' attitude toward sustainable hospitality consumption. Furthermore, this study proposed that consumers' attitude toward sustainable consumption influence green satisfaction, donation behavioral intention, social justice behavioral intention, green ambassador behavioral intention, and global civic engagement

intention. Consumers' green satisfaction was hypothesized to positively impact donation behavioral intention, social justice behavioral intention, green ambassador behavioral intention, and global civic engagement intention. Furthermore, global identity and sense of obligation were proposed to moderate the relationships among the variables.

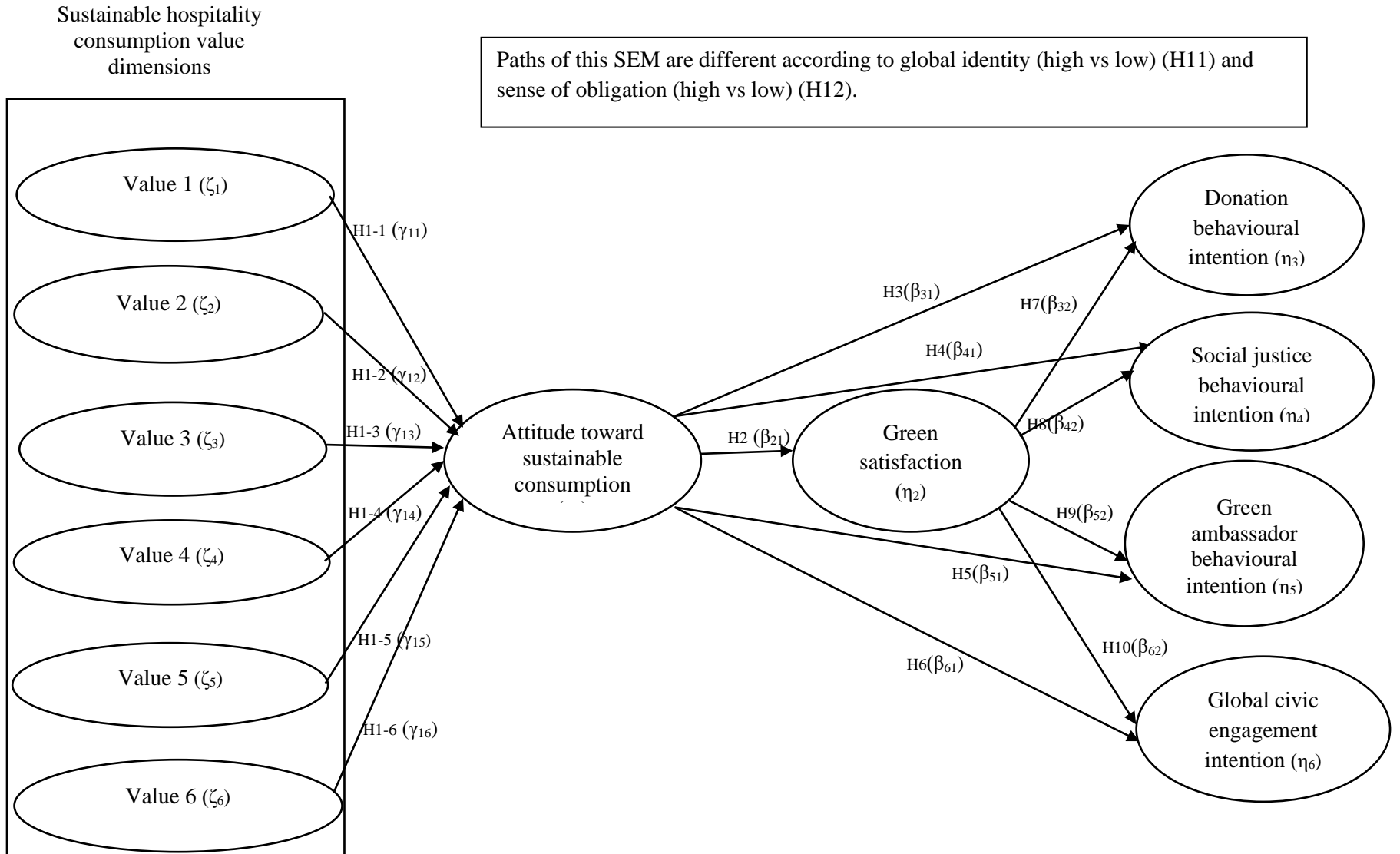


Figure 3.3 Proposed conceptual framework to test the relationships at the societal level

3.4.1 Development of hypotheses

3.4.1.1 Relationship of attitude toward sustainable consumption to donation behavioral intention

Kotchen (2005) mentioned that consumers' interest in green products can influence their donations to support an environmental cause. Carrico, Raimi, Truelove, and Book (2018) emphasized that people who have positive attitude toward pro-environmental behaviors have greater concern for others. Individuals engage in environmental activities such as sustainable consumption and donations as a means of expressing their moral and ethical principles (Kim, Tanford & Book, 2021). Carrico et al. (2018) argued that people desire consistency; therefore, individuals who have a favorable attitude toward environmentally friendly behaviors are motivated to donate because both activities aim at the welfare of others. The spillover effect of attitude toward green products on donation behavior was examined by Splelmann (2020). The results of the study showed that individuals who find virtue in pro-environmental products are more likely to donate to support others. Kim et al. (2021) determined that awareness of the environment and positive green reviews about hotels increased consumers' decision to donate to support environmental initiatives. Additionally, attitude toward environmentally friendly airlines had a positive influence on passengers' intentions to help others (Hwang & Lyu, 2020).

Subsequently, this study proposed that consumers who have a favorable attitude toward sustainable hospitality consumption are more likely to donate to support others, leading to the following hypothesis:

H3: Attitude toward sustainable consumption positively affects donation behavioral intention.

3.4.1.2 Relationship of attitude toward sustainable consumption to social justice behavioral intention

Although the environmental and social dimensions of sustainability are interconnected, studies seldom explore this linkage (Khan, Hildingsson & Garting, 2020). Wanner (2015) argued that much effort is put into achieving green goals by diverting attention from social and international justice. Do Paço et al. (2019) showed that an individual's concern for the welfare of others impacts green consumption. Sustainable consumption is based on the desire to ensure fairness and equity in accessing resources and privileges (Winson, Choi, Hunter & Ramsundar, 2022). Peterson, Minton, Liu, and Bartholomew (2021) observed people who valued social justice supported and patronized sustainable businesses. Consumers who patronize sustainable products are motivated by their concern for both environmental and social issues (Ladhari & Tchegtga, 2017). Moreover, social justice values emphasize concern for underprivileged people, which aligns with the goal of patronizing sustainable products, which is ensuring that society's resources are accessible to all people to promote the well-being of others (Xie, Bagozzi & Grønhaug, 2015).

Due to the linkage between sustainable consumption and social justice, people who favor sustainable consumption will be more likely to demonstrate support for social justice. Therefore, the following hypothesis was suggested:

H4: Attitude toward sustainable hospitality consumption has a positive effect on social justice behavioral intention.

3.4.1.3 Relationship of attitude toward sustainable consumption to green ambassador behavioral intention

The connection between attitude toward sustainable consumption and customers' intention to be green ambassadors has not been explored. Similar to the findings of Chen et al. (2014), green ambassador behavioral intention includes the degree to which consumers are willing to share positive environmental messages with relatives, friends, and colleagues. Attitude toward green hotel brands, loyalty, and brand evangelism, among other concepts, were studied in hotel settings by Sohaib et al. (2022). The study proved that customers' attitude toward patronizing green hotels positively affected green brand evangelism. In other words, customers who found staying in green hotels good, desirable, pleasant, and wise were enthusiastic and willing to recommend them as well as encourage others to patronize green hotels. Han et al. (2019) observed that customers' attitude toward traveling through green cruises had a significant positive impact on their green word-of-mouth intention. Mehdikhani and Valmohammadi (2021) further confirmed that green brand attitude impacts the degree to which consumers recommend and say good things about green brands. Zhang et al. (2018) indicated that people who are concerned about the environment are more to have a sense of responsibility for the environment and engage in activities that protect the environment.

This study expands the scope of earlier studies to suggest that attitude toward sustainable consumption influence not only customers about sharing green business but also about environmental protection in general. Therefore, the following hypothesis was suggested:

H5: Attitude toward sustainable consumption positively affect green ambassador behavioral intentions.

3.4.1.4 Relationship between attitude toward sustainable consumption and global civic engagement intention

Kennedy (2016) emphasized the association between sustainable consumption and civic engagement. Tsai, Stritch, and Christensen (2016), who focused on the organizational setting, examined employees' environmental concerns and their influence on civic engagement. The study's findings suggest that employees who believed it was important to protect the environment engaged more in eco-helping and eco-civic activities in the workplace. Rosenthal and Yu (2022) used norm activation theory and explored how sustainable behaviors affect civic engagement. Sustainable behavior was assessed from two perspectives: self-managing behaviors (engaging in sustainable behaviors, for example, patronizing green products/services) and other-managing behaviors (correcting ecological harm caused by others, for example, picking up litter). Rosenthal and Yu (2022) found that both self-managing and other-managing behaviors positively impacted people's engagement in civic activities. Furthermore, residents' environmental concerns had a positive effect on their civic engagement behavior (Pradhananga & Davenport, 2017; Pradhanange, Green, Shepard & Davenport, 2023). Fielding, McDonald, and Louis (2008) further reported that attitude toward environmental activism impact environmental activism intentions (a form of civic engagement).

As established earlier, sustainable behavior has a spillover effect on other prosocial behaviors (Raimi et al., 2018). Therefore, a positive attitude toward sustainable consumption was expected to lead to an intention to engage in global civic activities, prompting the following hypothesis:

H6: Attitude toward sustainable consumption positively affects global civic engagement intention.

3.4.1.5 Relationship between green satisfaction and prosocial behaviors

As established in the earlier sections, sustainable consumption is connected to other behaviors that benefit society. Wang et al. (2021) mentioned that satisfaction derived through pro-environmental behavior impacts consumers' prosocial behaviors. At the organizational level, studies have shown the impact of customer satisfaction on customers' citizenship behaviors (for example, Al Halbusi et al., 2020; Assiouras, Skourtis, Giannopoulos, Buhalis & Koniordos, 2019; Hwang & Lee, 2019; Ning & Hu, 2022; Shafiee et al., 2020; Thai & Nguyen, 2022; Zhu, Sun & Chang, 2016). Customer citizenship behavior has been assessed with dimensions including participation in business governance/civic virtue, helping others/altruism/benevolent acts, policing, and customer voice (Gong & Yi, 2019). Hwang and Lee (2019) proved that the satisfaction of patrons in green restaurants influenced their citizenship behavior. Thai and Nguyen (2022), who studied green hotel settings, also found that customer satisfaction affected citizenship behavior.

Furthermore, at the organizational level, studies have shown that green satisfaction impacts customers' intentions to be ambassadors for green brands. Hameed, Hussain, and Khan (2022) found that tourists' green satisfaction positively impacted their intentions to share green word-of-mouth with others. Similar findings were reported in previous studies (Issock, Mpinganjira & Roberts-Lombard, 2023; Wang et al., 2018). These studies support the positive impact of green satisfaction on intentions to share green information on products/services with others. Based on the aforementioned argument, green satisfaction not only impacts customers' relationships with businesses but also affects other prosocial behaviors. However, empirical evidence on the effect of green satisfaction on societal behaviors, such as donation behavioral intention, social justice behavioral intention, green ambassador behavioral intention, and global civic intention, is lacking. Casmana, Dewantara, Timoera, Kusmawati, and Syafrudin (2023) posited that global citizens

demonstrate altruistic behaviors such as environmental protection, volunteering, donations, and advocacy. Agudelo and Cortes-Gómez (2021) reported an association between prosocial behavior and sustainable behavior. Given the interconnection between sustainable consumption and other prosocial behaviors, satisfaction with the green aspects of hospitality services might trigger customers' willingness to engage in other prosocial behaviors. Therefore, the following hypotheses were formed:

H7: Green satisfaction has a positive effect on donation behavioral intention.

H8: Green satisfaction has a positive effect on social justice behavioral intention.

H9: Green satisfaction has a positive effect on green ambassador behavioral intention.

H10: Green satisfaction has a positive effect on global civic engagement intention.

3.4.1.6 Moderating effect of global identity and sense of obligation on the structural equation model

The growing interdependence of economies and integration among people worldwide invokes an extended outlook on the social world, leading to a wide-ranging influence on customers' identity formation (Salnikova, Strizhakova & Coulter, 2022). Tu, Khare, and Zhang (2012) described a consumer with a global identity as one who believes in the favorable impact of globalization, identifies the connections among people across the world, and is concerned about global events. Global identity is defined simply as identifying with the world community and caring for all humanity (Reese & Kohlmann, 2015). Studies indicate that people with a global identity are more interested in prosocial behaviors. Tu et al. (2012) observed that global identity exerted a favorable influence on a resident's pro-environmental beliefs, pro-environmental behavior, pro-environmental activism, and the extent to which one believes his/her country has a responsibility

for climate change. Similarly, Loy and Resse (2019) reported that global identity impacted pro-environmental behaviors and support for climate policy. Global identity positively affects one's sense of solidarity (Barth, Jugert, Wutzler & Fritsche, 2015) and intentions to donate in support of humanitarian activities (McFarland, Webb & Brown, 2012). Reese, Proch, and Cohrs (2014) further proved that global identity predicted the intention to contribute to global inequality. In summary, global identity plays a key role in explaining prosocial behaviors.

The degree of a customer's global identity can influence their perception and attitude toward green hospitality products/services. Customers with a strong global identity may respond more positively to green hospitality offerings, resulting in a spillover effect on other prosocial behaviors. This is because they may place a larger priority on environmental sustainability and social responsibility, both of which are important components of green products (Tu et al., 2012). These customers may feel a sense of connection and alignment with the ideals of hospitality firms that provide green products, leading to enhanced satisfaction and interest in other prosocial behaviors.

Schwartz's (1977) norm activation theory claims that activities aimed at the well-being of others are impacted by an individual's feeling of personal/moral obligation to others, commonly referred to as personal norms. Personal norms are defined as one's self-expectation of being altruistic (Wang, Wang & Huang, 2022) and of behaving in a socially responsible manner (Park et al., 2021). Applying this concept to the sustainability context, green personal norms are described as individuals' sense of obligation to abide by sustainable principles, which may result in favorable environmental conditions (Shang & Wu, 2022). Personal norms are activated when a person is informed of the threats of his/her actions and acknowledges personal responsibility for environmental actions (Pearce, Huang, Dowling & Smith, 2022).

Research has demonstrated that a sense of obligation influences sustainable attitudes and behaviors. Nordlund and Garvil (2003) showed that sense of obligation is important in situations of collective interest. Shang and Wu (2022) found personal norms to be a predictor of attitude toward collaborative consumption, a form of sustainable consumption. Asadi et al. (2022) observed that personal norms are among the main drivers of sustainable consumption. The level of a customer's sense of obligation to the environment greatly influences how they will feel and evaluate green hospitality offerings (Balaji, Jiang & Jha, 2019). While customers with a weaker feeling of obligation might not see the same value in these products, individuals with a stronger sense of obligation are more likely to feel favorably about them. Sustainable hospitality products/services are likely to elicit favorable psychological feelings for customers who have a strong sense of environmental responsibility. Customers with a high sense of obligation to the environment are more inclined to have a sense of fulfillment and pride in promoting sustainable behaviors, thus affecting their interest in and intention to engage in other prosocial behaviors.

Taken together, this study suggested that the sequence of significance of path coefficients will be different based on global identity (low vs. high) and sense of obligation toward the environment (low vs. high). Therefore, the following hypotheses were proposed:

Global identity (low vs. high) (H11) and sense of obligation toward the environment (low vs. high) (H12) moderate the paths of the structural model formulated among sustainable consumption value dimensions and their outcome variables.

3.5 Chapter summary

This chapter mainly focused on the development of hypotheses after a thorough review of the literature. Three conceptual models were developed to provide a graphical overview of the

hypotheses. The first conceptual model was used to test the consequence of sustainable hospitality consumption values on attitude toward sustainable hospitality consumption, green satisfaction, subjective well-being, customer delight, self-esteem, and sense of belonging to a sustainable society. The second conceptual framework was used to test the impact of sustainable hospitality consumption value on green brand innovativeness, green brand image, green brand trust, green brand attachment, future purchase intention, sustainable technology behavioral intention, willingness to pay more, and green brand awareness. The third conceptual model also tested the influence of sustainable hospitality consumption value domains on attitude toward sustainable consumption, green satisfaction, donation behavioral intention, social justice behavioral intention, green ambassador behavioral intention, and global civic engagement intention. Moderating effects of relevant variables were suggested. The following chapter explains the research methodology.

CHAPTER 4: RESEARCH METHODOLOGY

4.1 Chapter introduction

This chapter presents the methods and steps followed in this study. This section starts with a discussion of the research design. The process for developing the sustainable hospitality consumption value scale is outlined. This section also elaborates on the main survey including sampling matters, such as sample frame, sampling method, and sample size. The section ends by providing details on the data collection procedure and data analysis methods.

4.2 Research design

Given the aim of this study, which was to develop a sustainable hospitality consumption value scale for subsequent testing, the mixed-method approach was used in this project. First, a qualitative approach was used for scale development. Content analysis and interviews were also conducted with experts in the hospitality and tourism field as well as with patrons of green hospitality businesses. Then, quantitative methods were used for the main survey, which tested relationships at the individual, company, and society levels. However, the quantitative approach was dominant in this study. The mixed-method approach was adopted for this thesis because (1) the qualitative phase was essential for generating items for the questionnaire for the quantitative study, (2) it helped answer all the proposed research questions, and (3) it helped in providing a complete and comprehensive picture of the sustainable consumption value of patrons in hospitality businesses (Doyle et al., 2009).

4.3 Development of a sustainable hospitality consumption value scale

A few studies have been conducted in the hospitality and tourism literature to understand the value derived by customers from patronizing green businesses from a multidimensional approach. These studies have relied mainly on items from different contexts for assessing sustainable consumption value. A thorough review of the literature indicates that a concise and comprehensive sustainable consumption value scale is lacking in the hospitality literature. A few studies (Gupta et al., 2019; Jiang and Kim, 2015) have attempted to develop sustainable consumption value scales from the hotel perspective; however, these scales overlook important dimensions of sustainable consumption value. For instance, the green experiential value scale of Gupta et al. (2019) comprises two main components: self-oriented values and other-oriented values. The self-oriented values had utilitarian and hedonic values as dimensions, whereas the other-oriented values had social and altruistic values as dimensions. The scale of Jiang and Kim (2015) comprises four dimensions, namely, functional, social, epistemic, and emotional benefits. In contrast to the widely applied consumption value theory of Sheth et al. (1991), Gupta et al. (2019) and Jiang and Kim (2015) did not consider epistemic value. Moreover, Jiang and Kim's scale did not consider environmental value, which is a crucial aspect of sustainable consumption. Health value, an important component of hospitality products/services, was also included in these studies.

Several techniques have been adopted in scale development studies. Hinkin (1995) recommends a three-stage approach based on the study of Schwab (1980): item generation, scale development, and scale evaluation stages. The second stage, the scale development stage, is further divided into three steps: the design of the developmental study, scale construction, and reliability assessment. Similarly, Likert (1969) proposed three phases for developing a scale: the first phase involves the initial design of the survey, the second phase involves the development of a scale, and

the third phase involves data analysis. However, scale development techniques that begin with item generation have been critiqued for missing an important stage, which is defining the phenomenon to be measured based on theory and earlier research, which serves as a solid foundation for the remaining stages (Worthington & Whittaker, 2006).

Churchill (1979) suggested eight stages for developing a better scale for the assessment of concepts. These methods include (i) specifying construct domains, (ii) generating a sample of items, (iii) collecting data, (iv) purifying items, (v) collecting new data, (vi) assessing reliability, (vii) assessing validity, and (viii) developing norms. Similarly, DeVellis (2003) proposed seven steps for scale development: (i) defining concepts, (ii) generating a pool of items, (iii) determining the format of the measure, (iv) reviewing the initial pool by experts, (v) considering the inclusion of validated items, (vi) collecting the data, (vii) evaluating the items, and (viii) optimizing the scale length. Lee et al. (2014) mentioned that studies that develop measures often employ simplified procedures. The development of a scale requires careful consideration of rigorous techniques to achieve an accurate, reliable, and valid scale (Worthington & Whittaker, 2006). Moreover, measurement issues affect the interpretability of the results of these studies (Hinkin, 1995). These proposals for scale development by Churchill (1979) and DeVellis (2003) have been widely applied and accepted. Subsequently, this study adhered to the works of Churchill (1979) and DeVellis (2003) in developing a reliable and validated sustainable hospitality consumption value scale that best fits the hospitality context. The eight stages of these studies are summarized into seven stages for the purposes of this study. An overview of the stages that guided this thesis is presented in Figure 4.1.

Figure 4.1 Procedure for developing the sustainable hospitality consumption value scale and testing the proposed models

Stages	Methods
<p><u>Stage 1</u> Specification and definition of construct domains</p>	<p>Literature review of research on sustainable consumption value, consumption value, and consumption value theory.</p>
<p><u>Stage 2</u> Generation of initial pool of items and determination of the measurement format</p>	<p>Literature review of studies on sustainable consumption value, consumption value, and consumption value theory.</p>
<p><u>Stage 3</u> Experts review of the generated pool of items</p>	<ul style="list-style-type: none"> * Interviews with ten (10) experts regarding sustainable hospitality consumption value. * Content and construct validity check (the degree to which the items capture each domain and the appropriateness of each domain). * Check for grammatical errors, clarity, and face validity.
<p><u>Stage 4</u> Purification of measure</p>	<p>Pre-testing using fifty (50) postgraduate students with final items from stage 3; analyses; and check for content validity and construct validity.</p>
<p><u>Stage 5</u> Pilot test (Assessment of reliability and validity)</p>	<ul style="list-style-type: none"> *Pilot testing was conducted using 245 residents of the USA who had patronised sustainable hospitality facilities (since January 1, 2021) through an online survey. * Exploratory Factor Analysis was conducted. * Reliability test to check internal consistency of items for each domain.
<p><u>Stage 6</u> Main survey (Assessment of reliability and validity)</p>	<ul style="list-style-type: none"> * The main survey comprised three different studies using patrons of sustainable hospitality facilities. A sample of 918 USA residents who had patronised sustainable hospitality facilities was used. * EFA and CFA were conducted. * Reliability check, discriminant validity, convergent validity, criterion validity (predictive validity)
<p><u>Stage 7</u> Main survey (Hypotheses testing)</p>	<ul style="list-style-type: none"> * Structural equation modelling * Multi-group analysis

4.4 Specification and definition of construct domain

The first step in the development of a comprehensive scale is to clearly determine the subject to measure (Churchill, 1979; DeVellis, 2003). Worthington and Whittaker (2006) noted that the use of theory and earlier research at this stage is important for providing a strong foundation for study. Thus, a thorough and integrative review of the literature is required at this phase (Song, Uhm, et al., 2011). Based on the recommendations of earlier studies, the sustainable hospitality consumption value scale began with a review of the sustainable consumption, consumption value, and sustainable consumption value literature. This process led to the identification of the consumption value theory developed by Sheth et al. (1991) as the best fit to explain the sustainable consumption value of consumers of hospitality companies. Based on this theory, sustainable consumption value is delineated as a customer's perceived utility of sustainable products/services (Nekmahmud et al., 2022). Therefore, sustainable consumption value is the perceived benefit derived from patronizing a sustainable hospitality company.

As mentioned earlier, the theory has been applied in consumption value studies within the hospitality and tourism field (for example, Choe & Kim, 2019; Jamrozy & Lawonk, 2017; Nekmahmud et al., 2022). Consumption value theory proposes five domains of consumption value: functional value, epistemic value, conditional value, social value, and emotional value. However, based on arguments regarding conditional value, it was excluded in this study. The functional value has been described to have two main dimensions: price and quality components (Huang & Lin, 2012). Additionally, given that the theory was not developed specifically for sustainable consumption, an important dimension, environmental value, was not captured (Barber 2014). Shin et al. (2019) noted that health consciousness is a significant component of patronizing hospitality companies. Subsequently, seven domains were identified through a review of the literature,

namely, quality value, price value, environmental value, social value, emotional value, epistemic value, and health value.

The price value reflects the degree to which the perceived benefit derived from a sustainable product/service meets the price paid by the customer or an individual's judgment of the product as economical (Biswas & Roy, 2015b). The quality value is described as the evaluation of the product as deficiency-free and how well the product addresses the concerns and needs of consumers (Coelho et al., 2020). Environmental value denotes the ability of a sustainable product/service to contribute to environmental protection and well-being (Biswas, 2017). Social value is delineated as the perceived usefulness of green goods and services found on the pressure from society or prestige built from contributing to saving the environment (Nekmahmud et al., 2022).

Emotional value is described as an affective mood or sentiment (for example, pleasure, fun, disappointment, or excitement) triggered as a result of patronizing sustainable hospitality companies (Rasoolimanesh et al., 2020). Epistemic value refers to the ability of a sustainable product/service to provide customers with information/knowledge on sustainability (Nekmahmud et al., 2022). Health value is defined as an individual's judgment of sustainable hospitality products' ability to improve health.

4.5 Generation of a pool of items for domains and determination of the format for measurement

The second step involved generating a pool of items for the domains identified in the first stage and determining the format for measuring the items. The main goal of item generation is to identify a set of items that clearly denote each domain (Worthington & Whittaker, 2006). Considering

items that adequately reflect the domains is crucial for achieving content validity (Song, Uhm & Yoon, 2011). The deductive approach, also referred to as classification from above or logical portioning, was adopted to generate items (Hinkin, 1995). Following the deductive approach, a literature review of studies on sustainable consumption value, consumption value, and consumption value theory was conducted to identify items. More importantly, items were generated based on the definitions of the construct domains in the first stage. A total of 82 indicators were compiled from 28 studies on consumption value, as illustrated in Table 4.1.

A Likert scale was used for this study. This approach has been widely adopted due to its simplicity and ease of understanding; thus, respondents are able to give genuine responses (Chyung, Roberts, Swanson & Hankinson, 2017). The use of a Likert scale with a middle point increases the reliability and validity of a scale (Lietz, 2009). Therefore, a seven-point Likert scale was used to assess respondents' opinions.

Table 4.1 Initial pool of sustainable hospitality consumption value items

	Quality value	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28
	<i>The sustainable hospitality company...</i>																												
1.	Offers good quality products/services	x												x															
2.	Offers products/services that have an acceptable standard of quality		x		x									x					x			x			x				
3.	Offers products/services that have consistent quality													x					x			x			x				
4.	Has comfortable facilities	x																											
5.	Offers lasting experiences																												
6.	Has expertise in delivering sustainable services											x																	
7.	Has excellent features											x																	
8.	Offers better products/services													x															
9.	Offers products/services that give substantive attributes and performance																												x
10.	Offers products/services that are unique													x															x
11.	Offers products/services that are convenient					x																							
12.	Offers products/services that are practical																	x									x		
	Price value	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28
	<i>The sustainable hospitality company ...</i>																												
13.	Offers good products/services for the price		x	x										x					x						x				

29.	Offers products/services that reduce food waste																X															
30.	Offers products/services that reduce water waste																X															
31.	Uses recycled materials																X															
32.	Uses durable products but not disposable products																X															
33.	Uses local products in their operations																X															
34.	Donate leftover food to food banks																X															
35.	Offers products/services that are made from non-hazardous materials		X																													
36.	Offers products/services that limit threats to life on earth		X																													
37.	Offers products/services that secure the environment for future generations		X												X																	
38.	Offers products/services that contribute to the well-being of the planet														X																	
Social value		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28			
<i>Patronizing a sustainable hospitality company...</i>																																
39.	Makes me gain social approval		X	X										X					X						X	X				X		
40.	Makes a positive impression on my peers and others	X	X	X	X					X				X	X					X			X	X		X	X			X	X	
41.	Improves people's perceptions of me	X	X	X	X									X	X					X			X	X		X	X				X	X
42.	Makes me feel more socially accepted	X	X		X									X	X					X			X	X		X	X					X

60.	Makes me feel I am personally contributing to something better													X					X															
61.	Makes me feel ethically/morally right													X					X															
62.	Makes me feel smart about my decision						X																											
63.	Makes me feel like I am a better person													X					X															
64.	Increases my love for nature													X																				
65.	Makes me feel good										X								X									X				X		
66.	Makes me forget my problems						X																											
67.	Makes me feel delighted																	X													X			
68.	Makes me feel thrilled																	X													X			
69.	Makes my life more beautiful																																X	
	Epistemic value	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28					
	<i>Patronizing a sustainable hospitality company...</i>																																	
70.	Helps me satisfy my curiosity to try new things				X			X	X	X												X												
71.	Helps me familiarize myself/run in front of sustainable trends					X					X																							
72.	Offers me a good opportunity to learn new things							X	X										X															
73.	Helps me increase my knowledge of sustainability							X	X																					X				
74.	Helps me in my search for new and different things														X					X														

4.6 Expert review of the pool of items

The third stage of the development of the sustainable consumption value scale involved the engagement of experts through interviews. The purpose of this stage was to define sustainable hospitality consumption value from an expert's perspective and assess the suitability of the domains ascertained in the earlier stages. The interview also aimed to assess the content validity of the items generated in the second stage, that is, how well the pool of items adequately reflected the domains and the subject under study (Worthington & Whittaker, 2006), and help in generating new items that were not captured in the second stage. Moreover, the expert review helps analyze the pool of items for issues such as conciseness, clarity, and redundancy (DeVellis, 2003).

A total of ten experts who were knowledgeable about sustainable consumption and consumption value were interviewed. The purposive sampling technique was employed because it allows for the selection of participants who know about the topic (Andrade, 2020). The experts included academics in hospitality and marketing who have published in reputable journals in consumption value and sustainability, managers of sustainable hospitality companies, and doctoral students. The experts also patronized sustainable hospitality companies over the past two years. Each interview lasted between approximately 1 hour and 30 minutes. An interview guide (Appendix 1) developed based on the literature was used for the interviews. First, the interview guide was sent to the experts before the interview. This approach allowed the participants to prepare adequately for the interview. A combination of face-to-face and online interviews was conducted, and the medium of communication was English. After deducing the dimensions and items revealed by experts, it was compared to and merged with the initial pool of items. Then it was sent to the experts to review the domains and items. Table 4.2 displays the interviewees' profiles.

More importantly, ethical principles were followed. Informed consent was obtained, and participants were asked whether they wanted to voluntarily participate in the interview. The confidentiality and anonymity of the participants were ensured. Ethical clearance was also sought from the school's ethical board. The interviews were conducted from January 10, 2023, to January 31, 2023.

Table 4.2 Profile of the interview participants

No	Gender	Age	Occupation	Area of expertise	Duration of interview
1	Female	37	Associate Professor	Consumer behavior, sustainability and well-being	41 minutes
2	Male	45	Associate Professor	Sustainability in tourism and hospitality	33 minutes
3	Male	49	Professor	Marketing	37 minutes
4	Female	56	Professor	Sustainability Hotel and tourism management	55 minutes
5	Male	34	Research Assistant Professor	Hospitality marketing	48 minutes
6	Male	36	Senior lecturer	Hotel and tourism management	51 minutes
7	Female	32	Restaurant manager	Food and beverage management	44 minutes
8	Male	48	Hotel manager	Customer relationship management	58 minutes
9	Female	31	PhD candidate	Sustainability in tourism and hospitality	39 minutes
10	Male	28	PhD student	Hospitality management	62 minutes

The interviews followed three main steps. The interviewees were first required to recall their experience at any sustainable hospitality company and offer a detailed description of their experiences and the value derived during the purchase from the sustainable hospitality company. Further open-ended questions were asked to gather the rich experiences of the interviewees in sustainable hospitality settings.

Second, the initial pool of items was assessed. The interviews explained which items they found important, which were not important, and which others needed modifications. The content

validity of the items was checked at this stage. Third, interviewees were asked to reflect on their experiences and highlight the benefits they received from sustainable hospitality companies. After the interviews and final review by experts, an amendment of the items (deletion, addition, rewording, or merging) was made based on their recommendations.

4.6.1 Amendment of items for the measurement of sustainable hospitality consumption value

4.6.1.1 Amendment of items related to quality value

Based on recommendations from experts, the quality value items were amended. The initial items included 12 items; however, after the interviews, five of the items (items 4, 5, 6, 10, and 12) were deleted, as shown in Table 4.3. These items were either generic (not specific to the sustainable hospitality context) or confusing. Furthermore, for all the statements assessing sustainable hospitality value, “the” was replaced with “this” so that respondents could focus on a specific encounter when providing their experiences.

Table 4.3 Amendment of items to measure quality value

No	Items modified, removed, or introduced
1.	The sustainable hospitality company offers good quality products/services. →This sustainable hospitality company offers good quality products/services.
2.	The sustainable hospitality company offers products/services that have an acceptable standard of quality. → This sustainable hospitality company offers products/services with a high standard of quality.
3.	The sustainable hospitality company offers products/services that have consistent quality. → This sustainable hospitality company offers products/services that have consistent quality.
4.	The sustainable hospitality company has comfortable facilities. →Deleted (The item is generic).
5.	The sustainable hospitality company offers lasting experiences. →Deleted (The item is generic).
6.	The sustainable hospitality company has expertise in delivering sustainable services.

	→Deleted (This item is generic).
7.	The sustainable hospitality company has excellent features. →This sustainable hospitality company has excellent eco-friendly features.
8.	The sustainable hospitality company offers better products/services. → This sustainable hospitality company offers better products/services compared to other hospitality companies.
9.	The sustainable hospitality company offers products/services that give substantive attributes and performance. → This sustainable hospitality company offers products/services that have substantive eco-friendly attributes.
10.	The sustainable hospitality company offers products/services that are unique. →Deleted (The item is generic).
11.	The sustainable hospitality company offers products/services that are convenient. → This sustainable hospitality company offers convenient products/services.
12.	The sustainable hospitality company offers products/services that are practical. →Deleted (This item is confusing).

4.6.1.2 Amendment of items related to price value

The price items initially had seven items. The experts requested the deletion of three items; they indicated that they were similar to other items. In other words, the items had the same meaning but were worded differently. This led to the deletion of items 1, 5, and 6. Nonetheless, some important aspects of price value—effort and time—were omitted. Accordingly, two items were added: “this sustainable hospitality company offers good products/services for the efforts I put into patronizing the company” and “this sustainable hospitality company offers good products/services for the time I spent patronizing the company.” Table 4.4 presents the amendments.

Table 4.4 Amendment of items to measure price value

No	Items modified, removed, or introduced
1.	The sustainable hospitality company offers good products/services for the price. →Deleted (This item is similar to Item 4).
2.	The sustainable hospitality company offers products/services that are economical. → This sustainable hospitality company offers economical products/services.
3.	The sustainable hospitality company offers products/services that are reasonably priced. → This sustainable hospitality company offers reasonably priced products/services.
4.	The sustainable hospitality company offers value for money. → This sustainable hospitality company offers value for money.

5.	The sustainable hospitality company offers products/services that are inexpensive. →Deleted (This item is similar to Item 2).
6.	The sustainable hospitality company offers a good deal. →Deleted. (This item is similar to Item 4).
7.	The sustainable hospitality company offers products/services with acceptable prices. →This sustainable hospitality company offers products/services with acceptable prices.
New item	This sustainable hospitality company offers good products/services for the efforts I put into patronizing the company.
New item	This sustainable hospitality company offers good products/services for the time I spent patronizing the company.

4.6.1.3 Amendment of items related to health value

For the health value construct, the experts indicated that they were clear and that they measured the construct well. Therefore, none of the items were deleted or added. Recommendations were given regarding the structure of the sentences. For instance, “the sustainable hospitality company follows hygienic standards” was changed to “this sustainable hospitality company meets hygienic standards.” Table 4.5 shows the amendments.

Table 4.5 Amendment of items to measure health value

No	Items modified, removed, or introduced
1.	The sustainable hospitality company follows hygienic standards. → This sustainable hospitality company meets hygienic standards.
2.	The sustainable hospitality company offers products/services that are safe. → This sustainable hospitality company offers products/services that are safe.
3.	The sustainable hospitality company offers healthier amenities and experiences. → This sustainable hospitality company offers health-promoting experiences.
4.	The sustainable hospitality company offers clean space. → This sustainable hospitality company offers a clean space.
5.	The sustainable hospitality company offers products/services that are beneficial to my health. → This sustainable hospitality company offers products/services that are beneficial to my health.

4.6.1.4 Amendment of items of environmental value

For the environmental value, the initial number of items was 15. The responses provided during the interviews were captured in the items generated through the literature review; thus, no additional responses were made. After expert review, seven items were deleted at this stage. These included items 2, 3, 6, 7, 11, 12, and 15. The reasons for this omission were that the items were repeated, did not apply to the hospitality context or were specific to one form of hospitality company. For instance, the item “the sustainable hospitality company donates leftover food to food banks” was deleted because not all hospitality companies offer food; thus, it would have been difficult for a respondent patronizing a hotel with no food services to respond to this question, thus affecting the quality of the study. Table 4.6 shows the amendments.

Table 4.6 Amendment of items to measure environmental value

No	Items modified, removed, or introduced
1.	The sustainable hospitality company offers products/services that protect the environment. → This sustainable hospitality company offers products/services that protect the environment.
2.	The sustainable hospitality company offers products/services that limit resource shortage. → Deleted (This item is captured in Items 1 and 14).
3.	The sustainable hospitality company offers products/services that decrease pollution. → Deleted (This item is captured in Items 1, 4, and 14).
4.	The sustainable hospitality company offers products/services that do not threaten the environment. → This sustainable hospitality company offers products/services that do not threaten the environment.
5.	The sustainable hospitality company offers products/services that balance nature. → This sustainable hospitality company offers products/services that balance nature.
6.	The sustainable hospitality company offers products/services that reduce food waste. → Deleted (This item is specific to only hospitality companies that offer food and beverages).
7.	The sustainable hospitality company offers products/services that reduce water waste. → Deleted (This item is captured in Items 1 and 14).
8.	The sustainable hospitality company uses recycled materials. → This sustainable hospitality company uses recycled materials.
9.	The sustainable hospitality company uses durable products but not disposable products.

	→ This sustainable hospitality company uses durable products but not disposable products.
10.	The sustainable hospitality company uses local products in their operations. → This sustainable hospitality company uses local products in its operations.
11.	The sustainable hospitality company donate leftover food to food banks. → Deleted (This item is specific to only hospitality companies that offer food and beverages).
12.	The sustainable hospitality company offers products/services that are made from non-hazardous materials. → Deleted (This item is captured in Items 1, 4, and 14).
13.	The sustainable hospitality company offers products/services that limit threats to life on earth. → This sustainable hospitality company offers products/services that limit threats to life on earth.
14.	The sustainable hospitality company offers products/services that secure the environment for future generations. → The sustainable hospitality company offers products/services that secure the environment for future generations.
15.	The sustainable hospitality company offers products/services that contribute to the well-being of the planet. → Deleted (This item is generic).

4.6.1.5 Amendment of items related to social value

Regarding the social value indicators, 14 items were presented to the experts. Five of the statements were either vague or captured in another item and therefore needed to be deleted. For example, “patronizing a sustainable hospitality company enhances my social pride” and “patronizing this sustainable hospitality company helps me feel I have a higher social status” were similar. Thus, the earlier item was deleted. The deleted items were items 6, 8, 11, 12, and 13. Similarly, some of the sentences were suggested for rewording to reflect the study context. For instance, item 1 was modified from “patronizing a sustainable hospitality company makes me gain social approval” to “patronizing this sustainable hospitality company helps me gain social approval for my sustainable lifestyle.” The modification highlighted that respondents would receive approval for their sustainable lifestyle. Table 4.7 shows the amendments.

Table 4.7 Amendment of items to measure social value

No	Items modified, removed, or introduced
1.	Patronizing a sustainable hospitality company makes me gain social approval. → Patronizing this sustainable hospitality company helps me gain social approval for my sustainable lifestyle.
2.	Patronizing a sustainable hospitality company makes a positive impression on my peers and others. → Patronizing this sustainable hospitality company helps me give a positive impression on my peers and others.
3.	Patronizing a sustainable hospitality company improves people’s perceptions of me. → Patronizing this sustainable hospitality company helps me improve other people’s perceptions of me.
4.	Patronizing a sustainable hospitality company makes me feel more socially accepted. → Patronizing this sustainable hospitality company helps me feel more socially accepted.
5.	Patronizing a sustainable hospitality company improves my social interactions. → Patronizing this sustainable hospitality company helps improve my social interactions.
6.	Patronizing a sustainable hospitality company increases my friendship or kinship. → Deleted (This item is captured in Item 9).
7.	Patronizing a sustainable hospitality company helps me interact with people I move with. → Patronizing this sustainable hospitality company helps me interact with people I associate with.
8.	Patronizing a sustainable hospitality company enhances my social pride. → Deleted (This item is captured in Items 1, 2, and 10).
9.	Patronizing a sustainable hospitality company gives me the chance to integrate and forge links with others. → Patronizing this sustainable hospitality company gives me the chance to integrate and facilitate social links with others.
10.	Patronizing a sustainable hospitality company offers me a higher social status. → Patronizing this sustainable hospitality company helps me feel I have a higher social status.
11.	Patronizing a sustainable hospitality company gives me the opportunity to show off to others. → Deleted (This item is vague).
12.	Patronizing a sustainable hospitality company gives me the opportunity to show pictures of my experiences to others. → Deleted (This item is vague).
13.	Patronizing a sustainable hospitality company gives me prestige. → Deleted (This item is captured in Items 1 and 2).
14.	Patronizing a sustainable hospitality company makes me feel distinct. → Patronizing this sustainable hospitality company makes me feel distinct for contributing to environmental protection.

4.6.1.6 Amendment of items related to emotional value

The emotional value items identified from the interviews were compared with the generated items. Similarities were observed; thus, adding new items was unnecessary. Based on the recommendations, ten items were deleted; there were too many items and had to be reduced. The experts also indicated that some of the items were too generic and were not unique to the sustainable hospitality context. Items 1, 2, 5, 6, 12, 13, 14, 15, 16, and 17 were deleted. The remaining items were modified according to the advice of the experts. Table 4.8 presents the amendments to the emotional value items.

Table 4.8 Amendment of items to measure emotional value

No	Items modified, removed, or introduced
1.	Patronizing a sustainable hospitality company makes me feel happy. →Deleted (This item is captured by Item 7).
2.	Patronizing a sustainable hospitality company makes me feel excited. →Deleted (This item is captured by Item 7).
3.	Patronizing a sustainable hospitality company gives me an interesting experience. → Patronizing this sustainable hospitality company gives me an interesting experience.
4.	Patronizing a sustainable hospitality company makes me feel relaxed and relieved. → Patronizing this sustainable hospitality company makes me feel relaxed and relieved.
5.	Patronizing a sustainable hospitality company gives me pleasure. →Deleted (This item is captured by Item 7).
6.	Patronizing a sustainable hospitality company fascinates me. →Deleted (This item is captured by Item 7).
7.	Patronizing a sustainable hospitality company changes my mood positively. → Patronizing this sustainable hospitality company changes my mood positively.
8.	Patronizing a sustainable hospitality company makes me feel I am personally contributing to something better. → Patronizing this sustainable hospitality company makes me feel I am contributing to something better.
9.	Patronizing a sustainable hospitality company makes me feel ethically/morally right. → Patronizing this sustainable hospitality company makes me feel ethically/morally right.
10.	Patronizing a sustainable hospitality company makes me feel smart about my decision. → Patronizing this sustainable hospitality company makes me feel smart about my decision.
11.	Patronizing a sustainable hospitality company makes me feel like I am a better person.

	→ Patronizing this sustainable hospitality company makes me feel like I am a better person.
12.	Patronizing a sustainable hospitality company increases my love for nature. →Deleted (This item is vague).
13.	Patronizing a sustainable hospitality company makes me feel good. →Deleted (This item is captured by Item 7).
14.	Patronizing a sustainable hospitality company makes me forget my problems. →Deleted (The item is generic).
15.	Patronizing a sustainable hospitality company makes me feel delighted. →Deleted (This item is captured by Item 7).
16.	Patronizing a sustainable hospitality company makes me feel thrilled. →Deleted (The item is captured by Item 7).
17.	Patronizing a sustainable hospitality company makes my life more beautiful. →Deleted (This item is generic).

4.6.1.7 Amendment of items of epistemic value

For epistemic value, the experts recommended that seven items be deleted because of repetition and vagueness. For instance, in item 3, “patronizing a sustainable hospitality company offers me a good opportunity to learn new things” was found to be vague. The question was, what exactly are the customers learning? Items 3, 5, 6, 8, 9, 12, and 13 were deleted. The experts recommended that a new item be added, “patronizing a sustainable hospitality company helps me experience green or sustainable practices.” The amendments for epistemic value are shown in Table 4.9.

Table 4.9 Amendment of items to measure epistemic value

No	Items modified, removed, or introduced
1.	Patronizing a sustainable hospitality company helps me satisfy my curiosity to try new things. → Patronizing this sustainable hospitality company helps me satisfy my curiosity to try new things.
2.	Patronizing a sustainable hospitality company helps me familiarize myself/run in front of sustainable trends. → Patronizing this sustainable hospitality company helps me familiarize myself with sustainable trends.
3.	Patronizing a sustainable hospitality company offers me a good opportunity to learn new things. →Deleted (This item is vague).
4.	Patronizing a sustainable hospitality company helps me increase my knowledge of sustainability.

	→ Patronizing this sustainable hospitality company helps me increase my knowledge of sustainability.
5.	Patronizing a sustainable hospitality company helps me in my search for new and different things. →Deleted (This item is generic).
6.	Patronizing a sustainable hospitality company helps me get familiar with protecting the environment. →Deleted (This item is captured in Item 2).
7.	Patronizing a sustainable hospitality company helps me in developing my sense of social responsibility. → Patronizing this sustainable hospitality company helps me develop my sense of social responsibility.
8.	Patronizing a sustainable hospitality company helps me learn how to behave sustainably. →Deleted (This item is generic).
9.	Patronizing a sustainable hospitality company makes me feel adventurous. →Deleted (This item is captured in Item 1).
10.	Patronizing a sustainable hospitality company provides me with an authentic experience. → Patronizing this sustainable hospitality company provides me with authentic experience through green/sustainable products.
11.	Patronizing a sustainable hospitality company helps me in checking eco-labels and certifications before purchase. → Patronizing this sustainable hospitality company helps me learn about the company's eco-friendly labels and environmental commitment.
12.	Patronizing a sustainable hospitality company helps me gain substantial information about sustainable products before purchase. →Deleted (This item is vague).
13.	Patronizing a sustainable hospitality company helps me gain deeper insights into the processes and impacts of products/services before purchase. →Deleted (This is not hospitality specific).
New item	Patronizing a sustainable hospitality company helps me experience green or sustainable practices.

4.6.2 Revisions in the sustainable hospitality consumption value scale

The initial literature review helped in the generation of 82 items for assessing sustainable hospitality consumption value. Through expert review and interviews, the number of items was reduced to 49. The items for measuring quality value were reduced to seven items, and the items for measuring price value were reduced to six. The health value items were maintained at five. The scale included eight environmental value items, nine social value items, seven emotional value

items, and seven emotional items. While no new constructs were generated at this stage, most of the items for the constructs were modified, and many were deleted. Additionally, new items were added to some constructs based on the interviews and expert reviews. The final items at this stage are shown in Table 4.10.

Table 4.10 Revisions in the sustainable hospitality consumption value scale after the in-depth interview

No	Items of quality value
1.	This sustainable hospitality company offers good quality products/services.
2.	This sustainable hospitality company offers products/services with a high standard of quality.
3.	This sustainable hospitality company offers products/services that have consistent quality.
4.	This sustainable hospitality company has excellent eco-friendly features.
5.	This sustainable hospitality company offers better products/services compared to other hospitality companies.
6.	This sustainable hospitality company offers products/services that have substantive eco-friendly attributes.
7.	This sustainable hospitality company offers convenient products/services.
No	Items of price value
1.	This sustainable hospitality company offers economical products/services.
2.	This sustainable hospitality company offers reasonably priced products/services.
3.	This sustainable hospitality company offers value for money.
4.	This sustainable hospitality company offers products/services with acceptable prices.
5.	This sustainable hospitality company offers good products/services for the efforts I put into patronizing the company.
6.	This sustainable hospitality company offers good products/services for the time I spent patronizing the company.
No	Items of health value
1.	This sustainable hospitality company meets hygienic standards.
2.	This sustainable hospitality company offers products/services that are safe.
3.	This sustainable hospitality company offers health-promoting experiences.
4.	This sustainable hospitality company offers a clean space.
5.	This sustainable hospitality company offers products/services that are beneficial to my health.
No	Items of environmental value
1.	This sustainable hospitality company offers products/services that protect the environment.
2.	This sustainable hospitality company offers products/services that do not threaten the environment.
3.	This sustainable hospitality company offers products/services that balance nature.

4.	This sustainable hospitality company uses recycled materials.
5.	This sustainable hospitality company uses durable products but not disposable products.
6.	This sustainable hospitality company uses local products in its operations.
7.	This sustainable hospitality company offers products/services that limit threats to life on earth.
8.	The sustainable hospitality company offers products/services that secure the environment for future generations.
No	Items of social value
1.	Patronizing this sustainable hospitality company helps me gain social approval for my sustainable lifestyle.
2.	Patronizing this sustainable hospitality company helps me give a positive impression on my peers and others.
3.	Patronizing this sustainable hospitality company helps me improve other people's perceptions of me.
4.	Patronizing this sustainable hospitality company helps me feel more socially accepted.
5.	Patronizing this sustainable hospitality company helps improve my social interactions.
6.	Patronizing this sustainable hospitality company helps me interact with people I associate with.
7.	Patronizing this sustainable hospitality company gives me the chance to integrate and facilitate social links with others.
8.	Patronizing this sustainable hospitality company helps me feel I have a higher social status.
9.	Patronizing this sustainable hospitality company makes me feel distinct for contributing to environmental protection.
No	Items of emotional value
1.	Patronizing this sustainable hospitality company gives me an interesting experience.
2.	Patronizing this sustainable hospitality company makes me feel relaxed and relieved.
3.	Patronizing this sustainable hospitality company changes my mood positively.
4.	Patronizing this sustainable hospitality company makes me feel I am contributing to something better.
5.	Patronizing this sustainable hospitality company makes me feel ethically/morally right.
6.	Patronizing this sustainable hospitality company makes me feel smart about my decision.
7.	Patronizing this sustainable hospitality company makes me feel like I am a better person.
No	Items of epistemic value
1.	Patronizing this sustainable hospitality company helps me satisfy my curiosity to try new things.
2.	Patronizing this sustainable hospitality company helps me familiarize myself with sustainable trends.
3.	Patronizing this sustainable hospitality company helps me increase my knowledge of sustainability.
4.	Patronizing this sustainable hospitality company helps me develop my sense of social responsibility.

5.	Patronizing this sustainable hospitality company provides me with authentic experience through green/sustainable products.
6.	Patronizing this sustainable hospitality company helps me learn about the company's eco-friendly labels and environmental commitment.
7.	Patronizing a sustainable hospitality company helps me experience green or sustainable practices.

4.7 Purification of items

The fourth stage involved purifying the items based on a pretest. Pretesting helps in checking for content validity and construct validity (Churchill, 1979). The finalized items from the expert review were used in this phase. The pretest was conducted with 50 postgraduate students pursuing hospitality and tourism doctoral degrees. The respondents were presented with the items for the entire thesis and asked to share their comments on the items, whether they were important or not important. The pretest combined sustainable hospitality consumption value items with those for measuring outcomes at the individual, business, and society levels. The participants were also asked to check issues such as logic, flow, length, and comprehension. The Qualtrics survey tool was used to design the questionnaire. All the items were measured on a seven-point Likert scale. Hensley (1999) mentioned that reliability improves when the number of points on a scale increases. The items were revised based on the input of the respondents. The questionnaires were printed and given to respondents to provide their input in February.

4.7.1 Amendments in the sustainable hospitality consumption value scale after the pretest

Table 4.11 shows how the items were modified or deleted for the sustainable hospitality consumption value dimensions according to the comments from the pretest. A preamble was suggested for the beginning of each construct. The purpose was to help respondents focus on a

specific sustainable hospitality company when answering these questions. Therefore, the statement “you previously answered... as the sustainable hospitality company you most recently used” was set as a preamble for each construct. With the help of the expert reviews, most of the comments provided were only for minor revisions. A few deletions were made, and the other sentences were modified based on the pretest results. The items were deleted either because they were generic or similar to items.

Table 4.11 Amendments in the sustainable hospitality consumption value scale after the pretest

No	Items of quality value
You previously answered _____ as the sustainable hospitality company you most recently used.	
1.	This sustainable hospitality company offers good quality products/services. →Deleted (This item was considered generic).
2.	This sustainable hospitality company offers products/services with a high standard of quality. →This company offers products/services with a high standard of quality.
3.	This sustainable hospitality company offers products/services that have consistent quality. →This company offers products/services that have consistent quality.
4.	This sustainable hospitality company has excellent eco-friendly features. →This company has excellent eco-friendly features.
5.	This sustainable hospitality company offers better products/services compared to other hospitality companies. →This company offers better products/services compared to other hospitality companies.
6.	This sustainable hospitality company offers products/services that have substantive eco-friendly attributes. →This company offers products/services that have substantial eco-friendly attributes.
7.	This sustainable hospitality company offers convenient products/services. →This company offers convenient products/services.
No	Items of price value
You previously answered _____ as the sustainable hospitality company you most recently used.	
1.	This sustainable hospitality company offers economical products/services. → This company offers economical products/services.
2.	This sustainable hospitality company offers reasonably priced products/services. → This company offers reasonably priced products/services.
3.	This sustainable hospitality company offers value for money. → This company offers value for money.
4.	This sustainable hospitality company offers products/services with acceptable prices. → This company offers products/services with acceptable prices.

5.	This sustainable hospitality company offers good products/services for the efforts I put into patronizing the company. → This company offers good products/services for the efforts I put into patronizing the company.
6.	This sustainable hospitality company offers good products/services for the time I spent patronizing the company. → This company offers good products/services for the time I spent patronizing the company.
No	Items of health value
	You previously answered _____ as the sustainable hospitality company you most recently used.
1.	This sustainable hospitality company meets hygienic standards. → This company meets hygienic standards.
2.	This sustainable hospitality company offers products/services that are safe. → This company offers products/services that are safe.
3.	This sustainable hospitality company offers health-promoting experiences. → This company offers health-promoting experiences.
4.	This sustainable hospitality company offers a clean space. → This company offers a clean space.
5.	This sustainable hospitality company offers products/services that are beneficial to my health. → This company offers products/services that are beneficial to my health.
No	Items of environmental value
	You previously answered _____ as the sustainable hospitality company you most recently used.
1.	This sustainable hospitality company offers products/services that protect the environment. → This company offers products/services that protect the environment.
2.	This sustainable hospitality company offers products/services that do not threaten the environment. → This company offers products/services that do not threaten the environment.
3.	This sustainable hospitality company offers products/services that balance nature. → This company offers products/services that balance nature.
4.	This sustainable hospitality company uses recycled materials. → This company uses recycled materials.
5.	This sustainable hospitality company uses durable products but not disposable products. → This company uses durable products but not disposable products.
6.	This sustainable hospitality company uses local products in its operations. → This company uses local products in its operations.
7.	This sustainable hospitality company offers products/services that limit threats to life on earth. → Deleted (This item is generic).
8.	The sustainable hospitality company offers products/services that secure the environment for future generations. → The company offers products/services that secure the environment for future generations.

No	Items of social value
You previously answered _____ as the sustainable hospitality company you most recently used.	
1.	Patronizing this sustainable hospitality company helps me gain social approval for my sustainable lifestyle. → Patronizing this company helps me gain social approval for my sustainable lifestyle.
2.	Patronizing this sustainable hospitality company helps me give a positive impression on my peers and others. → Patronizing this company helps me give a positive impression on my peers and others.
3.	Patronizing this sustainable hospitality company helps me improve other people's perceptions of me. → Patronizing this company helps me improve other people's perceptions of me.
4.	Patronizing this sustainable hospitality company helps me feel more socially accepted. → Deleted (This is captured in Item 1).
5.	Patronizing this sustainable hospitality company helps improve my social interactions. → Patronizing this company helps improve my social interactions.
6.	Patronizing this sustainable hospitality company helps me interact with people I associate with. → Deleted (This item is captured in Item 7).
7.	Patronizing this sustainable hospitality company gives me the chance to integrate and facilitate social links with others. → Patronizing this company gives me the chance to integrate and facilitate social links with others.
8.	Patronizing this sustainable hospitality company helps me feel I have a higher social status. → Patronizing this company helps me feel I have a higher social status.
9.	Patronizing this sustainable hospitality company makes me feel distinct for contributing to environmental protection. → Patronizing this company makes me feel distinct for contributing to environmental protection.
No	Items of emotional value
You previously answered _____ as the sustainable hospitality company you most recently used.	
1.	Patronizing this sustainable hospitality company gives me an interesting experience. → Patronizing this company gives me an interesting experience.
2.	Patronizing this sustainable hospitality company makes me feel relaxed and relieved. → Patronizing this company makes me feel relaxed and relieved.
3.	Patronizing this sustainable hospitality company changes my mood positively. → Patronizing this company changes my mood positively.
4.	Patronizing this sustainable hospitality company makes me feel I am contributing to something better. → Patronizing this company makes me feel I am contributing to something better.
5.	Patronizing this sustainable hospitality company makes me feel ethically/morally right. → Patronizing this company makes me feel ethically/morally right.

6.	Patronizing this sustainable hospitality company makes me feel smart about my decision. → Patronizing this company makes me feel smart about my decision.
7.	Patronizing this sustainable hospitality company makes me feel like I am a better person. → Patronizing this company makes me feel like I am a better person.
No	Items of epistemic value
	You previously answered _____ as the sustainable hospitality company you most recently used.
1.	Patronizing this sustainable hospitality company helps me satisfy my curiosity to try new things. → Patronizing this company helps me satisfy my curiosity to try new things.
2.	Patronizing this sustainable hospitality company helps me familiarize myself with sustainable trends. → Patronizing this company helps me familiarize myself with sustainable trends.
3.	Patronizing this sustainable hospitality company helps me increase my knowledge of sustainability. → Patronizing this company helps me increase my knowledge of sustainability.
4.	Patronizing this sustainable hospitality company helps me develop my sense of social responsibility. → Patronizing this company helps me develop my sense of social responsibility.
5.	Patronizing this sustainable hospitality company provides me with authentic experience through green/sustainable products. → Patronizing this company provides me with authentic experience through green/sustainable products.
6.	Patronizing this sustainable hospitality company helps me learn about the company's eco-friendly labels and environmental commitment. → Patronizing this company helps me learn about the company's eco-friendly labels and environmental commitment.
7.	Patronizing a sustainable hospitality company helps me experience green or sustainable practices. → Patronizing a company helps me experience green or sustainable practices.

4.7.2 Revisions in the sustainable hospitality consumption value scale after the pretest

The final items for sustainable hospitality consumption value after the pretest with the doctoral students are presented in Table 4.12. The items for quality value, price value, and health value were 6, 6, and 5, respectively. Environmental value, social value, emotional value, and epistemic value had seven items each. Based on the pretest, 45 items were found to be important for assessing sustainable hospitality consumption value.

Table 4.12 Revisions to the sustainable hospitality consumption value scale after the pretest

No	Items of quality value
	You previously answered _____ as the sustainable hospitality company you most recently used.
1.	This company offers products/services with a high standard of quality.
2.	This company offers products/services that have consistent quality.
3.	This company has excellent eco-friendly features.
4.	This company offers better products/services compared to other hospitality companies.
5.	This company offers products/services that have substantial eco-friendly attributes.
6.	This company offers convenient products/services.
No	Items of price value
	You previously answered _____ as the sustainable hospitality company you most recently used.
1.	This company offers economical products/services.
2.	This company offers reasonably priced products/services.
3.	This company offers value for money.
4.	This company offers products/services with acceptable prices.
5.	This company offers good products/services for the efforts I put into patronizing the company.
6.	This company offers good products/services for the time I spent patronizing the company.
No	Items of health value
	You previously answered _____ as the sustainable hospitality company you most recently used.
1.	This company meets hygienic standards.
2.	This company offers products/services that are safe.
3.	This company offers health-promoting experiences.
4.	This company offers a clean space.
5.	This company offers products/services that are beneficial to my health.
No	Items of environmental value
	You previously answered _____ as the sustainable hospitality company you most recently used.
1.	This company offers products/services that protect the environment.
2.	This company offers products/services that do not threaten the environment.
3.	This company offers products/services that balance nature.
4.	This company uses recycled materials.
5.	This company uses durable products but not disposable products.
6.	This company uses local products in its operations.
7.	The company offers products/services that secure the environment for future generations.
No	Items of social value
	You previously answered _____ as the sustainable hospitality company you most recently used.
1.	Patronizing this company helps me gain social approval for my sustainable lifestyle.

2.	Patronizing this company helps me give a positive impression on my peers and others.
3.	Patronizing this company helps me improve other people's perceptions of me.
4.	Patronizing this company helps improve my social interactions.
5.	Patronizing this company gives me the chance to integrate and facilitate social links with others.
6.	Patronizing this company helps me feel I have a higher social status.
7.	Patronizing this company makes me feel distinct for contributing to environmental protection.
No	Items of emotional value
	You previously answered _____ as the sustainable hospitality company you most recently used.
1.	Patronizing this company gives me an interesting experience.
2.	Patronizing this company makes me feel relaxed and relieved.
3.	Patronizing this company changes my mood positively.
4.	Patronizing this company makes me feel I am contributing to something better.
5.	Patronizing this company makes me feel ethically/morally right.
6.	Patronizing this company makes me feel smart about my decision.
7.	Patronizing this company makes me feel like I am a better person.
No	Items of epistemic value
	You previously answered _____ as the sustainable hospitality company you most recently used.
1.	Patronizing this company helps me satisfy my curiosity to try new things.
2.	Patronizing this company helps me familiarize myself with sustainable trends.
3.	Patronizing this company helps me increase my knowledge of sustainability.
4.	Patronizing this company helps me develop my sense of social responsibility.
5.	Patronizing this company provides me with authentic experience through green/sustainable products.
6.	Patronizing this company helps me learn about the company's eco-friendly labels and environmental commitment.
7.	Patronizing a company helps me experience green or sustainable practices.

4.7.3 Amendment of dependent variables for individual-level study

For the individual-level study, the dependent variables were attitude toward sustainable hospitality consumption, green satisfaction, subjective well-being, customer delight, self-esteem, and sense of belonging. Similar to the value dimensions, suggestions were offered pertaining to the deletion, addition, and modification of some items. For attitude, two items were deleted because they did not reflect sustainable hospitality consumption or were vague. The deleted items were “patronizing a sustainable hospitality company is pleasant” and “patronizing a sustainable hospitality company

is desirable.” For green satisfaction, the item “this hospitality company has successfully incorporated sustainability into its products/services” was deleted. The item “I am better physically and mentally” was deleted for subjective well-being. Two items were added to assess customer delight. All the items were suggested to be constructed in the past tense. Table 4.13 shows the amendments for the variables for the individual-level study.

Table 4.13 Amendment of dependent variables for individual-level study

No	Items of attitude toward sustainable hospitality consumption
1.	Patronizing a sustainable hospitality company is good. → My experience with this sustainable hospitality company was good.
2.	Patronizing a sustainable hospitality company is pleasant. → Deleted (The item is vague).
3.	Patronizing a sustainable hospitality company is desirable. → Deleted (The item is vague).
4.	Patronizing a sustainable hospitality company is ethical. → My experience with this sustainable hospitality company was ethical.
5.	Patronizing a sustainable hospitality company is favorable. → My experience with this sustainable hospitality company was favorable.
6.	Patronizing a sustainable hospitality company is enjoyable. → My experience with this sustainable hospitality company was enjoyable.
No	Items of green satisfaction
1.	I am satisfied with the environmental performance of the product/service that this hospitality company provides. → I was satisfied with the environmental performance of the product/service that this sustainable hospitality company provided.
2.	This hospitality company has successfully incorporated sustainability into its products/services. → Deleted (This item is vague).
3.	I am satisfied with this brand because of its environmental concern. → I was satisfied with this sustainable hospitality company because of its environmental concern.
4.	I am glad to patronize this brand because it is environmentally friendly. → I felt glad about patronizing this sustainable hospitality company because it was environmentally friendly.
5.	The sustainable product/service of this hospitality company exceeds my expectation. → I think that the sustainable product/service of this hospitality company exceeded my expectations.
No	Items of subjective well-being
After patronizing the sustainable hospitality company...	
1.	I am satisfied with my life.

	→I felt satisfied with my life.
2.	I am better physically and mentally. →Deleted (This item is vague).
3.	I feel good about my life although I have my ups and downs. →I felt good about my life although I had my ups and downs.
4.	My life is close to ideal. →I felt that my life was close to ideal.
5.	I have gotten the important things I want in life. →I felt I had obtained the important things I want in life.
6.	The conditions of my life are excellent. →I felt that the conditions of my life were excellent.
7.	I will change almost nothing if I can live my life again. →I felt I would change almost nothing if I could live my life again.
8.	I am happy. →I felt happy with my life.

No	Items of customer delight
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1.	I feel positively surprised about the services of this hospitality company. →I felt amazed about the products/services of this sustainable hospitality company.
2.	I feel overjoyed by the services of this hospitality company. → I felt joyful after consuming the products/services of this sustainable hospitality company.
3.	The hospitality company offers unexpected services and they delight me. → I felt that this sustainable hospitality company offered unexpected positive experiences.

New item I felt thrilled about the products/services of this sustainable hospitality company.

New item I felt delighted about the products/services of this sustainable hospitality company.

No	Items of self-esteem
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After patronizing the sustainable hospitality company, ...

1.	I feel that I am a person of worth, at least on an equal level with others. → I felt that I am a person of worth, at least on an equal level with others.
2.	I feel that I have a number of good qualities. → I felt that I have a number of good qualities.
3.	I feel that I take a positive attitude toward myself. → I felt that I take a positive attitude toward myself.
4.	I feel that I am able to do things as most other people. → I felt that I am able to do things as most other people.
5.	I feel that I am a failure. (R) → I felt that I am a failure.
6.	I feel that I am useless at times. (R) → I felt that I am useless at times.
7.	I feel that do not have much to be proud of. (R) → I felt that do not have much to be proud of.

No	Items of sense of belonging
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After patronizing the sustainable hospitality company, ...

1.	I feel a strong sense of belonging to the sustainable society. → I felt a strong sense of belonging to a sustainable society.
2.	I feel that I am a member of the sustainable society. → I felt that I am a member of a sustainable society.
3.	I feel that other sustainable consumers are my close friends. → I felt that other sustainable consumers are my close friends.
4.	I feel that I like people who belong to the sustainable society. → I felt that I like people who belong to a sustainable society.

4.7.4 Amendment of dependent variables for company-level study

For the company-level study, the dependent variables were green brand innovativeness, green brand image, green brand trust, green brand attachment, green brand awareness, willingness to pay more, sustainable technology behavioral intention, and future purchase intention. Some items were recommended to be deleted, added, modified, or maintained. One item was recommended to be added to the items for green brand innovativeness. The item was “this sustainable hospitality company always offers different green products as per current customer needs/demands.” For the green brand attachment construct, “I feel delighted by achieving the environmental performance of this green brand” was recommended for deletion because it did not measure attachment but rather customer delight. The fifth item for green brand awareness, “I can easily figure out this brand because of its environmental concern,” was deleted. Table 4.14 shows the amendments for the variables for the company-level study.

Table 4.14 Amendment of dependent variables for company-level study

No	Items of green brand innovativeness
1.	This brand provides effective solutions to customers' green needs. → This sustainable hospitality company provides effective solutions to customers' green needs/demands.
2.	Customers can rely on this brand to offer novel solutions to their green needs. → Customers can rely on this sustainable hospitality company to offer novel solutions to their green needs/demands.
3.	This brand is able to provide new solutions to customers' green needs. → This sustainable hospitality company is able to provide new solutions to customers' green needs/demands.

New This sustainable hospitality company always offer different green products as per
item current customer needs/demands.

No **Items of green brand image**

1. This hospitality company behaves in a socially conscious way.
→I think this sustainable hospitality company behaves in a socially conscious way.

 2. This hospitality company is concerned about the preservation of the environment.
→ I think this sustainable hospitality company is concerned about the preservation of the environment.

 3. This hospitality company is not only concerned about profit but is also concerned about the environment.
→ I think this sustainable hospitality company is not only concerned about profit but is also concerned about the environment.

 4. I have a good image of this sustainable hospitality company.
→ I have formed a good impression of this sustainable hospitality company.
-

No **Items of green brand trust**

1. This hospitality company's environmental reputation is generally reliable.
→I think this hospitality company's environmental reputation is generally reliable.

 2. This hospitality company's environmental performance is generally dependable.
→I think this hospitality company's environmental performance is generally dependable.

 3. This hospitality company's environmental claims are generally trustworthy.
→I think this hospitality company's environmental claims are generally trustworthy.

 4. This hospitality company's environmental concern meets my expectation.
→I think this hospitality company's environmental protection efforts meet my expectations.

 5. This hospitality company keeps promises and commitments to environmental protection.
→I think this hospitality company keeps its promises and commitments to environmental protection.
-

No **Items of green brand attachment**

After patronizing this hospitality company, ...

1. I have a strong association with this green brand as it is less harmful to the natural environment.
→I have a strong association with this sustainable hospitality company as it is less harmful to the natural environment.

 2. I have a firm affection for this green brand because of its environmental concerns and commitments.
→I have a firm affection for this sustainable hospitality company.

 3. I am emotionally bonded with this environment-friendly brand.
→I am emotionally bonded with this sustainable hospitality company.

 4. I am passionate about this brand's ecological functionality.

 5. I will continue my relationship with this green brand because of its energy-efficient performance.
→I will continue my relationship with this sustainable hospitality company because of its energy-efficient attributes.

 6. I feel I would really miss this brand if it disappears.
-

	→I feel I would really miss this sustainable hospitality company if it ceases operations.
7.	This green brand demonstrates my environmental consciousness. →I feel that this sustainable brand demonstrates my environmental consciousness.
8.	I feel delighted by achieving the environmental performance of this green brand. →Deleted (This item overlaps with the “customer delight” construct).
No	Items of green brand awareness
1.	I can recognize this brand among other competing brands because of its environmental commitments.
2.	I am aware of this brand because of its environmental reputation.
3.	Some environmental characteristics of this brand come to the top of mind in my consideration set quickly. →Some environmental characteristics of this brand quickly come to mind when I am making choices.
4.	I can quickly recall the green image of this brand.
5.	I can easily figure out this brand because of its environmental concern. →Deleted (The item is vague).
No	Items of willingness to pay more
1.	I am willing to pay more for a sustainable hospitality company. → I am willing to pay more for this sustainable hospitality company’s products/services.
2.	I am willing to spend extra to patronize a sustainable hospitality company. → I am willing to spend extra to patronize this sustainable hospitality company.
3.	It is acceptable to pay more to a hospitality company that implements sustainability. → It is acceptable to pay more for this sustainable hospitality company that implements sustainability.
4.	I am willing to pay more today to enjoy a better experience in the future. → I am willing to pay more today for this sustainable company to enjoy a better experience in the future.
No	Items of sustainable technology behavioral intention
1.	There is a high probability that I will use new sustainable technologies adopted by this business in the future. → There is a high probability that I will use the new sustainable technologies adopted by this company in the future.
2.	I’d recommend sustainable technologies offered by this business to others. → I’d recommend the sustainable technologies offered by this sustainable hospitality company to others.
3.	I’d say positive things about the sustainable technologies adopted by this business. → I’d say positive things about the sustainable technologies adopted by this sustainable hospitality company.
4.	I’d use sustainable technologies adopted by this business if I have to patronize them again. → I’d use the sustainable technologies adopted by this sustainable hospitality company if I patronize it again.
No	Items of future purchase intention
1.	I am planning to patronize this hospitality company again in the future.

	→ I am planning to patronize this sustainable hospitality company again in the future.
2.	I'd prefer to patronize this hospitality company again in the future. → I'd prefer to patronize this sustainable hospitality company again in the future.
3.	I'd make an effort to patronize this hospitality company again in the future. → I'd make an effort to patronize this sustainable hospitality company again in the future.
4.	I'd love to patronize this hospitality company again in the future. → I'd love to patronize this sustainable hospitality company again in the future.

4.7.5 Amendment of dependent variables for society-level study

The dependent variables for the society-level study were donation behavioral intention, social justice behavioral intention, green ambassador behavioral intention, and global civic engagement intention. Similar to the preceding sections, some items were recommended to be deleted, added, modified, or maintained. Two items were deleted from the green ambassador behavioral intention: “I would like to use sustainable consumption promotional materials whenever appropriate” and “I would like to use sustainable consumption promotional materials in the near future.” Moreover, item 4 for global civic engagement intention, “I would like to help international people with difficulties,” was deleted. These items were deleted because they were not clear. Table 4.15 presents the amendments for the variables for the society-level study.

Table 4.15 Amendment of dependent variables for societal-level study

No	Items of donation behavioral intention
1.	I'd like to give clothing or goods to charity publicly/anonymously. → I'd like to give clothing or goods to social charities publicly/anonymously.
2.	I'd like to give money to charity publicly/anonymously. → I'd like to give money to social charities publicly/anonymously.
3.	I'd like to donate to support the fight against climate change and global warming. → I'd like to financially support the movement against climate change and global warming.
4.	I'd like to buy something deliberately when I know some of the proceeds will go to charity. → I'd choose to buy something deliberately when I realize that some of the company's profit will go to social charities.
No	Items of social justice behavioral intention

1.	I'd like to talk with others about social power inequalities, social injustices, and the impact of social forces on health and well-being.
2.	I'd like to engage in activities that will promote social justice.
3.	I'd like to work collaboratively with others so that they can define their own problems and build their own capacity to solve problems.
4.	I'd do my best to ensure that all individuals and groups have a chance to speak and be heard.
No	Items of green ambassador behavioral intention
1.	I'd like to write about sustainable consumption online. → I'd like to write about sustainable consumption online/offline.
2.	I'd like to pass information about sustainable consumption to my friends online. → I'd like to pass information about sustainable consumption to my friends online/offline.
3.	I'd like to maximize the diffusion of sustainable consumption online. → I'd like to maximize the dissemination of sustainable consumption practices online/offline.
4.	I'd like to contribute to sustainable development.
5.	I'd like to use sustainable consumption promotional materials frequently.
6.	I'd like to use sustainable consumption promotional materials whenever appropriate. → Deleted (The item is vague).
7.	I'd like to use sustainable consumption promotional materials in the near future. → Deleted (The item is similar to Item 5).
No	Items of global civic engagement intention
1.	I'd like to participate in a walk, dance, run, or bike ride in support of a global cause. → I'd like to participate in an activity (e.g. a walk, dance, run, or bike ride) in support of a global cause.
2.	I'd like to join a volunteer work to help individuals or communities abroad. → I'd like to join a volunteer group to help individuals or communities.
3.	I'd like to be involved with a global humanitarian organization or project. → I'd like to be involved with projects developed by global humanitarian organizations.
4.	I'd like to help international people with difficulties. → Deleted (The item is vague).
5.	I'd like to involve in a program that addresses the global environmental crisis. → I'd like to be involved in programs that address the global environmental crisis.
6.	I'd like to work informally with a group toward solving a global humanitarian problem.

4.7.6 Amendment of moderating variables for three studies

The moderating factors were also presented to the doctoral students in the pretest. For most of the items, the respondents suggested that they should be maintained. For collectivism, respondents suggested that one item, “being accepted as a member of a group is more important than having

autonomy and independence,” be deleted. One item was also deleted from the religiosity construct. The item was “I spend periods of time in private religious thoughts and reflections because it is important to me.” Regarding the environmental identity construct, item 7, “I see myself as someone who is emotional about the natural environment,” was also deleted. Furthermore, the respondents suggested that one item be omitted from the global identity construct and proposed a new item. Table 4.16 shows the amendments.

Table 4.16 Amendment of moderating variables for three studies

No	Items of collectivism
1.	Being accepted as a member of a group is more important than having autonomy and independence. →Deleted (This item is vague and confusing).
2.	Being accepted as a member of a group is more important than being independent. →I think that being accepted as a member of a group is more important than being independent.
3.	Being loyal to a group is more important than individual gain. →I think that being loyal to a group is more important than individual gain.
4.	Individual rewards are not as important as group welfare. →I think that individual rewards are not as important as group welfare.
5.	Group success is more important than individual success. →I think that group success is more important than individual success.
6.	It is more important for a manager to encourage group loyalty in subordinates than to encourage individual initiatives. →I think that it is more important for a manager to encourage group loyalty in subordinates than to encourage individual initiatives.
No	Items of religiosity
1.	My religion is very important to me.
2.	My religious beliefs are behind my whole approach to life.
3.	I often read books and magazines about my faith.
4.	I spend periods of time in private religious thoughts and reflections because it is important to me. →Deleted (This item is captured by the other items).
5.	I spend time trying to understand my faith.
6.	I enjoy spending time with people from my religion compared with people from other religions.
7.	I keep well informed about my local religious group.
8.	I make financial contributions regularly to support my religion.
No	Items of environmental activism
1.	I’d like to participate in events organized by environmental groups.
2.	I’d like to offer financial support to environmental groups.

3.	I'd like to vote for a government that proposes environmentally conscious policies.
4.	I'd like to write letters to businesses that produce harmful goods or services.
5.	I'd like to circulate petitions that demand an improvement in government policies concerning the environment.
No	Items of environmental identity
1.	I see myself as someone who is protective of the natural environment.
2.	I see myself as someone who is respectful toward the natural environment.
3.	I see myself as someone who is concerned about the natural environment.
4.	I see myself as someone who is passionate about the natural environment.
5.	I see myself as someone who is connected to the natural environment.
6.	I see myself as someone who is dependent on the natural environment.
7.	I see myself as someone who is emotional about the natural environment. →Deleted (This item is similar to Item 4).
No	Items of global identity
1.	I identify myself as a global citizen.
2.	I am interested in knowing about global events.
3.	People should be made more aware of how connected we are to the rest of the world.
4.	My heart mostly belongs to the whole world. →Deleted (This item is vague).
New item	I feel like I am living in a global village.
No	Items of sense of obligation toward the environment
1.	I feel morally obliged to do something about climate change and global warming.
2.	I feel morally obliged to adjust my behavior to reduce climate change and global warming.
3.	I feel morally obliged to consider climate change and global warming in my consumption.
4.	I feel morally obliged to help fight climate change and global warming.

4.7.7 Revisions in the dependent and moderating variables for three studies after the pretest

Based on suggestions from doctoral students, the measurement items for the dependent variables for the individual-, company-, and societal-level studies were modified. The initial items were gathered through an extensive review of the literature from different sources (Appendixes 2 to 4). Table 4.17 presents the final items for the dependent and moderating variables after the pretest.

Table 4.17 Revisions in the dependent and moderating variables for three studies after the pretest

No	Items of attitude toward sustainable hospitality consumption
1.	My experience with this sustainable hospitality company was good.
2.	My experience with this sustainable hospitality company was ethical.
3.	My experience with this sustainable hospitality company was favorable.
4.	My experience with this sustainable hospitality company was enjoyable.
No	Items of green satisfaction
1.	I was satisfied with the environmental performance of the product/service that this sustainable hospitality company provided.
2.	I was satisfied with this sustainable hospitality company because of its environmental concern.
3.	I felt glad about patronizing this sustainable hospitality company because it was environmentally friendly.
4.	I think that the sustainable product/service of this hospitality company exceeded my expectations.
No	Items of subjective well-being
After patronizing this sustainable hospitality company...	
1.	I felt satisfied with my life.
2.	I felt good about my life although I had my ups and downs.
3.	I felt that my life was close to ideal.
4.	I felt I had obtained the important things I want in life.
5.	I felt that the conditions of my life were excellent.
6.	I felt I would change almost nothing if I could live my life again.
7.	I felt happy with my life.
No	Items of customer delight
After patronizing this sustainable hospitality company...	
1.	I felt amazed by the products/services of this sustainable hospitality company.
2.	I felt joyful after consuming the products/services of this sustainable hospitality company.
3.	I felt that this sustainable hospitality company offered unexpected positive experiences.
4.	I felt thrilled about the products/services of this sustainable hospitality company.
5.	I felt delighted about the products/services of this sustainable hospitality company.
No	Items of self-esteem
After patronizing this sustainable hospitality company, ...	
1.	I felt that I am a person of worth, at least on an equal level with others.
2.	I felt that I have a number of good qualities.
3.	I felt that I take a positive attitude toward myself.
4.	I felt that I am able to do things as most other people.
5.	I felt that I am a failure. (R)
6.	I felt that I am useless at times. (R)
7.	I felt that do not have much to be proud of. (R)
No	Items of sense of belonging
After patronizing this sustainable hospitality company, ...	
1.	I felt a strong sense of belonging to a sustainable society.
2.	I felt that I am a member of a sustainable society.

	3. I felt that other sustainable consumers are my close friends.
	4. I felt that I like people who belong to a sustainable society.
No	Items of green brand innovativeness
	After patronizing this sustainable hospitality company, I think that...
	1. This sustainable hospitality company provides effective solutions to customers' green needs/demands.
	2. Customers can rely on this sustainable hospitality company to offer novel solutions to their green needs/demands.
	3. This sustainable hospitality company is able to provide new solutions to customers' green needs/demands.
	4. This sustainable hospitality company always offer different green products as per current customer needs/demands.
No	Items of green brand image
	After patronizing this sustainable hospitality company,...
	1. I think this sustainable hospitality company behaves in a socially conscious way.
	2. I think this sustainable hospitality company is concerned about the preservation of the environment.
	3. I think this sustainable hospitality company is not only concerned about profit but is also concerned about the environment.
	4. I have formed a good impression of this sustainable hospitality company.
No	Items of green brand trust
	After patronizing this sustainable hospitality company,...
	1. I think this hospitality company's environmental reputation is generally reliable.
	2. I think this hospitality company's environmental performance is generally dependable.
	3. I think this hospitality company's environmental claims are generally trustworthy.
	4. I think this hospitality company's environmental protection efforts meet my expectations.
	5. I think this hospitality company keeps its promises and commitments to environmental protection.
No	Items of green brand attachment
	After patronizing this hospitality company, ...
	1. I have a strong association with this sustainable hospitality company as it is less harmful to the natural environment.
	2. I have a firm affection for this sustainable hospitality company.
	3. I am emotionally bonded with this sustainable hospitality company.
	4. I am passionate about this brand's ecological functionality.
	5. I will continue my relationship with this sustainable hospitality company because of its energy-efficient attributes.
	6. I feel I would really miss this sustainable hospitality company if it ceases operations.
	7. I feel that this sustainable brand demonstrates my environmental consciousness.
No	Items of green brand awareness
	After patronizing this sustainable hospitality company,...
	1. I can recognize this brand among other competing brands because of its environmental commitments.
	2. I am aware of this brand because of its environmental reputation.

3.	Some environmental characteristics of this brand quickly come to mind when I am making choices.
4.	I can quickly recall the green image of this brand.
No	Items of willingness to pay more
1.	I am willing to pay more for this sustainable hospitality company's products/services.
2.	I am willing to spend extra to patronize this sustainable hospitality company.
3.	It is acceptable to pay more for this sustainable hospitality company that implements sustainability.
4.	I am willing to pay more today for this sustainable company to enjoy a better experience in the future.
No	Items of sustainable technology behavioral intention
1.	There is a high probability that I will use the new sustainable technologies adopted by this company in the future.
2.	I'd recommend the sustainable technologies offered by this sustainable hospitality company to others.
3.	I'd say positive things about the sustainable technologies adopted by this sustainable hospitality company.
4.	I'd use the sustainable technologies adopted by this sustainable hospitality company if I patronize it again.
No	Items of future purchase intention
1.	I am planning to patronize this sustainable hospitality company again in the future.
2.	I'd prefer to patronize this sustainable hospitality company again in the future.
3.	I'd make an effort to patronize this sustainable hospitality company again in the future.
4.	I'd love to patronize this sustainable hospitality company again in the future.
No	Items of donation behavioral intention
	After patronizing this sustainable hospitality company, ...
1.	I'd like to give clothing or goods to social charities publicly/anonymously.
2.	I'd like to give money to social charities publicly/anonymously.
3.	I'd like to financially support the movement against climate change and global warming.
4.	I'd choose to buy something deliberately when I realize that some of the company's profit will go to social charities.
No	Items of social justice behavioral intention
	After patronizing this sustainable hospitality company, ...
1.	I'd like to talk with others about social power inequalities, social injustices, and the impact of social forces on health and well-being.
2.	I'd like to engage in activities that will promote social justice.
3.	I'd like to work collaboratively with others so that they can define their own problems and build their own capacity to solve problems.
4.	I'd do my best to ensure that all individuals and groups have a chance to speak and be heard.
No	Items of green ambassador behavioral intention
	After patronizing this sustainable hospitality company, ...
1.	I'd like to write about sustainable consumption online/offline.
2.	I'd like to pass information about sustainable consumption to my friends online/offline.

3.	I'd like to maximize the dissemination of sustainable consumption practices online/offline.
4.	I'd like to contribute to sustainable development.
5.	I'd like to use sustainable consumption promotional materials frequently.
No	Items of global civic engagement intention
	After patronizing this sustainable hospitality company, ...
1.	I'd like to participate in an activity (e.g. a walk, dance, run, or bike ride) in support of a global cause.
2.	I'd like to join a volunteer group to help individuals or communities.
3.	I'd like to be involved with projects developed by global humanitarian organizations.
4.	I'd like to be involved in programs that address the global environmental crisis.
5.	I'd like to work informally with a group toward solving a global humanitarian problem.
No	Items of collectivism
1.	I think that being accepted as a member of a group is more important than being independent.
2.	I think that being loyal to a group is more important than individual gain.
3.	I think that individual rewards are not as important as group welfare.
4.	I think that group success is more important than individual success.
5.	I think that it is more important for a manager to encourage group loyalty in subordinates than to encourage individual initiatives.
No	Items of religiosity
1.	My religion is very important to me.
2.	My religious beliefs are behind my whole approach to life.
3.	I often read books and magazines about my faith.
4.	I spend time trying to understand my faith.
5.	I enjoy spending time with people from my religion compared with people from other religions.
6.	I keep well informed about my local religious group.
7.	I make financial contributions regularly to support my religion.
No	Items of environmental activism
1.	I'd like to participate in events organized by environmental groups.
2.	I'd like to offer financial support to environmental groups.
3.	I'd like to vote for a government that proposes environmentally conscious policies.
4.	I'd like to write letters to businesses that produce harmful goods or services.
5.	I'd like to circulate petitions that demand an improvement in government policies concerning the environment.
No	Items of environmental identity
1.	I see myself as someone who is protective of the natural environment.
2.	I see myself as someone who is respectful toward the natural environment.
3.	I see myself as someone who is concerned about the natural environment.
4.	I see myself as someone who is passionate about the natural environment.
5.	I see myself as someone who is connected to the natural environment.
6.	I see myself as someone who is dependent on the natural environment.
No	Items of global identity
1.	I identify myself as a global citizen.

2.	I am interested in knowing about global events.
3.	People should be made more aware of how connected we are to the rest of the world.
4.	I feel like I am living in a global village.
No	Items of sense of obligation toward the environment
1.	I feel morally obliged to do something about climate change and global warming.
2.	I feel morally obliged to adjust my behavior to reduce climate change and global warming.
3.	I feel morally obliged to consider climate change and global warming in my consumption.
4.	I feel morally obliged to help fight climate change and global warming.

4.8 Pilot test

The fifth stage was a pilot study using modified items from the fourth stage. The aim of the pilot study was to ascertain the feasibility and reliability of the study, which improved its quality (Malmqvist, Hellberg, Möllås, Rose & Shevlin, 2019). Respondents from the USA who had patronized sustainable hospitality companies within two years were targeted. The two-year timeframe was set to ensure that respondents could recall their experiences with the sustainable hospitality company, which is necessary to ensure the quality of the research. Previous studies (Han, Moon & Hyun, 2020; Yu et al. 2024) suggest that a short time frame should be considered for scale development studies to ensure that respondents can provide accurate responses. An online data collection platform, Amazon Mechanical Turk, was used to gather the data. The survey included 250 respondents. To be included in this study, individuals should (i) have patronized a sustainable hospitality company, (ii) have patronized a hospitality facility since January 1, 2021, and (iii) be residents of the country. Individuals who met the inclusion criteria responded to the questions.

4.8.1 Data screening

The quality of the data was checked to provide additional information. In particular, the data were analyzed to determine missing values, identify outliers, and confirm that the data were normal (Kline, 2011). Box plots and descriptive analysis can help with this by identifying potential problems early in the analytic process (Hair, Black, Babin & Anderson, 2010; Huang, Beaman, Chang & Hsu, 2008). The statistical program Statistical Product and Service Solution (SPSS) was used to properly screen the data.

Respondents who gave the same responses—that is, straight-line responses—for the items were checked. Five items were deleted because of the same response for all the questions in the survey. Therefore, 245 items were usable for further analysis. Furthermore, as the information was gathered via an Internet source, the time it took to complete the questionnaire was verified. As the online survey was created in a way that necessitated respondents to answer every question, missing values were not captured. Therefore, when the SPSS program was used to look for missing data, the findings did not reveal any such instances. Finally, utilizing skewness and kurtosis, the data were examined for normality. The outcome implied a negative skew in the data. However, the majority of the univariate kurtosis values were positive, suggesting a normal distribution. The details of the descriptive analysis are shown in Table 4.18.

Table 4.18 Descriptive analysis of the measurement items (pilot test)

	Items	Means	SD	Skewness	Kurtosis
Quality value					
This sustainable hospitality company ...					
1.	offers products/services that have consistent quality.	5.56	1.160	-1.018	1.808
2.	offers products/services with a high standard of quality.	5.71	1.181	-1.181	1.601
3.	has excellent eco-friendly features.	5.74	1.119	-.834	.722
4.	offers better products/services compared to other hospitality companies.	5.64	1.136	-.977	1.202
5.	offers products/services that have substantial eco-friendly attributes.	5.67	1.068	-.783	.709
6.	offers convenient products/services.	5.69	1.164	-1.419	2.995
Price value					
This sustainable hospitality company ...					
7.	offers economical products/services.	5.52	1.182	-.884	1.338
8.	offers reasonably priced products/services.	5.57	1.180	-1.122	1.412
9.	offers value for money.	5.59	1.220	-.779	.445
10.	offers good products/services for the efforts I put into patronizing the company.	5.73	1.032	-.917	1.201
11.	offers good products/services for the time I spent patronizing the company.	5.70	1.066	-1.142	2.788
12.	offers products/services with acceptable prices.	5.71	1.150	-1.226	2.054
Health value					
This sustainable hospitality company ...					
13.	meets hygienic standards.	5.77	1.145	-1.137	1.778
14.	offers products/services that are safe.	5.69	1.045	-.698	.651
15.	offers health-promoting experiences.	5.79	1.081	-.806	.577
16.	offers a clean space.	5.78	1.005	-1.098	1.851
17.	offers products/services that are beneficial to my health.	5.82	1.102	-1.122	1.988
Environmental value					
This sustainable hospitality company ...					
18.	offers products/services that protect the environment.	5.50	1.062	-.874	1.624
19.	offers products/services that do not threaten the environment.	5.44	1.252	-.967	.928
20.	offers products/services that are in balance with nature.	5.62	1.184	-.714	.434
21.	uses recycled materials.	5.58	1.127	-1.093	1.919

22. uses durable products but not disposable products.	5.41	1.263	-.791	.590
23. uses local products in its operations.	5.53	1.226	-.908	.918
24. offers products/services that secure the environment for future generations.	5.57	1.160	-.801	.395
Social value				
Patronizing this sustainable hospitality company ...				
25. helps me gain social approval for my sustainable lifestyle.	5.42	1.267	-.828	.658
26. helps me give a positive impression to my peers and others.	5.45	1.209	-.955	.929
27. helps me improve other people's perceptions of me.	5.51	1.323	-.873	.500
28. helps improve my social interactions.	5.56	1.185	-1.238	2.114
29. gives me the chance to integrate and facilitate social links with others.	5.50	1.257	-.883	.653
30. helps me feel I have a higher social status.	5.50	1.213	-1.011	1.280
31. makes me feel distinct for contributing to environmental protection.	5.56	1.188	-.886	1.072
Emotional value				
Patronizing this sustainable hospitality company...				
32. gives me an interesting experience.	5.53	1.154	-.763	.810
33. makes me feel relaxed and relieved.	5.53	1.103	-.964	1.232
34. changes my mood positively.	5.67	1.163	-.889	.737
35. makes me feel that I am contributing to something better.	5.73	1.084	-1.190	1.971
36. makes me feel ethically/morally right.	5.69	1.083	-.761	.608
37. makes me feel smart about my decision.	5.62	1.123	-1.124	1.907
38. makes me feel like I am a better person.	5.66	1.118	-.816	1.024
Epistemic value				
Patronizing this sustainable hospitality company ...				
39. helps me satisfy my curiosity to try new things.	5.46	1.253	-.977	1.345
40. helps me familiarize myself with sustainable trends.	5.51	1.196	-.956	.901
41. helps me increase my knowledge of sustainability.	5.59	1.144	-.758	.689
42. helps me experience green or sustainable practices.	5.56	1.157	-.698	.379
43. helps me to develop my sense of social responsibility.	5.57	1.184	-.852	.947
44. provides me with authentic experience through buying green/sustainable products.	5.57	1.160	-.833	.625
45. helps me learn about the company's eco-friendly labels and environmental commitment.	5.62	1.170	-1.073	1.824

4.8.2 Characteristics of the respondents in the pilot study

To determine the characteristics of the respondents, some profile information was requested from them. The characteristics included gender, marital status, age, educational qualification, ethnic background, occupation, annual household income, type of hospitality company patronized, affiliation with sustainability organizations, and experience with sustainable hospitality companies. The male respondents (54.7%) were more than the female respondents (45.3%). The majority of the respondents were married (88.6%), were between the ages of 25 and 34 (58.4%), were Caucasian (82.9%), and mostly self-employed (44.5%). Moreover, the highest annual income range was between \$40,000 and \$59,999 (37.1%). Given that the respondents were patrons of sustainable hospitality companies, most of them were affiliated with two sustainability associations (46.9%). Hotels were the most patronized sustainable hospitality company (42.9%). Regarding their experience with sustainable hospitality companies, the majority of the respondents indicated that they were first-time visitors (65.3%). Finally, 54.7% of the respondents were impressed with the products/services of sustainable hospitality companies.

Table 4.19 Profile of respondents in the pilot test

Variable	Category	Frequency	Percentage (%)
Gender	Male	134	54.7
	Female	111	45.3
Marital status	Married	217	88.6
	Single	26	10.6
	Other	2	.8
Age	18 – 24	18	7.3
	25 – 34	143	58.4
	35 – 44	57	23.3
	45 – 54	14	5.7
	55 – 64	10	4.1
	65 – 74	3	1.2
Educational qualification	High school or below	22	9.0
	College/University student	14	5.7
	College/University graduate	164	66.9
	Post-graduate	45	18.4

Ethnic background	Caucasian	203	82.9
	Hispanic	15	6.1
	Asian	10	4.1
	Asian American	5	2.0
	African	1	.4
	African American	8	3.3
	Other	3	1.2
Occupation	Self-employed	109	44.5
	Professional	47	19.2
	Company worker	65	26.5
	Civil servant	2	.8
	Home maker	3	1.2
	Technician	11	4.5
	Education	7	2.9
	Other	1	.4
Annual Household Income (before tax)	Less than US\$20,000	4	1.6
	\$20,000 - \$39,999	27	11.0
	\$40,000 - \$59,999	91	37.1
	\$60,000 - \$79,999	42	17.1
	\$80,000 - \$99,999	50	20.4
	\$100,000 - \$119,999	22	9.0
	US\$120,000 - \$139,999	8	3.3
	US\$140,000 or more	1	.4
Affiliation to sustainability or environmental organizations	0	9	3.7
	1	67	27.3
	2	115	46.9
	3	39	15.9
	4 or more	15	6.1
Type of sustainable hospitality company the respondents patronized	Hotel	105	42.9
	Restaurant	89	36.3
	Resort	8	3.3
	Cafe	11	4.5
	Casino	7	2.9
	Coffee shop	23	9.4
	Others, please specify	2	.8
Experience with sustainable hospitality company	First time	160	65.3
	Repeat	85	34.7
General impression on sustainability efforts of the sustainable hospitality company	Impressed	134	54.7
	Neutral	106	43.3
	Not impressed	5	2.0

4.8.3 Exploratory factor analysis of sustainable hospitality consumption value items in the pilot study

To determine the fundamental domains of sustainable hospitality consumption value, EFA was performed by employing principal axis factoring with promax rotation. For scale development research, principal axis factoring with promax rotation is useful because it yields a smaller set of factors to represent a larger collection of variables for an untested concept (Henson & Roberts, 2006). Field (2013) also noted that when a study includes a sizable quantity of data, promax rotation is crucial. Despite differing views on the threshold for factor loadings and communalities, a number of studies have demonstrated that factor loadings and communality values greater than 0.50 are necessary to produce superior outcomes (Hulland, 1999; Truong & McColl, 2011). Thus, the 0.50 threshold was considered in this investigation. Based on this threshold, two items were excluded. Table 4.20 presents a list of the items that were deleted.

Table 4.20 Items removed through EFA

Items	Means	Communalities
1. This sustainable hospitality company has excellent eco-friendly features.	5.74	.420
2. Patronizing this sustainable hospitality company makes me feel ethically/morally right.	5.69	.441

After excluding the items with low communalities, EFA was performed again. The EFA findings are shown in Table 4.21. Given the KMO value of 0.912, the sample size is appropriate and sufficient for the research. Additionally, the factorability of the items was demonstrated by Bartlett's test of sphericity, which yielded a value of 491.82. The EFA results revealed five domains, 40 items in total, that together accounted for approximately 59% of the variation in the value of sustainable hospitality consumption. The factor loadings and communalities varied between 0.500 and 0.873 and between 0.503 and 0.784, respectively. According to Hair et al.

(2010), the reliability of the variables measuring each domain was demonstrated by the Cronbach's alpha value for each domain being more than 0.70, indicating internal consistency. The domains were labeled "emotional and social value," "functional value," "health value," "epistemic value," and "environmental value."

Table 4.21 Exploratory factor analysis of sustainable hospitality consumption value in the pilot study

Domains and items	Communalities	Factor loadings	Means
Emotional and social value (Eigenvalue=19.881, Variance explained=47.496%, Cronbach's alpha=0.933, Grand mean=5.55)			
Patronizing this company makes me feel relaxed and relieved.	.664	.719	5.53
Patronizing this company changes my mood positively.	.566	.681	5.67
Patronizing this company makes me feel that I am contributing to something better.	.615	.674	5.73
Patronizing this company makes me feel distinct for contributing to environmental protection.	.586	.642	5.56
Patronizing this company helps me to develop my sense of social responsibility.	.575	.612	5.57
Patronizing this company helps me give a positive impression to my peers and others.	.692	.639	5.45
Patronizing this company gives me the chance to integrate and facilitate social links with others.	.576	.591	5.50
Patronizing this company makes me feel smart about my decision.	.603	.566	5.62
Patronizing this company helps me gain social approval for my sustainable lifestyle.	.672	.566	5.42
Patronizing this company helps improve my social interactions.	.630	.535	5.56
Patronizing this company helps me improve other people's perceptions of me.	.579	.526	5.51
Patronizing this company helps me feel I have a higher social status.	.584	.540	5.50
Patronizing this company gives me an interesting experience.	.713	.592	5.53
Domain 2 - Functional value (Eigenvalue=2.295, Variance explained=4.827%, Cronbach's alpha=0.902, Grand mean=5.64)			
This company offers products/services that have consistent quality.	.784	.873	5.56
This company offers economical products/services.	.709	.820	5.52

This company offers convenient products/services.	.609	.761	5.69
This company offers good products/services for the efforts I put into patronizing the company.	.558	.635	5.73
This company offers better products/services compared to other hospitality companies.	.584	.593	5.64
This company offers products/services with a high standard of quality.	.670	.580	5.71
This company offers reasonably priced products/services.	.511	.538	5.57
This company offers value for money.	.553	.500	5.59
This company offers good products/services for the time I spent patronizing the company.	.577	.569	5.70
This company offers products/services that have substantial eco-friendly attributes.	.607	.560	5.67

Domain 3 - Health value (Eigenvalue=1.621, Variance explained=2.970%, Cronbach's alpha=0.845, Grand mean=5.75)

This company offers products/services that are beneficial to my health.	.539	.702	5.82
This company offers products/services that are safe.	.574	.626	5.69
This company offers health-promoting experiences.	.554	.615	5.79
This company meets hygienic standards.	.749	.588	5.77
Patronizing this company makes me feel like I am a better person.	.547	.578	5.66
This company offers a clean space.	.531	.520	5.78

Domain 4 – Epistemic (Eigenvalue=1.329, Variance explained=2.237%, Cronbach's alpha=0.869, Grand mean=5.55)

Patronizing this company helps me satisfy my curiosity to try new things.	.653	.750	5.46
Patronizing this company helps me familiarize myself with sustainable trends.	.617	.745	5.51
Patronizing this company helps me learn about the company's eco-friendly labels and environmental commitment.	.563	.520	5.62
Patronizing this company helps me increase my knowledge of sustainability.	.503	.515	5.59
Patronizing this company provides me with authentic experience through buying green/sustainable products.	.552	.581	5.57
Patronizing this company helps me experience green or sustainable practices.	.526	.580	5.56

Domain 5 - Environmental value (Eigenvalue=1.018, Variance explained=1.506%, Cronbach's alpha=0.789, Grand mean= 5.53)

This company offers products/services that are in balance with nature.	.580	.608	5.62
This company uses local products in its operations.	.567	.565	5.53
This company offers products/services that secure the environment for future generations.	.531	.546	5.57

This company offers products/services that protect the environment.	.733	.516	5.50
This company offers products/services that do not threaten the environment.	.584	.502	5.44

4.8.4 Exploratory factor analysis of the dependent factors in the pilot study

The dependent factors for the individual-level study included attitude toward sustainable consumption, green satisfaction, subjective well-being, customer delight, self-esteem, and sense of belonging. The dependent variables for the company-level study included green brand innovativeness, green brand image, green brand trust, green brand attachment, green brand awareness, willingness to pay more, sustainable technology behavioral intention, and future purchase intention. Furthermore, the dependent variables for the societal-level study were attitude toward sustainable consumption, green satisfaction, donation behavioral intention, social justice behavioral intention, green ambassador behavioral intention, and global civic engagement intention. Based on the recommendations of earlier studies (Hulland, 1999; Truong & McColl, 2011), factor loadings and communality values greater than 0.50 were considered. The EFA outputs for all the dependent and moderating variables are presented in Table 4.22.

The KMO values for all the factors clearly show that the sample size is adequate and appropriate for the research. Additionally, Bartlett’s test of sphericity demonstrated the factorability of the measurement items. Single-factor solutions were observed for all the variables. The ranges of the factor loadings and communalities exceeded 0.50. The internal consistency of all the variables was demonstrated by the Cronbach’s alpha values because they were greater than 0.70 (Hair et al., 2010).

Table 4.22 Exploratory factor analysis of dependent factors in the pilot study

Domains and items	Communalities	Factor loadings	Means
Attitude toward sustainable hospitality consumption (Eigenvalue=2.447, Variance explained=61.166%, Cronbach's alpha=0.788, Grand mean= 5.73)			
My experience with this sustainable hospitality company was favorable.	.546	.739	5.62
My experience with this sustainable hospitality company was ethical.	.525	.725	5.62
My experience with this sustainable hospitality company was enjoyable.	.544	.666	5.81
My experience with this sustainable hospitality company was good.	.520	.648	5.88
KMO=0.779; Bartlett's test of sphericity=268.432 (df=6, p=0.000)			
Green satisfaction (Eigenvalue=2.429, Variance explained=60.736%, Cronbach's alpha=0.784, Grand mean= 5.61)			
I think that the sustainable product/service of this hospitality company exceeded my expectations.	.514	.717	5.59
I was satisfied with this sustainable hospitality company because of its environmental concern.	.592	.701	5.64
I felt glad about patronizing this sustainable hospitality company because it was environmentally friendly.	.589	.699	5.71
I was satisfied with the environmental performance of the product/service that this sustainable hospitality company provided.	.514	.644	5.51
KMO=0.784; Bartlett's test of sphericity=258.340 (df=6, p=0.000)			
Subjective well-being (Eigenvalue=4.226, Variance explained=60.368%, Cronbach's alpha=0.890, Grand mean= 5.72)			
I felt satisfied with my life.	.613	.783	5.77
I felt good about my life although I had my ups and downs.	.603	.776	5.66
I felt that my life was close to ideal.	.547	.740	5.59
I felt happy with my life.	.523	.723	5.90
I felt that the conditions of my life were excellent.	.512	.716	5.76
I felt I had obtained the important things I want in life.	.589	.699	5.67
I felt I would change almost nothing if I could live my life again.	.581	.694	5.66
KMO=0.914; Bartlett's test of sphericity=797.457 (df=21, p=0.000)			
Customer delight (Eigenvalue=2.973, Variance explained=59.457%, Cronbach's alpha=0.829, Grand mean=5.56)			
I felt delighted about the products/services of this sustainable hospitality company.	.589	.767	5.59
I felt thrilled about the products/services of this sustainable hospitality company.	.550	.742	5.67
I felt amazed by the products/services of this sustainable hospitality company.	.585	.696	5.40

I felt that this sustainable hospitality company offered unexpected positive experiences.	.572	.687	5.58
KMO=0.843; Bartlett's test of sphericity=409.547 (df=10, p=0.000)			
Self-esteem (Eigenvalue=3.424, Variance explained=48.918%, Cronbach's alpha=.817, Grand mean=5.61)			
I think that I am able to do things as most other people do.	.518	.720	5.53
I think that I am a person of worth, at least on an equal level with others.	.536	.660	5.50
I think that I have a number of good qualities.	.500	.595	5.72
I think that I have a positive attitude toward myself.	.590	.587	5.71
KMO=.803; Bartlett's test of sphericity=1097.978 (df=21, p=0.000)			
Sense of belonging to the sustainable society (Eigenvalue=2.678, Variance explained=66.946%, Cronbach's alpha=.834, Grand mean=5.52)			
I felt that I am a member of a sustainable society.	.638	.799	5.51
I felt that I like people who belong to a sustainable society.	.636	.798	5.69
I felt that other sustainable consumers are my close friends.	.538	.732	5.56
I felt a strong sense of belonging to a sustainable society.	.539	.663	5.33
KMO=.806; Bartlett's test of sphericity=367.620 (df=6, p=0.000)			
Green brand innovativeness (Eigenvalue=2.372, Variance explained=59.298%, Cronbach's alpha=.769, Grand mean=5.56)			
This sustainable hospitality company is able to provide new solutions to customers' green needs/demands.	.514	.717	5.60
This sustainable hospitality company always offers different green products as per current customer needs/demands.	.514	.717	5.67
Customers can rely on this sustainable hospitality company to offer novel solutions to their green needs/demands.	.456	.676	5.51
This sustainable hospitality company provides effective solutions to customers' green needs/demands.	.500	.595	5.44
KMO=.770; Bartlett's test of sphericity=241.560 (df=6, p=0.000)			
Green brand image (Eigenvalue=2.361, Variance explained=59.031%, Cronbach's alpha=.767, Grand mean=5.58)			
I think this sustainable hospitality company is concerned about the preservation of the environment.	.527	.726	5.58
I have formed a good impression of this sustainable hospitality company.	.580	.693	5.70
I think this sustainable hospitality company is not only concerned about profit but is also concerned about the environment.	.512	.641	5.54
I think this sustainable hospitality company behaves in a socially conscious way.	.502	.634	5.70
KMO=.744; Bartlett's test of sphericity=243.798 (df=6, p=0.000)			

Green brand trust (Eigenvalue=3.079, Variance explained=61.587%, Cronbach's alpha=.844, Grand mean=5.61)			
I think this hospitality company's environmental reputation is generally reliable.	.659	.812	5.49
I think this hospitality company's environmental claims are generally trustworthy.	.524	.724	5.60
I think this hospitality company's environmental protection efforts meet my expectations.	.506	.711	5.67
I think this hospitality company's environmental performance is generally dependable.	.503	.709	5.58
I think this hospitality company keeps its promises and commitments to environmental protection.	.500	.647	5.69
KMO=.855; Bartlett's test of sphericity=451.698 (df=10, p=0.000)			
Green brand attachment (Eigenvalue=3.476, Variance explained=57.926%, Cronbach's alpha=.854, Grand mean=5.60)			
I am passionate about this brand's ecological functionality.	.536	.732	5.59
This sustainable brand demonstrates my environmental consciousness.	.536	.720	5.69
I will continue my relationship with this sustainable hospitality company because of its energy-efficient attributes.	.519	.708	5.60
I have a firm affection for this sustainable hospitality company.	.511	.707	5.49
I would really miss this sustainable hospitality company if it ceases operations.	.504	.703	5.63
I am emotionally bonded with this sustainable hospitality company.	.501	.651	5.57
KMO=.850; Bartlett's test of sphericity=562.032 (df=15, p=0.000)			
Green brand awareness (Eigenvalue=2.578, Variance explained=64.445%, Cronbach's alpha=.815, Grand mean=5.62)			
Some environmental characteristics of this brand quickly come to mind when I am making choices.	.593	.770	5.66
I can quickly recall the green image of this brand.	.554	.744	5.77
I can recognize this brand among other competing brands because of its environmental commitments.	.527	.726	5.48
I am aware of this brand because of its environmental reputation.	.521	.660	5.58
KMO=.793; Bartlett's test of sphericity=320.347 (df=6, p=0.000)			
Willingness to pay more (Eigenvalue=2.747, Variance explained=68.683%, Cronbach's alpha=.848, Grand mean=5.54)			
It is acceptable to pay more for this sustainable hospitality company that implements sustainability.	.640	.800	5.57
I am willing to pay more today for this sustainable company to enjoy a better experience in the future.	.591	.769	5.62
I am willing to pay more for this sustainable hospitality company's products/services.	.551	.742	5.39
I am willing to spend extra to patronize this sustainable hospitality company.	.550	.742	5.56
KMO=.808; Bartlett's test of sphericity=397.397 (df=6, p=0.000)			

Sustainable technology behavioral intention (Eigenvalue=2.659, Variance explained=66.467%, Cronbach's alpha=.848, Grand mean=5.54)

I'd say positive things about the sustainable technologies adopted by this sustainable hospitality company.	.600	.774	5.64
There is a high probability that I will use the new sustainable technologies adopted by this company in the future.	.576	.759	5.48
I'd recommend the sustainable technologies offered by this sustainable hospitality company to others.	.566	.753	5.57
I'd use the sustainable technologies adopted by this sustainable hospitality company if I patronize it again.	.574	.688	5.73

KMO=.813; Bartlett's test of sphericity=350.918 (df=6, p=0.000)

Future purchase intention (Eigenvalue=2.582, Variance explained=64.558%, Cronbach's alpha=.831, Grand mean=5.60)

I'd prefer to patronize this hospitality company again in the future.	.582	.763	5.60
I am planning to patronize this hospitality company again in the future.	.524	.724	5.41
I'd make an effort to patronize this hospitality company again in the future.	.524	.724	5.69
I'd love to patronize this hospitality company again in the future.	.511	.694	5.76

KMO=.805; Bartlett's test of sphericity=316.480 (df=6, p=0.000)

Donation behavioral intention (Eigenvalue=2.687, Variance explained=67.175%, Cronbach's alpha=.816, Grand mean=5.61)

I'd like to financially support the campaign against climate change and global warming.	.695	.834	5.49
I'd like to donate money to social charities publicly/anonymously.	.615	.784	5.49
I'd choose to buy something deliberately when I realize that some of the company's profit will go to social charities.	.593	.770	5.54
I'd like to donate clothing or goods to social charities publicly/anonymously.	.500	.610	5.38

KMO=.788; Bartlett's test of sphericity=388.051 (df=6, p=0.000)

Social justice behavioral intention (Eigenvalue=2.632, Variance explained=65.811%, Cronbach's alpha=.836, Grand mean=5.48)

I'd like to work collaboratively with others so that they can define their own problems and build their own capacity to solve problems.	.625	.791	5.58
I'd like to talk with others about social power inequalities, social injustices, and the impact of social forces on health and well-being.	.555	.745	5.32
I'd like to engage in activities that will promote social justice.	.537	.733	5.56
I'll do my best to ensure that all individuals and groups have a chance to speak and be heard.	.525	.682	5.58

KMO=.798; Bartlett's test of sphericity=345.202 (df=6, p=0.000)

Green ambassador behavioral intention (Eigenvalue=3.381, Variance explained=67.612%, Cronbach's alpha=.880, Grand mean=5.46)

I'd like to pass information about sustainable consumption to my friends online/offline.	.671	.819	5.45
I'd like to maximize the dissemination of sustainable consumption practices online/offline.	.608	.780	5.36
I'd like to write about sustainable consumption online/offline.	.605	.778	5.38
I'd like to contribute to environmental development.	.582	.763	5.58
I'd like to use sustainable consumption promotional materials frequently.	.546	.717	5.53

KMO=.879; Bartlett's test of sphericity=588.301 (df=10, p=0.000)

Global civic engagement intention (Eigenvalue=3.062, Variance explained=61.248%, Cronbach's alpha=.841, Grand mean=5.48)

I'd like to be involved in programs that address the global environmental crisis.	.602	.776	5.45
I'd like to work informally with a group toward solving a global humanitarian problem.	.571	.756	5.49
I'd like to be involved with projects developed by global humanitarian organizations.	.509	.714	5.56
I'd like to participate in an activity (e.g. a walk, dance, run, or bike ride) in support of a global cause.	.501	.677	5.40
I'd like to join a volunteer group to help individuals or communities.	.500	.666	5.51

KMO=.842; Bartlett's test of sphericity=449.602 (df=10, p=0.000)

Collectivism (Eigenvalue=3.002, Variance explained=60.033%, Cronbach's alpha=.832, Grand mean=5.52)

It is more important for a manager to encourage group loyalty in subordinates than to encourage individual initiatives.	.566	.752	5.67
Group success is more important than individual success.	.528	.706	5.61
Individual rewards are not as important as group welfare.	.524	.695	5.39
Being accepted as a member of a group is more important than being independent.	.520	.648	5.42

KMO=.850; Bartlett's test of sphericity=414.787 (df=10, p=0.000)

Religiosity (Eigenvalue=4.816, Variance explained=68.799%, Cronbach's alpha=.923, Grand mean=5.46)

I spend time trying to understand my faith.	.693	.833	5.46
I make financial contributions regularly to support my religion.	.682	.826	5.45
I keep well informed about my local religious group.	.680	.825	5.53
I often read books and magazines about my faith.	.674	.821	5.47
I enjoy spending time with people from my religion compared with people from other religions.	.670	.818	5.52
My religious beliefs are behind my whole approach to life.	.616	.785	5.44

My religion is very important to me.	.547	.669	5.35
KMO=.917; Bartlett's test of sphericity=1175.925 (df=21, p=0.000)			
Environmental activism (Eigenvalue=3.288, Variance explained=65.761%, Cronbach's alpha=.869, Grand mean=5.48)			
I'd like to circulate petitions that demand an improvement in government policies concerning the environment.	.705	.840	5.53
I'd like to write letters to businesses that produce harmful goods or services.	.605	.778	5.50
I'd like to offer financial support to environmental groups.	.589	.768	5.47
I'd like to vote for a government that proposes environmentally conscious policies.	.539	.734	5.58
I'd like to participate in events organized by environmental groups.	.535	.660	5.33
KMO=.854; Bartlett's test of sphericity=564.202 (df=10, p=0.000)			
Environmental identity (Eigenvalue=3.844, Variance explained=64.062%, Cronbach's alpha=.888, Grand mean=5.68)			
I see myself as someone who is protective of the natural environment.	.639	.799	5.63
I see myself as someone who is dependent on the natural environment.	.578	.760	5.78
I see myself as someone who is respectful toward the natural environment.	.578	.760	5.67
I see myself as someone who is concerned about the natural environment.	.551	.742	5.61
I see myself as someone who is connected to the natural environment.	.547	.739	5.71
I see myself as someone who is passionate about the natural environment.	.522	.722	5.67
KMO=.896; Bartlett's test of sphericity=712.894 (df=15, p=0.000)			
Global identity (Eigenvalue=2.607, Variance explained=65.181%, Cronbach's alpha=.820, Grand mean=5.61)			
I feel like I am living in a global village.	.617	.786	5.65
I am interested in knowing about global events.	.547	.740	5.68
People should be made more aware of how connected we are to the rest of the world.	.522	.722	5.62
I identify myself as a global citizen.	.520	.680	5.50
KMO=.803; Bartlett's test of sphericity=330.419 (df=6, p=0.000)			
Sense of obligation toward the environment (Eigenvalue=2.855, Variance explained=71.365%, Cronbach's alpha=.866, Grand mean=5.58)			
I feel morally obliged to adjust my behavior to reduce climate change and global warming.	.681	.825	5.55
I feel morally obliged to do something about climate change and global warming.	.681	.825	5.46
I feel morally obliged to consider climate change and global warming in my consumption.	.611	.781	5.62
I feel morally obliged to help stop climate change and global warming.	.508	.713	5.68
KMO=.816; Bartlett's test of sphericity=461.327 (df=6, p=0.000)			

4.8.5 Revision of the questionnaire for the main survey

The final measurement items for the main survey are shown in Table 4.23. The items were validated through review and interviews with experts, pretests, and pilot tests. The measurement items were revised based on the rigorous scale development process. Moreover, the items were established to be reliable based on the results of the pilot test.

Table 4.23 Major items retained for the main study

Sustainable hospitality consumption value items
You previously answered _____ as the sustainable hospitality company you
most recently used.

1. Patronizing this company makes me feel relaxed and relieved.
2. Patronizing this company changes my mood positively.
3. Patronizing this company makes me feel that I am contributing to something better.
4. Patronizing this company makes me feel distinct for contributing to environmental protection.
5. Patronizing this company helps me to develop my sense of social responsibility.
6. Patronizing this company helps me give a positive impression to my peers and others.
7. Patronizing this company gives me the chance to integrate and facilitate social links with others.
8. Patronizing this company makes me feel smart about my decision.
9. Patronizing this company helps me gain social approval for my sustainable lifestyle.
10. Patronizing this company helps improve my social interactions.
11. Patronizing this company helps me improve other people's perceptions of me.
12. Patronizing this company helps me feel I have a higher social status.
13. Patronizing this company gives me an interesting experience.
14. This company offers products/services that have consistent quality.
15. This company offers economical products/services.
16. This company offers convenient products/services.
17. This company offers good products/services for the efforts I put into patronizing the company.
18. This company offers better products/services compared to other hospitality companies.
19. This company offers products/services with a high standard of quality.
20. This company offers reasonably priced products/services.
21. This company offers value for money.
22. This company offers good products/services for the time I spent patronizing the company.
23. This company offers products/services that have substantial eco-friendly attributes.
24. This company offers products/services that are beneficial to my health.
25. This company offers products/services that are safe.
26. This company offers health-promoting experiences.
27. This company meets hygienic standards.
28. Patronizing this company makes me feel like I am a better person.

29. This company offers a clean space.
 30. Patronizing this company helps me satisfy my curiosity to try new things.
 31. Patronizing this company helps me familiarize myself with sustainable trends.
 32. Patronizing this company helps me learn about the company's eco-friendly labels and environmental commitment.
 33. Patronizing this company helps me increase my knowledge of sustainability.
 34. Patronizing this company provides me with authentic experience through buying green/sustainable products.
 35. Patronizing this company helps me experience green or sustainable practices.
 36. This company offers products/services that are in balance with nature.
 37. This company uses local products in its operations.
 38. This company offers products/services that secure the environment for future generations.
 39. This company offers products/services that protect the environment.
 40. This company offers products/services that do not threaten the environment.
-

Attitude toward sustainable hospitality consumption

You previously answered _____ as the sustainable hospitality company you most recently used.

1. My experience with this sustainable hospitality company was favorable.
 2. My experience with this sustainable hospitality company was ethical.
 3. My experience with this sustainable hospitality company was enjoyable.
 4. My experience with this sustainable hospitality company was good.
-

Green satisfaction

You previously answered _____ as the sustainable hospitality company you most recently used.

1. I think that the sustainable product/service of this hospitality company exceeded my expectations.
 2. I was satisfied with this sustainable hospitality company because of its environmental concern.
 3. I felt glad about patronizing this sustainable hospitality company because it was environmentally friendly.
 4. I was satisfied with the environmental performance of the product/service that this sustainable hospitality company provided.
-

Subjective well-being

You previously answered _____ as the sustainable hospitality company you most recently used.

1. I felt satisfied with my life.
 2. I felt good about my life although I had my ups and downs.
 3. I felt that my life was close to ideal.
 4. I felt happy with my life.
 5. I felt that the conditions of my life were excellent.
 6. I felt I had obtained the important things I want in life.
 7. I felt I would change almost nothing if I could live my life again.
-

Customer delight

You previously answered _____ as the sustainable hospitality company you most recently used.

1. I felt delighted about the products/services of this sustainable hospitality company.

2. I felt thrilled about the products/services of this sustainable hospitality company.
 3. I felt amazed by the products/services of this sustainable hospitality company.
 4. I felt that this sustainable hospitality company offered unexpected positive experiences.
-

Self-esteem

You previously answered _____ as the sustainable hospitality company you most recently used.

1. I think that I am able to do things as most other people do.
 2. I think that I am a person of worth, at least on an equal level with others.
 3. I think that I have a number of good qualities.
 4. I think that I have a positive attitude toward myself.
-

Sense of belonging

You previously answered _____ as the sustainable hospitality company you most recently used.

1. I felt that I am a member of a sustainable society.
 2. I felt that I like people who belong to a sustainable society.
 3. I felt that other sustainable consumers are my close friends.
 4. I felt a strong sense of belonging to a sustainable society.
-

Green brand innovativeness

You previously answered _____ as the sustainable hospitality company you most recently used.

1. This sustainable hospitality company is able to provide new solutions to customers' green needs/demands.
 2. This sustainable hospitality company always offers different green products as per current customer needs/demands.
 3. Customers can rely on this sustainable hospitality company to offer novel solutions to their green needs/demands.
 4. This sustainable hospitality company provides effective solutions to customers' green needs/demands.
-

Green brand image

You previously answered _____ as the sustainable hospitality company you most recently used.

1. I think this sustainable hospitality company is concerned about the preservation of the environment.
 2. I have formed a good impression of this sustainable hospitality company.
 3. I think this sustainable hospitality company is not only concerned about profit but is also concerned about the environment.
 4. I think this sustainable hospitality company behaves in a socially conscious way.
-

Green brand trust

You previously answered _____ as the sustainable hospitality company you most recently used.

1. I think this hospitality company's environmental reputation is generally reliable.
 2. I think this hospitality company's environmental claims are generally trustworthy.
 3. I think this hospitality company's environmental protection efforts meet my expectations.
 4. I think this hospitality company's environmental performance is generally dependable.
 5. I think this hospitality company keeps its promises and commitments to environmental protection.
-

Green brand attachment

You previously answered _____ as the sustainable hospitality company you most recently used.

1. I am passionate about this brand's ecological functionality.
 2. This sustainable brand demonstrates my environmental consciousness.
 3. I will continue my relationship with this sustainable hospitality company because of its energy-efficient attributes.
 4. I have a firm affection for this sustainable hospitality company.
 5. I would really miss this sustainable hospitality company if it ceases operations.
 6. I am emotionally bonded with this sustainable hospitality company.
-

Green brand awareness

You previously answered _____ as the sustainable hospitality company you most recently used.

1. Some environmental characteristics of this brand quickly come to mind when I am making choices.
 2. I can quickly recall the green image of this brand.
 3. I can recognize this brand among other competing brands because of its environmental commitments.
 4. I am aware of this brand because of its environmental reputation.
-

Willingness to pay more

You previously answered _____ as the sustainable hospitality company you most recently used.

1. It is acceptable to pay more for this sustainable hospitality company that implements sustainability.
 2. I am willing to pay more today for this sustainable company to enjoy a better experience in the future.
 3. I am willing to pay more for this sustainable hospitality company's products/services.
 4. I am willing to spend extra to patronize this sustainable hospitality company.
-

Sustainable technology behavioral intention

You previously answered _____ as the sustainable hospitality company you most recently used.

1. I'd say positive things about the sustainable technologies adopted by this sustainable hospitality company.
 2. There is a high probability that I will use the new sustainable technologies adopted by this company in the future.
 3. I'd recommend the sustainable technologies offered by this sustainable hospitality company to others.
 4. I'd use the sustainable technologies adopted by this sustainable hospitality company if I patronize it again.
-

Future purchase intention

You previously answered _____ as the sustainable hospitality company you most recently used.

1. I'd prefer to patronize this hospitality company again in the future.
 2. I am planning to patronize this hospitality company again in the future.
 3. I'd make an effort to patronize this hospitality company again in the future.
 4. I'd love to patronize this hospitality company again in the future.
-

Donation behavioral intention

You previously answered _____ as the sustainable hospitality company you most recently used.

1. I'd like to financially support the campaign against climate change and global warming.
 2. I'd like to donate money to social charities publicly/anonymously.
 3. I'd choose to buy something deliberately when I realize that some of the company's profit will go to social charities.
 4. I'd like to donate clothing or goods to social charities publicly/anonymously.
-

Social justice behavioral intention

You previously answered _____ as the sustainable hospitality company you most recently used.

1. I'd like to work collaboratively with others so that they can define their own problems and build their own capacity to solve problems.
 2. I'd like to talk with others about social power inequalities, social injustices, and the impact of social forces on health and well-being.
 3. I'd like to engage in activities that will promote social justice.
 4. I'll do my best to ensure that all individuals and groups have a chance to speak and be heard.
-

Green ambassador behavioral intention

You previously answered _____ as the sustainable hospitality company you most recently used.

1. I'd like to pass information about sustainable consumption to my friends online/offline.
 2. I'd like to maximize the dissemination of sustainable consumption practices online/offline.
 3. I'd like to write about sustainable consumption online/offline.
 4. I'd like to contribute to environmental development.
 5. I'd like to use sustainable consumption promotional materials frequently.
-

Global civic engagement intention

You previously answered _____ as the sustainable hospitality company you most recently used.

1. I'd like to be involved in programs that address the global environmental crisis.
 2. I'd like to work informally with a group toward solving a global humanitarian problem.
 3. I'd like to be involved with projects developed by global humanitarian organizations.
 4. I'd like to participate in an activity (e.g. a walk, dance, run, or bike ride) in support of a global cause.
 5. I'd like to join a volunteer group to help individuals or communities.
-

Collectivism

1. It is more important for a manager to encourage group loyalty in subordinates than to encourage individual initiatives.
 2. Group success is more important than individual success.
 3. Individual rewards are not as important as group welfare.
 4. Being accepted as a member of a group is more important than being independent.
-

Religiosity

1. I spend time trying to understand my faith.
2. I make financial contributions regularly to support my religion.

3. I keep well informed about my local religious group.
 4. I often read books and magazines about my faith.
 5. I enjoy spending time with people from my religion compared with people from other religions.
 6. My religious beliefs are behind my whole approach to life.
 7. My religion is very important to me.
-

Environmental activism

1. I'd like to circulate petitions that demand an improvement in government policies concerning the environment.
 2. I'd like to write letters to businesses that produce harmful goods or services.
 3. I'd like to offer financial support to environmental groups.
 4. I'd like to vote for a government that proposes environmentally conscious policies.
 5. I'd like to participate in events organized by environmental groups.
-

Environmental identity

1. I see myself as someone who is protective of the natural environment.
 2. I see myself as someone who is dependent on the natural environment.
 3. I see myself as someone who is respectful toward the natural environment.
 4. I see myself as someone who is concerned about the natural environment.
 5. I see myself as someone who is connected to the natural environment.
 6. I see myself as someone who is passionate about the natural environment.
-

Global identity

1. I feel like I am living in a global village.
 2. I am interested in knowing about global events.
 3. People should be made more aware of how connected we are to the rest of the world.
 4. I identify myself as a global citizen.
-

Sense of obligation

1. I feel morally obliged to adjust my behavior to reduce climate change and global warming.
 2. I feel morally obliged to do something about climate change and global warming.
 3. I feel morally obliged to consider climate change and global warming in my consumption.
 4. I feel morally obliged to help stop climate change and global warming.
-

4.9 Main Survey

After the pilot study, the main survey, which consisted of three different studies, was administered. Adults from the USA were targeted for the main survey. The USA was selected as the context for this study because of its advancements in sustainability and the increasing recognition of environmental protection by hospitality companies in the region. For instance, approximately 44% of hotels had certification in Leadership in Energy and Environmental Design (Chen, 2015), and a significant number of restaurants met the Green Restaurant Association certification criteria (Nash, 2019). Additionally, a study in the US context offers a large and diversified sample that helps in the generalization of findings (Line et al., 2016). Further details concerning the main survey are provided in the subsequent sections.

4.9.1 Sample frame

Properly defining the sample frame is crucial for ensuring the quality of research. Therefore, respondents were only qualified when they met the following criteria. First, the respondent previously patronized a sustainable hospitality business. Second, the individual should agree that patronizing a sustainable hospitality company offered benefits or was of value. Third, the individual should be a resident of the USA. Fourth, individuals patronized sustainable hospitality companies starting on January 1, 2021. The time ensures that respondents can recall their experiences and respond to the questions in the questionnaire.

4.9.2 Sample size

Sample size determination is important in scale development studies. DeVellis (2003) noted that using a larger sample size helps in developing a scale that is applicable in diverse settings. An adequate sample size contributes to achieving factor-structure stability and generalizability of findings (Worthington & Whittaker, 2006). Comrey (1973) and Worthington and Whittaker (2006) recommended 300 responses for studies that conduct factor analysis and scale

development, respectively. Similarly, Kline (2011) proposed 200 cases for SEM, whereas Kim and Hall (2020) endorsed at least 400 cases for studies that conduct multigroup analyses involving two groups. Based on the recommendations of earlier studies, a sample of 950 respondents was considered for this study.

4.9.3 Data collection

The purposive sampling technique, a nonprobability approach, was used for the data collection. An online survey was considered for this study. Thus, Amazon Mechanical Turk, an online data collection company, helped in gathering the data. The online survey was chosen for the following reasons. First, an online survey has proven to be a cost-effective option because it helps reach a large audience, and the researcher will not have to travel to the study area (Wright, 2005). Second, the approach helps in gathering data within the shortest possible time (Kim & Hall, 2020). Third, an online survey is necessary to avoid direct contact, which may lead to the spread of disease (Nekmahmud et al., 2022). Finally, online surveys are accepted and widely adopted in tourism and hospitality studies (Kim & Hall, 2020).

As highlighted earlier, adults in the USA were included in this study. Given that the study aimed to develop a scale that is applicable in diverse contexts, gathering data from a region that fits the study subject was helpful in achieving this aim. The Qualtrics survey design tool was used to design the survey. The questions in the survey were structured in English. Ethical considerations were of particular importance to this study. Ethical approval was obtained from the Ethical Review Board of the Hong Polytechnic University. Furthermore, confidentiality, anonymity, and informed consent were assured in this research. The data for the three studies were gathered from April to May 2023.

The following measures were put in place to ensure the quality of data. (1) Respondents who indicated that they had patronized sustainable hospitality companies were asked to state the name of the company. (2) Attention checks were incorporated into the

questions. For instance, respondents were asked to click on “strongly agree” during the survey to ensure they carefully responded to the survey. (3) The time for completing the survey was checked. The questionnaire required a minimum of 10 minutes to complete, therefore, respondents who completed the survey earlier than the time were not used for the study. (4) The security functions “prevent multiple responses” and “bot detection” were turned on to prevent multiple responses from the same respondent and identify responses from robots.

4.10 Data analysis

Given the quantitative approach of the main survey, the data gathered were processed using IBM SPSS Statistics (version 26) and AMOS (version 25). Both descriptive and inferential statistics were adopted to explicate the data. For the descriptive analysis, first, frequency analysis was conducted to clean the data by checking for missing values. Second, the normality of the data was checked using skewness, kurtosis, the Kolmogorov–Smirnov test, and a QQ plot. Third, frequencies and percentages were used to indicate the sociodemographic and general characteristics of the respondents.

Factor analysis was subsequently conducted to ascertain the meaningful factor structure of the items measuring sustainable hospitality consumption value. EFA was performed first, followed by CFA. Additionally, the reliability and internal consistency of the constructs were checked using Cronbach’s alpha; specifically, an alpha value of 0.70 or more was considered the threshold. To check the validity of the domains, criterion-related validity, discriminant validity, and convergent validity were checked (Hinkin, 1995). Structural equation modeling (SEM) was conducted to test the research hypotheses for all three studies. SEM is used because it allows the testing of complex cause–effect relationships among indicator variables (Sarstedt et al., 2020). Furthermore, multiple-group analyses were performed to test the moderating

effects of the proposed variables on the SEM for all three studies. More details regarding the data analysis are provided in the subsequent chapter.

4.11 Chapter summary

This chapter discussed the research methodology adopted in this thesis. The research design and procedure for developing the sustainable hospitality consumption value scale were provided. Steps for scale development, such as specification and definition of constructs, generation of the initial pool of items, expert review, pretesting, pilot studies, and the main survey, were discussed. Finally, this section explained the methods of data analysis that were employed for the main survey.

CHAPTER 5: RESULTS

5.1 Chapter introduction

This section presents the findings of the three studies in the main survey. It starts by providing details on how the data was screened and checked for normality. The chapter also indicates the characteristics of the respondents and presents information on how the reliability and validity of the data were checked. Furthermore, the results of confirmatory factor analysis, exploratory factor analysis, direct effects, and moderating effects of the proposed concepts are presented for each study.

5.2 Data screening

The data was assessed to determine whether the respondents met the eligibility criteria for the study. First, it was checked whether the respondents had patronized a sustainable hospitality company since January 2021. Second, it was checked whether they remembered the benefits they derived from patronizing the sustainable hospitality company. Third, the names of the sustainable hospitality companies patronized by the respondents were inspected. Fourth, the responses suspected to be from robots were checked. Fifth, the time for responding to the survey was scrutinized. Responses that did not meet the study's criteria were deleted.

5.3 Missing data and outliers

The essence of assessing data for missing information when conducting multivariate analysis has been highlighted in the literature because of its potential influence on the results of the study (Kline, 2011). Therefore, before analysis, the raw data was checked for missing data. At this stage, 18 responses were identified and deleted. The rate of non-responses was minimized with the use of the “force response” function in Qualtrics. The missing data were the socio-demographic characteristics of respondents since “force response” was not checked for that

section. Moreover, respondents were asked to indicate the state they resided in to check whether they were USA residents. Respondents who failed to answer this question or could not indicate his/her state were also deleted. Furthermore, 14 more responses were removed as they were identified as outliers after several checks using descriptive analysis and box plots. After cleaning the data, 918 usable responses were retained for data analysis.

5.4 Checks for normality

After the assessment for missing data and outliers, it was also critical to evaluate data for any possible breaches of the key assumptions underlying the use of multivariate approaches. Thus, the normality of the data was assessed by testing the skewness and kurtosis. According to Bryne (2010) and Hair et al. (2010), it can be concluded that data is normally distributed when the value for skewness is within -2 to +2 and the value for kurtosis is within -7 to +7. However, Kline (2011) argued that data with skewness values between -3 and 3 and kurtosis between -10 and 10 are within acceptable threshold for normality checks. Table 5.1 presents the output of the normality test for measurement items for all three studies. Based on the recommendation of Kline (2011), it was inferred that the data for this study is normally distributed as skewness values ranged from -0.67 to -1.39 whereas kurtosis values were between 0.22 and 3.06.

Table 5.1 Descriptive statistics and univariate normality test for measurement items for three studies (N=918)

Items	Means	SD	Skewness	Kurtosis
(EPV1) Patronizing this company helps me increase my knowledge of sustainability.	5.65	1.07	-1.05	1.75
(EPV2) Patronizing this company helps me satisfy my curiosity to try new things.	5.67	1.10	-1.07	1.94
(EPV3) Patronizing this company provides me with authentic experience through buying green/sustainable products.	5.53	1.11	-0.85	1.26
(EPV4) Patronizing this company helps me familiarize myself with sustainable trends.	5.56	1.15	-0.75	0.59
(EPV5) Patronizing this company helps me experience green or sustainable practices.	5.58	1.12	-0.84	0.81
(EPV6) Patronizing this company helps me learn about the company's eco-friendly labels and environmental commitment.	5.60	1.12	-0.82	0.82
(EPV7) Patronizing this company gives me an interesting experience.	5.60	1.09	-0.91	1.25
(EPV8) Patronizing this company helps me to develop my sense of social responsibility.	5.62	1.09	-0.90	1.36
(ENV1) This company offers products/services that do not threaten the environment.	5.54	1.12	-0.98	1.63
(ENV2) This company uses local products in its operations.	5.72	1.10	-1.08	1.91
(ENV3) This company offers products/services that secure the environment for future generations.	5.56	1.06	-0.85	1.45
(ENV4) This company offers products/services that protect the environment.	5.57	1.11	-0.84	1.10
(ENV5) This company offers products/services that are in balance nature.	5.62	1.07	-0.89	1.28
(ENV6) This company uses durable products not disposable products.	5.64	1.04	-1.03	2.09
(QPV1) This company offers products/services that have consistent quality.	5.63	1.04	-0.88	1.28
(QPV2) This company offers reasonably priced products/services.	5.77	1.01	-1.02	1.78
(QPV3) This company offers value for money.	5.63	1.09	-0.82	0.87
(QPV4) This company offers good products/services for the time I spent patronizing the company.	5.79	1.07	-1.13	1.88
(QPV5) This company offers good products/services that have substantial eco-friendly attributes.	5.57	1.13	-0.97	1.23
(QPV6) This company offers better products/services compared to the other hospitality companies.	5.68	1.08	-1.02	1.47
(QPV7) This company offers products/services with a high standard of quality.	5.62	1.12	-1.03	1.66
(HEV1) This company offers products/services that are beneficial to my health.	5.75	1.01	-0.90	1.28
(HEV2) This company meets hygienic standards.	5.76	1.06	-0.96	1.18
(HEV3) This company offers health-promoting experiences.	5.79	1.03	-0.87	0.82
(HEV4) This company offers a clean space.	5.68	1.11	-1.12	1.79

(HEV5) This company offers products/services that are safe.	5.78	1.05	-0.81	0.63
(EMOV1) Patronizing this company changes my mood positively.	5.77	1.03	-0.86	1.03
(EMOV2) Patronizing this company makes me feel that I am contributing to something better.	5.64	1.06	-0.78	0.88
(EMOV3) Patronizing this company makes me feel distinct for contributing to environmental protection.	5.73	1.07	-0.86	1.01
(EMOV4) Patronizing this company makes me feel relaxed and relieved.	5.50	1.18	-0.72	0.22
(EMOV5) Patronizing this company helps me feel I have a higher social status.	5.63	1.10	-0.97	1.52
(EMOV6) Patronizing this company makes me feel smart about my decision.	5.60	1.13	-0.82	0.79
(SOV1) Patronizing this company helps me gain social approval for my sustainable lifestyle.	5.56	1.14	-0.87	1.08
(SOV2) Patronizing this company helps me give me the chance to integrate and facilitate social links with others.	5.61	1.16	-0.89	0.92
(SOV3) Patronizing this company helps improve other people's perceptions of me.	5.57	1.13	-0.87	0.79
(ATT1) My experience with this sustainable hospitality company was enjoyable.	5.66	1.05	-0.80	1.10
(ATT2) My experience with this sustainable hospitality company was ethical.	5.67	1.04	-0.87	1.20
(ATT3) My experience with this sustainable hospitality company was favorable.	5.81	1.09	-0.99	1.20
(ATT4) My experience with this sustainable hospitality company was good.	5.90	1.00	-1.03	1.42
(GSA1) I felt glad about patronizing this sustainable hospitality company because it was environmentally friendly.	5.58	1.05	-0.76	0.84
(GSA2) I think that the sustainable product/service of this hospitality company exceeded my expectations.	5.64	1.08	-0.78	0.97
(GSA3) I was satisfied with this sustainable hospitality company because of its environmental concern.	5.68	1.09	-0.98	1.27
(GSA4) I was satisfied with the environmental performance of the product/service that this sustainable hospitality company provided.	5.70	1.05	-0.88	1.12
(SWB1) I felt satisfied with my life.	5.82	1.07	-1.37	3.06
(SWB2) I felt that my life was close to ideal.	5.72	1.10	-0.99	1.27
(SWB3) I felt good about my life although I had my ups and downs.	5.65	1.15	-1.13	1.75
(SWB4) I felt happy with my life.	5.64	1.13	-1.15	2.02
(SWB5) I felt I had obtained the important things I want in life.	5.73	1.13	-1.16	1.87
(SWB6) I felt that the conditions of my life were excellent.	5.63	1.14	-1.33	2.52

(SWB7) I felt I would change almost nothing if I could live my life again.	5.88	1.08	-1.35	2.63
(PDEL1) I felt thrilled about the products/services of this sustainable hospitality company.	5.48	1.12	-0.85	1.11
(PDEL2) I felt amazed by the products/services of this sustainable hospitality company.	5.61	1.13	-0.85	0.84
(PDEL3) I felt delighted about the products/services of this sustainable hospitality company.	5.61	1.10	-0.93	1.27
(PDEL4) I felt that this sustainable hospitality company offered unexpected positive experiences.	5.61	1.12	-0.83	0.97
(SES1) I think that I have a number of good qualities.	5.59	1.15	-1.11	1.75
(SES2) I think that I have a positive attitude toward myself.	5.76	1.16	-1.10	1.23
(SES3) I think that I am a person of worth, at least on an equal level with others.	5.69	1.19	-1.07	1.11
(SES4) I think I am able to do things as most other people do.	5.55	1.26	-1.02	0.93
(SOB1) I felt that I like people who belong to the sustainable society.	5.45	1.11	-0.90	1.29
(SOB2) I felt that other sustainable consumers are my close friends.	5.60	1.14	-0.96	1.25
(SOB3) I felt that I am a member of a sustainable society.	5.60	1.16	-0.98	1.15
(SOB4) I felt a strong sense of belonging to a sustainable society.	5.69	1.10	-0.98	1.27
(GBIN1) Customers can rely on this sustainable hospitality company to offer novel solutions to their green needs/demands.	5.48	1.06	-0.69	0.88
(GBIN2) This sustainable hospitality company always offers different green products as per current customer needs/demands.	5.60	1.08	-0.79	0.90
(GBIN3) This sustainable hospitality company is able to provide new solutions to customers' green needs/demands.	5.65	1.08	-0.84	0.74
(GBIN4) This sustainable hospitality company provides effective solutions to customers' green needs/demands.	5.69	1.06	-0.87	1.29
(GBIM1) I have formed a good impression of this sustainable hospitality company.	5.52	1.07	-0.75	0.97
(GBIM2) I think this sustainable hospitality company is concerned about the preservation of the environment.	5.66	1.09	-0.91	1.11
(GBIM3) I think this sustainable hospitality company is not only concerned about profit but is also concerned about the environment.	5.60	1.15	-0.83	0.81
(GBIM4) I think this sustainable hospitality company behaves in a socially conscious way.	5.71	1.01	-0.93	1.62
(GBT1) I think this hospitality company's environmental reputation is generally reliable.	5.56	1.12	-0.92	1.34
(GBT2) I think this hospitality company's environmental claims are generally trustworthy.	5.62	1.07	-0.76	0.66
(GBT3) I think this hospitality company's environmental protection efforts meet my expectations.	5.62	1.10	-0.83	0.93

(GBT4) I think this hospitality company's environmental performance is generally dependable.	5.71	1.01	-0.77	0.88
(GBT5) I think this hospitality company keeps its promises and commitments to environmental protection.	5.72	1.04	-0.88	1.29
(GBAT1) I am passionate about this brand's ecological functionality.	5.59	1.10	-0.88	1.40
(GBAT2) I would really miss this sustainable hospitality company if it ceases operations.	5.56	1.14	-0.87	1.09
(GBAT3) I have a firm affection for this sustainable hospitality company.	5.62	1.12	-0.95	1.33
(GBAT4) This sustainable brand demonstrates my environmental consciousness.	5.58	1.11	-0.81	0.82
(GBAT5) I will continue my relationship with this sustainable hospitality company because of its energy-efficient attributes.	5.60	1.10	-0.95	1.47
(GBAT6) I am emotionally bonded with this sustainable hospitality company.	5.63	1.06	-0.82	0.91
(GBAW1) Some environmental characteristics of this brand quickly come to mind when I am making choices.	5.56	1.08	-0.80	1.03
(GBAW2) I can quickly recall the green image of this brand.	5.65	1.10	-0.89	0.99
(GBAW3) I can recognize this brand among other competing brands because of its environmental commitments.	5.63	1.08	-0.83	1.04
(GBAW4) I am aware of this brand because of its environmental reputation.	5.73	1.06	-1.12	2.08
(WPM1) I am willing to pay more today for this sustainable company to enjoy a better experience in the future.	5.50	1.18	-0.96	1.31
(WPM2) It is acceptable to pay more for this sustainable hospitality company that implements sustainability.	5.58	1.16	-0.91	0.92
(WPM3) I am willing to spend extra to patronize this sustainable hospitality company.	5.59	1.14	-0.89	1.06
(WPM4) I am willing to pay more for this sustainable hospitality company's products/services.	5.66	1.12	-1.09	1.78
(STBI1) I'd use the sustainable technologies adopted by this sustainable hospitality company if I patronize it again.	5.61	1.08	-1.07	1.91
(STBI2) I'd recommend the sustainable technologies offered by this sustainable hospitality company to others.	5.61	1.13	-0.78	0.67
(STBI3) I'd say positive things about the sustainable technologies adopted by this sustainable hospitality company.	5.66	1.06	-0.91	1.21
(STBI4) There is a high probability that I will use the new sustainable technologies adopted by this company in the future.	5.75	1.02	-0.86	0.96

(FPI1) I'd love to patronize this hospitality company again in the future.	5.57	1.08	-0.67	0.51
(FPI2) I'd prefer to patronize this hospitality company again in the future.	5.60	1.06	-0.74	0.88
(FPI3) I'd make an effort to patronize this hospitality company again in the future.	5.66	1.11	-0.86	0.88
(FPI4) I am planning to patronize this hospitality company again in the future.	5.73	1.04	-0.89	1.24
(DBI1) I'd like to financially support the campaign against climate change and global warming.	5.48	1.11	-0.74	0.89
(DBI2) I'd like to donate money to social charities publicly/anonymously.	5.60	1.12	-0.92	1.33
(DBI3) I'd choose to buy something deliberately when I realize that some of the company's profit will go to social charities.	5.58	1.20	-1.08	1.49
(DBI4) I'd like to donate clothing or goods to social charities publicly/anonymously.	5.62	1.16	-1.17	2.10
(SJB1) I'd like to work collaboratively with others so that they can define their own problems and build their own capacity to solve problems.	5.45	1.16	-0.97	1.51
(SJB2) I'll do my best to ensure that all individuals and groups have a chance to speak and be heard.	5.58	1.14	-1.13	2.12
(SJB3) I'd like to talk with others about social power inequalities, social injustices, and the impact of social forces on health and well-being.	5.58	1.18	-0.90	0.99
(SJB4) I'd like to engage in activities that will promote social justice.	5.61	1.12	-0.91	1.09
(GABI1) I'd like to write about sustainable consumption online/offline.	5.45	1.25	-0.88	0.73
(GABI2) I'd like to pass information about sustainable consumption to my friends online/offline.	5.54	1.14	-0.86	1.19
(GABI3) I'd like to maximize the dissemination of sustainable consumption practices online/offline.	5.52	1.18	-0.92	1.28
(GABI4) I'd like to contribute to environmental development.	5.64	1.12	-1.02	1.58
(GABI5) I'd like to use sustainable consumption promotional materials frequently.	5.61	1.13	-0.96	1.42
(GCE1) I'd like to be involved in programs that address the global environmental crisis.	5.42	1.25	-1.08	1.68
(GCE2) I'd like to work informally with a group toward solving a global humanitarian problem.	5.50	1.16	-1.00	1.50
(GCE3) I'd like to be involved with projects developed by global humanitarian organizations.	5.57	1.17	-0.95	1.29
(GCE4) I'd like to participate in an activity (e.g. a walk, dance, run, or bike ride) in support of a global cause.	5.52	1.18	-1.03	1.47
(GCE5) I'd like to join a volunteer group to help individuals or communities.	5.55	1.18	-0.98	1.34
(COL1) It is more important for a manager to encourage group loyalty in subordinates than to encourage individual initiatives.	5.51	1.11	-0.90	1.42
(COL2) Being accepted as a member of a group is more important than being independent.	5.61	1.13	-0.89	1.15
(COL3) Group success is more important than individual success.	5.68	1.08	-0.87	1.01

(COL4) Being loyal to a group is more important than individual gain.	5.64	1.08	-1.01	1.73
(FEM1) Women are capable of holding political offices that involve great responsibility.	5.60	1.11	-0.68	0.30
(FEM2) Women should have the same freedom of action as men.	5.65	1.08	-0.73	0.79
(FEM3) Parental responsibility for the discipline of children should be divided equally between husband and wife.	5.74	1.02	-0.90	1.11
(CON1) I favor traditional values.	5.74	1.14	-1.12	1.79
(CON2) I favor traditional marriage.	5.73	1.18	-1.17	1.66
(CON3) I favor military and national security.	5.79	1.13	-1.19	1.93
(CON4) I favor limited government.	5.68	1.19	-1.17	1.88
(CON5) I favor family unit.	5.81	1.09	-1.32	2.76
(CON6) I favor limited patriotism.	5.76	1.09	-1.39	3.00
(REL1) I make financial contributions regularly to support my religion.	5.45	1.27	-1.06	1.49
(REL2) I spend time trying to understand my faith.	5.49	1.25	-1.00	1.22
(REL3) I enjoy spending time with people from my religion compared with people from other religions.	5.48	1.29	-1.06	1.39
(REL4) I keep well informed about my local religious group.	5.54	1.21	-1.12	1.62
(REL5) I often read books and magazines about my faith.	5.47	1.24	-1.08	1.51
(REL6) My religious beliefs are behind my whole approach to life.	5.51	1.26	-1.08	1.47
(REL7) My religion is very important to me.	5.51	1.29	-1.27	2.05
(MAT1) My possessions say a lot about how well I am doing in life.	5.51	1.21	-1.16	1.75
(MAT2) I admire people who own expensive clothes, homes, and cars.	5.52	1.25	-1.04	1.24
(MAT3) My happiness depends on my ability to afford my purchases.	5.49	1.25	-1.03	1.22
(MAT4) I prefer to live a luxurious life.	5.49	1.30	-1.20	1.63
(MAT5) Frequent purchasing gives me a lot of pleasure.	5.51	1.31	-1.24	1.72
(HED1) Patronizing a sustainable hospitality company is exciting.	5.51	1.10	-0.82	1.02
(HED2) Patronizing a sustainable hospitality company is thrilling.	5.66	1.10	-0.87	0.98
(HED3) Patronizing a sustainable hospitality company is fun.	5.73	1.08	-0.86	0.67
(HED4) Patronizing a sustainable hospitality company is enjoyable.	5.62	1.11	-1.02	1.38
(UTI1) Sustainable hospitality companies offer good value for money.	5.58	1.10	-0.76	0.69

(UTI2) Sustainable hospitality companies offer good benefits that I enjoy.	5.54	1.07	-0.71	0.85
(UTI3) Sustainable hospitality companies provide good deals compared to other conventional products/services.	5.69	1.06	-0.70	0.41
(UTI4) Patronizing a sustainable hospitality company is helpful.	5.75	0.97	-0.70	0.58
(ENAC1) I'd like to write letters to businesses that produce harmful goods or services.	5.44	1.18	-0.93	1.30
(ENAC2) I'd like to circulate petitions that demand an improvement in government policies concerning the environment.	5.55	1.20	-1.03	1.50
(ENAC3) I'd like to offer financial support to environmental groups.	5.57	1.14	-0.84	0.84
(ENAC4) I'd like to vote for a government that proposes environmentally conscious policies.	5.53	1.20	-1.08	1.56
(ENAC5) I'd like to participate in events organized by environmental groups.	5.57	1.18	-1.07	1.64
(ENID1) I see myself as someone who is protective of the natural environment.	5.66	1.04	-0.88	1.11
(ENID2) I see myself as someone who is dependent on the natural environment.	5.64	1.06	-0.74	0.87
(ENID3) I see myself as someone who is connected to the natural environment.	5.68	1.08	-0.72	0.49
(ENID4) I see myself as someone who is concerned about the natural environment.	5.68	1.06	-0.80	0.94
(ENID5) I see myself as someone who is respectful toward the natural environment.	5.70	1.03	-0.83	1.11
(ENID6) I see myself as someone who is passionate about the natural environment.	5.76	1.03	-1.13	2.43
(GLID1) I feel like I am living in a global village.	5.61	1.13	-1.05	1.80
(GLID2) I am interested in knowing about global events.	5.72	1.05	-0.89	1.30
(GLID3) People should be made more aware of how connected we are to the rest of the world.	5.67	1.11	-1.03	1.73
(GLID4) I identify myself as a global citizen.	5.69	1.08	-1.15	2.15
(SOBTE1) I feel morally obliged to adjust my behavior to reduce climate change and global warming.	5.57	1.11	-0.89	1.29
(SOBTE2) I feel morally obliged to do something about climate change and global warming.	5.55	1.14	-0.88	1.29
(SOBTE3) I feel morally obliged to consider climate change and global warming in my consumption.	5.60	1.13	-0.92	1.12
(SOBTE4) I feel morally obliged to help stop climate change and global warming.	5.71	1.07	-1.04	1.66

5.5 Characteristics of respondents

The characteristics of the study's respondents are presented in Table 5.2. There was nearly an even distribution of males (477) and females (441) representing 52.0% and 48% respectively. A vast majority (89.2%) of the respondents were married. The output signals a relatively high educational attainment by respondents as 67.4% were college/university graduates and 21.4% had post-graduate education. The respondents were mainly Caucasians (84.6%). Regarding their occupation, 45% were self-employed, 23.3% were company workers and 20.6% were professionals. The modal household income (before tax) was \$40,000 - \$59,999.

Furthermore, only 3.2% of respondents indicated they were not affiliated with sustainability or environmental organizations. Over 96% of the respondents were affiliated with at least one sustainability or environmental organization. The type of sustainable hospitality companies that the respondents dominantly patronized were hotels (46.5%) and restaurants (34.7%). Most respondents indicated that it was their first time (61.3%) patronizing sustainable hospitality companies, however, they (546%) were impressed by the sustainability efforts of the companies.

Table 5.2 Characteristics of respondents in the main study ($N=918$)

Variable	Category	Frequency	Percentage (%)
Gender	Male	477	52.0
	Female	441	48.0
Marital status	Married	819	89.2
	Single	99	10.8
Age	18 – 24	50	5.4
	25 – 34	522	56.9
	35 – 44	212	23.1
	45 – 54	89	9.7
	55 – 64	36	3.9
	65 – 74	9	1.0
Educational qualification	High school or below	60	6.5
	College/University student	43	4.7
	College/University graduate	619	67.4
	Post-graduate	196	21.4
Ethnic background	Caucasian	777	84.6
	Hispanic	41	4.5

	Asian	27	2.9
	Asian American	41	4.5
	African	3	0.3
	African American	19	2.1
	Other	10	1.1
Occupation	Self-employed	413	45.0
	Professional	189	20.6
	Company worker	214	23.3
	Civil servant	11	1.2
	Agriculture/fisheries worker	11	1.2
	Home maker	8	0.9
	Technician	34	3.7
	Education	31	3.4
	Retired	4	0.4
	Other	3	0.3
Annual Household Income (before tax)	Less than US\$20,000	31	3.4
	\$20,000 - \$39,999	108	11.8
	\$40,000 - \$59,999	343	37.4
	\$60,000 - \$79,999	173	18.8
	\$80,000 - \$99,999	145	15.8
	\$100,000 - \$119,999	71	7.7
	US\$120,000 - \$139,999	34	3.7
	US\$140,000 or more	13	1.4
Affiliation to sustainability or environmental organizations	0	29	3.2
	1	250	27.2
	2	440	47.9
	3	147	16.0
	4 or more	52	5.7
Type of sustainable hospitality company patronized by customers	Hotel	427	46.5
	Restaurant	319	34.7
	Resort	29	3.2
	Cafe	52	5.7
	Casino	26	2.8
	Coffee shop	61	6.6
	Others, please specify	4	0.4
Experience with the sustainable hospitality company	First time	563	61.3
	Repeat	355	38.7
General impression on the sustainability efforts of the sustainable hospitality company	Impressed	546	59.5
	Neutral	363	39.5
	Not impressed	9	1.0

5.6 Cross-validation of data

In an attempt to develop a reliable and generalizable scale, it was important to cross-validate the data as recommended by Hair et al. (2010) and Kline (2016). Thus, the 918 respondents were randomly divided into equal parts with the help of SPSS since different datasets are required for cross-validation; one for exploratory factor analysis and the other for confirmatory factor analysis. Each dataset comprised of 459 samples. Consequently, as recommended, the first dataset was used for exploratory factor analysis and the second for confirmatory factor analysis. The details are shown in the subsequent sections.

5.7 Exploratory factor analysis of sustainable hospitality consumption value items (1st portion of data, n=459)

To ascertain the underlying domains of sustainable hospitality consumption value, principal axis factoring using promax rotation was conducted for the EFA. The use of principal axis factoring with promax rotation helps in obtaining a smaller set of factors to denote the larger set of variables for an unexplored concept, making it suitable for scale development studies (Henson & Roberts, 2006). Field (2013) also added that the promax rotation is important when the study involves a large set of data. Although diverse opinions have been shared regarding the threshold for factor loadings, numerous research has shown that factor loadings should be higher than 0.50 in order to achieve better results (Hulland, 1999; Truong & McColl, 2011). Therefore, in this study, a 0.50 threshold was considered. Osborne, Costello, and Kellow (2008) suggested that communalities greater than 0.40 are acceptable for conducting EFA using Principal Axis Factoring with Promax rotation. Additionally, Cliff (1988) recommended eigen value greater than 1 for each domain. Consequently, communalities of 0.50 and above and eigen values greater than 1 were used as the threshold.

Table 5.3 Exploratory factor analysis of sustainable hospitality consumption value in the main survey (1st part of dataset, n=459)

Domains and items	Communalities	Factor loadings	Means
Domain 1: Epistemic value (Eigenvalue=18.729, Variance explained=44.594%, Cronbach's alpha=.889, Grand mean=5.65).			
Patronizing this company helps me increase my knowledge of sustainability.	.604	.648	5.64
Patronizing this company helps me satisfy my curiosity to try new things.	.558	.578	5.72
Patronizing this company provides me with authentic experience through buying green/sustainable products.	.596	.578	5.63
Patronizing this company helps me familiarize myself with sustainable trends.	.605	.569	5.68
Patronizing this company helps me experience green or sustainable practices.	.682	.544	5.56
Patronizing this company helps me learn about the company's eco-friendly labels and environmental commitment.	.549	.543	5.71
Patronizing this company gives me an interesting experience.	.547	.539	5.64
Patronizing this company helps me to develop my sense of social responsibility.	.560	.530	5.63
Domain 2: Environmental value (Eigenvalue=2.024, Variance explained=4.818%, Cronbach's alpha=0.901, Grand mean=5.63).			
This company offers products/services that do not threaten the environment.	.734	.776	5.65
This company uses local products in its operations.	.721	.772	5.58
This company offers products/services that secure the environment for future generations.	.774	.767	5.61
This company offers products/services that protect the environment.	.719	.765	5.58
This company offers products/services that are in balance nature.	.702	.616	5.78
This company uses durable products not disposable products.	.691	.551	5.57
Domain 3: Quality and price value (Eigenvalue=1.358, Variance explained=3.234%, Cronbach's alpha=0.857, Grand mean=5.70).			
This company offers products/services that have consistent quality.	.627	.590	5.67
This company offers reasonably priced products/services.	.597	.566	5.80
This company offers value for money.	.552	.562	5.57
This company offers good products/services for the time I spent patronizing the company.	.553	.539	5.69
This company offers good products/services that have substantial eco-friendly attributes.	.572	.525	5.69

This company offers better products/services compared to the other hospitality companies.	.547	.509	5.84
This company offers products/services with a high standard of quality.	.595	.508	5.63
Domain 4: Health value (Eigenvalue=1.288, Variance explained=3.066%, Cronbach's alpha=0.830, Grand mean=5.79).			
This company offers products/services that are beneficial to my health.	.566	.617	5.81
This company meets hygienic standards.	.543	.580	5.76
This company offers health-promoting experiences.	.571	.578	5.76
This company offers a clean space.	.587	.540	5.84
This company offers products/services that are safe.	.647	.513	5.76
Domain 5: Emotional value (Eigenvalue=1.161, Variance explained=2.764%, Cronbach's alpha=0.859, Grand mean= 5.67).			
Patronizing this company changes my mood positively.	.688	.652	5.66
Patronizing this company makes me feel that I am contributing to something better.	.659	.649	5.76
Patronizing this company makes me feel distinct for contributing to environmental protection.	.648	.613	5.76
Patronizing this company makes me feel relaxed and relieved.	.673	.535	5.64
Patronizing this company helps me feel I have a higher social status.	.518	.531	5.53
Patronizing this company makes me feel smart about my decision.	.572	.505	5.64
Domain 6: Social value (Eigenvalue=1.082, Variance explained=2.577%, Cronbach's alpha=0.758, Grand mean= 5.59).			
Patronizing this company helps me gain social approval for my sustainable lifestyle.	.648	.661	5.61
Patronizing this company helps me give me the chance to integrate and facilitate social links with others.	.669	.524	5.58
Patronizing this company helps improve other people's perceptions of me.	.589	.521	5.58
KMO=0.969; Bartlett's test of sphericity=11997.101 (df=861, p=0.000).			

The variables in the initial analysis included 40 items. The KMO value and Bartlett's test of sphericity were checked. This was followed by checks of communalities of the items and eigen values of the domains. After the assessment, 5 items were deleted as either having factor loading or communalities less than 0.50. After, the EFA was conducted again. Table 5.3 indicates the results of the analysis. From the KMO value of 0.969, it can be concluded that the

sample was enough and suitable for the study. Also, the factorability of the measurement items was proven by Bartlett's test of sphericity value of 11997.101.

The output of the EFA showed six domains, constituting 35 items, which explained approximately 58.3% of the variance in sustainable hospitality consumption value. The communalities and factor loadings ranged from 0.518 to 0.774 and 0.505 to 0.776, respectively. For reliability, the Cronbach's alpha value for each domain was greater than 0.70, thus proving the internal consistency of the variables that measure each domain (Hair et al., 2010). The domains were named "epistemic value", "environmental value", "quality and price value", "health value", "emotional value" and "social value".

Domain 1, epistemic value, explaining 44.59%, captured the extent to which patronizing sustainable hospitality companies allows customers to learn about sustainability and satisfy their curiosity. The second domain, environmental value, had Cronbach's alpha value of 0.901 with a Grand mean of 5.63. The factor indicates the value of contributing to environmental protection. Domain 3, labeled as quality and price value, covers the benefits regarding the consistency of the product and value for money and explained 3.23% of sustainable hospitality consumption value. The fourth domain, health value highlights the degree to which their health is improved through sustainable hospitality consumption. The factor had a Cronbach's alpha value of 0.830 and a grand mean of 5.79. With 6 measurement items, emotional value emerged as the fifth factor and explained 2.764% of sustainable hospitality consumption value. The last domain, social value, indicates how sustainable hospitality consumption enables consumers to gain social approval and connect with others.

5.8 Confirmatory factor analysis of the measurement model (2nd portion of dataset, n=459)

Structural equation modeling (SEM) has become popular in tourism and hospitality research. This is because many well-known traditional procedures, such as the general linear model and factor analysis, are integrated into the SEM method (Arbuckle, 2010). In the use of SEM, both the measurement and structural models are assessed. Therefore, after the exploratory factor analysis with the first set of data, the measurement model was assessed with the second set of data. This analysis aimed to confirm the factors and items in the exploratory factor analysis. To assess the level to which the estimated model predicted the actual or observed data, different indices were checked. The indices assessed were normed Chi-square (χ^2/df), comparative fit index (CFI), Tucker-Lewis index (TLI), root mean square error of approximation (RMSEA), and goodness of fit index (GFI). Earlier studies (for instance Baumgartner & Homburg, 1996; Hair et al., 2010; Marsh, Hau & Wen, 2004; Wheaton, Muthen, Alwin, & Summers, 1977) opined that good model–data fit can be implied when RMSEA is less than or equal to .06, CFI is greater than or equal to .80, TLI is greater than or equal to .80, and GFI is greater than or equal to 0.80.

The significance of the Chi-square statistic in CFA lies in its ability to clarify the degree to which the structural and measurement models account for the observed covariance matrix (Hair et al., 2010). When there are notable variations in the matrices, the model is considered not a good fit. Nevertheless, it is overly susceptible to variations in sample size, particularly when there are more than 200 responders. This measure tends to show more substantial differences for equivalent models as the sample increases.

To ensure the validity of the measurement model, convergent validity (a measure of the degree to which one item is associated with other items in measuring the same constructs) and discriminant validity (a test of whether concepts that are not intended to be connected are

genuinely unrelated) were evaluated. For convergent validity to be ascertained, the factor loading metrics and AVE should meet the 0.50 or more threshold, (Hair et al., 2017; Stevens, 2002). Fornell and Larcker (1981) recommended that to satisfy discriminant validity, the correlation between one construct and the other constructs in the model should be smaller than the square root of the AVE for each construct. Additionally, the reliability of the domains was evaluated. In assessing the reliability of the domains, 0.70 critical value was the cutoff for the composite reliability and Cronbach's alpha values (Hair et al., 2017).

Table 5.4 indicates the output of the confirmatory factor analysis. The results demonstrate a good model-data fit ($\chi^2=5077.971$ (df=1763), CFI=0.90, TLI=0.90, RMSEA=0.04, GFI=0.91). Moreover, the normed Chi-square value was found to be satisfactory ($\chi^2/df=2.88$). Considering that all of the estimated loadings for the indicators were significant at $p<.001$, the findings of the confirmatory factor analysis (CFA) provided additional evidence for the measures' convergent validity (Anderson & Gerbing, 1988). Furthermore, the factor loadings and AVE metrics were above the 0.50 critical point. As shown in Table 5.5, the correlation between the constructs in the model were smaller than the square root of the AVE for the corresponding construct, thus discriminant validity was ascertained. Also, reliability was predicted as both Cronbach's alpha and composite reliability values for all constructs exceeded 0.70.

Table 5.4 Confirmatory factor analysis results of the measurement model (n=459)

Construct	Items	Estimate	Standard error	t-value	p-value	Standardized factor loading	AVE	CR
Epistemic value	EPV1	1.00				0.78	0.51	0.89
	EPV2	0.92	0.06	15.64***	0.00	0.69		
	EPV3	0.91	0.06	16.70***	0.00	0.73		
	EPV4	0.97	0.06	16.24***	0.00	0.71		
	EPV5	0.95	0.06	16.55***	0.00	0.72		
	EPV6	0.93	0.06	16.00***	0.00	0.70		
	EPV7	0.91	0.06	16.37***	0.00	0.71		
	EPV8	0.90	0.06	16.22***	0.00	0.71		
Environmental value	ENV1	1.00				0.74	0.60	0.90
	ENV2	1.13	0.07	16.40***	0.00	0.76		
	ENV3	1.15	0.07	17.17***	0.00	0.80		
	ENV4	1.24	0.07	18.30***	0.00	0.85		
	ENV5	1.00	0.07	15.04***	0.00	0.71		
	ENV6	1.08	0.06	16.96***	0.00	0.79		
Quality and price value	QPV1	1.00				0.66	0.53	0.89
	QPV2	1.07	0.08	13.90***	0.00	0.72		
	QPV3	0.97	0.08	12.88***	0.00	0.77		
	QPV4	1.12	0.08	14.28***	0.00	0.75		
	QPV5	1.08	0.08	13.82***	0.00	0.72		
	QPV6	0.88	0.07	13.13***	0.00	0.78		
	QPV7	1.07	0.08	13.96***	0.00	0.73		
Health value	HEV1	1.00				0.75	0.54	0.85
	HEV2	0.84	0.06	15.09***	0.00	0.69		
	HEV3	0.93	0.06	16.15***	0.00	0.74		
	HEV4	0.82	0.05	15.69***	0.00	0.72		
	HEV5	0.80	0.06	14.52***	0.00	0.77		
Emotional value	EMOV1	1.00				0.77	0.55	0.88
	EMOV2	0.99	0.06	17.32***	0.00	0.77		
	EMOV3	1.02	0.06	16.47***	0.00	0.74		
	EMOV4	0.94	0.06	16.79***	0.00	0.75		
	EMOV5	0.89	0.06	16.28***	0.00	0.73		
	EMOV6	0.81	0.05	15.38***	0.00	0.69		
Social value	SOV1	1.00				0.75	0.56	0.79
	SOV2	0.87	0.06	13.93***	0.00	0.75		
	SOV3	1.00	0.06	16.02***	0.00	0.74		
Attitude	ATT4	1.00				0.71	0.52	0.81
	ATT3	1.11	0.07	14.87***	0.00	0.70		
	ATT2	1.07	0.07	15.14***	0.00	0.71		
	ATT1	1.94	0.07	13.90***	0.00	0.75		
Green satisfaction	GSA1	1.00				0.70	0.56	0.83
	GSA2	1.06	0.07	15.35***	0.00	0.73		
	GSA3	1.04	0.07	14.59***	0.00	0.79		
	GSA4	0.91	0.06	14.22***	0.00	0.77		
Subjective well-being	SWB1	1.00				0.77	0.54	0.89
	SWB2	1.03	0.06	17.06***	0.00	0.75		
	SWB3	1.02	0.06	16.05***	0.00	0.71		
	SWB4	0.99	0.06	16.05***	0.00	0.71		
	SWB5	1.11	0.06	18.17***	0.00	0.79		
	SWB6	0.89	0.06	14.13***	0.00	0.64		
	SWB7	0.96	0.06	16.69***	0.00	0.74		

Customer delight	PDEL1	1.00				0.69	0.52	0.81
	PDEL2	1.11	0.07	15.32***	0.00	0.74		
	PDEL3	1.01	0.07	14.46***	0.00	0.70		
	PDEL4	1.09	0.07	15.42***	0.00	0.75		
Self esteem	SES1	1.00				0.78	0.55	0.94
	SES2	1.07	0.08	13.88***	0.00	0.73		
	SES3	1.08	0.08	13.97***	0.00	0.74		
	SES4	1.16	0.09	13.67***	0.00	0.72		
Sense of belonging	SOB1	1.00				0.67	0.55	0.83
	SOB2	1.14	0.08	13.96***	0.00	0.74		
	SOB3	1.26	0.09	14.42***	0.00	0.77		
	SOB4	1.19	0.08	14.55***	0.00	0.78		

$\chi^2=5077.971$ (df=1763, $p=0.000$), CFI=0.90, TLI=0.90, RMSEA=0.04, GFI=0.91.

Note: a. AVE = $(\sum \text{standardized factor loading}^2) / [(\sum \text{standardized factor loading}^2) + \sum \text{measurement error}]$.

b. Composite Reliability = $(\sum \text{standardized factor loading})^2 / [(\sum \text{standardized factor loading})^2 + \sum \text{measurement error}]$.

c. *** $p < 0.001$.

Table 5.5 Correlation, discriminant validity, mean and standard deviation (n=459)

	SOB	SES	PDEL	SWB	GSA	ATT	SOV	EMOV	HEV	QPV	ENV	EPV
SOB	0.742											
SES	0.478**	0.741										
PDEL	0.531**	0.547**	0.720									
SWB	0.513**	0.579**	0.626**	0.733								
GSA	0.473**	0.573**	0.590**	0.584**	0.747							
ATT	0.419**	0.541**	0.536**	0.520**	0.577**	0.719						
SOV	0.549**	0.507**	0.578**	0.551**	0.535**	0.489**	0.749					
EMOV	0.511**	0.609**	0.578**	0.578**	0.634**	0.593**	0.649**	0.740				
HEV	0.522**	0.59**	0.632**	0.628**	0.638**	0.618**	0.674**	0.684**	0.735			
QPV	0.466**	0.515**	0.559**	0.529**	0.570**	0.518**	0.558**	0.587**	0.632**	0.731		
ENV	0.397**	0.462**	0.479**	0.455**	0.517**	0.466**	0.424**	0.477**	0.502**	0.475**	0.774	
EPV	0.525**	0.577**	0.647**	0.628**	0.644**	0.583**	0.688**	0.658**	0.706**	0.614**	0.530**	0.717
Means	5.569	5.588	5.541	5.677	5.617	5.735	5.572	5.627	5.716	5.643	5.589	5.552
Std. Dev.	0.928	0.980	0.911	0.889	0.871	0.836	0.951	0.882	0.857	0.832	0.895	0.858

Note: a. EPV=Epistemic value, ENV= Environmental value, QPV= Quality and price value, HEV= Health value, EMOV= Emotional value, SOV=Social value, ATT=Attitude toward sustainable hospitality consumption, GSA=Green satisfaction, SWB= Subjective well-being, PDEL=Customer delight, SES=Self-esteem, SOB=Sense of belonging to the sustainable society.

b. ** Correlation is significant at the 0.01 level (2-tailed).

5.9 STUDY 1-Individual level study

5.9.1 Confirmatory factor analysis of the measurement model (N=918)

After cross-validating the data, confirmatory factor analysis was performed using the whole data of 918 respondents. The results of the analysis are presented in Table 5.6. The results showed a good measurement model fit ($\chi^2=5198.800$ (df=1763), CFI=0.92, TLI=0.90, RMSEA=0.04, GFI=0.91). The normed Chi-square value was acceptable ($\chi^2/df=2.95$). Although the Chi-square showed a significant difference, there have been critics regarding its sensitivity to large sample size. The results of the confirmatory factor analysis provided more proof of the measures' convergent validity, given that all of the estimated loadings for the indicators were significant at $p<.001$ (Anderson & Gerbing, 1988). Moreover, the AVE metrics and factor loadings were higher than the 0.50 threshold. The factor loadings for the measurement items were within 0.70 and 0.98. Discriminant validity was established since, as Table 5.7 demonstrates, the correlation between the model's constructs was less than the square root of the AVE for each construct (Fornell & Larcker, 1981). Furthermore, reliability was confirmed as all constructs' composite reliability and Cronbach's alpha values were greater than 0.70 (Nunnally 1978). This proves that the data for Study 1 met the key considerations, thus, the data was reliable and valid for analyzing the structural model.

Table 5.6 Confirmatory factor analysis results of the measurement model (N=918)

Construct	Items	Estimate	Standard error	t-value	p-value	Standardized factor loading	AVE	CR
Epistemic value	EPV1	1.00				0.75	0.59	0.92
	EPV2	0.95	0.04	21.46***	0.00	0.89		
	EPV3	1.02	0.04	23.10***	0.00	0.74		
	EPV4	1.01	0.05	21.84***	0.00	0.70		
	EPV5	0.99	0.05	22.03***	0.00	0.71		
	EPV6	0.97	0.05	21.65***	0.00	0.90		
	EPV7	0.95	0.04	21.91***	0.00	0.70		
	EPV8	0.97	0.04	22.23***	0.00	0.71		
Environmental value	ENV1	1.00				0.79	0.61	0.90
	ENV2	1.08	0.05	23.99***	0.00	0.78		
	ENV3	1.09	0.04	24.95***	0.00	0.79		
	ENV4	1.10	0.04	26.19***	0.00	0.82		

	ENV5	0.99	0.05	22.11***	0.00	0.71		
	ENV6	1.09	0.04	25.77***	0.00	0.81		
Quality and price value	QPV1	1.00				0.88	0.64	0.92
	QPV2	1.03	0.05	19.33***	0.00	0.71		
	QPV3	0.97	0.06	17.63***	0.00	0.84		
	QPV4	1.05	0.05	19.79***	0.00	0.73		
	QPV5	1.03	0.05	19.19***	0.00	0.70		
	QPV6	0.93	0.05	18.59***	0.00	0.98		
	QPV7	1.01	0.05	19.50***	0.00	0.72		
Health value	HEV1	1.00				0.75	0.63	0.90
	HEV2	0.84	0.04	20.56***	0.00	0.88		
	HEV3	0.96	0.04	22.80***	0.00	0.75		
	HEV4	0.85	0.04	21.26***	0.00	0.70		
	HEV5	0.84	0.04	20.10***	0.00	0.89		
Emotional value	EMOV1	1.00				0.75	0.63	0.91
	EMOV2	1.00	0.04	24.09***	0.00	0.78		
	EMOV3	0.94	0.05	20.78***	0.00	0.88		
	EMOV4	0.93	0.04	22.98***	0.00	0.74		
	EMOV5	0.87	0.04	21.29***	0.00	0.89		
	EMOV6	0.87	0.04	22.10***	0.00	0.72		
Social value	SOV1	1.00				0.73	0.63	0.83
	SOV2	0.94	0.05	19.61***	0.00	0.89		
	SOV3	1.02	0.05	21.89***	0.00	0.74		
Attitude	ATT4	1.00				0.86	0.70	0.90
	ATT3	1.11	0.06	19.16***	0.00	0.89		
	ATT2	1.11	0.06	19.96***	0.00	0.70		
	ATT1	1.07	0.06	19.14***	0.00	0.89		
Green satisfaction	GSA1	1.00				0.89	0.77	0.93
	GSA2	1.06	0.05	19.90***	0.00	0.89		
	GSA3	1.07	0.05	19.80***	0.00	0.88		
	GSA4	1.01	0.05	19.52***	0.00	0.87		
SWB	SWB1	1.00				0.76	0.57	0.90
	SWB2	1.01	0.04	23.49***	0.00	0.75		
	SWB3	1.00	0.05	22.10***	0.00	0.71		
	SWB4	0.99	0.04	22.32***	0.00	0.72		
	SWB5	1.03	0.04	23.44***	0.00	0.75		
	SWB6	0.91	0.05	20.06***	0.00	0.85		
	SWB7	0.95	0.04	22.46***	0.00	0.72		
Customer delight	PDEL1	1.00				0.71	0.66	0.88
	PDEL2	0.99	0.05	20.89***	0.00	0.90		
	PDEL3	0.96	0.05	20.83***	0.00	0.90		
	PDEL4	1.01	0.05	21.52***	0.00	0.72		
Self esteem	SES1	1.00				0.71	0.58	0.94
	SES2	1.04	0.05	20.19***	0.00	0.73		
	SES3	1.06	0.05	20.21***	0.00	0.73		
	SES4	1.04	0.06	18.70***	0.00	0.87		
Sense of belonging	SOB1	1.00				0.87	0.60	0.86
	SOB2	1.13	0.06	19.69***	0.00	0.73		
	SOB3	1.17	0.06	19.98***	0.00	0.74		
	SOB4	1.12	0.06	20.16***	0.00	0.75		

$\chi^2=5198.800$ (df=1763, $p=0.000$), CFI=0.92, TLI=0.90, RMSEA=0.04, GFI=0.91.

Note: a. AVE = $(\sum \text{standardized factor loading}^2) / [(\sum \text{standardized factor loading}^2) + \sum \text{measurement error}]$; b. Composite Reliability = $(\sum \text{standardized factor loading}^2) / [(\sum \text{standardized factor loading}^2) + \sum \text{measurement error}]$; c. *** $p < 0.001$.

Table 5.7 Correlation, discriminant validity, mean and standard deviation (N=918)

	SOB	SES	PDEL	SWB	GSA	ATT	SOV	EMOV	HEV	QPV	ENV	EPV
SOB	0.775											
SES	0.483**	0.760										
PDEL	0.568**	0.558**	0.811									
SWB	0.505**	0.558**	0.591**	0.752								
GSA	0.459**	0.513**	0.553**	0.530**	0.880							
ATT	0.406**	0.475**	0.499**	0.468**	0.485**	0.838						
SOV	0.546**	0.473**	0.558**	0.523**	0.502**	0.430**	0.792					
EMOV	0.517**	0.576**	0.571**	0.551**	0.561**	0.536**	0.602**	0.797				
HEV	0.496**	0.523**	0.588**	0.564**	0.545**	0.521**	0.582**	0.601**	0.797			
QPV	0.461**	0.480**	0.545**	0.499**	0.504**	0.457**	0.512**	0.543**	0.563**	0.801		
ENV	0.424**	0.460**	0.505**	0.448**	0.486**	0.461**	0.429**	0.487**	0.478**	0.453**	0.783	
EPV	0.515**	0.538**	0.611**	0.563**	0.538**	0.493**	0.603**	0.580**	0.596**	0.544**	0.482**	0.767
Means	5.586	5.648	5.578	5.727	5.649	5.760	5.582	5.646	5.751	5.670	5.609	5.601
Std. Dev.	0.902	0.941	0.884	0.856	0.821	0.804	0.939	0.852	0.817	0.800	0.884	0.835

Note: a. EPV=Epistemic value, ENV= Environmental value, QPV= Quality and price value, HEV= Health value, EMOV= Emotional value, SOV=Social value, ATT=Attitude toward sustainable hospitality consumption, GSA=Green satisfaction, SWB= Subjective well-being, PDEL=Customer delight, SES=Self-esteem, SOB=Sense of belonging to the sustainable society.

b. ** Correlation is significant at the 0.01 level (2-tailed).

5.9.2 Model comparison of sustainable hospitality consumption value scale

To determine the best approach to conceptualize sustainable hospitality consumption value, four models were tested. Model 1 indicates one first-order factor model where sustainable hospitality consumption value was assessed as a single domain with 35 indicators (see Figure 5.1). Model 2 demonstrates a six first-order factor model, where sustainable hospitality consumption value constitutes 6 domains (see Figure 5.2). Model 3 shows one second-factor model with six first-order factors (see Figure 5.3). Model 4 depicts a one third-factor model where environmental value, quality and price value, and health value are components of functional value (see Figure 5.4).

Table 5.8 presents the goodness-of-fit indices for the four models. Judging from the goodness-of-fit indicators, Model 1 is the least effective for conceptualizing sustainable hospitality consumption value. Comparing Models 2, 3, and 4, Model 2 showed the strongest goodness-of-fit indices, therefore, Model 2 proved to be the best fit for assessing sustainable hospitality consumption value.

Figure 5.1 One first-order factor model

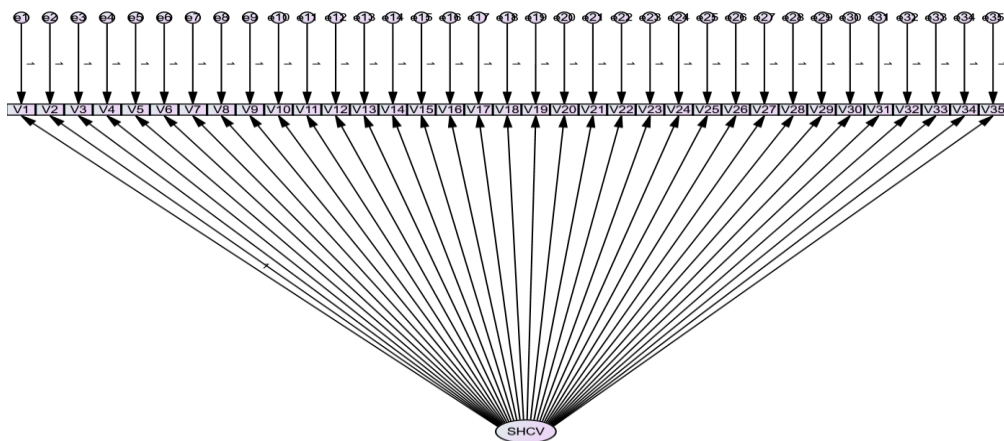


Figure 5.2 Six first-order factor model

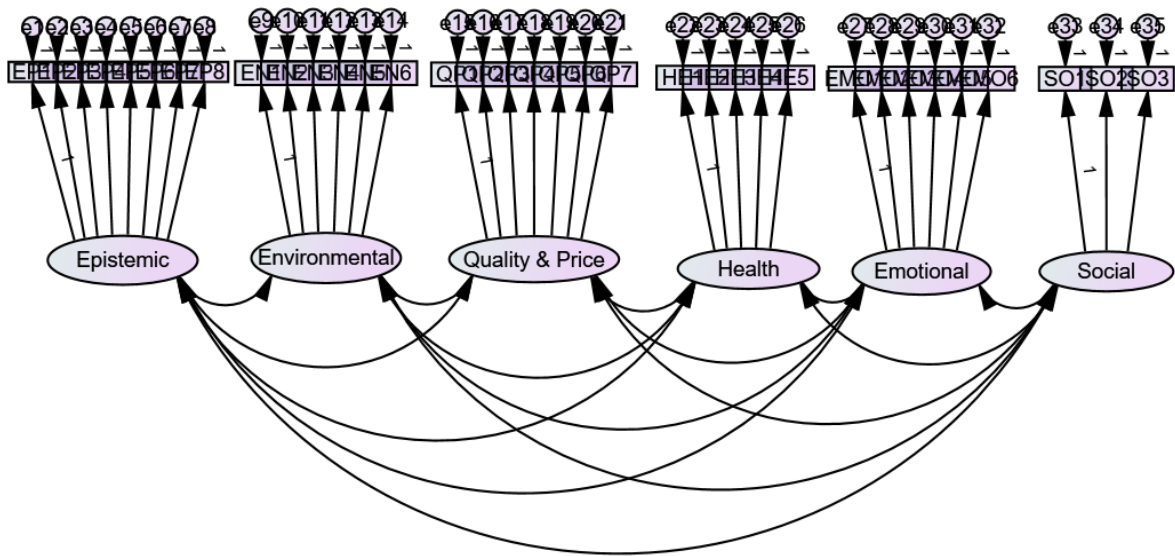


Figure 5.3 One second-factor model with six first-order factors

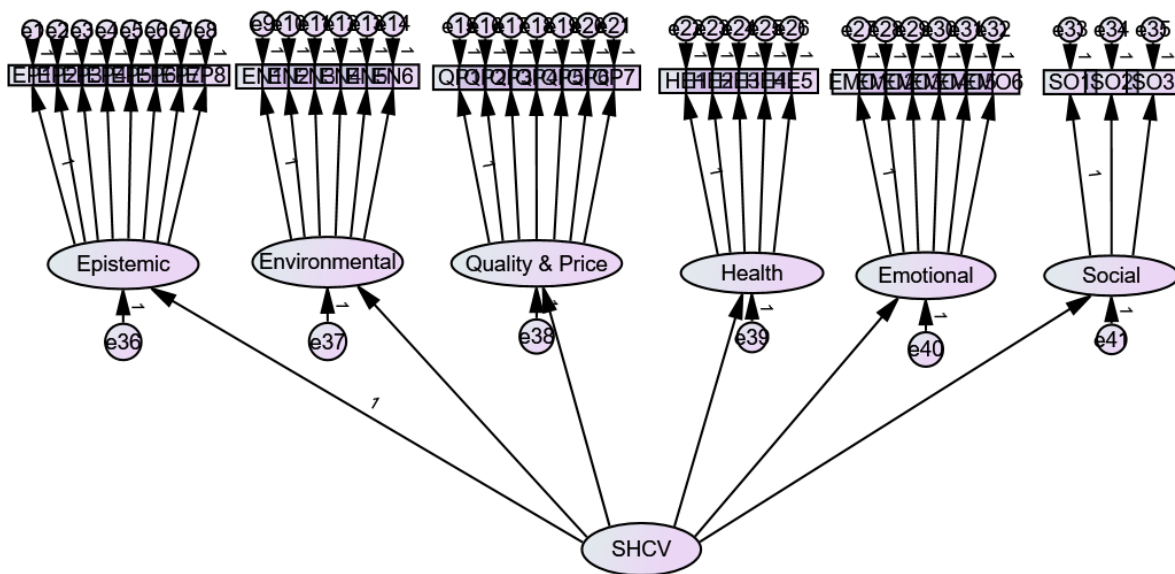


Figure 5.4 One third-factor model

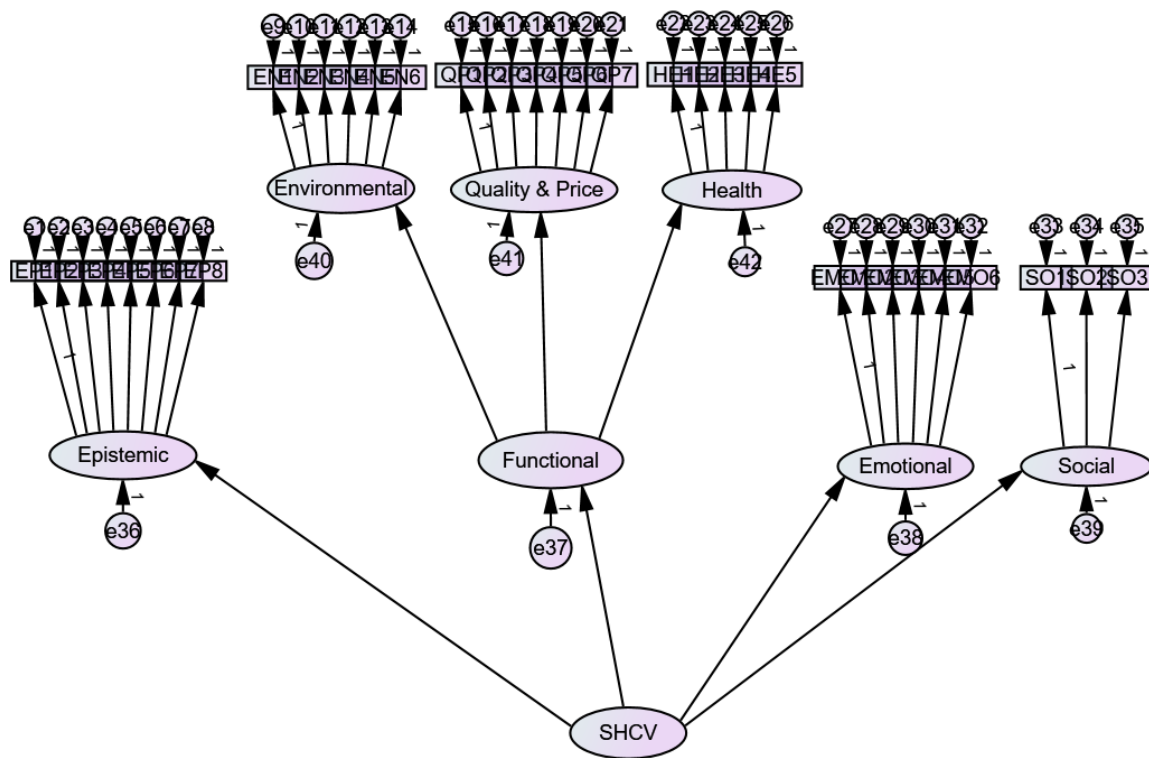


Table 5.8 Model comparison for the dimensionality of the sustainable hospitality consumption value scale

Goodness of fit indices	Measurement models			
	Model 1: One first-order factor model	Model 2: Six first-order factor model	Model 3: One second-factor model	Model 4: One third-factor model
RMR	.06	.05	.05	.05
NFI	.81	.89	.88	.88
IFI	.83	.92	.91	.91
TLI	.82	.91	.90	.90
CFI	.83	.92	.91	.91
RMSEA	.08	.05	.06	.06
χ^2	3734.55	2164.19	2219.78	2210.63
df	860	845	854	853
χ^2/df	4.34	2.56	2.60	2.59

5.9.3 Structural Equation Modelling

SEM was conducted to evaluate the conceptual framework for Study 1. AMOS was employed for the analysis and the maximum likelihood estimation method was used. The model was first

checked for model fit. The output demonstrated that the data fits the model well as the thresholds were met ($\chi^2=5287.713$ (df=1799), CFI=0.92, TLI=0.90, RMSEA=0.046, GFI=0.92). The normed Chi-square metric ($\chi^2/df=2.93$) was within the acceptable threshold. Moreover, to guarantee that there was no multicollinearity between the dependent and independent variables, linear regression was run to check the tolerance and variance inflation factor (VIF). Dattalo (2013) suggested that multicollinearity exists when VIF is greater than 4.0 and tolerance value is below 0.20. The linear regression was performed with the six sustainable hospitality consumption value dimensions as exogenous variables and attitude toward sustainable hospitality consumption as the endogenous variable. It was observed that the biggest VIF was 2.84 (social value) and the least tolerance value was 0.39 (environmental value). This indicated that multicollinearity did not exist among constructs.

5.9.4 Hypotheses testing

Twelve main hypotheses were developed to be tested in this study, ten direct relationships and two moderating effects. However, hypothesis 1, constituted 6 hypotheses, to assess the influence of sustainable hospitality consumption value dimensions on attitude toward sustainable hospitality consumption. Therefore, seventeen hypotheses were tested in this study.

5.9.5 Direct effects

The results of the direct effects are shown in Table 5.9 and in Figure 5.5. Of the 15 proposed hypotheses, 10 were statistically significant.

Hypothesis 1-1 suggest that quality and price value will positively influence attitude towards sustainable hospitality consumption. The output indicated that the relationship between quality and price value and attitude was not significant ($\beta=0.06$, $t=0.84$, $p>0.05$). This

implies that customers perceived quality and price value did not determine their attitude toward sustainable hospitality consumption. Therefore, H1-1 was not supported.

Hypothesis 1-2 states that environmental value will exert a positive impact on attitude towards sustainable hospitality consumption. The result revealed that the relationship between environmental value and attitude was statistically significant ($\beta=0.13$, $t=4.57$, $p<0.001$). Hence, customers who derived environmental value from sustainable hospitality companies were more inclined to have a favorable attitude toward sustainable hospitality consumption. Therefore, H1-2 was supported.

Hypothesis 1-3 posit that social value positively influences attitude toward sustainable hospitality consumption. The output showed a significant effect of social value on attitude ($\beta=0.25$, $t=2.92$, $p<0.01$). This means that the more customers derived social value from sustainable hospitality companies, the stronger their attitude toward sustainable hospitality consumption. Therefore, H1-3 was supported.

Hypothesis 1-4 proposes that emotional value positively affects attitude toward sustainable hospitality consumption. The results demonstrated that the relationship between emotional value and attitude was significant ($\beta=0.36$, $t=6.52$, $p<0.001$). This implies that emotional value drives customers' attitude toward sustainable hospitality consumption. Therefore, H1-4 was supported.

Hypothesis 1-5 indicates that epistemic value positively influences attitude toward sustainable hospitality consumption. It was discovered that the relationship between epistemic value and attitude was significant ($\beta=0.54$, $t=5.56$, $p<0.001$). Thus, the more customers derived epistemic value from sustainable hospitality companies, the more favorable their attitude toward sustainable hospitality consumption. Therefore, H1-5 was supported.

Hypothesis 1-6 proposes that health value positively influences attitude toward sustainable hospitality consumption. The results indicated a statistically significant association

between the two constructs ($\beta=0.19$, $t=2.92$, $p<0.01$). This implies that the more customers' health was improved through sustainable hospitality consumption, the better their attitude toward sustainable hospitality consumption. Hypothesis 1-6 was supported.

Hypothesis 2 suggests that attitude toward sustainable consumption positively influences customers' green satisfaction. The study found a significant positive impact of attitude on green satisfaction ($\beta=0.43$, $t=19.25$, $p<0.001$). This means that customers who believed that patronizing sustainable hospitality companies was good were more likely to be satisfied with the green attributes of these companies. Thus, hypothesis 2 was supported.

Hypothesis 3 proposes that attitude toward sustainable hospitality consumption positively affects subjective well-being. The results indicated a significant relationship between the constructs ($\beta=0.45$, $t=3.32$, $p<0.001$). Therefore, the more people had a positive attitude toward sustainable hospitality consumption, the more their subjective well-being was enhanced. Hypothesis 3 was supported.

Hypothesis 4 indicates that attitude toward sustainable hospitality consumption positively affects customer delight. The output of the analysis showed a significant effect of attitude on customer delight ($\beta=0.86$, $t=3.13$, $p<0.01$). This implies that customers with positive attitude were more inclined to be delighted after patronizing sustainable hospitality companies. Hypothesis 4 was supported.

Hypothesis 5 proposes that attitude toward sustainable hospitality consumption positively affects self-esteem. The results showed a statistically impact of attitude on customers' self-esteem ($\beta=0.14$, $t=2.57$, $p<0.05$). Therefore, customers with a stronger positive attitude toward sustainable hospitality consumption were more likely to have better self-esteem. Consequently, hypothesis 5 was supported.

Hypothesis 6 states that attitude toward sustainable hospitality consumption positively affects sense of belonging. The study found no association between the two constructs ($\beta=0.95$,

$t=0.68, p>0.05$). This implies that sense of belonging is not determined by attitude toward sustainable hospitality consumption. Therefore, hypothesis 6 was not supported.

Hypothesis 7 proposes that green satisfaction positively influences subjective well-being. The results indicated that there is no significant influence of green satisfaction on customers' subjective well-being ($\beta=0.55, t=1.27, p>0.05$). This shows that customers' subjective well-being is not enhanced by their satisfaction with the green attributes of sustainable hospitality companies. Accordingly, hypothesis 7 was not supported.

Hypothesis 8 states green satisfaction positively impacts customer delight. The study found a statistically significant effect of green satisfaction on customer delight ($\beta=0.89, t=2.35, p<0.05$). Thus, customers' delight is heightened through green satisfaction. Hypothesis 8 was supported.

Hypothesis 9 proposes that green satisfaction positively influences self-esteem. There was no significant effect of green satisfaction on self-esteem ($\beta=0.26, t=0.58, p>0.05$). Customers' self-esteem was not attributable to their green satisfaction. Therefore, hypothesis 9 was not supported.

Hypothesis 10 postulates that green satisfaction has a positive influence on sense of belonging. The results indicated that green satisfaction had no impact on sense of belonging ($\beta=0.83, t=0.73, p>0.05$). This implies that customers' sense of belonging to the sustainable community was not based on their green satisfaction. Accordingly, hypothesis 10 was not supported.

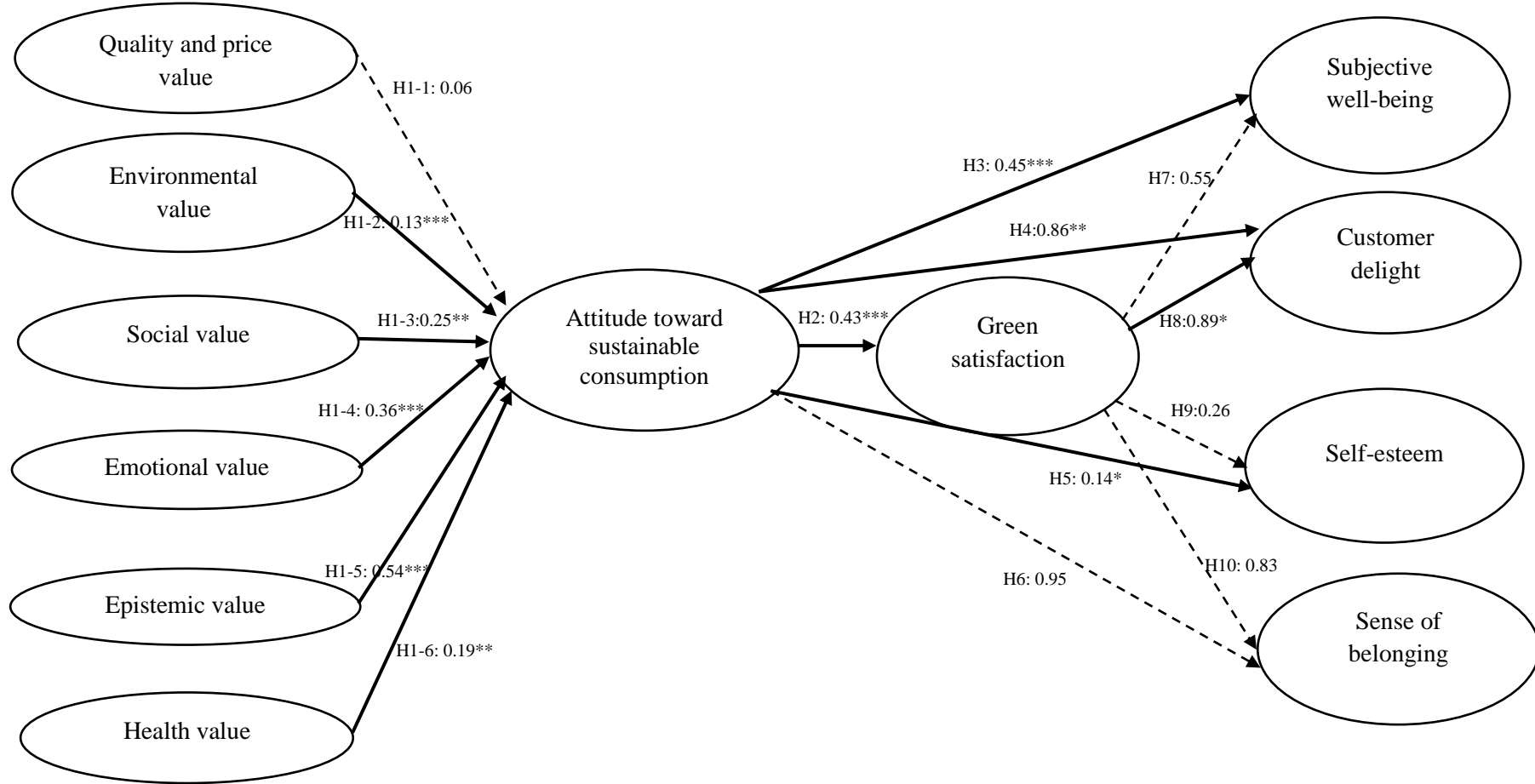
Table 5.9 Findings of the direct path for the structural model (N=918)

Hypotheses		Paths		Standard coefficient (β)	t-value	p-value	Decision
H1-1	Quality and price value	→	Attitude	0.06	0.84	0.398	Reject
H1-2	Environmental value	→	Attitude	0.13	4.57***	0.000	Accept
H1-3	Social value	→	Attitude	0.25	2.92**	0.004	Accept
H1-4	Emotional value	→	Attitude	0.36	6.52***	0.000	Accept
H1-5	Epistemic value	→	Attitude	0.54	5.56***	0.000	Accept
H1-6	Health value	→	Attitude	0.19	2.92**	0.004	Accept
H2	Attitude	→	Green satisfaction	0.43	19.25***	0.000	Accept
H3	Attitude	→	Subjective well-being	0.45	3.32***	0.000	Accept
H4	Attitude	→	Customer delight	0.86	3.13**	0.002	Accept
H5	Attitude	→	Self-esteem	0.14	2.57*	0.010	Accept
H6	Attitude	→	Sense of belonging	0.95	0.68	0.494	Reject
H7	Green satisfaction	→	Subjective well-being	0.55	1.27	0.203	Reject
H8	Green satisfaction	→	Customer delight	0.89	2.35*	0.019	Accept
H9	Green satisfaction	→	Self-esteem	0.26	0.58	0.56	Reject
H10	Green satisfaction	→	Sense of belonging	0.83	0.73	0.467	Reject

$\chi^2=5287.713$ (df=1799, $p=0.000$), CFI=0.92, TLI=0.90, RMSEA=0.046, GFI=0.92.

* $p<0.05$, ** $p<0.01$, *** $p<0.001$.

Figure 5.5 Findings of the direct path for structural model



* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

Significant: \longrightarrow

Insignificant path: $-\ - \longrightarrow$

5.9.6 Moderating analysis

Collectivism orientation and religiosity were tested as moderators for this study. For collectivism, customers were divided into low collectivism and high collectivism. Likewise, respondents were divided into low religiosity and high religiosity. The division of patrons into low and high groups was based on a mid-scale split.

5.9.7 Collectivism

5.9.7.1 Measurement invariance

A multi-group analysis was conducted to test the moderating role of collectivism in the proposed relationships. The collectivism scale was adapted from the studies of Menard et al. (2018) and Srite and Karahanna (2006). The items were assessed on a Likert scale of 7 points, ranging from “strongly disagree” (1) to “strongly agree” (7). An EFA was first conducted prior to the moderating analysis. The output of the EFA is presented in Table 5.10. A single-factor solution was attained, which explained 59.69% of the construct. The KMO was 0.785 while Bartlett’s test of sphericity was 455.895 ($df=6$, $p=0.000$). The communalities and factor loadings were above 0.50. Moreover, the items proved to be reliable ($\alpha=0.77$). Based on the communalities, it can be concluded that the factor accounted for about 57% to 64% of the variance in the variables.

The collectivism items were then transformed into categorical from their initial state of being continuous. To divide respondents into groups of low collectivism and high collectivism, the neutral point of 4.0 was used as the base. Respondents scoring 4.0 or below were considered low collectivism-oriented and those above 4.0 were labelled high collectivism-oriented. Based on this grouping, there were 220 and 698 respondents for low and high groups, respectively.

Table 5.10 EFA results of collectivism trait (N=918)

Domains and items	Communalities	Factor loadings	Means
Domain 1: Collectivism (Eigenvalue=2.388, Variance explained=59.694%, Cronbach's alpha=.774, Grand mean=5.61).			
It is more important for a manager to encourage group loyalty in subordinates than to encourage individual initiatives.	.640	.800	5.63
Being accepted as a member of a group is more important than being independent.	.596	.772	5.50
Group success is more important than individual success.	.578	.760	5.68
Being loyal to a group is more important than individual gain.	.574	.758	5.62
KMO=.785; Bartlett's test of sphericity=455.895 (df=6, p=0.000).			

As recommended by Steenkamp and Baumgartner (1998), prior to testing the moderating effect of collectivism across the proposed relationships in the study, a measurement invariance was conducted to ascertain the measurement model of the low collectivism and high collectivism groups. This was determined through the Chi-square difference test. According to Yoo (2002) when the chi-square values do not significantly differ, the measurement models are considered invariant. First, a non-restricted model was assessed, followed by a full metric invariance assessment of the confirmatory factor analysis model as recommended by earlier studies (Steenkamp & Baumgartner, 1998). Table 5.11 presents the results of the measurement invariance test.

Checks of the goodness of fit metrics for both groups indicated an acceptable fit of the model and data. Upon comparing the difference between the Chi-square values for the unrestricted model and full metric invariance models ($\Delta\chi^2$ (df) < $\chi^2_{.01}$ (49) = 74.919), support was found for the full metric invariance model, which suggests that the low collectivism and high collectivism groups were invariant. Consequently, the full metric invariance model served as the baseline for the structural invariance test.

Table 5.11 Measurement invariance for the low collectivism group (n=220) and high collectivism group (n=698)

Models	Low collectivism vs high collectivism		
	χ^2/df	$\Delta\chi^2/df$	CFI(RMSEA)
Non restricted	9827.277/3526		.91(0.044)
Full metric invariance of CFA model (L(X)Y=IN*)	9898.565/3575	71.288/49 ^a	.92(0.044)

Note: *IN=invariance.

- a. Since Chi-square difference test: $\Delta\chi^2(df) < \chi^2_{.01}(49) = 74.919$, the full metric invariance model was supported.

5.9.7.2 SEM results of the low collectivism and high collectivism groups

Structural equation modelling was conducted to assess the direct paths between the concepts for each group. For the low collectivism group, a satisfactory model fit was observed based on the indices ($\chi^2=4370.368$ (df=1799), CFI=0.91, TLI=0.91, RMSEA=0.045, GFI=0.92). Also, the normed Chi-square metric ($\chi^2/df=2.43$) was within the acceptable limits. The results of the direct paths are shown in Table 5.12 and Figure 5.6. The results indicated that 9 of the 15 paths were significant. The significant paths were environmental value to attitude towards sustainable hospitality consumption ($\beta=0.16$, $t=2.67$, $p<0.01$), social value to attitude towards sustainable hospitality consumption ($\beta=0.21$, $t=2.73$, $p<0.01$), emotional value to attitude towards sustainable hospitality consumption ($\beta=0.34$, $t=3.23$, $p<0.001$), epistemic value to attitude towards sustainable hospitality consumption ($\beta=0.44$, $t=3.75$, $p<0.001$), attitude toward sustainable hospitality to green satisfaction ($\beta=0.69$, $t=8.11$, $p<0.001$), green satisfaction to subjective well-being ($\beta=0.20$, $t=2.25$, $p<0.05$), green satisfaction to customer delight ($\beta=0.33$, $t=2.78$, $p<0.01$), green satisfaction to self-esteem ($\beta=0.50$, $t=2.91$, $p<0.01$), and green satisfaction to sense of belonging ($\beta=0.24$, $t=2.32$, $p<0.05$).

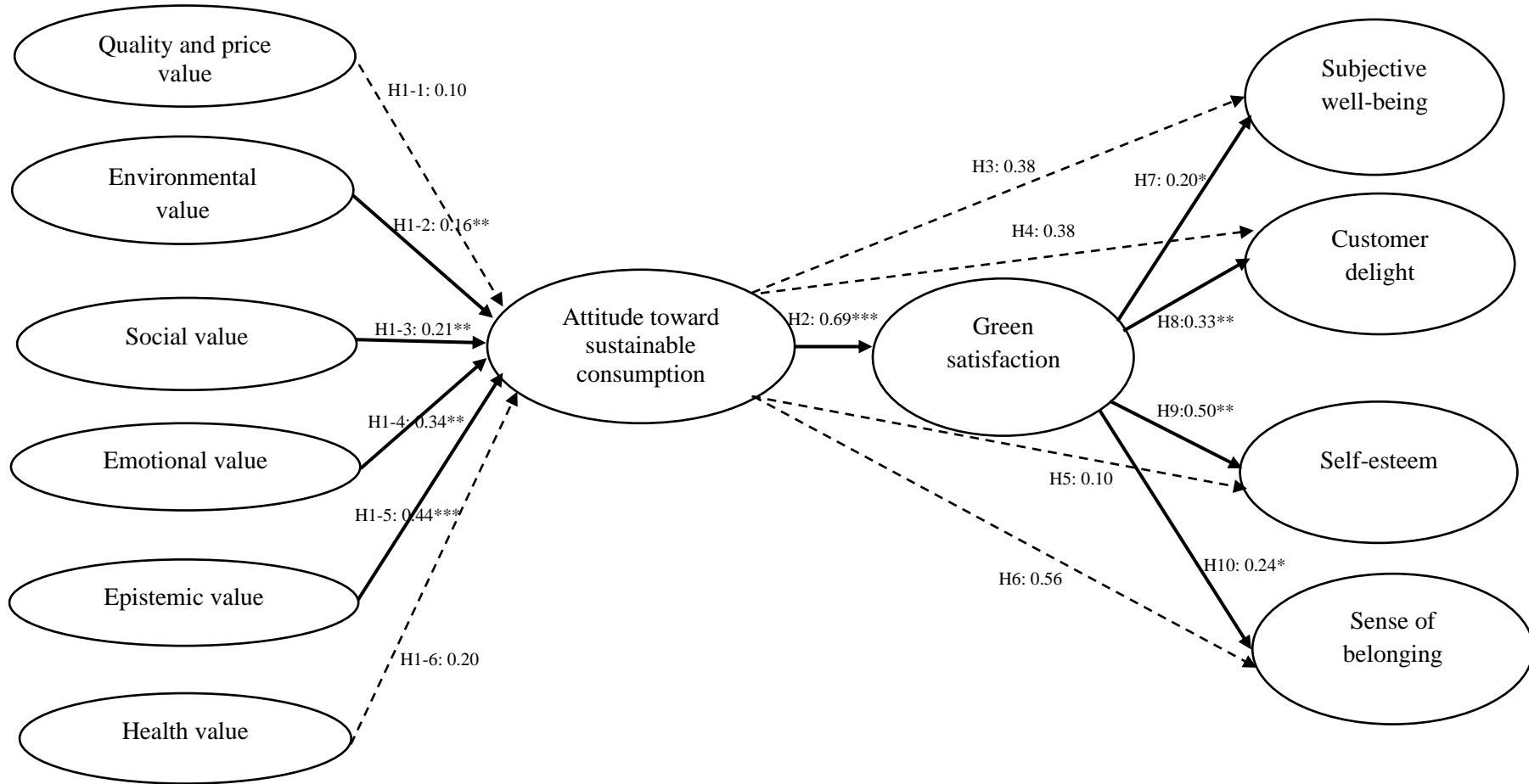
Table 5.12 Findings of the SEM analysis of a low collectivism group (n=220)

Hypotheses	Path	Standard coefficient (β)	t-value	p-value	Decision
H1-1	Quality and price value → Attitude	0.10	0.94	0.347	Reject
H1-2	Environmental value → Attitude	0.16	2.67**	0.008	Accept
H1-3	Social value → Attitude	0.21	2.73**	0.006	Accept
H1-4	Emotional value → Attitude	0.34	3.23***	0.001	Accept
H1-5	Epistemic value → Attitude	0.44	3.75***	0.000	Accept
H1-6	Health value → Attitude	0.20	1.65	0.099	Reject
H2	Attitude → Green satisfaction	0.69	8.11***	0.000	Accept
H3	Attitude → Subjective well-being	0.38	1.83	0.067	Reject
H4	Attitude → Customer delight	0.38	0.83	0.406	Reject
H5	Attitude → Self-esteem	0.10	1.73	0.084	Reject
H6	Attitude → Sense of belonging	0.56	1.08	0.280	Reject
H7	Green satisfaction → Subjective well-being	0.20	2.25*	0.025	Accept
H8	Green satisfaction → Customer delight	0.33	2.78**	0.005	Accept
H9	Green satisfaction → Self-esteem	0.50	2.91**	0.004	Accept
H10	Green satisfaction → Sense of belonging	0.24	2.32*	0.020	Accept

$\chi^2=4370.368$ (df=1799, $p=0.000$), CFI=0.91, TLI=0.91, RMSEA=0.045, GFI=0.92.

* $p<0.05$, ** $p<0.01$, *** $p<0.001$.

Figure 5.6 Findings of the direct path for structural model (a low collectivism group)



* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

Significant: \longrightarrow

Insignificant path: $-\ - - \longrightarrow$

As in the case of the low collectivism group, the goodness-of-fit metrics were satisfactory for the high collectivism group ($\chi^2=4789.966$ (df=1799), CFI=0.92, TLI=0.91, RMSEA=0.045, GFI=0.91, $\chi^2/df=2.43$). The results of the direct paths are shown in Table 5.13 and Figure 5.7. Only 6 of the 15 paths were statistically significant. The significant paths were environmental value to attitude towards sustainable hospitality consumption ($\beta=0.68$, $t=2.61$, $p<0.05$), attitude toward sustainable hospitality consumption to green satisfaction ($\beta=0.90$, $t=12.35$, $p<0.001$), attitude towards sustainable hospitality consumption to subjective well-being ($\beta=0.55$, $t=2.74$, $p<0.01$), attitude towards sustainable hospitality consumption to customer delight ($\beta=0.68$, $t=2.48$, $p<0.05$), attitude towards sustainable hospitality consumption to self-esteem ($\beta=0.88$, $t=2.54$, $p<0.05$), and green satisfaction to customer delight ($\beta=0.73$, $t=1.99$, $p<0.05$).

To compare the results of the low collectivism group and high collectivism group, Figure 5.8 was developed to provide a clear picture of the differences and similarities between the two.

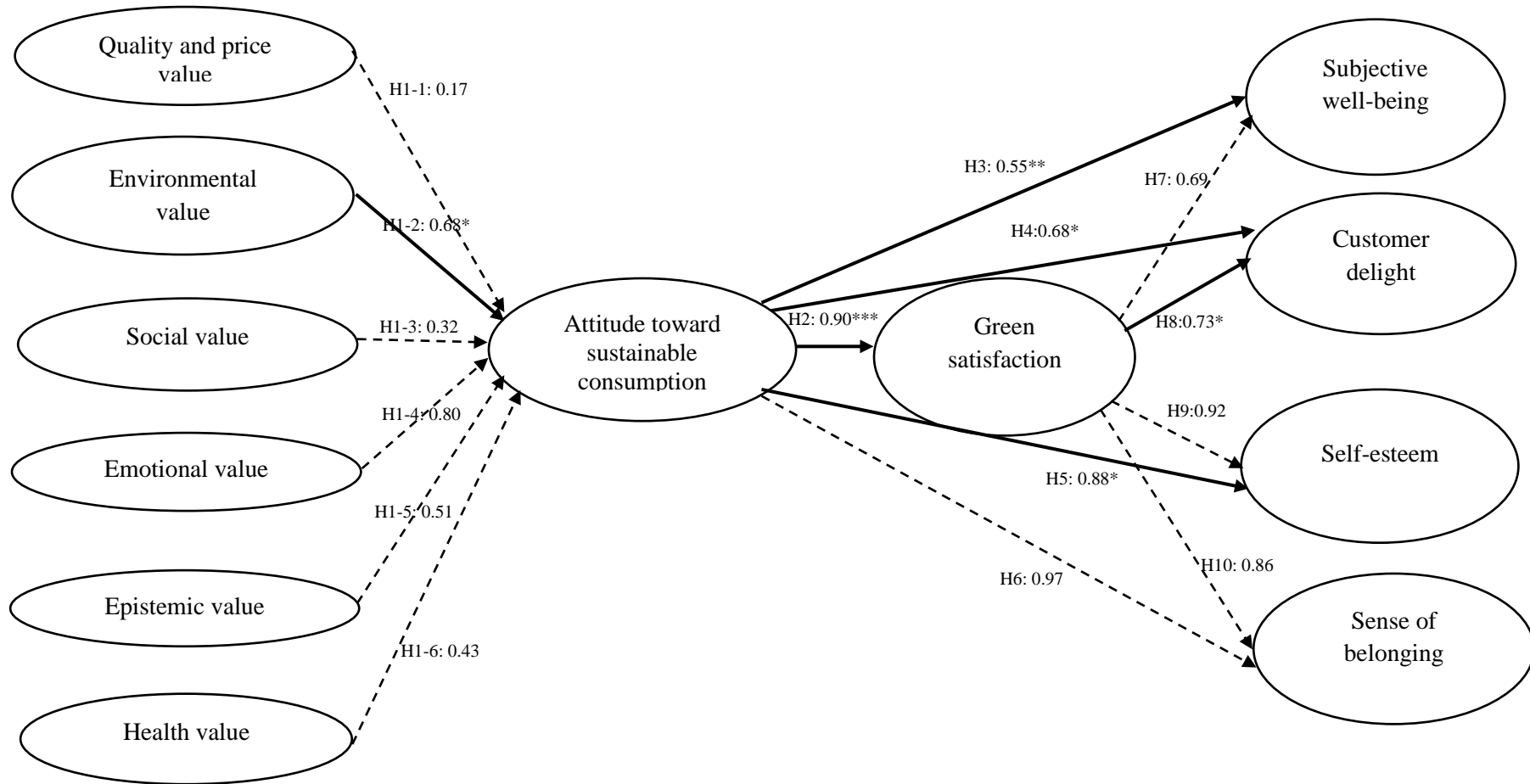
Table 5.13 Findings of the SEM analysis of a high collectivism group (n=698)

Hypotheses	Path	Standard coefficient (β)	t-value	p-value	Decision
H1-1	Quality and price value → Attitude	0.17	0.26	0.798	Reject
H1-2	Environmental value → Attitude	0.68	2.61*	0.010	Accept
H1-3	Social value → Attitude	0.32	0.85	0.395	Reject
H1-4	Emotional value → Attitude	0.80	1.27	0.204	Reject
H1-5	Epistemic value → Attitude	0.51	1.25	0.21	Reject
H1-6	Health value → Attitude	0.43	1.19	0.235	Reject
H2	Attitude → Green satisfaction	0.90	12.35***	0.000	Accept
H3	Attitude → Subjective well-being	0.55	2.74**	0.006	Accept
H4	Attitude → Customer delight	0.68	2.48*	0.013	Accept
H5	Attitude → Self-esteem	0.88	2.54*	0.011	Accept
H6	Attitude → Sense of belonging	0.97	0.88	0.380	Reject
H7	Green satisfaction → Subjective well-being	0.69	1.24	0.215	Reject
H8	Green satisfaction → Customer delight	0.73	1.99*	0.047	Accept
H9	Green satisfaction → Self-esteem	0.92	1.44	0.149	Reject
H10	Green satisfaction → Sense of belonging	0.86	0.95	0.341	Reject

$\chi^2=4789.966$ (df=1799, $p=0.000$), CFI=0.92, TLI=0.91, RMSEA=0.045, GFI=0.91.

* $p<0.05$, ** $p<0.01$, *** $p<0.001$.

Figure 5.7 Findings of the direct path for structural model (a high collectivism group)

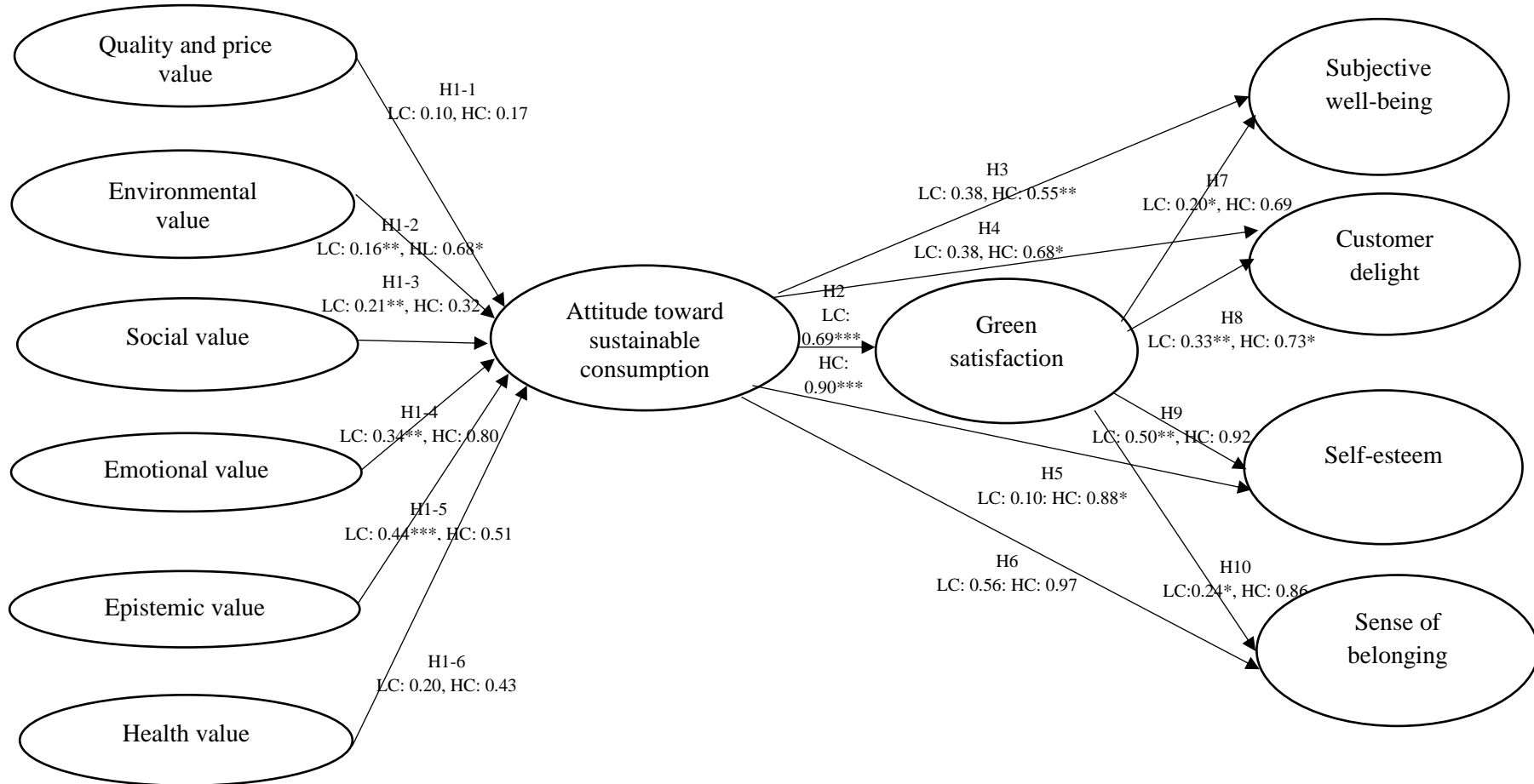


* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

Significant: \longrightarrow

Insignificant path: $-\ - \ - \longrightarrow$

Figure 5.8 Findings of the direct paths for structural model (the low collectivism and high collectivism groups)



5.9.7.3 Structural invariance

The structural invariance was examined after the measurement invariance analysis. This was carried out to establish if the suggested structural model was the same or different for the two groups. Therefore, a Chi-square difference test was conducted. Using the baseline model determined through the measurement invariance analysis, the difference between the chi-square of the full metric invariance of the structural model and the Chi-square of the full path invariance of the structural model was checked as recommended by Yoo (2002). Details of the structural invariance analysis for the low collectivism group and high collectivism group are presented in Table 5.14. The Chi-square difference test was significant, which means that the full structural invariance was not supported between the low collectivism-oriented customers and the high collectivism-oriented customers ($\Delta\chi^2$ (df) = 54.464 $>$ $\chi^2_{.01}$ (15) = 30.578). This suggests that the effect of one construct on the other for low collectivism-oriented customers and high collectivism-oriented customers were not the same or were different.

Table 5.14 Structural invariance for the low collectivism group (n=220) and high collectivism group (n=698)

Models		χ^2	df	$\Delta\chi^2/df$	CFI	TLI	RMSEA
Low collectivism group and high collectivism group	Full metric invariance model (L(X)Y=IN)	10239.554	3648		0.89	0.91	0.044
	Full path invariance model (L(X)Y=IN, GA=IN, BE=IN) ^a	10294.018	3663	54.464/15	0.90	0.91	0.040

Note: ^a Since Chi-square difference test: $\Delta\chi^2$ (df) = 54.464 $>$ $\chi^2_{.01}$ (15) = 30.578, the full structural invariance was not supported. Thus the paths across the two groups were not the same.

5.9.7.4 Invariance test for the paths

The findings of the invariance test for all paths regarding the low collectivism-oriented customers and high collectivism-oriented customers are shown in Table 5.15. The Chi-square

values for all paths were compared with the baseline model one by one. The findings demonstrated some differences between the low collectivism group and the high collectivism group. Of the 15 paths, 9 showed significant differences. By comparing the path coefficient values of both groups, it was observed that the coefficient value of the high collectivism group was greater than that of the low collectivism group for the impact of attitude toward sustainable hospitality consumption on green satisfaction. Likewise, the coefficient value for high collectivism customers was greater than for low collectivism customers for the influence of attitude toward sustainable hospitality consumption on subjective well-being. Moreover, the coefficient for high collectivism-oriented customers was greater than low collectivism-oriented customers in terms of the path of attitude towards sustainable hospitality consumption to customer delight, attitude towards sustainable hospitality consumption to self-esteem, and attitude toward sustainable hospitality consumption to sense of belonging to the sustainable community.

Additionally, it was observed that the coefficient metrics for high collectivism-oriented customers were greater than low collectivism-oriented customers for the effect of green satisfaction on subjective well-being, green satisfaction on customer delight, green satisfaction on self-esteem, and green satisfaction on sense of belonging to the sustainable community. The findings imply that collectivism plays a key role in explaining the effect of the attitude toward sustainable hospitality consumption and green satisfaction on the constructs. Therefore, the moderating role of collectivism orientation has been partially established in this study. Accordingly, Hypothesis 11 was partially supported.

Table 5.15 Structural invariances for the low collectivism group and high collectivism group for each hypothesis

Hypotheses	Paths	Low collectivism group and High collectivism group	
		χ^2/df	$\Delta\chi^2/df$
	Free model	10239.554/3648	
H1-1	Quality and price value → Attitude	10239.826/3649	0.27/1
H1-2	Environmental value → Attitude	10241.561/3649	2.01/1
H1-3	Social value → Attitude	10242.247/3649	2.69/1
H1-4	Emotional value → Attitude	10240.059/3649	0.50/1
H1-5	Epistemic value → Attitude	10240.449/3649	0.90/1
H1-6	Health value → Attitude	10240.053/3649	0.50/1
H2	Attitude → Green satisfaction	10252.529/3649	12.98/1***
H3	Attitude → Subjective well-being	10254.557/3649	15.00/1***
H4	Attitude → Customer delight	10284.246/3649	44.69/1***
H5	Attitude → Self-esteem	10260.656/3649	21.10/1***
H6	Attitude → Sense of belonging	10260.234/3649	20.68/1***
H7	Green satisfaction → Subjective well-being	10257.551/3649	18.00/1***
H8	Green satisfaction → Customer delight	10281.627/3649	42.07/1***
H9	Green satisfaction → Self-esteem	10257.448/3649	17.89/1***
H10	Green satisfaction → Sense of belonging	10244.635/3649	5.08/1**

Note: *The source of significant differences: $\Delta\chi^2/df > \Delta\chi^2_{.1}(1) = 2.706$.

**The source of significant differences: $\Delta\chi^2/df > \Delta\chi^2_{.05}(1) = 3.841$.

***The source of significant differences: $\Delta\chi^2/df > \Delta\chi^2_{.01}(1) = 6.635$.

5.9.8 Religiosity

5.9.8.1 Measurement invariance

Another multi-group analysis was performed to test the moderating effect of religiosity in the proposed relationships for Study 1. The scale for assessing religiosity was adapted from the works of Abror et al. (2019) and Razzaq et al. (2018) using a Likert scale of 7 points, ranging from “strongly disagree” (1) to “strongly agree” (7). Before the moderation analysis, an EFA was conducted, and the results are shown in Table 5.16. The items of the scale explained 64.21% of religiosity. The KMO and Bartlett’s test of sphericity metrics were satisfactory. Also, the communalities and factor loadings were above 0.50. The items were confirmed to be reliable ($\alpha=0.91$) with factor loadings ranging from 0.71 to 0.84.

After the EFA, the items for measuring religiosity were converted from continuous to categorical variables. Using the mid-point, the data was divided into two groups of low religiosity and high religiosity. Respondents scoring 4.0 or below were considered low religiosity customers and those above 4.0 were labelled high religiosity customers. There were 231 customers who belonged to the low religiosity group and 687 respondents who belonged to the high religiosity group.

Table 5.16 EFA for religiosity

Domain and items	Communalities	Factor loadings	Means
Domain 1: Religiosity (Eigenvalue=4.495, Variance explained=64.212%, Cronbach’s alpha=.906, Grand mean=5.52).			
I make financial contributions regularly to support my religion.	.710	.842	5.52
I spend time trying to understand my faith.	.692	.832	5.57
I enjoy spending time with people from my religion compared with people from other religions.	.685	.828	5.54
I keep well informed about my local religious group.	.681	.825	5.58
I often read books and magazines about my faith.	.642	.801	5.46
My religious beliefs are behind my whole approach to life.	.582	.763	5.54
My religion is very important to me.	.503	.709	5.48
KMO=.922; Bartlett’s test of sphericity=1798.549 (df=21, $p=0.000$).			

Subsequent to the EFA, a measurement invariance was performed to determine the measurement model of the low religiosity and high religiosity groups based on the recommendation of Steenkamp and Baumgartner (1998) by employing a Chi-square difference test. Prior to evaluating the full metric invariance confirmatory factor analysis model—as suggested by previous studies—a non-restricted model was evaluated (Steenkamp & Baumgartner, 1998). The results of the measurement invariance analysis for religiosity are presented in Table 5.17.

A model-data fit was found for both the low religiosity and high religiosity groups. The difference between the Chi-square values for the unrestricted model and full metric invariance model ($\Delta\chi^2$ (df) < $\chi^2_{.01}$ (50) = 76.154) showed that the full metric invariance model was supported. This means that the low religiosity and high religiosity groups were invariant. Therefore, the full metric invariance model served as the baseline for the structural invariance test in the subsequent section.

Table 5.17 Measurement invariance for the low religiosity group (n=231) and high religiosity group (n=687)

Models	Low religiosity vs high religiosity		
	χ^2 /df	$\Delta\chi^2$ /df	CFI(RMSEA)
Non restricted	9711.444/3526		.90(0.044)
Full metric invariance of CFA model (L(X)Y=IN*)	9781.614/3576	70.17/50 ^a	.90(0.042)

Note: *IN=invariance.

- a. Since Chi-square difference test: $\Delta\chi^2$ (df) < $\chi^2_{.01}$ (50) = 76.154, the full metric invariance model was supported.

5.9.8.2 SEM results of the low religiosity group and high religiosity group

Structural equation modelling was performed to test the proposed model for the low religiosity and high religiosity groups. Regarding the low religiosity group, the good-of-fit indices were satisfactory ($\chi^2=4352.631$, $df=1799$, $CFI=0.89$, $TLI=0.89$, $RMSEA=0.043$, $GFI=0.90$) with a normed Chi-square value of 2.42. The results of the direct paths are presented in Table 5.18 and Figure 5.9. It was discovered that 10 of the 15 paths were significant. The significant paths were environmental value to attitude towards sustainable hospitality consumption ($\beta=0.18$, $t=3.41$, $p<0.001$), social value to attitude towards sustainable hospitality consumption ($\beta=0.23$, $t=3.66$, $p<0.01$), emotional value to attitude towards sustainable hospitality consumption ($\beta=0.40$, $t=3.85$, $p<0.001$), epistemic value to attitude towards sustainable hospitality consumption ($\beta=0.39$, $t=3.61$, $p<0.001$), attitude toward sustainable hospitality to green satisfaction ($\beta=0.89$, $t=9.55$, $p<0.001$), attitude toward sustainable hospitality to subjective well-being ($\beta=0.31$, $t=2.05$, $p<0.05$), green satisfaction to subjective well-being ($\beta=0.39$, $t=2.71$, $p<0.01$), green satisfaction to customer delight ($\beta=0.41$, $t=2.79$, $p<0.01$), green satisfaction to self-esteem ($\beta=0.46$, $t=2.40$, $p<0.05$), and green satisfaction to sense of belonging ($\beta=0.31$, $t=2.52$, $p<0.05$).

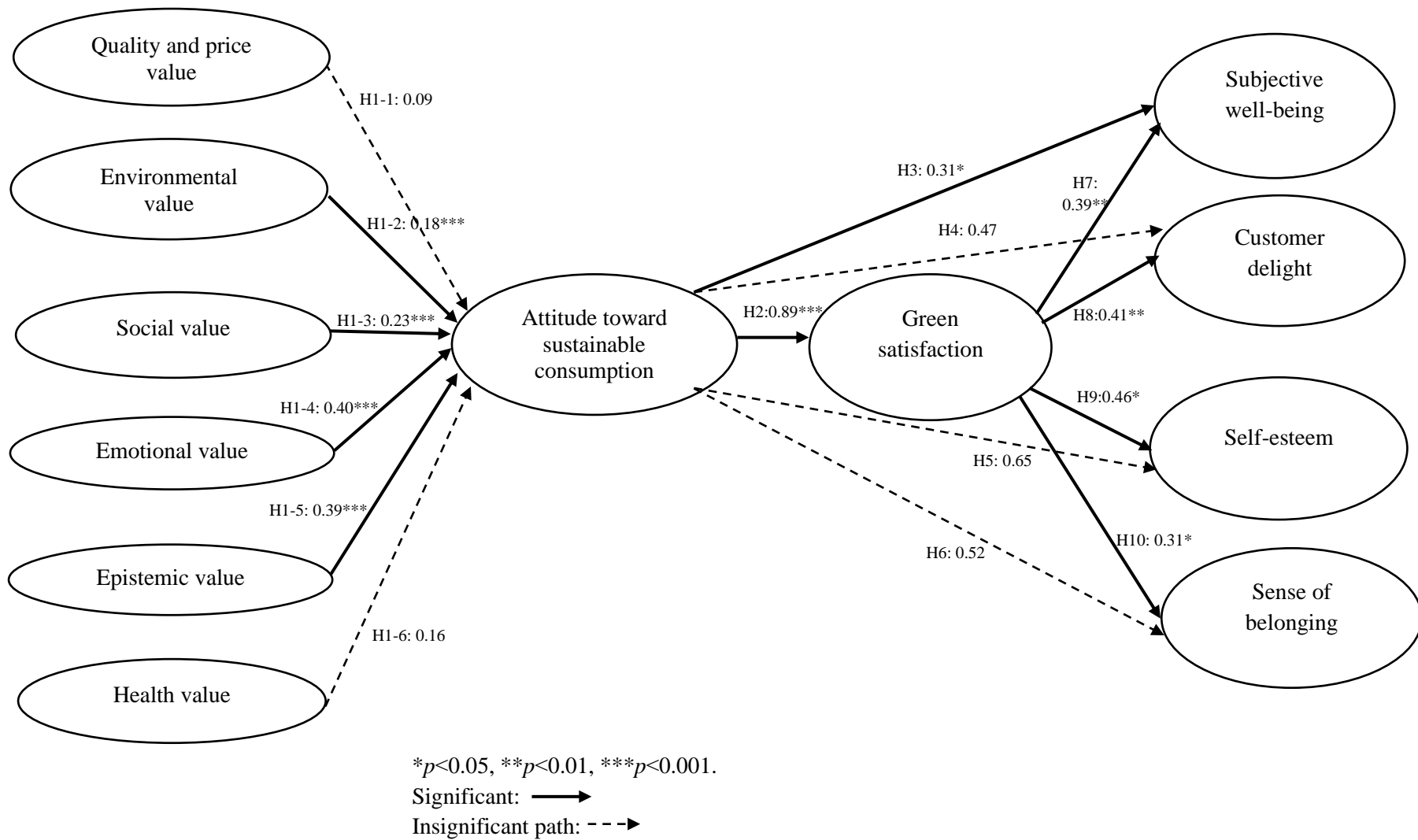
Table 5.18 Findings of the SEM analysis of a low religiosity group (n=231)

Hypotheses	Paths	Standard coefficient (β)	t-value	p-value	Decision
H1-1	Quality and price value → Attitude	0.09	0.93	0.354	Reject
H1-2	Environmental value → Attitude	0.18	3.41***	0.000	Accept
H1-3	Social value → Attitude	0.23	3.66***	0.000	Accept
H1-4	Emotional value → Attitude	0.40	3.85***	0.000	Accept
H1-5	Epistemic value → Attitude	0.39	3.61***	0.000	Accept
H1-6	Health value → Attitude	0.16	1.35	0.176	Reject
H2	Attitude → Green satisfaction	0.89	9.55***	0.000	Accept
H3	Attitude → Subjective well-being	0.31	2.05*	0.041	Accept
H4	Attitude → Customer delight	0.47	1.76	0.079	Reject
H5	Attitude → Self-esteem	0.65	1.09	0.278	Reject
H6	Attitude → Sense of belonging	0.52	1.77	0.076	Reject
H7	Green satisfaction → Subjective well-being	0.39	2.71**	0.007	Accept
H8	Green satisfaction → Customer delight	0.41	2.79**	0.005	Accept
H9	Green satisfaction → Self-esteem	0.46	2.40*	0.016	Accept
H10	Green satisfaction → Sense of belonging	0.31	2.52*	0.012	Accept

$\chi^2=4352.631$ (df=1799, $p=0.000$), CFI=0.89, TLI=0.89, RMSEA=0.043, GFI=0.90.

* $p<0.05$, ** $p<0.01$, *** $p<0.001$.

Figure 5.9 Findings of the direct paths for structural model (a low religiosity group)



Similarly, the good-of-fit indices were satisfactory for a high religiosity group ($\chi^2=4641.966$ (df=1799), CFI=0.89 TLI=0.88 RMSEA=0.049, GFI=0.89). The normed Chi-square value was 2.58. The findings of the direct paths are presented in Table 5.19 and Figure 5.10. The findings indicated that 9 of the 15 paths were significant. The significant paths were environmental value to attitude towards sustainable hospitality consumption ($\beta=0.23$, $t=4.41$, $p<0.001$), emotional value to attitude towards sustainable hospitality consumption ($\beta=0.42$, $t=2.93$, $p<0.01$), epistemic value to attitude towards sustainable hospitality consumption ($\beta=0.50$, $t=3.12$, $p<0.01$), attitude toward sustainable hospitality to green satisfaction ($\beta=0.92$, $t=11.96$, $p<0.001$), attitude toward sustainable hospitality to subjective well-being ($\beta=0.69$, $t=3.64$, $p<0.001$), attitude toward sustainable hospitality to customer delight ($\beta=0.75$, $t=3.29$, $p<0.001$), attitude toward sustainable hospitality to self-esteem ($\beta=0.92$, $t=3.28$, $p<0.01$), and green satisfaction to customer delight ($\beta=0.77$, $t=2.49$, $p<0.05$).

Figure 5.11 presents the direct paths for both low religiosity and high religiosity to provide a pictorial view of the differences and similarities between the two groups of customers who visited sustainable hospitality companies.

Table 5.19 Findings of the SEM analysis of a high religiosity group (n=687)

Hypotheses	Paths	Standard coefficient (β)	t-value	p-value	Decision
H1-1	Quality and price value → Attitude	0.11	0.05	0.958	Reject
H1-2	Environmental value → Attitude	0.23	4.41***	0.000	Accept
H1-3	Social value → Attitude	0.35	0.87	0.382	Reject
H1-4	Emotional value → Attitude	0.42	2.93**	0.003	Accept
H1-5	Epistemic value → Attitude	0.50	3.12**	0.002	Accept
H1-6	Health value → Attitude	0.21	1.33	0.185	Reject
H2	Attitude → Green satisfaction	0.92	11.96***	0.000	Accept
H3	Attitude → Subjective well-being	0.69	3.64***	0.000	Accept
H4	Attitude → Customer delight	0.75	3.29***	0.000	Accept
H5	Attitude → Self-esteem	0.92	3.28**	0.001	Accept
H6	Attitude → Sense of belonging	0.85	0.75	0.453	Reject
H7	Green satisfaction → Subjective well-being	0.80	1.78	0.075	Reject
H8	Green satisfaction → Customer delight	0.77	2.49*	0.013	Accept
H9	Green satisfaction → Self-esteem	0.96	1.87	0.061	Reject
H10	Green satisfaction → Sense of belonging	0.76	0.80	0.423	Reject

$\chi^2=4641.966$ (df=1799, $p=0.000$), CFI=0.89 TLI=0.88 RMSEA=0.049, GFI=0.89.

* $p<0.05$, ** $p<0.01$, *** $p<0.001$.

Figure 5.10 Findings of the direct paths for structural model (a high religiosity group)

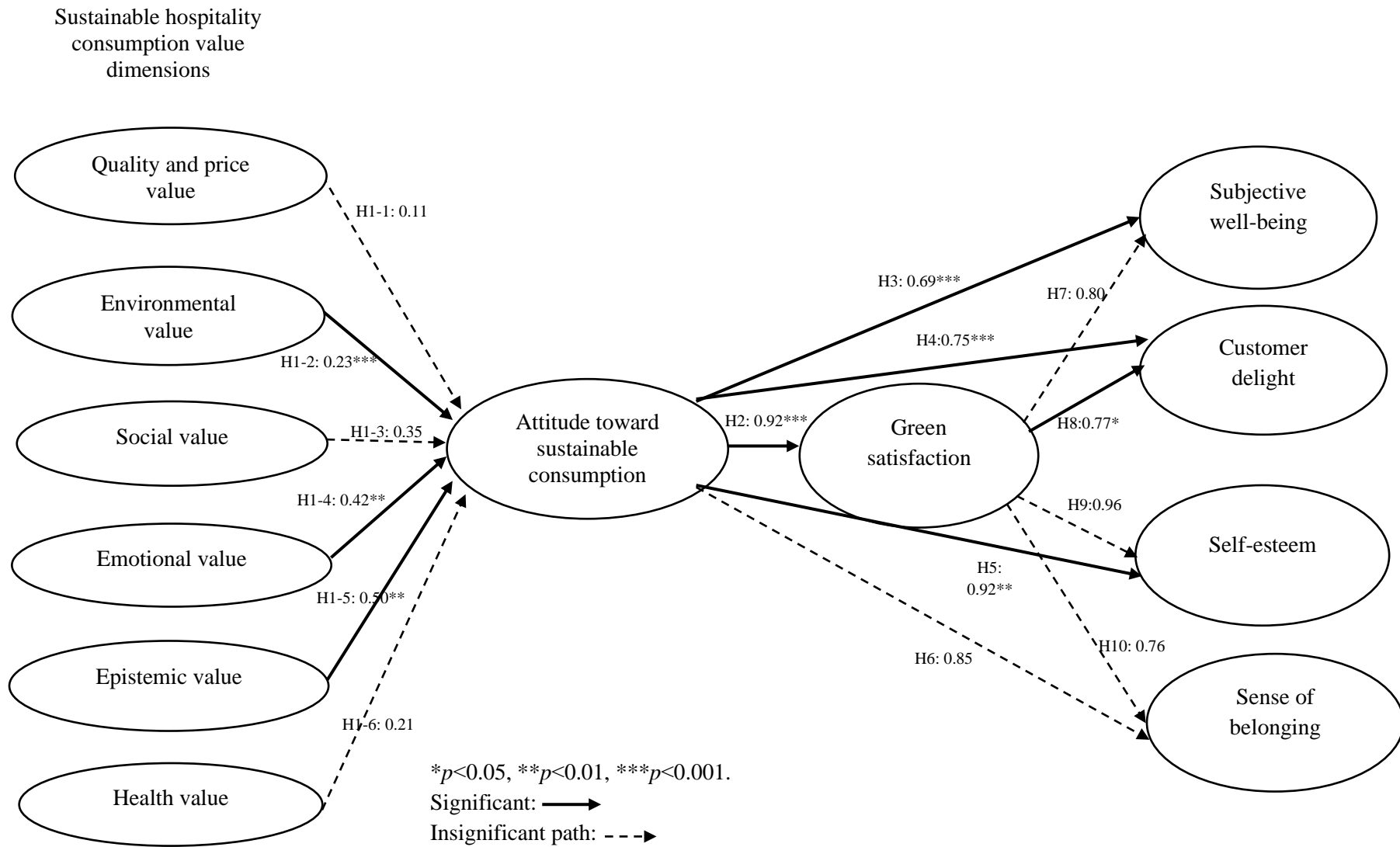
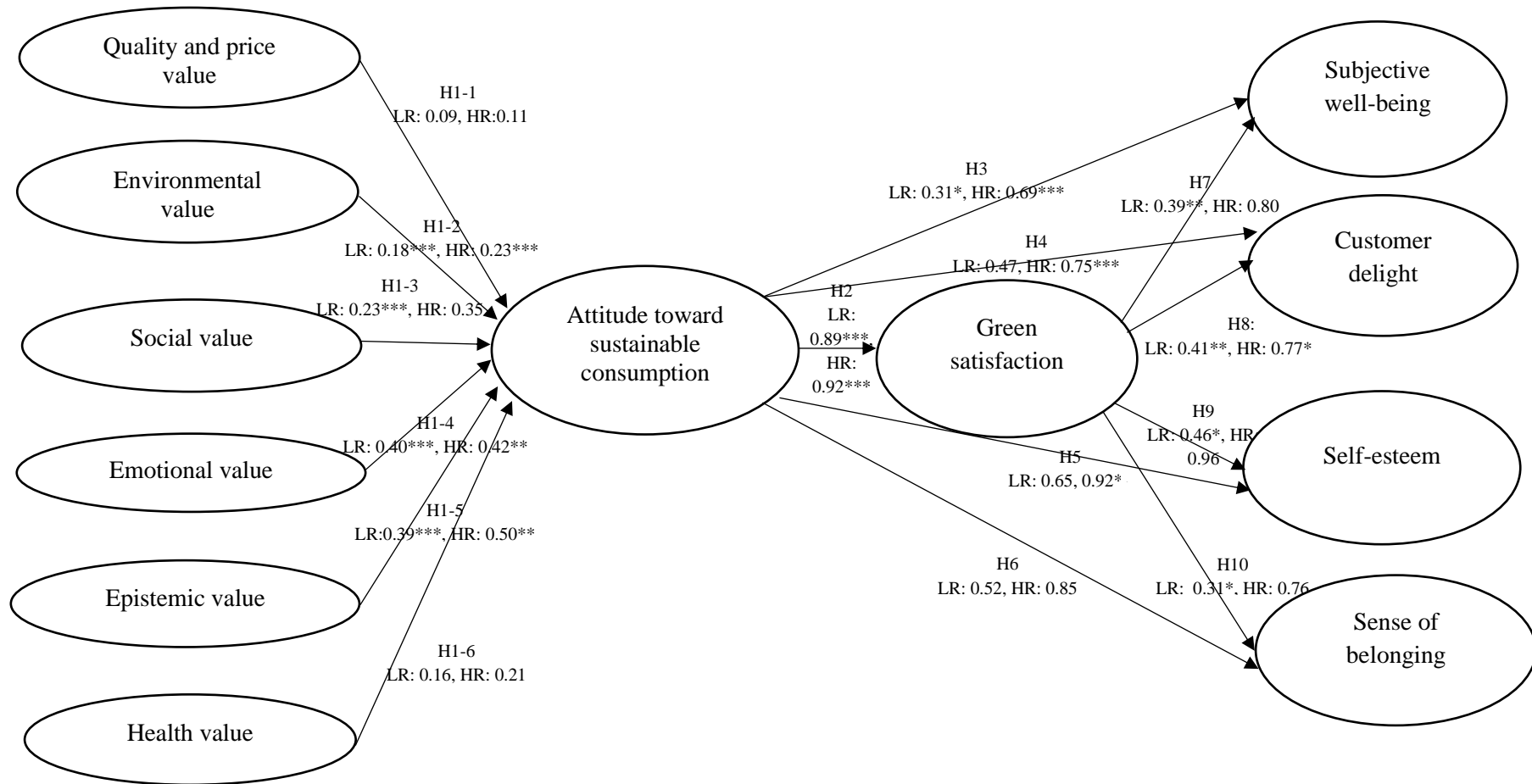


Figure 5.11 Findings of the direct paths for structural model (the low religiosity and high religiosity groups)



5.9.8.3 Structural invariance

The structural invariance test followed the measurement invariance test and SEM for the low and high religiosity groups. This test was performed to determine whether the structural model was the same or different for the low religiosity group and high religiosity group. As a result, a Chi-square difference test was undertaken using the full metric invariance of the structural model and the full path invariance of the structural model as recommended by Yoo (2002). The results of the structural invariance for the low religiosity group and high religiosity group are presented in Table 5.20. The Chi-square difference test was significant. This implies that the full structural invariances were not supported ($\Delta\chi^2$ (df) =64.431 $>$ $\chi^2_{.01}$ (15) =30.578). Therefore, the paths of the relationships were different for customers who scored low on the religiosity scale and customers who scored high on the same scale.

Table 5.20 Structural invariance for the low religiosity (n=231) and high religiosity (n=687) groups

Models		χ^2	df	$\Delta\chi^2/df$	CFI	TLI	RMSEA
Low religiosity group and high religiosity group	Full metric invariance model (L(X)Y=IN)	10078.675	3648		0.89	0.89	0.044
	Full path invariance model (L(X)Y=IN, GA=IN, BE=IN) ^a	10144.106	3663	65.431/15	0.91	0.90	0.043

Note: ^a Since Chi-square difference test: $\Delta\chi^2$ (df) =64.431 $>$ $\chi^2_{.01}$ (15) =30.578, the full structural invariance was not supported, and the paths across the two groups were not the same.

5.9.8.4 Invariance test for the paths

The results of the invariance test for all paths are presented in Table 5.21. The Chi-square value for each path was compared with the baseline model. Significant differences were noted between the low religiosity group and the high religiosity group in terms of the relationship between the constructs. It was observed that 13 out of the 15 paths were statistically different.

A comparison of the low religiosity and high religiosity groups showed that the effects of environmental value on attitude toward sustainable hospitality consumption, the impact of social value on attitude toward sustainable hospitality consumption, the influence of emotional value on attitude toward sustainable hospitality consumption, and the effect of health value on attitude toward sustainable hospitality consumption were stronger for high religiosity customers than low religiosity customers. Furthermore, it was observed that the co-efficients for low religiosity group were relatively lesser than that of the high religiosity group for the path of attitude toward sustainable hospitality consumption to green satisfaction, attitude toward sustainable hospitality consumption to subjective well-being, attitude towards sustainable hospitality consumption to customer delight, attitude towards sustainable hospitality consumption to self-esteem, and attitude toward sustainable hospitality consumption to sense of belonging to the sustainable community.

Likewise, for the high religiosity customers, the influence of green satisfaction on subjective well-being, green satisfaction on customer delight, green satisfaction on self-esteem, and green satisfaction on sense of belonging to the sustainable community was stronger for customers who were deeply committed to their religion than those who belonged to the low religiosity group. The results demonstrated that the level of religiosity of patrons of sustainable hospitality companies contributed to their perceptions. Accordingly, the moderating role of religiosity has been partially established in this study. Hypothesis 12 was partially supported.

Table 5.21 Structural invariances for the low religiosity group and high religiosity group for each hypothesis

Hypotheses	Paths	Low religiosity group and high religiosity group	
		χ^2/df	$\Delta\chi^2/df$
	Free model	10078.675/3648	
H1-1	Quality and price value → Attitude	10078.764/3649	0.09
H1-2	Environmental value → Attitude	10078.968/3649	0.29*
H1-3	Social value → Attitude	10081.475/3649	2.80*
H1-4	Emotional value → Attitude	10082.313/3649	3.64*
H1-5	Epistemic value → Attitude	10078.823/3649	0.15
H1-6	Health value → Attitude	10088.570/3649	9.90***
H2	Attitude → Green satisfaction	10085.641/3649	6.97***
H3	Attitude → Subjective well-being	10102.885/3649	24.21***
H4	Attitude → Customer delight	10095.915/3649	17.24***
H5	Attitude → Self-esteem	10090.372/3649	11.70***
H6	Attitude → Sense of belonging	10082.863/3649	4.19**
H7	Green satisfaction → Subjective well-being	10115.875/3649	37.20***
H8	Green satisfaction → Customer delight	10134.555/3649	55.88***
H9	Green satisfaction → Self-esteem	10089.910/3649	11.24***
H10	Green satisfaction → Sense of belonging	10082.863/3649	4.19**

Note: *The source of significant differences: $\Delta\chi^2/df > \Delta\chi^2_{.1}(1) = 2.706$.

**The source of significant differences: $\Delta\chi^2/df > \Delta\chi^2_{.05}(1) = 3.841$.

***The source of significant differences: $\Delta\chi^2/df > \Delta\chi^2_{.01}(1) = 6.635$.

5.10 STUDY 2-Company level study

5.10.1 Confirmatory factor analysis of the measurement model (N=918)

Before testing the proposed hypotheses in Study 2, confirmatory factor analysis was conducted using AMOS. The output of the analysis is presented in Table 5.22. A good data-model fit was observed ($\chi^2=5927.384$ (df=2254), CFI=0.89, TLI=0.91, RMSEA=0.05, GFI=0.92). And the normed Chi-square metric was acceptable ($\chi^2/df=2.63$). Despite demonstrating a significant difference, Chi-square has drawn criticism for being too sensitive to a high number of samples. The confirmatory factor analysis results further demonstrated the convergent validity of the measures since all standardized loadings for the indicators were significant at $p<.001$ (Anderson & Gerbing, 1988). Also, the factor loadings and AVE values were above the 0.50 cutoff. The factor loadings for the indicators were between 0.65 and 0.88. Moreover, as the correlation between the constructs was smaller than the square root of the AVE for that particular construct, discriminant validity was proven (Fornell & Larcker, 1981). Table 5.23 shows the results of the correlation analysis and discriminant validity. Regarding the reliability of the constructs, the lowest composite reliability and highest composite reliability values were 0.76 and 0.94 respectively, therefore, the reliability of the constructs was established (Nunnally 1978).

Table 5.22 CFA results of the measurement model (N=918)

Construct	Items	Estimate	Standard error	t-value	p-value	Standardized factor loading	AVE	CR
Epistemic value	EPV1	1.00				0.75	0.53	0.90
	EPV2	0.95	0.05	21.19***	0.00	0.79		
	EPV3	1.03	0.05	22.85***	0.00	0.74		
	EPV4	1.01	0.05	21.62***	0.00	0.70		
	EPV5	1.00	0.05	21.77***	0.00	0.71		
	EPV6	0.98	0.05	21.68***	0.00	0.70		
	EPV7	0.96	0.04	21.76***	0.00	0.71		
	EPV8	0.97	0.04	21.99***	0.00	0.71		
Environmental value	ENV1	1.00				0.77	0.60	0.90
	ENV2	1.08	0.05	23.98***	0.00	0.76		
	ENV3	1.09	0.04	24.86***	0.00	0.79		
	ENV4	1.10	0.04	26.20***	0.00	0.82		
	ENV5	0.99	0.05	22.11***	0.00	0.71		
	ENV6	1.09	0.04	25.48***	0.00	0.80		
Quality and price value	QPV1	1.00				0.77	0.51	0.88
	QPV2	1.02	0.05	19.52***	0.00	0.71		
	QPV3	0.97	0.05	17.96***	0.00	0.65		
	QPV4	1.03	0.05	19.88***	0.00	0.72		
	QPV5	1.02	0.05	19.34***	0.00	0.70		
	QPV6	0.91	0.05	18.69***	0.00	0.68		
	QPV7	1.00	0.05	19.73***	0.00	0.72		
Health value	HEV1	1.00				0.75	0.51	0.84
	HEV2	0.84	0.04	20.47***	0.00	0.68		
	HEV3	0.96	0.04	22.68***	0.00	0.75		
	HEV4	0.85	0.04	21.22***	0.00	0.70		
	HEV5	0.84	0.04	20.01***	0.00	0.67		
Emotional value	EMOV1	1.00				0.75	0.53	0.87
	EMOV2	0.99	0.04	23.72***	0.00	0.77		
	EMOV3	0.96	0.05	21.03***	0.00	0.69		
	EMOV4	0.93	0.04	22.82***	0.00	0.74		
	EMOV5	0.87	0.04	21.44***	0.00	0.70		
	EMOV6	0.87	0.04	21.96***	0.00	0.72		
Social value	SOV1	1.00				0.73	0.51	0.76
	SOV2	0.95	0.05	19.47***	0.00	0.67		
	SOV3	1.03	0.05	21.51***	0.00	0.74		
Green brand innovativeness	GBIN1	1.00				0.74	0.61	0.86
	GBIN2	0.91	0.05	18.26***	0.00	0.72		
	GBIN3	1.02	0.05	19.88***	0.00	0.78		
	GBIN4	0.99	0.05	19.63***	0.00	0.88		
Green brand image	GBIM1	1.00				0.75	0.57	0.84
	GBIM2	1.06	0.05	19.75***	0.00	0.78		
	GBIM3	1.01	0.06	18.05***	0.00	0.71		
	GBIM4	0.95	0.05	19.26***	0.00	0.76		
Green brand trust	GBT1	1.00				0.75	0.55	0.86
	GBT2	0.86	0.04	21.09***	0.00	0.77		
	GBT3	0.91	0.04	21.86***	0.00	0.70		
	GBT4	0.81	0.04	21.10***	0.00	0.77		
	GBT5	0.87	0.04	21.96***	0.00	0.70		
Green brand attachment	GBAT1	1.00				0.69	0.51	0.86
	GBAT2	1.05	0.05	20.20***	0.00	0.70		

	GBAT3	1.05	0.05	20.53***	0.00	0.71		
	GBAT4	1.05	0.05	20.97***	0.00	0.73		
	GBAT5	0.97	0.05	19.39***	0.00	0.77		
	GBAT6	0.96	0.05	19.96***	0.00	0.69		
Green brand awareness	GBAW1	1.00				0.72	0.54	0.82
	GBAW2	1.02	0.05	22.63***	0.00	0.72		
	GBAW3	1.00	0.04	22.63***	0.00	0.72		
	GBAW4	0.89	0.04	20.44***	0.00	0.76		
Willingness to pay more	WPM1	1.00				0.69	0.54	0.94
	WPM2	1.07	0.05	21.48***	0.00	0.75		
	WPM3	1.04	0.05	21.45***	0.00	0.75		
	WPM4	1.01	0.05	20.94***	0.00	0.73		
Sustainable technology behavioral intention	STBI1	1.00				0.74	0.52	0.81
	STBI2	0.99	0.05	22.25***	0.00	0.70		
	STBI3	0.97	0.04	23.22***	0.00	0.73		
	STBI4	0.90	0.04	22.27***	0.00	0.70		
Future purchase intention	FPI1	1.00				0.78	0.57	0.84
	FPI2	1.00	0.05	19.81***	0.00	0.69		
	FPI3	1.02	0.05	19.39***	0.00	0.77		
	FPI4	0.95	0.05	19.40***	0.00	0.77		

$\chi^2=5927.384$ (df=2254, $p=0.000$), CFI=0.89, TLI=0.91, RMSEA=0.05, GFI=0.92.

Note: a. AVE = $(\sum \text{standardized factor loading}^2) / [(\sum \text{standardized factor loading}^2) + \sum \text{measurement error}]$.

b. Composite Reliability = $(\sum \text{standardized factor loading})^2 / [(\sum \text{standardized factor loading})^2 + \sum \text{measurement error}]$.

c. *** $p < 0.001$.

Table 5.23 Correlation, discriminant validity, mean and standard deviation (N=918)

	FPI	STBI	WPM	GBAW	GBAT	GBT	GBIM	GBIN	SOV	EMOV	HEV	QPV	ENV	EPV
FPI	0.755													
STBI	0.628**	0.719												
WPM	0.599**	0.536**	0.734											
GBAW	0.589**	0.522**	0.529**	0.732										
GBAT	0.637**	0.548**	0.577**	0.583**	0.714									
GBT	0.586**	0.519**	0.567**	0.546**	0.66**	0.739								
GBIM	0.639**	0.549**	0.574**	0.561**	0.642**	0.629**	0.752							
GBIN	0.587**	0.508**	0.548**	0.500**	0.586**	0.570**	0.609**	0.783						
SOV	0.529**	0.457**	0.486**	0.477**	0.538**	0.550**	0.532**	0.536**	0.714					
EMOV	0.619**	0.559**	0.545**	0.567**	0.585**	0.571**	0.575**	0.543**	0.600**	0.729				
HEV	0.597**	0.528**	0.528**	0.535**	0.566**	0.548**	0.562**	0.540**	0.581**	0.603**	0.711			
QPV	0.570**	0.492**	0.503**	0.483**	0.539**	0.502**	0.513**	0.499**	0.515**	0.549**	0.569**	0.708		
ENV	0.525**	0.473**	0.460**	0.490**	0.482**	0.466**	0.470**	0.422**	0.426**	0.487**	0.478**	0.457**	0.776	
EPV	0.588**	0.508**	0.521**	0.523**	0.570**	0.566**	0.567**	0.539**	0.596**	0.576**	0.594**	0.546**	0.478**	0.727
Means	5.640	5.656	5.582	5.643	5.596	5.647	5.623	5.609	5.582	5.646	5.751	5.670	5.609	5.601
Std. Dev.	0.827	0.856	0.929	0.856	0.836	0.819	0.815	0.815	0.939	0.852	0.817	0.800	0.884	0.835

Note: a. EPV=Epistemic value, ENV= Environmental value, QPV= Quality and price value, HEV= Health value, EMOV= Emotional value, SOV=Social value, GBIN=Green brand innovativeness, GBIM=Green brand image, GBT= Green brand trust, GBAT=Green brand attachment, GBAW=Green brand awareness WPM=Willingness to pay more, STBI=Sustainable technology behavioral intention, FPI=Future purchase intention.

b. ** Correlation is significant at the 0.01 level (2-tailed).

5.10.2 Structural Equation Modelling

After ascertaining that the measurement model was good, SEM was performed using the maximum likelihood estimation method. Checks of the model fit metrics established that the structural model fitted the data well ($\chi^2=6200.513$ (df=2305), CFI=0.89, TLI=0.91, RMSEA=0.043, GFI=0.93). Also, the normed Chi-square metric ($\chi^2/df=2.69$) was satisfactory. To ensure that there was no multicollinearity between the endogenous and exogenous variables, the variance inflation factor (VIF) and tolerance were assessed using linear regression. According to Dattalo (2013), multicollinearity occurs when the tolerance value is less than 0.20 and the VIF is larger than 4.0. The linear regression was conducted with the six sustainable hospitality consumption value dimensions as exogenous variables and green brand innovativeness as the endogenous variable. Health value had the largest VIF value of 2.92 and environmental value had the least tolerance value of 0.37. Therefore, multicollinearity did not exist among the constructs.

5.10.3 Hypotheses testing

Similar to Study 1 twelve main hypotheses were proposed to be tested in this study, ten direct relationships and two moderating. Nonetheless, hypotheses 1, 2, and 3 had 6 sub hypotheses each, to assess the influence of sustainable hospitality consumption value dimensions on green brand innovativeness, green brand image and green brand trust respectively. Therefore, 27 hypotheses were tested in this study, 25 direct relationships and 2 moderating effects.

5.10.4 Direct effects

The output of the direct effects is presented in Table 5.24 and Figure 5.12. Out of the 25 proposed hypotheses, 15 were statistically significant.

Hypothesis 1-1 to Hypothesis 1-6 suggested that sustainable hospitality consumption value dimensions positively influence green brand innovativeness. First, it was observed that the effect of quality and price value on green brand innovativeness was not significant ($\beta=0.19$, $t=0.78$, $p>0.05$). This means that the quality and price value derived from sustainable hospitality consumption did not affect customers' perceptions of the company's green innovativeness. Second, the relationship between environmental value and green brand innovativeness was not significant ($\beta=0.12$, $t=1.28$, $p>0.05$). Therefore, customers' green brand perception was not attributed to their perceived environmental value. Third, the impact of social value on green brand innovativeness was significant ($\beta=0.67$, $t=5.10$, $p<0.001$). This means that the more customers believed that sustainable hospitality companies help in their social interactions, the more they perceived them as innovative. Fourth, the association between emotional value and green brand innovativeness was found to be significant ($\beta=0.99$, $t=5.43$, $p<0.001$). Thus, a customer's perception of a green hospitality brand's innovativeness was informed by their emotional value derived through consumption. Fifth, the effect of epistemic value on green brand innovativeness was significant ($\beta=0.81$, $t=4.95$, $p<0.001$). The benefit of learning and satisfying curiosity through sustainable hospitality consumption determined customers' perception of green brand innovativeness. Sixth, the relationship between health value and green brand innovativeness was not significant ($\beta=0.14$, $t=0.68$, $p>0.05$). Health value did not impact perceived green brand innovativeness. Accordingly, H1-3, H1-4, and H1-5 were supported, while H1-1, H1-2, and H1-6 were not supported.

Hypothesis 2-1 to Hypothesis 2-6 suggest that sustainable hospitality consumption value dimensions positively influence green brand image. Similar to Hypothesis 1, it was observed that the relationships between social value and green brand image ($\beta=0.39$, $t=5.16$, $p<0.001$), emotional value and green brand image ($\beta=0.44$, $t=5.59$, $p<0.001$), and epistemic value and green brand image ($\beta=0.28$, $t=4.43$, $p<0.001$) were significant. Based on the output,

it can be said that customers image formed about sustainable hospitality companies was enhanced by the emotional value, social value and epistemic value derived through the patronage. However, the impact of quality and price value on green brand image ($\beta=0.50$, $t=1.42$, $p>0.05$), the effect of environment value on green brand image ($\beta=0.13$, $t=0.98$, $p>0.05$), and the influence of health value on green brand image ($\beta=0.28$, $t=1.02$, $p>0.05$) were insignificant. This implies that perceived green brand image was not determined by price and quality value, environmental value, and health value. Therefore, H2-3, H2-4, and H2-5 were supported, whereas H2-1, H2-2, and H2-6 were not supported.

Hypothesis 3-1 to Hypothesis 3-6 propose that sustainable hospitality consumption value dimensions positively affect green brand trust. The findings showed significance for the relationships of social value to green brand trust ($\beta=0.96$, $t=5.29$, $p<0.001$), emotional value to green brand trust ($\beta=0.10$, $t=5.34$, $p<0.001$), and epistemic value to green brand trust ($\beta=0.99$, $t=4.82$, $p<0.001$). Therefore, the more customers derived emotional value, social value, and epistemic value from sustainable hospitality products/services, the higher their trust in the brand to deliver on their green promises. On the other hand, the influence of quality and price value on green brand image ($\beta=0.19$, $t=0.67$, $p>0.05$), the impact of environment value on green brand image ($\beta=0.14$, $t=1.30$, $p>0.05$), and the impact of health value on green brand image ($\beta=0.14$, $t=0.59$, $p>0.05$) were not significant. This indicated that customers' trust in green brands is not affected by price and quality value, environmental value, and health value. Hence, H3-3, H3-4, and H3-5 were supported, whereas H3-1, H3-2, and H3-6 were not supported.

Table 5.24 Findings of the direct paths for the structural model ($N=918$)

Hypotheses		Paths	Standard coefficient (β)	t -value	p -value	Decision
H1-1	Quality and price value	→ Green brand innovativeness	0.19	0.78	0.437	Reject
H1-2	Environmental value	→ Green brand innovativeness	0.12	1.28	0.201	Reject
H1-3	Social value	→ Green brand innovativeness	0.67	5.10***	0.000	Accept
H1-4	Emotional value	→ Green brand innovativeness	0.99	5.43***	0.000	Accept
H1-5	Epistemic value	→ Green brand innovativeness	0.81	4.95***	0.000	Accept
H1-6	Health value	→ Green brand innovativeness	0.14	0.68	0.496	Reject
H2-1	Quality and price value	→ Green brand image	0.50	1.42	0.155	Reject
H2-2	Environmental value	→ Green brand image	0.13	0.98	0.325	Reject
H2-3	Social value	→ Green brand image	0.39	5.16***	0.000	Accept
H2-4	Emotional value	→ Green brand image	0.44	5.59***	0.000	Accept
H2-5	Epistemic value	→ Green brand image	0.28	4.43***	0.000	Accept
H2-6	Health value	→ Green brand image	0.28	1.02	0.309	Reject
H3-1	Quality and price value	→ Green brand trust	0.19	0.67	0.505	Reject
H3-2	Environmental value	→ Green brand trust	0.14	1.30	0.193	Reject
H3-3	Social value	→ Green brand trust	0.96	5.29***	0.000	Accept
H3-4	Emotional value	→ Green brand trust	0.10	5.34***	0.000	Accept
H3-5	Epistemic value	→ Green brand trust	0.99	4.82***	0.000	Accept
H3-6	Health value	→ Green brand trust	0.14	0.59	0.553	Reject
H4	Green brand innovativeness	→ Green brand attachment	0.42	2.36*	0.018	Accept
H5	Green brand image	→ Green brand attachment	0.06	0.43	0.667	Reject
H6	Green brand trust	→ Green brand attachment	0.38	5.70***	0.029	Accept
H7	Green brand attachment	→ Green brand awareness	0.02	21.04***	0.000	Accept

H8	Green brand attachment	→	Willingness to pay more	0.95	18.98***	0.000	Accept
H9	Green brand attachment	→	Sustainable technology behavioral intention	0.01	21.20***	0.000	Accept
H10	Green brand attachment	→	Future purchase intention	0.97	17.85***	0.000	Accept

$\chi^2=6200.513$ (df=2305, $p=0.000$), CFI=0.89, TLI=0.91, RMSEA=0.043, GFI=0.93.

* $p<0.05$, ** $p<0.01$, *** $p<0.001$.

Hypothesis 4 indicates that green brand innovativeness exerts a positive influence on green brand attachment. The effect of green brand innovativeness on green brand attachment was statistically significant ($\beta=0.42$, $t=2.36$, $p<0.05$). This indicates that the more customers perceived a brand to be innovative with its green practices, the more they were attached to the hospitality brand. Thus, Hypothesis 4 was supported.

Hypothesis 5 suggests that green brand image positively influences green brand attachment. It was discovered that the association between green brand image and green brand attachment was insignificant ($\beta=0.06$, $t=0.43$, $p>0.05$). Green brand attachment is not attributable to green brand image. Hypothesis 5 was not supported.

Hypothesis 6 opines that green brand trust has a positive influence on green brand attachment. The results revealed that there was a significant relationship between the two constructs ($\beta=0.38$, $t=5.70$, $p<0.001$). This proves that the more customers trusted green brands to deliver on their green promises, the more they were connected to the brand. Therefore, Hypothesis 6 was supported.

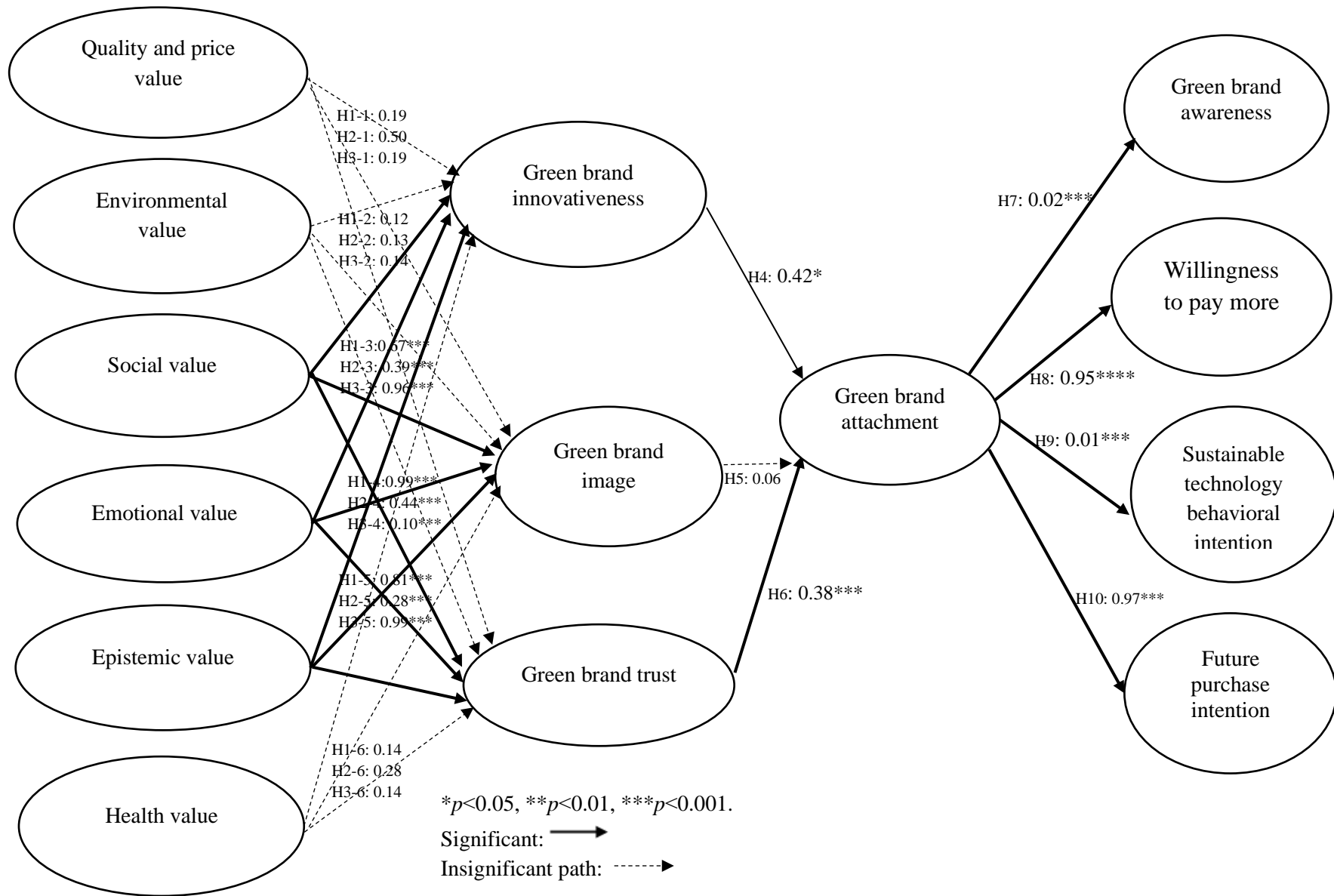
Hypothesis 7 suggests that green brand attachment has a positive influence on green brand awareness. The impact of green brand attachment on green brand awareness was found to be significant ($\beta=0.02$, $t=21.04$, $p<0.001$). Customers know more about green brands when they are attached to the brand. Hypothesis 7 was supported.

Hypothesis 8 indicates that green brand attachment positively impacts willingness to pay more. The results denote a significant influence of green brand attachment on willingness to pay more ($\beta=0.95$, $t=18.98$, $p<0.001$). This means that the more customers are attached to sustainable hospitality companies, the more likely they are to pay more for their services. Hence, hypothesis 8 was supported.

Hypothesis 9 suggests that green brand attachment has a positive influence on sustainable technology behavioral intention. The association between green brand attachment and sustainable technology behavioral intention was significant ($\beta=0.01$, $t=21.20$, $p<0.001$). This implies that customers are more likely to use and recommend the sustainable technologies adopted by hospitality companies when they are emotionally connected with the brand. Hypothesis 9 was supported.

Hypothesis 10 states that green brand attachment has a positive influence on future purchase intention. Lastly, the output showed significance for the impact of green brand attachment on future purchase intention ($\beta=0.97$, $t=17.85$, $p<0.001$). This indicates that customers are more inclined to patronize sustainable hospitality companies when they were emotionally connected to them. Thus, hypothesis 10 was supported.

Figure 5.12 Findings of the direct paths for structural model (N=918)



5.10.5 Moderating analysis

To understand factors that weaken and/or strengthen the proposed relationships, environmental activism and environmental identity were explored in this study. Regarding environmental activism, respondents were split into low environmental activism and high environmental activism. Similarly, respondents were divided into low environmental identity and high environmental identity based on a mid-scale split.

5.10.6 Environmental activism

5.10.6.1 Measurement invariance

A multi-group analysis was performed to ascertain how environmental activism moderates the proposed relationships. The items for measuring environmental activism were adapted from previous studies (Jiménez-Castillo & Ortega-Egea, 2015; Seguin et al., 1998). The items were rated on a 7-point Likert scale, ranging from “strongly disagree” (1) to “strongly agree” (7). Before proceeding with the moderating analysis, an EFA was undertaken. The results of the EFA are shown in Table 5.25. A single-factor solution was found, and it explained approximately 62.46% of environmental activism. The KMO was 0.852 and the Bartlett’s test of sphericity was 906.610 ($df=10, p=0.000$) which confirms the suitability of the data for factor analysis. The communalities and factor loadings were greater than the 0.50 threshold. Also, the internal consistency of the items was ascertained since the Cronbach’s alpha value was above .70. It may be inferred from the communalities that the factor explained between 54% and 69% of the variance in the variables.

Following the EFA, the environmental activism items were converted from their original continuous condition to a categorical one. The neutral point of 4.0 was utilized as the base to separate respondents into groups based on their level of environmental activism, which was low and high. Respondents scoring 4.0 or below were considered low environmental

activism customers and those above 4.0 were labeled high environmental activism customers.

There were 222 customers in the low environmental activism group and 696 customers in the high environmental activism group.

Table 5.25 EFA results of environmental activism (N=918)

Domains and items	Communalities	Factor loadings	Means
Domain 1: Environmental activism (Eigenvalue=3.123, Variance explained=62.459%, Cronbach's alpha=.849, Grand mean=5.53).			
I'd like to write letters to businesses that produce harmful goods or services.	.687	.829	5.54
I'd like to circulate petitions that demand an improvement in government policies concerning the environment.	.686	.829	5.59
I'd like to offer financial support to environmental groups.	.659	.812	5.55
I'd like to vote for a government that proposes environmentally conscious policies.	.551	.743	5.56
I'd like to participate in events organized by environmental groups.	.539	.734	5.40
KMO=.852; Bartlett's test of sphericity=906.610 (df=10, p=0.000).			

For the purpose of checking the measurement model of the two groups, measurement invariance was carried out before assessing the moderating influence of environmental activism across the postulated relationships in the study using Chi-square difference test. The results of the measurement invariance test are presented in Table 5.26. Initially, the non-restricted model was tested, followed by a full metric invariance confirmatory factor analysis model, as indicated by previous studies (Steenkamp & Baumgartner, 1998).

Although the goodness of fit metrics were satisfactory, a Chi-square discrepancy between the baseline model and the full metric invariance model was found which indicated that there was no support for the full metric invariance ($\Delta\chi^2$ (df) > $\chi^2_{.01}$ (56) = 83.513). This suggests that the factor loadings for the constructs were not equivalent across the low environmental activism and high environmental activism groups. Researchers (for instance, Byrne, Shavelson & Muthen, 1989; Steenkamp & Baumgartner, 1998; Yoo, 2002) have

suggested using the partial metric invariance test when the conditions of the full metric invariance are not satisfied. Thus, the partial metric invariance test was performed. This involved releasing the invariance constraints one at a time based on adjustments to the parameters until the partial metric invariance model was supported ($\Delta\chi^2$ (df) < $\chi^2_{.01}$ (52) = 78.616). Five items in total—items ENV2, ENV4, QPV1, EPV3, and GBT2—were released, while the remaining measurement items were restricted for the invariance. For subsequent structural invariance analysis, the partial metric invariance model served as the baseline (Yoo, 2002).

Table 5.26 Measurement invariance for the low environmental activism (n=222) and high environmental activism (n=696) groups

Models	Low environmental activism vs high environmental activism		
	χ^2 /df	$\Delta\chi^2$ /df	CFI(RMSEA)
Non restricted	11882.686/4508		.90(0.041)
Full metric invariance of CFA model (L(X)Y=IN*)	11972.769/4564	90.083/56 ^a	.91(0.041)
Partial metric invariance of CFA	11954.818/4560	72.132/52 ^b	.90(0.042)

Note: *IN=invariance.

- a. Since Chi-square difference test: $\Delta\chi^2$ (df) > $\chi^2_{.01}$ (56) = 83.513, the full metric invariance model was not supported.
- b. Since Chi-square difference test: $\Delta\chi^2$ (df) < $\chi^2_{.01}$ (52) = 78.616, the full metric invariance model was supported (after the release of six items of invariance constraints).

5.10.6.2 SEM results for the low environmental activism and high environmental activism groups

Structural equation modelling was conducted to evaluate the proposed framework for the two groups. The good-of-fit indices were satisfactory for the low environmental activism customers ($\chi^2=5519.570$ (df= 2305), CFI=0.88, TLI=0.89, RMSEA=0.043, GFI=0.89). Also, the normed Chi-square value was 2.39. Table 5.27 and Figure 5.13 show the findings of the analysis. It was observed that 17 of the 25 paths were significant for low environmental activism group.

The impact of social value on green brand innovativeness ($\beta=0.61, t=2.50, p<0.05$), emotional value on green brand innovativeness ($\beta=0.42, t=3.44, p<0.001$), epistemic value on green brand innovativeness ($\beta=0.41, t=2.24, p<0.05$), health value on green brand innovativeness ($\beta=0.59, t=2.42, p<0.05$) were significant. Likewise, significant effect was observed for the influence of social value on green brand image ($\beta=0.12, t=3.33, p<0.001$), emotional value on green brand image ($\beta=0.55, t=3.69, p<0.001$), epistemic value on green brand image ($\beta=0.30, t=2.49, p<0.05$), and health value on green brand image ($\beta=0.66, t=2.40, p<0.05$).

Furthermore, the paths of social value to green brand trust ($\beta=0.61, t=2.50, p<0.05$), emotional value to green brand trust ($\beta=0.42, t=3.44, p<0.001$), epistemic value to green brand trust ($\beta=0.41, t=2.24, p<0.05$), health value to green brand trust ($\beta=0.59, t=2.42, p<0.05$) were significant. In addition, the relationships of green brand innovativeness to green brand attachment ($\beta=0.52, t=2.76, p<0.05$), green brand attachment to green brand awareness ($\beta=0.72, t=8.67, p<0.001$), green brand attachment to willingness to pay more ($\beta=0.84, t=8.44, p<0.001$), green brand attachment to sustainable hospitality behavioral intention ($\beta=0.41, t=9.11, p<0.001$), and green brand attachment to future purchase intention ($\beta=0.85, t=7.29, p<0.001$) were statistically significant.

Table 5.27 Findings of the direct paths for the structural model of a low environmental activism group (n=222)

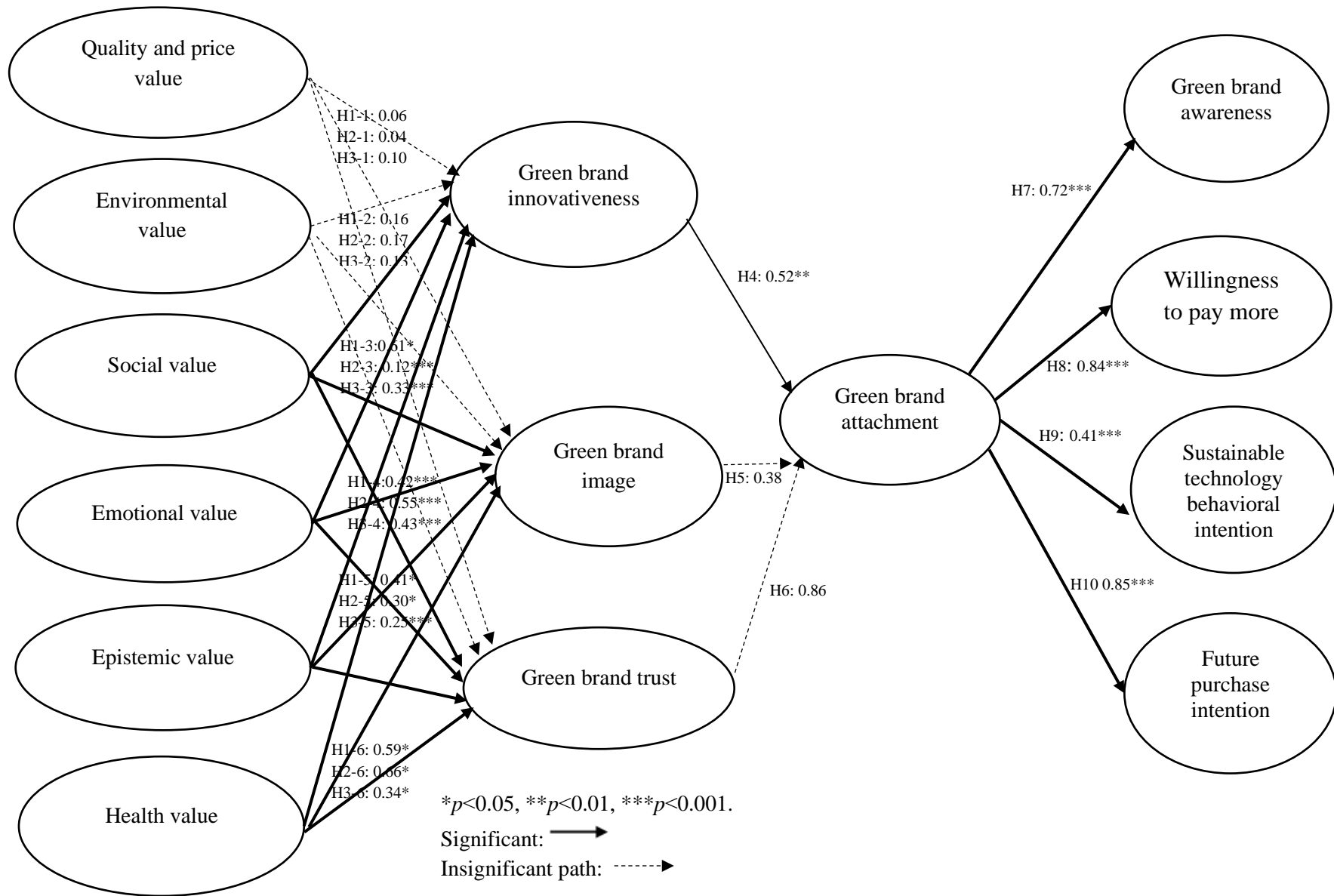
Hypotheses	Paths	Standard coefficient (β)	t-value	p-value	Decision
H1-1	Quality and price value → Green brand innovativeness	0.06	0.18	0.859	Reject
H1-2	Environmental value → Green brand innovativeness	0.16	0.95	0.342	Reject
H1-3	Social value → Green brand innovativeness	0.61	2.50*	0.012	Accept
H1-4	Emotional value → Green brand innovativeness	0.42	3.44***	0.000	Accept
H1-5	Epistemic value → Green brand innovativeness	0.41	2.24*	0.025	Accept
H1-6	Health value → Green brand innovativeness	0.59	2.42*	0.016	Accept

H2-1	Quality and price value	→	Green brand image	0.04	0.11	0.915	Reject
H2-2	Environmental value	→	Green brand image	0.17	0.98	0.327	Reject
H2-3	Social value	→	Green brand image	0.12	3.33***	0.000	Accept
H2-4	Emotional value	→	Green brand image	0.55	3.69***	0.000	Accept
H2-5	Epistemic value	→	Green brand image	0.30	2.49*	0.013	Accept
H2-6	Health value	→	Green brand image	0.66	2.40*	0.016	Accept
H3-1	Quality and price value	→	Green brand trust	0.10	0.32	0.753	Reject
H3-2	Environmental value	→	Green brand trust	0.13	0.85	0.395	Reject
H3-3	Social value	→	Green brand trust	0.33	3.44***	0.000	Accept
H3-4	Emotional value	→	Green brand trust	0.43	3.74***	0.000	Accept
H3-5	Epistemic value	→	Green brand trust	0.25	2.67**	0.008	Accept
H3-6	Health value	→	Green brand trust	0.34	2.23*	0.026	Accept
H4	Green brand innovativeness	→	Green brand attachment	0.52	2.76**	0.006	Accept
H5	Green brand image	→	Green brand attachment	0.38	1.45	0.147	Reject
H6	Green brand trust	→	Green brand attachment	0.86	1.28	0.200	Reject
H7	Green brand attachment	→	Green brand awareness	0.72	8.67***	0.000	Accept
H8	Green brand attachment	→	Willingness to pay more	0.84	8.44***	0.000	Accept
H9	Green brand attachment	→	Sustainable technology behavioral intention	0.41	9.11***	0.000	Accept
H10	Green brand attachment	→	Future purchase intention	0.85	7.29***	0.000	Accept

$\chi^2=5519.570(df=2305, p=0.000)$, CFI=0.88, TLI=0.89, RMSEA=0.043, GFI=0.89.

* $p<0.05$, ** $p<0.01$, *** $p<0.001$.

Figure 5.13 Findings of the direct paths for structural model (a low environmental activism group)



A good model-data-fit was also found for a high environmental activism group ($\chi^2=6775.973$ (df=2305), CFI=0.91, TLI=0.92, RMSEA=0.043, GFI=0.90). Additionally, the normed Chi-square value was 2.94. Table 5.28 and Figure 5.14 indicate the results for the high group. Only 11 of the relationships were statistically significant for the high environmental activism group. The significant relationships included the effect of environmental value on green brand innovativeness ($\beta=0.40$, $t=4.44$, $p<0.001$), emotional value on green brand innovativeness ($\beta=0.63$, $t=3.73$, $p<0.001$), epistemic value on green brand innovativeness ($\beta=0.52$, $t=3.90$, $p<0.05$), environmental value on green brand image ($\beta=0.21$, $t=3.02$, $p<0.001$), epistemic value on green brand image ($\beta=0.32$, $t=3.67$, $p<0.05$), environmental value on green brand trust ($\beta=0.15$, $t=3.42$, $p<0.001$), and epistemic value on green brand trust ($\beta=0.32$, $t=2.95$, $p<0.001$).

Also the paths of green brand attachment to green brand awareness ($\beta=0.75$, $t=13.98$, $p<0.001$), green brand attachment to willingness to pay more ($\beta=0.85$, $t=11.11$, $p<0.001$), green brand attachment to sustainable hospitality behavioral intention ($\beta=0.44$, $t=13.24$, $p<0.001$), and green brand attachment to future purchase intention ($\beta=0.84$, $t=10.85$, $p<0.001$) were significant. To illustrate the distinctions and parallels between the two consumer groups who visited sustainable hospitality businesses, Figure 5.15 shows the straight paths for both high and low environmental activism groups.

Table 5.28 Findings of the direct paths for the structural model of a high environmental activism group (n=696)

Hypotheses	Paths	Standard coefficient (β)	t-value	p-value	Decision
H1-1	Quality and price value → Green brand innovativeness	0.21	0.79	0.43	Reject
H1-2	Environmental value → Green brand innovativeness	0.40	4.44***	0.000	Accept
H1-3	Social value → Green brand innovativeness	0.64	1.47	0.141	Reject

H1-4	Emotional value	→	Green brand innovativeness	0.63	3.73***	0.000	Accept
H1-5	Epistemic value	→	Green brand innovativeness	0.52	3.90***	0.000	Accept
H1-6	Health value	→	Green brand innovativeness	0.68	0.34	0.736	Reject
H2-1	Quality and price value	→	Green brand image	0.11	1.35	0.178	Reject
H2-2	Environmental value	→	Green brand image	0.21	3.02***	0.000	Accept
H2-3	Social value	→	Green brand image	0.14	0.38	0.704	Reject
H2-4	Emotional value	→	Green brand image	0.62	0.21	0.836	Reject
H2-5	Epistemic value	→	Green brand image	0.32	3.67***	0.000	Accept
H2-6	Health value	→	Green brand image	0.79	0.88	0.378	Reject
H3-1	Quality and price value	→	Green brand trust	0.36	0.12	0.903	Reject
H3-2	Environmental value	→	Green brand trust	0.15	3.42***	0.000	Accept
H3-3	Social value	→	Green brand trust	0.59	1.41	0.158	Reject
H3-4	Emotional value	→	Green brand trust	0.69	1.52	0.129	Reject
H3-5	Epistemic value	→	Green brand trust	0.32	2.95***	0.000	Accept
H3-6	Health value	→	Green brand trust	0.39	0.77	0.442	Reject
H4	Green brand innovativeness	→	Green brand attachment	0.55	0.37	0.709	Reject
H5	Green brand image	→	Green brand attachment	0.40	0.32	0.748	Reject
H6	Green brand trust	→	Green brand attachment	0.89	0.33	0.738	Reject
H7	Green brand attachment	→	Green brand awareness	0.75	13.98***	0.000	Accept
H8	Green brand attachment	→	Willingness to pay more	0.85	11.11***	0.000	Accept
H9	Green brand attachment	→	Sustainable technology behavioral intention	0.44	13.24***	0.000	Accept
H10	Green brand attachment	→	Future purchase intention	0.84	10.85***	0.000	Accept

$\chi^2=6775.973$ (df=2305, $p=0.000$), CFI=0.91, TLI=0.92, RMSEA=0.043, GFI=0.90.

* $p<0.05$, ** $p<0.01$, *** $p<0.001$.

Figure 5.14 Results of the direct paths for the structural model (a high environmental activism group)

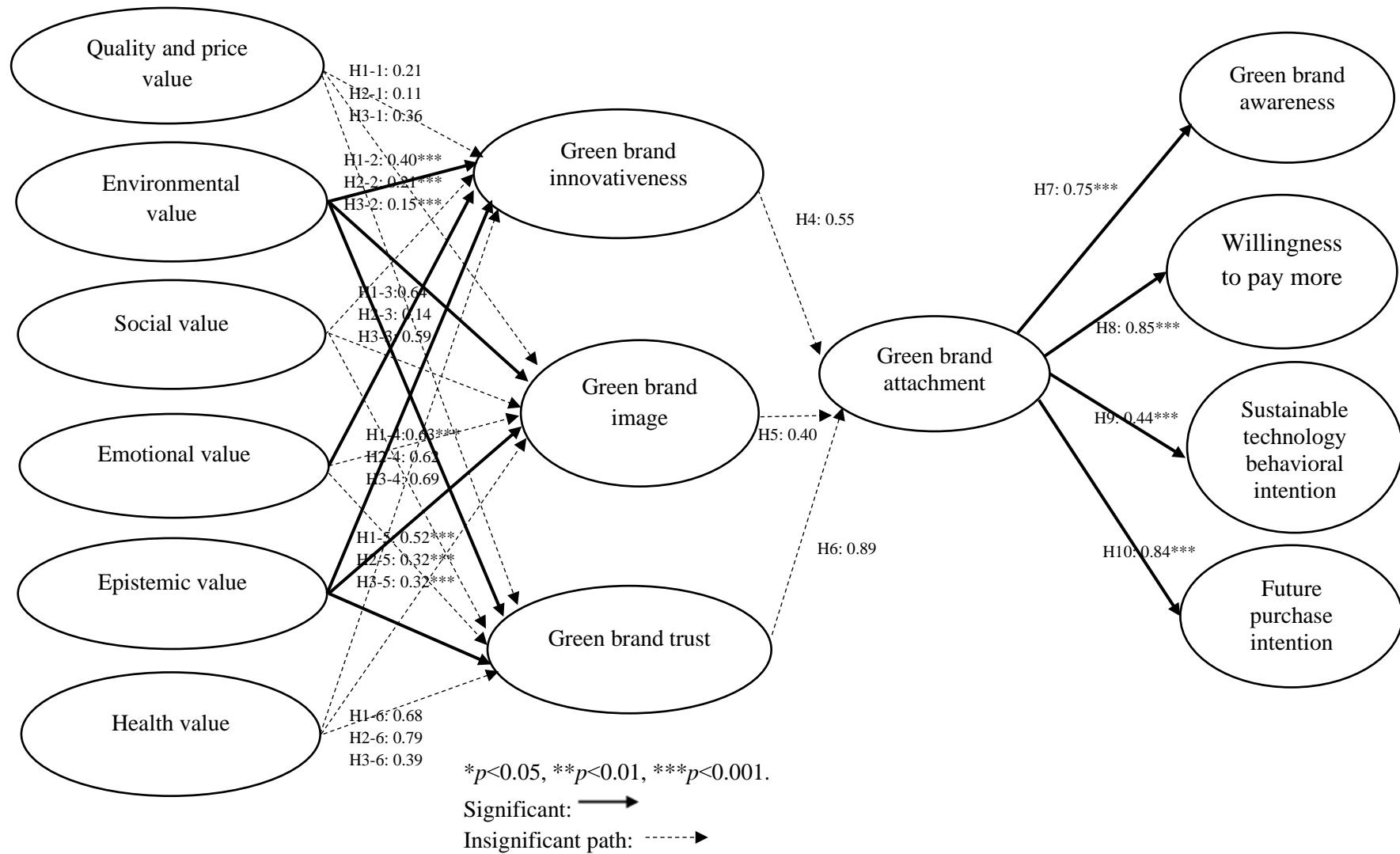
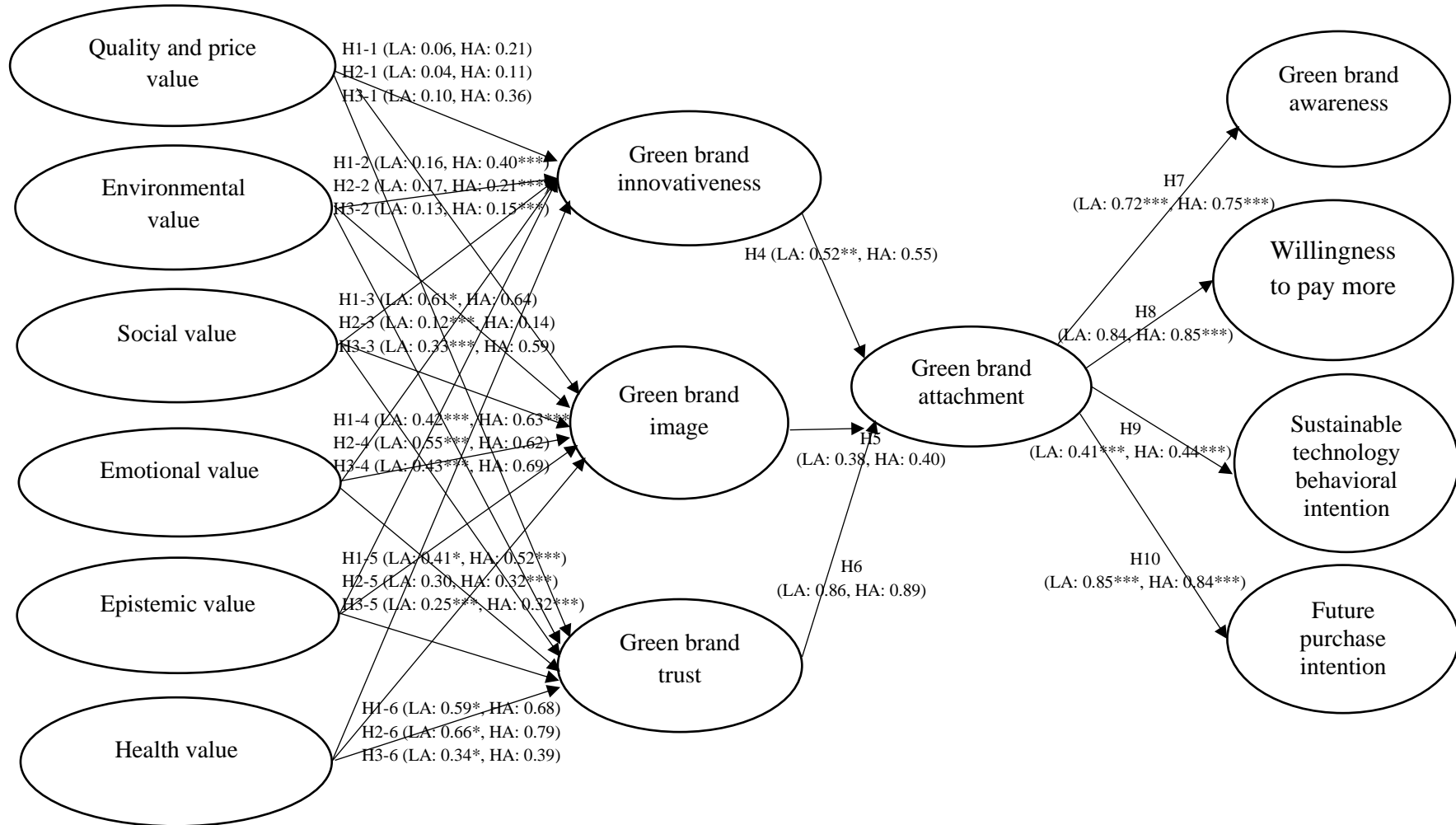


Figure 5.15 Results of the direct paths for the structural model (both the low and high environmental activism groups)



5.10.6.3 Structural invariance

Following the measurement invariance test and SEM for the low environmental activism customers and high environmental activism customers was the structural invariance test. The purpose of this test was to ascertain whether the structural model for the groups with high and low environmental activism was the same or different. The partial metric invariance and full path invariance of the structural model were used to conduct a Chi-square difference test. Table 5.29 displays the findings of the structural invariance for the high and low environmental activism groups. The Chi-square difference test was significant; therefore, the full structural invariances were not supported ($\Delta\chi^2$ (df) =54.262 $>\chi^2_{.01}$ (25) =44.314). This proves that the customers who were less involved in environmental activism and those who were highly involved in environmental activism had different relationship patterns.

Table 5.29 Structural invariance for the low environmental activism (n=222) and high environmental activism (n=696) groups

	Models	χ^2	df	$\Delta\chi^2/df$	CFI	TLI	RMSEA
Low environmental activism group and high environmental activism group	Partial metric invariance model (L(X)Y=IN)	12400.467	4666		0.90	0.90	0.043
	Full path invariance model (L(X)Y=IN, GA=IN, BE=IN) ^a	12454.729	4691	54.262/25	0.90	0.91	0.042

Note: ^a Since Chi-square difference test: $\Delta\chi^2$ (df) =54.262 $>\chi^2_{.01}$ (25) =44.314, the full structural invariance was not supported, therefore, the paths across the two groups were not the same.

5.10.6.4 Invariance test for the paths

By comparing the Chi-square value for each path to the baseline model, significant differences were established for 13 of the 25 relationships. Table 5.30 displays the invariance test results for each path. It was observed that the impacts of environmental value on green brand

innovativeness, emotional value on green brand innovativeness, environmental value on green brand image, emotional value on green brand image, environmental value on green brand trust, and emotional value on green brand trust were stronger for customers who highly engaged in environmental activism than those who were less engaged in environmental activism.

Moreover, a stronger effect of green brand innovativeness on green brand attachment, green brand image on green brand attachment, and green brand trust on green brand attachment for the high environmental activism group was found. Lastly, the co-efficient values of the low environmental activism customers were relatively lesser for the influence of green brand attachment on green brand awareness, green brand attachment on willingness to pay more, green brand attachment on sustainable technology behavioral intention, and green brand attachment on future purchase intention compared to the high environmental activism customers. This implies that the degree of customers' engagement in environmental activism plays a key role in their perceptions of sustainable hospitality companies. Hence, this study has demonstrated the moderating role of environmental activism to some extent. Hypothesis 11 was partially supported.

Table 5.30 Structural invariances for the low environmental activism group and high environmental identity group for each hypothesis

Hypotheses	Paths		χ^2/df	$\Delta\chi^2/df$
	Free model		12400.467/4666	
H1-1	Quality and price value	→ Green brand innovativeness	12400.469/4667	0.002/1
H1-2	Environmental value	→ Green brand innovativeness	12405.540/4667	5.073/1**
H1-3	Social value	→ Green brand innovativeness	12400.976/4667	0.509/1
H1-4	Emotional value	→ Green brand innovativeness	12408.351/4667	7.884/1***
H1-5	Epistemic value	→ Green brand innovativeness	12400.736/4667	0.269/1
H1-6	Health value	→ Green brand innovativeness	12401.211/4667	0.744/1
H2-1	Quality and price value	→ Green brand image	12401.514/4667	1.047/1

H2-2	Environmental value	→	Green brand image	12410.417/4667	9.950/1***
H2-3	Social value	→	Green brand image	12401.210/4667	0.743/1
H2-4	Emotional value	→	Green brand image	12408.488/4667	8.021/1***
H2-5	Epistemic value	→	Green brand image	12400.671/4667	0.204/1
H2-6	Health value	→	Green brand image	12401.351/4667	0.884/1
H3-1	Quality and price value	→	Green brand trust	12400.669/4667	0.202/1
H3-2	Environmental value	→	Green brand trust	12405.130/4667	4.663/1**
H3-3	Social value	→	Green brand trust	12402.219/4667	1.752/1
H3-4	Emotional value	→	Green brand trust	12411.122/4667	10.655/1***
H3-5	Epistemic value	→	Green brand trust	12401.864/4667	1.397/1
H3-6	Health value	→	Green brand trust	12401.813/4667	1.346/1
H4	Green brand innovativeness	→	Green brand attachment	12408.301/4667	7.834/1***
H5	Green brand image	→	Green brand attachment	12405.111/4667	4.644/1**
H6	Green brand trust	→	Green brand attachment	12407.943/4667	7.476/1***
H7	Green brand attachment	→	Green brand awareness	12404.780/4667	4.313/1**
H8	Green brand attachment	→	Willingness to pay more	12406.673/4667	6.206/1**
H9	Green brand attachment	→	Sustainable technology behavioral intention	12403.534/4667	3.067/1*
H10	Green brand attachment	→	Future purchase intention	12405.145/4667	4.678/1**

Note: *The source of significant differences: $\Delta\chi^2/df > \Delta\chi^2_{.1}(1) = 2.706$.

**The source of significant differences: $\Delta\chi^2/df > \Delta\chi^2_{.05}(1) = 3.841$.

***The source of significant differences: $\Delta\chi^2/df > \Delta\chi^2_{.01}(1) = 6.635$.

5.10.7 Environmental identity

5.10.7.1 Measurement invariance

Aside from environmental activism, the environmental identity of patrons of sustainable hospitality companies was tested as a moderating factor using a multi-group analysis. The items used to assess environmental identity were derived from prior studies (Nunkoo & Gursoy, 2012; Teeroovengadum, 2018) and were measured on a 7-point Likert scale, from 1 (strongly disagree) to 7 (strongly agree). An EFA was first performed to ascertain the structure of the construct. The output of the analysis is presented in Table 5.31. The analysis produced a single-factor structure which explained approximately 55.63% of environmental identity. The KMO was 0.885 and the Bartlett's test of sphericity was 898.794 ($df=15$, $p=0.000$), indicating that the data is suitable for factor analysis. The communalities as well as factor loadings were over the 0.50 cutoff. Furthermore, the Cronbach's alpha score was greater than .70, indicating that the items had internal consistency. The communalities suggest that the factor accounted for 51% to 59% of the variance in the variables.

The environmental identity indicators were transformed from continuous to categorical after the EFA. Respondents were divided into two groups, low and high, according to their degree of environmental identity, using the neutral point of 4.0 as the base. A respondent's environmental identity was classified as high if they scored above 4, and low if they scored four or lower. The low environmental identity group consisted of 376 customers, while the high environmental identity group consisted of 542 customers.

Before evaluating the moderating influence of environmental identity across the hypothesized associations in the study, measurement invariance was conducted in order to verify the measurement model of the two groups utilizing the Chi-square difference test. Table 5.32 displays the findings of the measurement invariance test. The non-restricted model was

evaluated first, followed by a full metric invariance confirmatory factor analysis model, as suggested by prior investigations (Steenkamp & Baumgartner, 1998).

Table 5.31 EFA results of environmental identity

Domain and items	Communalities	Factor loadings	Means
Domain 1: Environmental identity (Eigenvalue=3.338, Variance explained=55.631%, Cronbach's alpha=.840, Grand mean=5.71).			
I see myself as someone who is protective of the natural environment.	.592	.769	5.69
I see myself as someone who is dependent on the natural environment.	.588	.767	5.78
I see myself as someone who is connected to the natural environment.	.576	.759	5.69
I see myself as someone who is concerned about the natural environment.	.540	.735	5.72
I see myself as someone who is respectful toward the natural environment.	.528	.727	5.69
I see myself as someone who is passionate about the natural environment.	.513	.716	5.72
KMO=.885; Bartlett's test of sphericity=898.794 (df=15, p=0.000).			

Despite the goodness of fit metrics being acceptable, a Chi-square difference between the baseline model and the full metric invariance model was discovered, indicating that there was no support for the full metric invariance ($\Delta\chi^2$ (df) > $\chi^2_{.01}$ (56) = 83.513). This shows that there were differences in the factor loadings for the constructs between the groups with low and high environmental identity. In this case, scholars (for instance, Byrne, Shavelson, & Muthen, 1989; Steenkamp & Baumgartner, 1998; Yoo, 2002) recommend the use of the partial metric invariance test. In accordance with the recommendation, the partial metric invariance test was conducted. To find support for the partial metric invariance model, invariance constraints were released one at a time ($\Delta\chi^2$ (df) < $\chi^2_{.01}$ (52) = 78.616). Six indicators in all were released, including EPV2, HEV1, QPV4, SOC1, GBAT4, and GBT1, while the remaining measurement items were restricted for invariance. The subsequent structural invariance analysis used the partial metric invariance model as the baseline (Yoo, 2002).

Table 5.32 Measurement invariance for the low environmental identity (n=376) and high environmental identity (n=542) groups

Models	Low environmental identity vs high environmental identity		
	χ^2/df	$\Delta\chi^2/df$	CFI(RMSEA)
Non restricted	11571.067/4508		.90(0.039)
Full metric invariance of CFA model (L(X)Y=IN*)	11663.733/4564	92.666/56 ^a	.91(0.039)
Partial metric invariance of CFA	11645.201/4560	74.134/52 ^b	.90(0.039)

Note: *IN=invariance.

- Since Chi-square difference test: $\Delta\chi^2 (df) > \chi^2_{.01} (56) = 83.513$, the full metric invariance model was not supported.
- Since Chi-square difference test: $\Delta\chi^2 (df) < \chi^2_{.01} (52) = 78.616$, the partial metric invariance model was supported (after the release of six items of invariance constraints).

5.10.7.2 SEM results for the low environmental identity and high environmental identity groups

SEM was performed to assess the proposed framework for individuals who associated strongly with the environment vs those who identified least with the environment. Regarding the low environmental identity group, goodness-of-fit metrics were satisfactory ($\chi^2=5877.874$ (df=2305), CFI=0.91, TLI=0.92, RMSEA=0.04, GFI=0.92). Additionally, the normed Chi-square value was 2.55. Table 5.33 and Figure 5.16 exhibit the results for the low environmental identity group. Of the 25 paths, only 9 were statistically significant. This included the effects of emotional value on green brand innovativeness ($\beta=0.44$, $t=2.29$, $p<0.05$), social value on green brand image ($\beta=0.34$, $t=1.97$, $p<0.05$), emotional value on green brand image ($\beta=0.26$, $t=2.46$, $p<0.05$), social value to green brand trust ($\beta=0.56$, $t=1.97$, $p<0.05$), and emotional value to green brand trust ($\beta=0.53$, $t=2.24$, $p<0.05$).

Furthermore, the statistically significant effect of green brand attachment on green brand awareness ($\beta=0.31$, $t=10.22$, $p<0.001$), green brand attachment on willingness to pay more ($\beta=0.52$, $t=10.23$, $p<0.001$), green brand attachment on sustainable technology

behavioral intention ($\beta=0.24$, $t=10.99$, $p<0.001$), and green brand attachment on future purchase intention ($\beta=0.34$, $t=8.68$, $p<0.001$) were established.

Table 5.33 Findings of the direct paths for the structural model of a low environmental identity group (n=376)

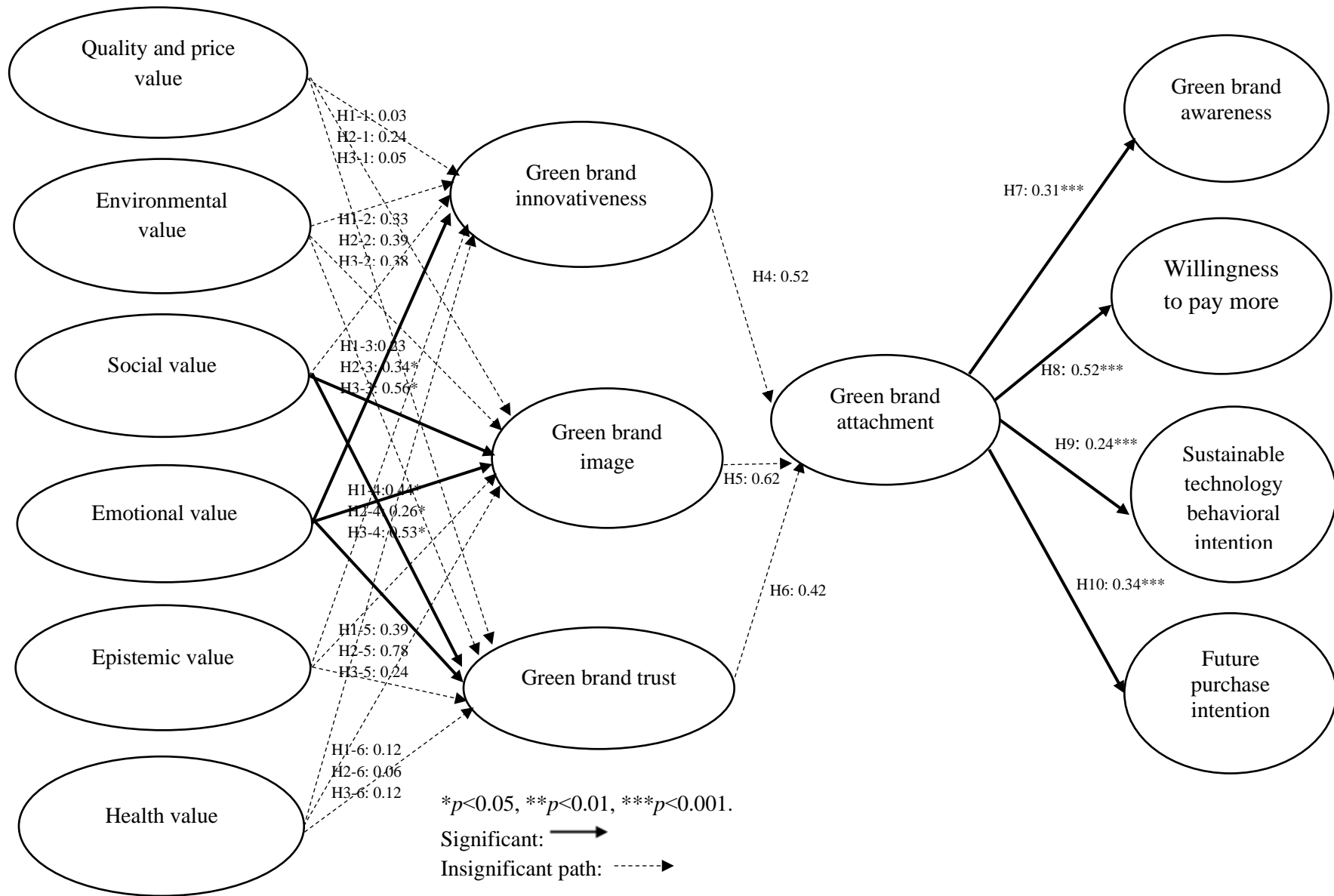
Hypotheses	Paths	Standard coefficient (β)	t-value	p-value	Decision
H1-1	Quality and price value → Green brand innovativeness	0.03	0.07	0.949	Reject
H1-2	Environmental value → Green brand innovativeness	0.33	1.00	0.317	Reject
H1-3	Social value → Green brand innovativeness	0.23	1.95	0.052	Reject
H1-4	Emotional value → Green brand innovativeness	0.44	2.29*	0.022	Accept
H1-5	Epistemic value → Green brand innovativeness	0.39	1.72	0.085	Reject
H1-6	Health value → Green brand innovativeness	0.12	0.25	0.803	Reject
H2-1	Quality and price value → Green brand image	0.24	0.39	0.697	Reject
H2-2	Environmental value → Green brand image	0.39	0.88	0.38	Reject
H2-3	Social value → Green brand image	0.34	1.97*	0.044	Accept
H2-4	Emotional value → Green brand image	0.26	2.46*	0.014	Accept
H2-5	Epistemic value → Green brand image	0.78	1.67	0.095	Reject
H2-6	Health value → Green brand image	0.06	0.09	0.931	Reject
H3-1	Quality and price value → Green brand trust	0.05	0.11	0.916	Reject
H3-2	Environmental value → Green brand trust	0.38	1.06	0.29	Reject
H3-3	Social value → Green brand trust	0.56	1.97*	0.043	Accept
H3-4	Emotional value → Green brand trust	0.53	2.24*	0.025	Accept
H3-5	Epistemic value → Green brand trust	0.24	1.74	0.083	Reject
H3-6	Health value → Green brand trust	0.12	0.22	0.827	Reject
H4	Green brand innovativeness → Green brand attachment	0.52	0.75	0.454	Reject

H5	Green brand image	→	Green brand attachment	0.62	1.13	0.26	Reject
H6	Green brand trust	→	Green brand attachment	0.42	0.64	0.521	Reject
H7	Green brand attachment	→	Green brand awareness	0.31	10.22***	0.000	Accept
H8	Green brand attachment	→	Willingness to pay more	0.52	10.23***	0.000	Accept
H9	Green brand attachment	→	Sustainable technology behavioral intention	0.24	10.99***	0.000	Accept
H10	Green brand attachment	→	Future purchase intention	0.34	8.68***	0.000	Accept

$\chi^2=5877.874(df=2305, p=0.000)$, CFI=0.91, TLI=0.92, RMSEA=0.04, GFI=0.92.

* $p<0.05$, ** $p<0.01$, *** $p<0.001$.

Figure 5.16 Results of the direct paths for the structural model (a low environmental identity group)



Similar to the low environmental identity group, a good model-data-fit was also found for customers who strongly identified with the environment ($\chi^2=6105.025$ (df=2305), CFI=0.90, TLI=0.90, RMSEA=0.041, GFI=0.91). The normed Chi-square value of 2.65 was within the recommended threshold. The results are presented in Table 5.34 and Figure 5.17. It was discovered that 13 of the relationships were statistically significant for the customers who strongly identified with the environment. It was found that the relationships of quality and price value to green brand innovativeness ($\beta=0.18$, $t=3.16$, $p<0.01$), health value to green brand innovativeness ($\beta=0.59$, $t=3.08$, $p<0.01$), quality and price value to green brand image ($\beta=0.34$, $t=3.46$, $p<0.001$), health value to green brand image ($\beta=0.23$, $t=2.97$, $p<0.01$), quality and price value to green brand trust ($\beta=0.15$, $t=2.70$, $p<0.01$), and health value to green brand trust ($\beta=0.54$, $t=2.56$, $p<0.05$) were statistically significant.

Moreover, the relationships of green brand innovativeness to green brand attachment ($\beta=0.64$, $t=4.70$, $p<0.001$), green brand image to green brand attachment ($\beta=0.71$, $t=2.40$, $p<0.05$), green brand trust to green brand attachment ($\beta=0.83$, $t=2.37$, $p<0.05$), green brand attachment to green brand awareness ($\beta=0.56$, $t=11.60$, $p<0.001$), green brand attachment to willingness to pay more ($\beta=0.86$, $t=10.43$, $p<0.001$), green brand attachment to sustainable hospitality behavioral intention ($\beta=0.99$, $t=10.91$, $p<0.001$), and green brand attachment to future purchase intention ($\beta=0.92$, $t=8.46$, $p<0.001$) were significant. Figure 5.18 compares the results of the low environmental identity group to the high environmental identity group.

Table 5.34 Findings of the direct paths for the structural model of a high environmental identity group (n=542)

Hypotheses	Paths	Standard coefficient (β)	t-value	p-value	Decision
H1-1	Quality and price value → Green brand innovativeness	0.18	3.16**	0.002	Accept
H1-2	Environmental value → Green brand innovativeness	0.32	0.55	0.584	Reject
H1-3	Social value → Green brand innovativeness	0.41	0.03	0.975	Reject

H1-4	Emotional value	→	Green brand innovativeness	0.48	1.38	0.167	Reject
H1-5	Epistemic value	→	Green brand innovativeness	0.44	0.10	0.92	Reject
H1-6	Health value	→	Green brand innovativeness	0.59	3.08**	0.002	Accept
H2-1	Quality and price value	→	Green brand image	0.34	3.46***	0.000	Accept
H2-2	Environmental value	→	Green brand image	0.36	0.15	0.883	Reject
H2-3	Social value	→	Green brand image	0.41	0.93	0.352	Reject
H2-4	Emotional value	→	Green brand image	0.47	1.70	0.089	Reject
H2-5	Epistemic value	→	Green brand image	0.82	0.52	0.603	Reject
H2-6	Health value	→	Green brand image	0.23	2.97**	0.003	Accept
H3-1	Quality and price value	→	Green brand trust	0.15	2.70**	0.007	Accept
H3-2	Environmental value	→	Green brand trust	0.37	0.88	0.378	Reject
H3-3	Social value	→	Green brand trust	0.59	0.50	0.615	Reject
H3-4	Emotional value	→	Green brand trust	0.59	0.20	0.841	Reject
H3-5	Epistemic value	→	Green brand trust	0.96	1.17	0.244	Reject
H3-6	Health value	→	Green brand trust	0.54	2.56*	0.01	Accept
H4	Green brand innovativeness	→	Green brand attachment	0.64	4.70***	0.000	Accept
H5	Green brand image	→	Green brand attachment	0.71	2.40*	0.016	Accept
H6	Green brand trust	→	Green brand attachment	0.83	2.37*	0.018	Accept
H7	Green brand attachment	→	Green brand awareness	0.56	11.60***	0.000	Accept
H8	Green brand attachment	→	Willingness to pay more	0.86	10.43***	0.000	Accept
H9	Green brand attachment	→	Sustainable technology behavioral intention	0.99	10.91***	0.000	Accept
H10	Green brand attachment	→	Future purchase intention	0.92	8.46***	0.000	Accept

$\chi^2 = 6105.025$ (df=2305, $p=0.000$), CFI=0.90, TLI=0.90, RMSEA=0.041, GFI=0.91.

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

Figure 5.17 Results of the direct paths for the structural model (a high environmental identity group)

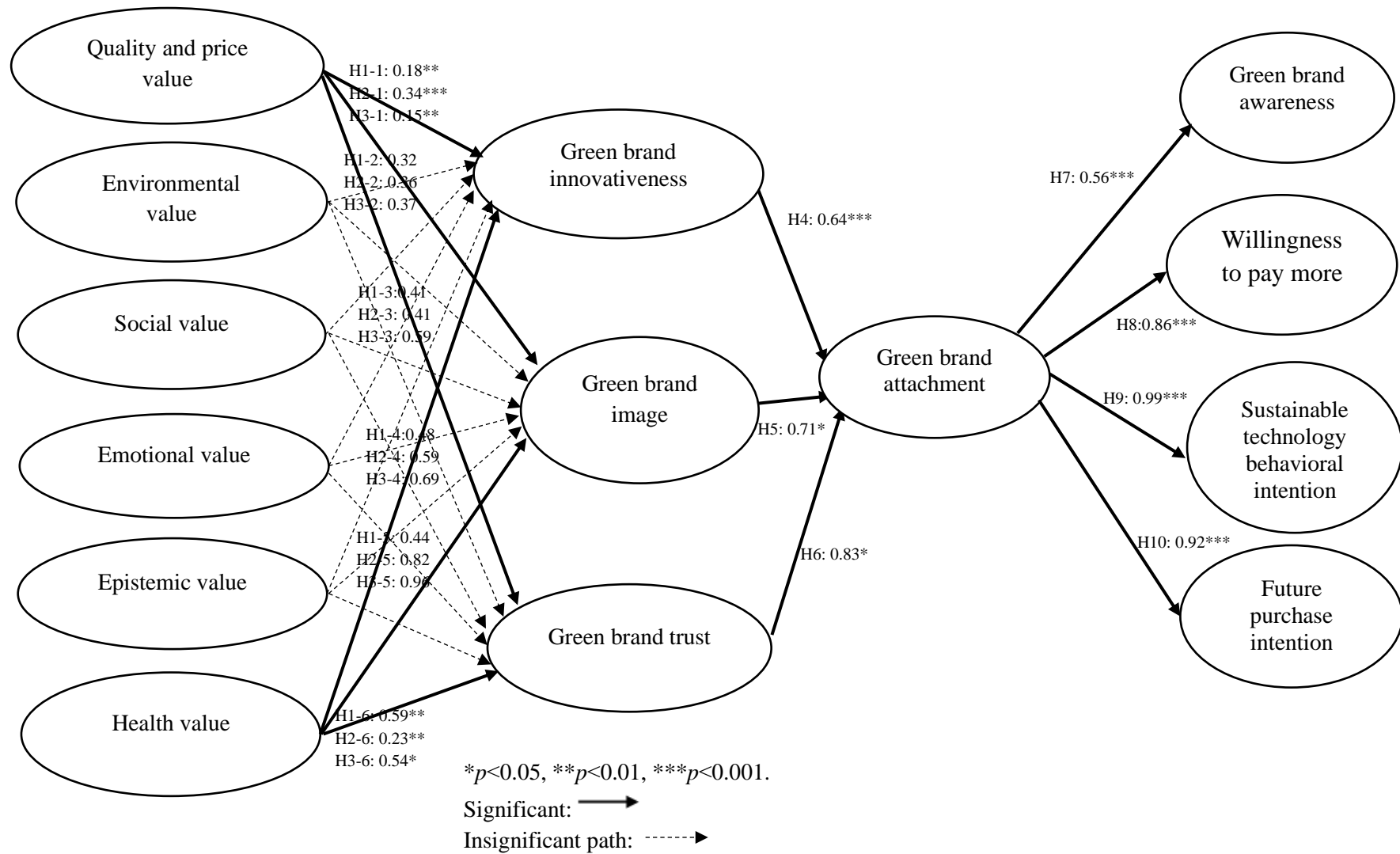
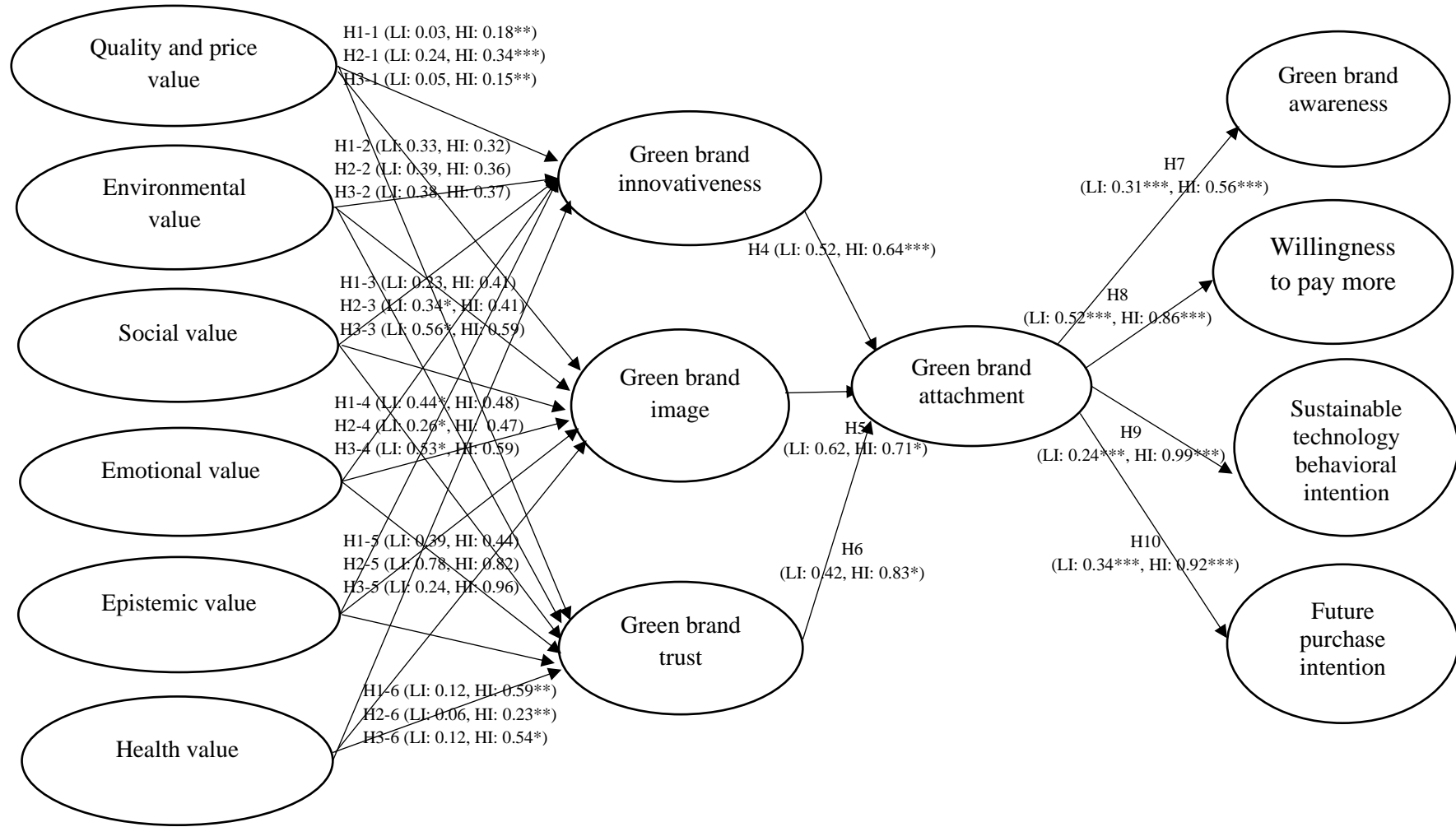


Figure 5.18 Results of the direct paths for the structural model (both the low and high environmental identity groups)



5.10.7.3 Structural invariance

After the measurement invariance test and SEM for customers who least identified with the environment and those who highly identified with the environment, the structural invariance test was conducted. The objective of this examination was to determine if the structural model was the same or different for the two groups. A Chi-square difference test was performed using the structural model's partial metric invariance and full path invariance. The results of the structural invariance for the high environmental identity group and the low environmental identity group are shown in Table 5.35. The Chi-square difference test was significant which proves that the full structural invariances were not supported ($\Delta\chi^2$ (df) = 101.553 $>$ $\chi^2_{.01}$ (25) = 44.314). This indicates that the relationships between the constructs are not the same for customers with low environmental identity and those with high environmental identity.

Table 5.35 Structural invariance for the low environmental identity (n=376) and high environmental identity (n=542) groups

	Models	χ^2	df	$\Delta\chi^2/df$	CFI	TLI	RMSEA
Low environmental identity group and high environmental identity group	Partial metric invariance model (L(X)Y=IN)	12109.741	4666		0.91	0.90	0.042
	Full path invariance model (L(X)Y=IN, GA=IN, BE=IN) ^a	12211.294	4691	101.553/25	0.91	0.92	0.042

Note: ^a Since Chi-square difference test: $\Delta\chi^2$ (df) = 101.553 $>$ $\chi^2_{.01}$ (25) = 44.314, the full structural invariance was not supported, therefore, the paths across the two groups were not the same.

5.10.7.4 Invariance test for the paths

Significant variations were found between the Chi-square values of each path and the baseline model for 17 of the 25 associations. Table 5.36 shows the invariance test results for all the paths. The coefficients for the relationships between quality value and green brand

innovativeness, social value and green brand innovativeness, emotional value and green brand innovativeness, epistemic value and green brand innovativeness, and health value and green brand innovativeness were higher for customers who highly identified with the environment than their low counterparts. In the same regard, the effects of quality value on green brand image, social value on green brand image, emotional value on green brand image, epistemic value on green brand image, and health value on green brand image were lesser for low environmental identity group compared to the high environmental identity group. The study also discovered that the path co-efficients for high environmental identity were relatively greater than the low environmental identity group in terms of the effect of quality value on green brand trust, social value on green brand trust, emotional value on green brand trust, epistemic value on green brand trust, and health value on green brand trust.

Moreover, a stronger effect of green brand attachment on sustainable technology behavioral intention and green brand attachment on future purchase intention was found for customers who strongly identified with the environment. Altogether, the findings established how the environmental identity of customers who patronized sustainable hospitality companies affected their perceptions at the company level. Hypothesis 12 was partially supported since this study has shown the moderating effect of environmental identity to some extent.

Table 5.36 Structural invariances for the low environmental identity group and high environmental identity group for each hypothesis

Hypotheses	Paths		χ^2/df	$\Delta\chi^2/df$
	Free model		12109.741/4666	
H1-1	Quality and price value	→ Green brand innovativeness	12120.219/4667	10.478/1***
H1-2	Environmental value	→ Green brand innovativeness	12109.811/4667	0.070/1
H1-3	Social value	→ Green brand innovativeness	12119.537/4667	9.796/1***
H1-4	Emotional value	→ Green brand innovativeness	12115.293/4667	5.552/1**
H1-5	Epistemic value	→ Green brand innovativeness	12115.506/4667	5.765/1**

H1-6	Health value	→	Green brand innovativeness	12128.172/4667	18.431/1***
H2-1	Quality and price value	→	Green brand image	12129.606/4667	19.865/1***
H2-2	Environmental value	→	Green brand image	12109.832/4667	0.091/1
H2-3	Social value	→	Green brand image	12125.321/4667	15.580/1***
H2-4	Emotional value	→	Green brand image	12115.368/4667	5.627/1**
H2-5	Epistemic value	→	Green brand image	12116.940/4667	7.199/1***
H2-6	Health value	→	Green brand image	12129.865/4667	20.124/1***
H3-1	Quality and price value	→	Green brand trust	12127.856/4667	18.115/1***
H3-2	Environmental value	→	Green brand trust	12109.741/4667	0.010/1
H3-3	Social value	→	Green brand trust	12120.065/4667	10.324/1***
H3-4	Emotional value	→	Green brand trust	12114.182/4667	4.441/1**
H3-5	Epistemic value	→	Green brand trust	12120.228/4667	10.487/1***
H3-6	Health value	→	Green brand trust	12127.833/4667	18.092/1***
H4	Green brand innovativeness	→	Green brand attachment	12111.329/4667	1.588/1
H5	Green brand image	→	Green brand attachment	12110.113/4667	0.372/1
H6	Green brand trust	→	Green brand attachment	12110.579/4667	0.838/1
H7	Green brand attachment	→	Green brand awareness	12110.383/4667	0.642/1
H8	Green brand attachment	→	Willingness to pay more	12109.867/4667	0.126/1
H9	Green brand attachment	→	Sustainable technology behavioral intention	12117.732/4667	7.991/1***
H10	Green brand attachment	→	Future purchase intention	12114.660/4667	4.919/1**

Note: *The source of significant differences: $\Delta\chi^2/df > \Delta\chi^2_{.1}(1) = 2.706$.

**The source of significant differences: $\Delta\chi^2/df > \Delta\chi^2_{.05}(1) = 3.841$.

***The source of significant differences: $\Delta\chi^2/df > \Delta\chi^2_{.01}(1) = 6.635$.

5.11 STUDY 3-Societal level study

5.11.1 Confirmatory factor analysis of the measurement model (N=918)

Confirmatory factor analysis was performed using AMOS to check the measurement model. The results of the CFA are displayed in Table 5.37. It found that the data fitted the model well ($\chi^2=5252.607$ (df=1703), CFI=0.93, TLI=0.91, RMSEA=0.041, GFI=0.90). Moreover, the normed Chi-square metric was acceptable ($\chi^2/df=3.08$). Though indicating a significant difference, the Chi-square test has been criticized for being overly sensitive to large sample sizes. Confirmatory factor analysis findings revealed convergent validity of the measures because all the indicator's standardized loadings were significant at $p<.001$ (Anderson & Gerbing, 1988). Additionally, the AVE values for all the constructs exceeded the 0.5 cutoff. The factor loadings for the measures ranged between 0.68 and 0.82, exceeding the 0.5 criterion. Furthermore, discriminant validity was demonstrated because the correlation between the constructs was less than the square root of the AVE for that specific concept (Fornell & Larcker, 1981). The discriminant validity and correlation analysis findings are displayed in Table 5.38. In terms of the constructs' reliability, the lowest and greatest composite reliability values were 0.76 and 0.96, respectively, indicating that the constructs were reliable (Nunnally, 1978). Since the key considerations were met, the indicators were used for the structural analysis.

Table 5.37 CFA results of the measurement model (N=918)

Construct	Items	Estimate	Standard error	t-value	p-value	Standardized factor loading	AVE	CR
Epistemic value	EPV1	1.00				0.75	0.51	0.89
	EPV2	0.94	0.04	21.43***	0.00	0.69		
	EPV3	1.01	0.04	22.95***	0.00	0.73		
	EPV4	1.00	0.05	21.75***	0.00	0.70		
	EPV5	0.99	0.05	22.13***	0.00	0.71		
	EPV6	0.97	0.05	21.70***	0.00	0.70		
	EPV7	0.95	0.04	21.99***	0.00	0.71		
	EPV8	0.97	0.04	22.27***	0.00	0.71		
Environmental value	ENV1	1.00				0.76	0.60	0.90
	ENV2	1.08	0.05	23.95***	0.00	0.76		
	ENV3	1.09	0.04	24.84***	0.00	0.79		
	ENV4	1.10	0.04	26.13***	0.00	0.82		
	ENV5	0.99	0.05	22.06***	0.00	0.71		
	ENV6	1.10	0.04	25.66***	0.00	0.81		
Quality and price value	QPV1	1.00				0.76	0.52	0.88
	QPV2	1.03	0.05	19.31***	0.00	0.71		
	QPV3	0.97	0.06	17.60***	0.00	0.74		
	QPV4	1.05	0.05	19.82***	0.00	0.73		
	QPV5	1.03	0.05	19.14***	0.00	0.70		
	QPV6	0.93	0.05	18.67***	0.00	0.68		
	QPV7	1.00	0.05	19.43***	0.00	0.71		
Health value	HEV1	1.00				0.75	0.53	0.85
	HEV2	0.85	0.04	20.61***	0.00	0.68		
	HEV3	0.96	0.04	22.71***	0.00	0.75		
	HEV4	0.85	0.04	21.25***	0.00	0.70		
	HEV5	0.84	0.04	20.07***	0.00	0.77		
Emotional value	EMOV1	1.00				0.75	0.53	0.87
	EMOV2	1.00	0.04	24.15***	0.00	0.78		
	EMOV3	0.95	0.05	20.81***	0.00	0.68		
	EMOV4	0.93	0.04	22.87***	0.00	0.74		
	EMOV5	0.87	0.04	21.33***	0.00	0.70		
	EMOV6	0.87	0.04	21.90***	0.00	0.71		
Social value	SOV1	1.00				0.74	0.51	0.76
	SOV2	0.94	0.05	19.74***	0.00	0.67		
	SOV3	1.02	0.05	22.10***	0.00	0.74		
Attitude	ATT4	1.00				0.76	0.53	0.82
	ATT3	1.10	0.06	19.20***	0.00	0.68		
	ATT2	1.10	0.06	20.00***	0.00	0.70		
	ATT1	1.06	0.06	19.21***	0.00	0.77		
Green satisfaction	GSA1	1.00				0.77	0.57	0.84
	GSA2	1.05	0.05	19.83***	0.00	0.79		
	GSA3	1.06	0.05	19.66***	0.00	0.78		
	GSA4	1.00	0.05	19.43***	0.00	0.67		
Donation behavioral intention	DBI1	1.00				0.75	0.52	0.81
	DBI2	1.08	0.06	18.69***	0.00	0.70		
	DBI3	1.22	0.06	19.48***	0.00	0.73		
	DBI4	1.13	0.06	18.86***	0.00	0.70		
Social justice behavioral intention	SJBI1	1.00				0.68	0.51	0.81
	SJBI2	1.06	0.05	20.66***	0.00	0.73		
	SJBI3	1.11	0.05	21.06***	0.00	0.74		

	SJBI4	1.01	0.05	20.22***	0.00	0.71		
Green ambassador behavioral intention	GABI1	1.00				0.74	0.54	0.96
	GABI2	0.92	0.04	22.96***	0.00	0.74		
	GABI3	0.94	0.04	22.49***	0.00	0.73		
	GABI4	0.86	0.04	21.77***	0.00	0.71		
	GABI5	0.90	0.04	22.68***	0.00	0.74		
Global civic engagement	GCE1	1.00				0.76	0.53	0.85
	GCE2	0.96	0.05	18.25***	0.00	0.68		
	GCE3	1.01	0.05	18.84***	0.00	0.70		
	GCE4	1.09	0.06	20.04***	0.00	0.76		
	GCE5	1.08	0.06	19.84***	0.00	0.75		

$\chi^2=5252.607(df=1703, p=0.000)$, CFI=0.93, TLI=0.91, RMSEA=0.041, GFI=0.90.

Note: a. AVE = $(\sum \text{standardized factor loading}^2) / [(\sum \text{standardized factor loading}^2) + \sum \text{measurement error}]$.

b. Composite Reliability = $(\sum \text{standardized factor loading})^2 / [(\sum \text{standardized factor loading})^2 + \sum \text{measurement error}]$.

c. *** $p < 0.001$.

Table 5.38 Correlation, discriminant validity, mean and standard deviation (N=918)

	GCE	GABI	SJBI	DBI	GSA	ATT	SOV	EMOV	HEV	QPV	ENV	EPV
GCE	0.729											
GABI	0.725**	0.732										
SJBI	0.608**	0.729**	0.713									
DBI	0.550**	0.637**	0.570**	0.720								
GSA	0.570**	0.542**	0.471**	0.531**	0.752							
ATT	0.503**	0.456**	0.517**	0.595**	0.590**	0.728						
SOV	0.586**	0.652**	0.587**	0.528**	0.507**	0.533**	0.716					
EMOV	0.516**	0.587**	0.540**	0.487**	0.565**	0.538**	0.604**	0.728				
HEV	0.506**	0.569**	0.511**	0.470**	0.548**	0.524**	0.585**	0.602**	0.729			
QPV	0.469**	0.538**	0.572**	0.528**	0.507**	0.458**	0.514**	0.544**	0.563**	0.720		
ENV	0.529**	0.495**	0.539**	0.508**	0.488**	0.461**	0.429**	0.486**	0.476**	0.452**	0.776	
EPV	0.505**	0.626**	0.541**	0.599**	0.543**	0.496**	0.606**	0.582**	0.598**	0.545**	0.481**	0.713
Means	5.514	5.551	5.556	5.571	5.649	5.760	5.582	5.646	5.751	5.670	5.609	5.601
Std. Dev.	0.919	0.923	0.912	0.897	0.821	0.804	0.939	0.852	0.817	0.800	0.884	0.835

Note: a. EPV=Epistemic value, ENV= Environmental value, QPV= Quality and price value, HEV= Health value, EMOV= Emotional value, SOV=Social value, ATT=Attitude toward sustainable hospitality consumption, GSA=Green satisfaction, DBI-Donation behavioral intention, SJBI=Social justice behavioral intention, GABI=Green ambassador behavioral intention, GCE=Global civic engagement.

b. ** Correlation is significant at the 0.01 level (2-tailed).

5.11.2 Structural Equation Modelling

SEM was conducted to assess the conceptual model for Study 3. The analysis was carried out using AMOS, with the maximum likelihood estimation approach. The model was initially evaluated for model fit. A good data-model-fit was observed ($\chi^2=5802.144$ (df=1739), CFI=0.93, TLI=0.92, RMSEA=0.042, GFI=0.91). Moreover, linear regression was performed to examine the variance inflation factor (VIF) and tolerance in order to ensure that there is no multicollinearity between the dependent and independent variables. According to Dattalo (2013), multicollinearity occurs when the tolerance value is less than 0.20 and the VIF is larger than 4.0. The six sustainable hospitality consumption value dimensions were used as exogenous variables in the linear regression, while the endogenous variable was the consumer's attitude toward sustainable hospitality consumption. The social value had the largest VIF (2.84), while the environmental value had the lowest tolerance value (0.39). This suggests that there was no multicollinearity between the constructs.

5.11.3 Hypotheses testing

Ten direct associations and two moderating effects were formulated and tested for Study 3, same as in Study 1. To evaluate the impact of sustainable hospitality consumption value aspects on attitude toward sustainable hospitality consumption, hypothesis 1 comprised six hypotheses. Altogether, this study examined seventeen hypotheses.

5.11.4 Direct effects

The results of the direct effects are shown in Table 5.39 and Figure 5.19. Of the 15 proposed hypotheses, 10 were statistically significant.

Hypothesis 1-1 opines that quality and price value have a positive influence on attitude towards sustainable hospitality consumption. It was discovered, same in Study 1, that the

association of quality and price value to attitude was not significant ($\beta=0.08$, $t=1.13$, $p>0.05$). This suggests that customers' attitude toward sustainable hospitality consumption was not influenced by their perceptions of value or quality. Hence, H1-1 was not supported.

Hypothesis 1-2 suggests that environmental value will exert a positive influence on attitude towards sustainable hospitality consumption. The findings showed that the relationship between environmental value and attitude was statistically significant ($\beta=0.20$, $t=7.14$, $p<0.001$). Customers who gained environmental value from sustainable hospitality companies were more likely to express a positive attitude toward sustainable hospitality consumption. As a result, hypothesis H1-2 was supported.

Hypothesis 1-3 postulates that social value has a positive effect on attitude toward sustainable hospitality consumption. The output showed a significant effect of social value on attitude ($\beta=0.15$, $t=2.99$, $p<0.001$). This suggests that the greater the perceived social value attained through sustainable hospitality consumption, the more favorable their attitude toward sustainable hospitality consumption. Thus, H1-3 was supported.

Hypothesis 1-4 suggests that emotional value positively affects attitude toward sustainable hospitality consumption. The findings indicated that the association of emotional value with attitude is significant ($\beta=0.25$, $t=5.35$, $p<0.001$). This suggests that consumers' attitude toward sustainable hospitality consumption are influenced by emotional value. H1-4 was therefore supported.

Hypothesis 1-5 specifies that epistemic value will positively impact attitude toward sustainable hospitality consumption. It was discovered that the relationship between epistemic value and attitude was significant ($\beta=0.31$, $t=3.79$, $p<0.001$). Therefore, consumers' attitude toward sustainable hospitality consumption were attributable to the epistemic value they obtain from sustainable hospitality businesses. H1-5 was supported.

Hypothesis 1-6 indicates that health value exerts a positive influence on attitude toward sustainable hospitality consumption. The results showed no significance for the impact of health value on attitude ($\beta=0.08$, $t=1.31$, $p>0.05$). This means that the health value did not contribute to the formation of customers' attitude toward sustainable hospitality consumption. Hypothesis 1-6 was not supported.

Hypothesis 2 suggests that attitude toward sustainable consumption positively impacts customers' green satisfaction. The study found a significant positive effect of attitude on green satisfaction ($\beta=0.30$, $t=18.78$, $p<0.001$). This indicates that customers who feel that purchasing sustainable hospitality companies is favorable are more likely to be pleased with the green features of these businesses. Therefore, hypothesis 2 was supported.

Hypothesis 3 postulates that attitude toward sustainable hospitality consumption positively influences donation behavioral intention. It was found that the relationship between the two constructs was not statistically significant ($\beta=0.05$, $t=0.22$, $p>0.05$). Hence, customers' attitude toward sustainable hospitality consumption did not affect their intentions to donate to others. Hypothesis 3 was not supported.

Hypothesis 4 indicates that attitude toward sustainable hospitality consumption positively impacts social justice behavioral intention. The results revealed a significant effect of attitude on social justice behavioral intention ($\beta=0.40$, $t=3.48$, $p<0.01$). This means that customers who find sustainable hospitality consumption favorable are more inclined to seek social justice in society. Therefore, hypothesis 4 was supported.

Hypothesis 5 suggests that attitude toward sustainable hospitality consumption positively affects green ambassador behavioral intention. The impact of attitude on green ambassador behavioral intention was not statistically significant ($\beta=0.18$, $t=1.10$, $p>0.05$). Therefore, customers' attitude toward sustainable hospitality consumption did not determine their intentions to be green ambassadors. Consequently, hypothesis 5 was not supported.

Hypothesis 6 opines that attitude toward sustainable hospitality consumption has a positive effect on global civic engagement intention. A statistically significant association between the two constructs was established ($\beta=0.66$, $t=3.28$, $p<0.01$). This implies that the more customers perceived sustainable hospitality consumption as favorable, the more they were inclined to engage in global civic activities. Therefore, hypothesis 6 was supported.

Hypothesis 7 proposes that green satisfaction positively influences donation behavioral intention. The results indicated that there is a significant association between green satisfaction and donation behavioral intention ($\beta=0.97$, $t=4.04$, $p<0.001$). This shows that customers' satisfaction with the green attributes of sustainable hospitality companies has a positive effect on their intentions to donate to others. Hence, hypothesis 7 was supported.

Hypothesis 8 states that green satisfaction positively impacts social justice behavioral intention. The findings indicated a statistically significant effect of green satisfaction on social justice behavioral intention ($\beta=0.57$, $t=5.32$, $p<0.001$). Thus, the more customers were pleased with the environmental features of sustainable hospitality companies, the higher their intentions to engage in social justice behavior. Hypothesis 8 was supported.

Hypothesis 9 suggests that green satisfaction positively impacts green ambassador behavioral intention. There was no significant influence of green satisfaction on green ambassador behavioral intention ($\beta=0.20$, $t=1.05$, $p>0.05$). Customers' intention to be green ambassadors was not attributable to their green satisfaction. Therefore, hypothesis 9 was not supported.

Hypothesis 10 proposes that green satisfaction has a positive effect on global civic engagement intention. The results indicated a significant relationship between the two ($\beta=0.26$, $t=5.24$, $p<0.001$). This implies that customers' green satisfaction exerted a positive influence on intentions to engage in global civic activities. Accordingly, hypothesis 10 was supported.

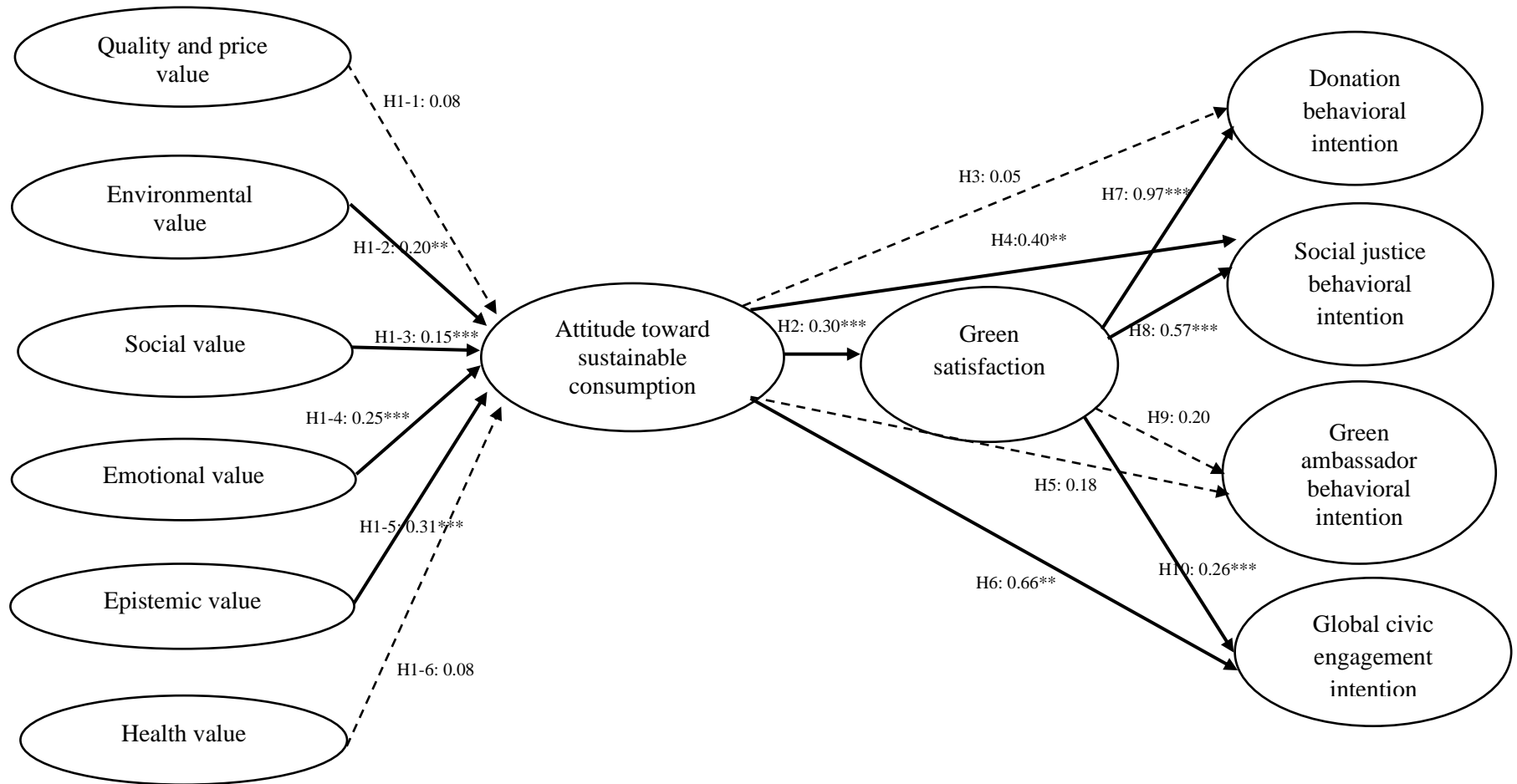
Table 5.39 Findings of the direct paths for the structural model (N=918)

Hypotheses	Paths	Standard coefficient (β)	t-value	p-value	Decision
H1-1	Quality and price value → Attitude	0.08	1.13	0.258	Reject
H1-2	Environmental value → Attitude	0.20	7.14***	0.000	Accept
H1-3	Social value → Attitude	0.15	2.99**	0.000	Accept
H1-4	Emotional value → Attitude	0.25	5.35***	0.000	Accept
H1-5	Epistemic value → Attitude	0.31	3.79***	0.000	Accept
H1-6	Health value → Attitude	0.08	1.31	0.190	Reject
H2	Attitude → Green satisfaction	0.30	18.78***	0.000	Accept
H3	Attitude → Donation behavioral intention	0.05	0.22	0.825	Reject
H4	Attitude → Social justice behavioral intention	0.40	3.48**	0.001	Accept
H5	Attitude → Green ambassador behavioral intention	0.18	1.10	0.272	Reject
H6	Attitude → Global civic engagement intention	0.66	3.28**	0.001	Accept
H7	Green satisfaction → Donation behavioral intention	0.97	4.04***	0.000	Accept
H8	Green satisfaction → Social justice behavioral intention	0.57	5.32***	0.000	Accept
H9	Green satisfaction → Green ambassador behavioral intention	0.20	1.05	0.293	Reject
H10	Green satisfaction → Global civic engagement intention	0.26	5.24***	0.000	Accept

$\chi^2=5802.144$ (df=1739, $p=0.000$), CFI=0.93, TLI=0.92, RMSEA=0.042, GFI=0.91.

* $p<0.05$, ** $p<0.01$, *** $p<0.001$

Figure 5.19 Findings of the direct paths for structural model



* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

Significant: —→

Insignificant path: - - →

5.11.5 Moderating analysis

To ascertain the factors that moderate the proposed relationships in Study 3, global identity and sense of obligation toward the environment were explored. Respondents were divided into two categories based on their level of global identity: low and high. Similarly, a mid-scale split was used to categorize respondents into a low sense of obligation and a high sense of obligation.

5.11.6 Global identity

5.11.6.1 Measurement invariance

A multi-group analysis was conducted to determine how customers' levels of global identity influenced the hypothesized associations. The items to measure global identity were derived from the study of Tu et al. (2012). A 7-point Likert scale was used to score the items, with 1 representing “strongly disagree” and 7 representing “strongly agree”. An EFA was conducted prior to the moderating analysis. Table 5.40 displays the outcome of the EFA. A single-factor solution was discovered, which described approximately 60.70% of global identity. The KMO value was 0.790, and Bartlett's test of sphericity value was 481.26 (df=6, p=0.000), indicating that the data is suitable for factor analysis. The communalities and factor loadings were over the 0.50 threshold. Furthermore, the Cronbach's alpha score was greater than 0.70, indicating that the items had internal consistency. The communalities suggested that the factor accounted for 59% to 63% of the variance in the variables.

The global identity measures were changed from their continuous condition to a categorical one after the EFA. In order to divide the respondents into groups according to how much they identified with the world—low and high—the neutral point of 4.0 was used as the base. A respondent was classified as having a high global identity if they scored above 4.0, and low if they scored four or less. The low global identity group consisted of 388 customers, while 530 customers belonged to the high global identity group.

Table 5.40 EFA results of global identity (N=918)

Domain and items	Communalities	Factor loadings	Means
Domain 1: Global identity (Eigenvalue=2.428, Variance explained=60.704%, Cronbach's alpha=.784, Grand mean=5.68).			
I feel like I am living in a global village.	.626	.791	5.68
I am interested in knowing about global events.	.611	.781	5.70
People should be made more aware of how connected we are to the rest of the world.	.599	.774	5.61
I identify myself as a global citizen.	.593	.770	5.74
KMO=.790; Bartlett's test of sphericity=481.255 (df=6, p=0.000).			

Prior to assessing the moderating influence of global identity across the postulated associations in the study, a measurement invariance test was performed, as suggested by Steenkamp and Baumgartner (1998), to evaluate the measurement model of the low and high global identity groups. This was determined through the Chi-squared difference test. According to Yoo (2002), the measurement models are deemed invariant when there is no significant difference in the chi-square values. Initially, the non-restricted model was evaluated, followed by a full metric invariance of the confirmatory factor analysis model, as indicated by previous studies (Steenkamp & Baumgartner, 1998). Table 5.41 shows the results of the measurement invariance test.

The goodness of fit indices for both groups were found to be satisfactory. Support for the full metric invariance model was discovered by comparing the difference between the Chi-square values for the unconstrained model and the full metric invariance model ($\Delta\chi^2$ (df) < $\chi^2_{.01}$ (42) = 66.206). It was established that the low global identity and high global identity groups were invariant. As such, the structural invariance test was conducted using the full metric invariance model as a baseline.

Table 5.41 Measurement invariance for the low global identity (n=388) and high global identity (n=530) groups

Models	Low global identity vs high global identity		
	χ^2/df	$\Delta\chi^2/df$	CFI(RMSEA)
Non restricted	9451.473/3430		.91(0.042)
Full metric invariance of CFA model (L(X)Y=IN*)	9514.296/3472	62.823/42 ^a	.91(0.043)

Note: *IN=invariance.

- a. Since Chi-square difference test: $\Delta\chi^2(df) < \chi^2_{.01}(42) = 66.206$, the full metric invariance model was supported.

5.11.6.2 Structural Equation Modeling results for the low global identity and high global identity groups

SEM was conducted to evaluate the conceptual model for customers with low global identity and customers with high global identity. A good data-model-fit was observed for the low global identity group ($\chi^2=5111.538$ (df=1739), CFI=0.89, TLI=0.90, RMSEA=0.045, GFI=0.89). Moreover, the normed Chi-square value was 2.94. Table 5.42 and Figure 5.20 display the output for the low global identity group. Of the 15 paths, 9 were found to be statistically significant. The significant paths consisted of the impact of environmental value on attitude toward sustainable hospitality consumption ($\beta=0.13$, $t=2.67$, $p<0.01$), the effect of emotional value on attitude toward sustainable hospitality consumption ($\beta=0.33$, $t=3.84$, $p<0.001$), and influence of epistemic value on attitude toward sustainable hospitality consumption ($\beta=0.52$, $t=3.11$, $p<0.01$).

Also, the statistically significant effects of attitude toward sustainable hospitality consumption on green satisfaction ($\beta=0.50$, $t=10.32$, $p<0.001$), attitude toward sustainable hospitality consumption on social justice behavioral intention ($\beta=0.11$, $t=2.40$, $p<0.05$), and attitude toward sustainable hospitality consumption on global civic engagement intention ($\beta=0.22$, $t=2.58$, $p<0.05$) were established. Moreover, the relationships of green satisfaction to donation behavioral intention ($\beta=0.65$, $t=2.63$, $p<0.01$), green satisfaction to social justice

behavioral intention ($\beta=0.82$, $t=4.11$, $p<0.001$), and green satisfaction to global civic engagement intention ($\beta=0.21$, $t=4.12$, $p<0.001$) were significant.

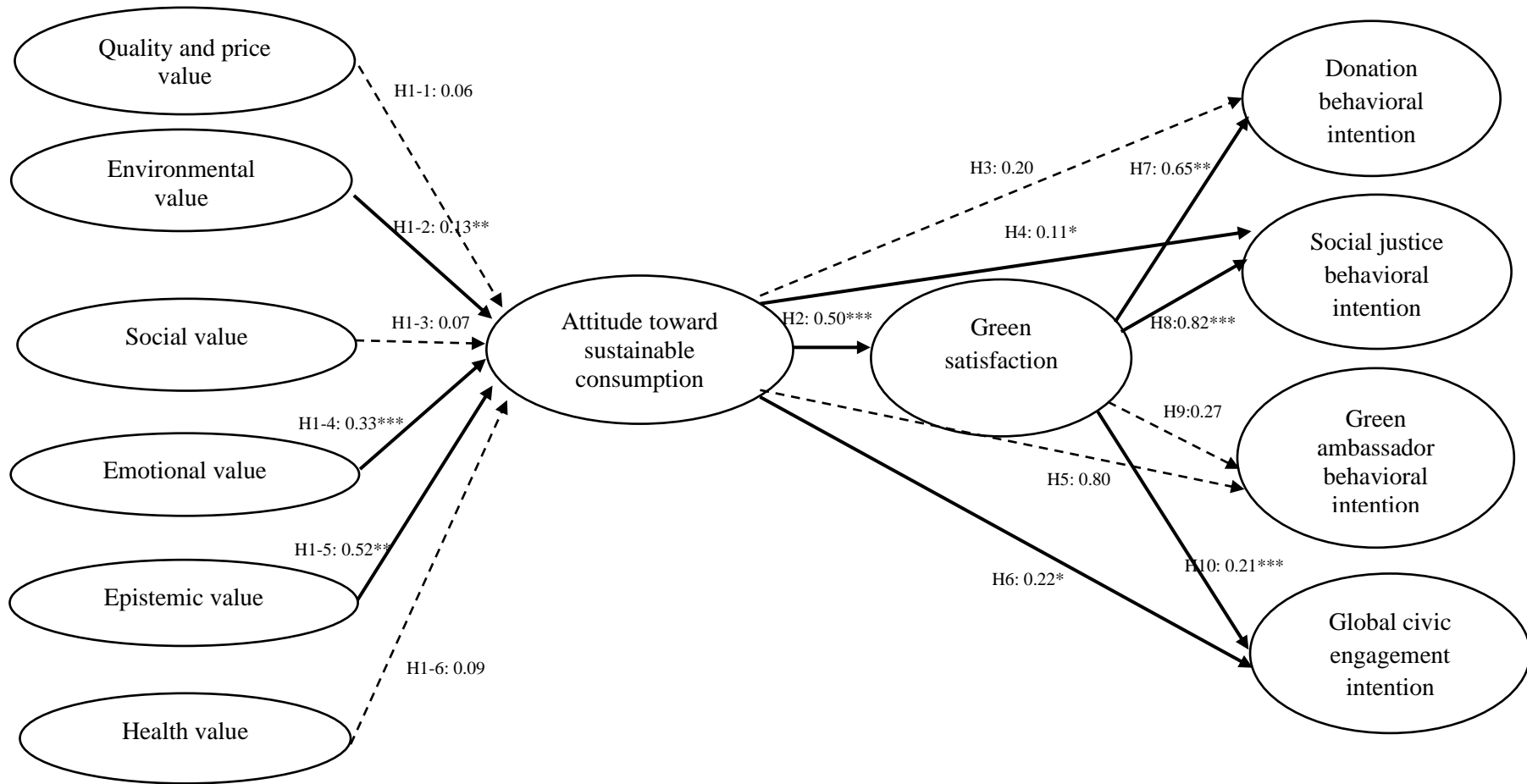
Table 5.42 Findings of the SEM analysis of a low global identity group (n=388)

Hypotheses		Paths		Standard coefficient (β)	t-value	p-value	Decision
H1-1	Quality and price value	→	Attitude	0.06	0.74	0.46	Reject
H1-2	Environmental value	→	Attitude	0.13	2.67**	0.008	Accept
H1-3	Social value	→	Attitude	0.07	0.55	0.583	Reject
H1-4	Emotional value	→	Attitude	0.33	3.84***	0.000	Accept
H1-5	Epistemic value	→	Attitude	0.52	3.11**	0.002	Accept
H1-6	Health value	→	Attitude	0.09	1.03	0.304	Reject
H2	Attitude	→	Green satisfaction	0.50	10.32***	0.000	Accept
H3	Attitude	→	Donation behavioral intention	0.20	0.85	0.396	Reject
H4	Attitude	→	Social justice behavioral intention	0.11	2.40*	0.016	Accept
H5	Attitude	→	Green ambassador behavioral intention	0.80	0.85	0.394	Reject
H6	Attitude	→	Global civic engagement intention	0.22	2.58*	0.01	Accept
H7	Green satisfaction	→	Donation behavioral intention	0.65	2.63**	0.009	Accept
H8	Green satisfaction	→	Social justice behavioral intention	0.82	4.11***	0.000	Accept
H9	Green satisfaction	→	Green ambassador behavioral intention	0.27	0.81	0.417	Reject
H10	Green satisfaction	→	Global civic engagement intention	0.21	4.12***	0.000	Accept

$\chi^2=5111.538$ (df=1739, $p=0.000$), CFI=0.89, TLI=0.90, RMSEA=0.045, GFI=0.89.

* $p<0.05$, ** $p<0.01$, *** $p<0.001$.

Figure 5.20 Findings of the direct paths for structural model (a low global identity group)



* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

Significant: \longrightarrow

Insignificant path: $-\ - \longrightarrow$

Regarding the high global identity group, a good model-data-fit was observed ($\chi^2=5201.876$ (df=1749) CFI=0.89, TLI=0.89, RMSEA=0.042, GFI=0.90). Also, the normed Chi-square value of 2.97 was within the recommended cutoff. The findings are reported in Table 5.43 and Figure 5.21. Only 3 of the 15 relationships were not significant. Statistically significant effects of environmental value on attitude toward sustainable hospitality consumption ($\beta=0.23$, $t=4.03$, $p<0.001$), social value on attitude toward sustainable hospitality consumption ($\beta=0.57$, $t=3.14$, $p<0.01$), and epistemic value on attitude toward sustainable hospitality consumption ($\beta=0.72$, $t=2.12$, $p<0.05$) were discovered.

The relationships of attitude toward sustainable hospitality consumption to green satisfaction ($\beta=0.76$, $t=7.83$, $p<0.001$), attitude toward sustainable hospitality consumption to donation behavioral intention ($\beta=0.46$, $t=4.36$, $p<0.001$), attitude toward sustainable hospitality consumption to social justice behavioral intention ($\beta=0.69$, $t=6.27$, $p<0.001$), attitude toward sustainable hospitality consumption to green ambassador behavioral intention ($\beta=0.87$, $t=5.93$, $p<0.001$), and attitude toward sustainable hospitality consumption to global civic engagement intention ($\beta=0.57$, $t=5.57$, $p<0.001$) were significant.

In addition, a significant association was found between green satisfaction and donation behavioral intention ($\beta=0.71$, $t=4.67$, $p<0.001$), green satisfaction and social justice behavioral intention ($\beta=0.90$, $t=2.66$, $p<0.01$), green satisfaction and green ambassador behavioral intention ($\beta=0.29$, $t=4.18$, $p<0.001$), and green satisfaction and global civic engagement intention ($\beta=0.26$, $t=3.57$, $p<0.001$) were significant. Figure 5.22 presents the results of both the low global identity group and the high global identity group, depicting the similarities and differences between the two groups.

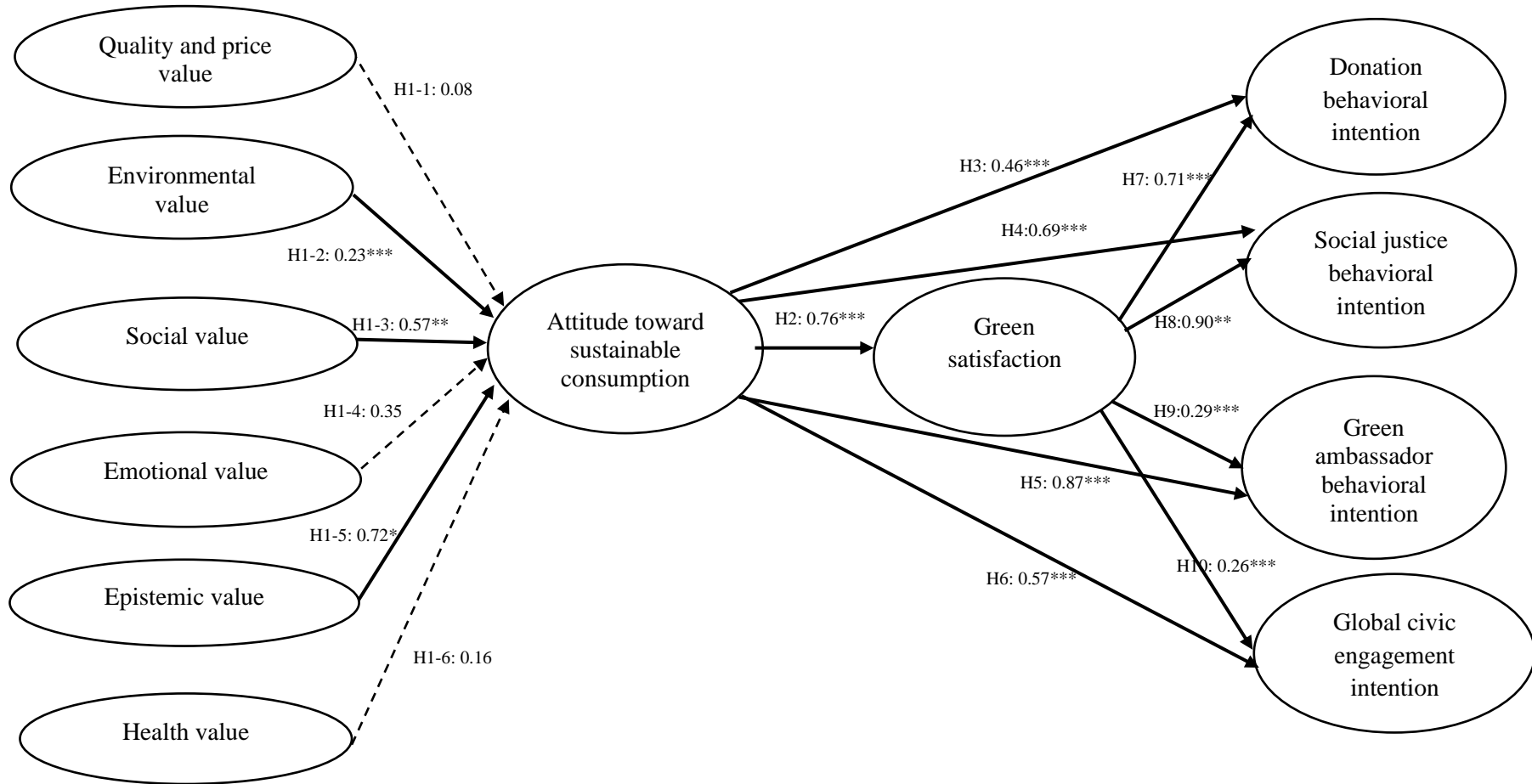
Table 5.43 Findings of the SEM analysis of a high global identity group (n=530)

Hypotheses	Paths	Standard coefficient (β)	t-value	p-value	Decision
H1-1	Quality and price value → Attitude	0.08	0.09	0.926	Reject
H1-2	Environmental value → Attitude	0.23	4.03***	0.000	Accept
H1-3	Social value → Attitude	0.57	3.14**	0.002	Accept
H1-4	Emotional value → Attitude	0.35	0.63	0.532	Reject
H1-5	Epistemic value → Attitude	0.72	2.12*	0.034	Accept
H1-6	Health value → Attitude	0.16	0.71	0.480	Reject
H2	Attitude → Green satisfaction	0.76	7.83***	0.000	Accept
H3	Attitude → Donation behavioral intention	0.46	4.36***	0.000	Accept
H4	Attitude → Social justice behavioral intention	0.69	6.27***	0.000	Accept
H5	Attitude → Green ambassador behavioral intention	0.87	5.93***	0.000	Accept
H6	Attitude → Global civic engagement intention	0.57	5.57***	0.000	Accept
H7	Green satisfaction → Donation behavioral intention	0.71	4.67***	0.000	Accept
H8	Green satisfaction → Social justice behavioral intention	0.90	2.66**	0.008	Accept
H9	Green satisfaction → Green ambassador behavioral intention	0.29	4.18***	0.000	Accept
H10	Green satisfaction → Global civic engagement intention	0.26	3.57***	0.000	Accept

$\chi^2=5201.876$ (df=1749, $p=0.000$), CFI=0.89, TLI=0.89, RMSEA=0.042, GFI=0.90.

* $p<0.05$, ** $p<0.01$, *** $p<0.001$.

Figure 5.21 Findings of the direct paths for structural model (a high global identity group)

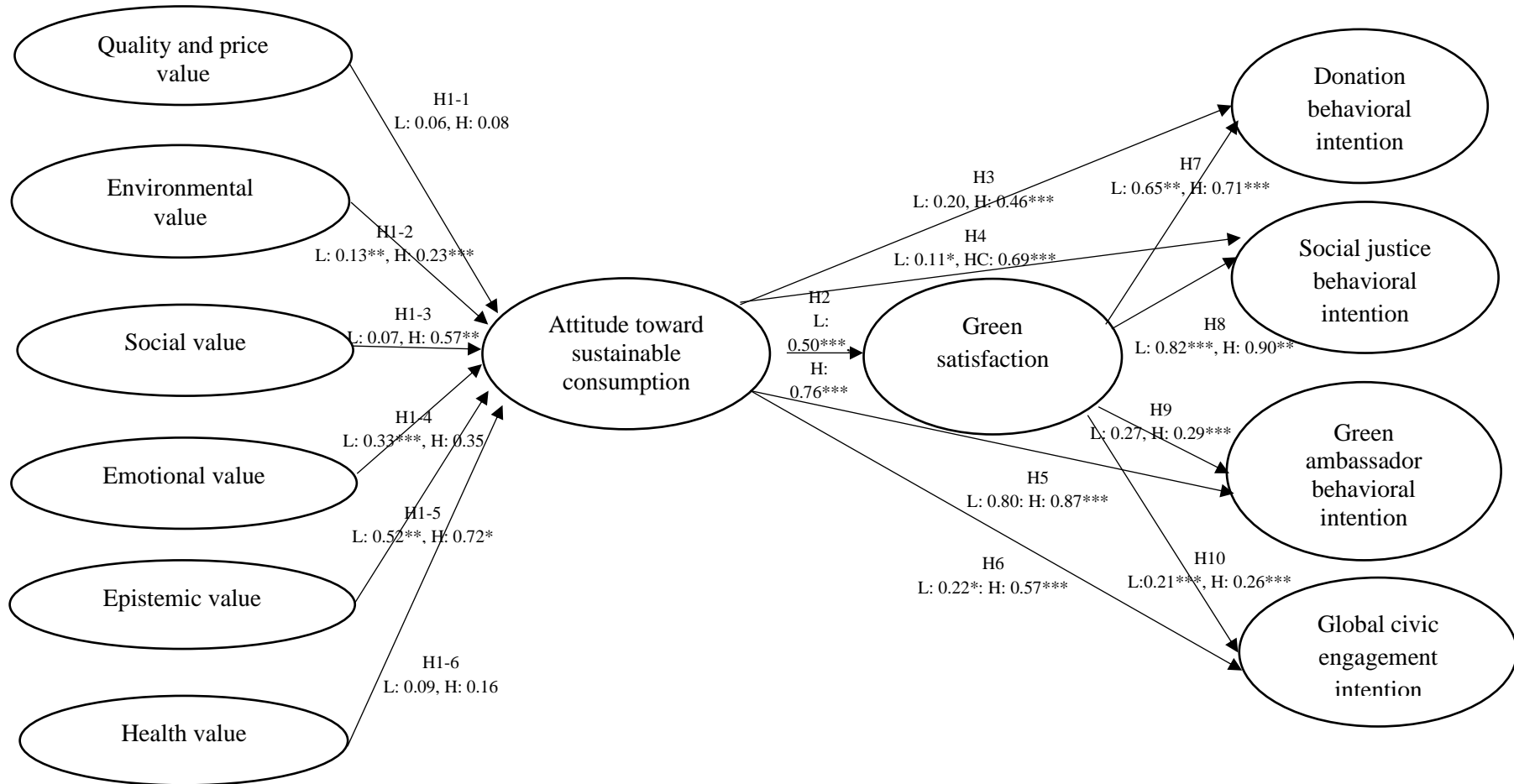


* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

Significant: \longrightarrow

Insignificant path: $-\ - \longrightarrow$

Figure 5.22 Findings of the direct paths for structural model (the low global identity and high global identity groups)



5.11.6.3 Structural invariance

Following the measurement invariance test and SEM for the low and high global identity groups, the structural invariance test was performed. The purpose of the test was to check whether the structural model was the same or different for the low global identity and high global identity groups. A Chi-square difference test was conducted using the full metric invariance and full path invariance models. Table 5.44 displays the structural invariance results of the two groups of respondents. The Chi-square difference test was found to be significant, indicating that the structural invariance was not supported ($\Delta\chi^2$ (df) = 53.466 $>$ $\chi^2_{.01}$ (15) = 30.578). This suggests that the proposed relationships differ between low global identity and low global identity customers.

Table 5.44 Structural invariance for the low global identity (n=388) and high global identity (n=530) groups

Models		χ^2	df	$\Delta\chi^2/df$	CFI	TLI	RMSEA
Low global identity group and high global identity group	Full metric invariance model (L(X)Y=IN)	10742.554	3527		0.89	0.90	0.044
	Full path invariance model (L(X)Y=IN, GA=IN, BE=IN) ^a	10796.020	3542	53.466/15	0.90	0.91	0.040

Note: ^a Since Chi-square difference test: $\Delta\chi^2$ (df) = 53.466 $>$ $\chi^2_{.01}$ (15) = 30.578, the full structural invariance was not supported, and the paths across the two groups were not the same.

5.11.6.4 Invariance test for the paths

Significant differences were observed between the Chi-square values for all paths and the baseline model except for the relationship between green satisfaction and donation behavioral intention. Table 5.45 presents the results of the invariance tests. It was discovered that the effects of the value dimensions (quality and price, environmental, social, emotional, epistemic, and health) exerted a stronger influence on the attitude toward sustainable hospitality

consumption for customers who strongly identified with the globe compared to the low global identity group. The coefficient values for the relationships between attitude and green satisfaction, attitude and donation behavioral intention, attitude and social justice behavioral intention, attitude and green ambassador behavioral intention, as well as attitude and global civic engagement intention were higher for customers with high global identity than the low global identity customers.

Furthermore, it was discovered that the effects of green satisfaction on social justice behavioral intention, green satisfaction on green ambassador behavioral intention, and green satisfaction on global civic engagement intention were stronger for high global identity customers compared to the low global identity group. Overall, the findings demonstrated how the global identities of patrons of sustainable hospitality companies influenced their perceptions of societal responsibilities. Hypothesis 11 was partially supported because this study has demonstrated the moderating effect of global identity to some extent.

Table 5.45 Structural invariances for the low global identity group and high global identity group for each hypothesis

Hypotheses	Paths	Low global identity group and high global identity group	
		χ^2/df	$\Delta\chi^2/df$
	Free model	10742.554/3527	
H1-1	Quality and price value → Attitude	10745.849/3528	3.295*
H1-2	Environmental value → Attitude	10753.486/3528	10.932***
H1-3	Social value → Attitude	10750.997/3528	8.443***
H1-4	Emotional value → Attitude	10764.801/3528	22.247***
H1-5	Epistemic value → Attitude	10760.875/3528	18.321***
H1-6	Health value → Attitude	10760.510/3528	17.956***
H2	Attitude → Green satisfaction	10766.480/3528	23.926***
H3	Attitude → Donation behavioral intention	10758.920/3528	16.366***
H4	Attitude → Social justice behavioral intention	10757.836/3528	15.282***

H5	Attitude	→	Green ambassador behavioral intention	10757.146/3528	14.592***
H6	Attitude	→	Global civic engagement intention	10759.584/3528	17.030***
H7	Green satisfaction	→	Donation behavioral intention	10743.204/3528	0.650
H8	Green satisfaction	→	Social justice behavioral intention	10748.256/3528	5.702**
H9	Green satisfaction	→	Green ambassador behavioral intention	10748.432/3528	5.878**
H10	Green satisfaction	→	Global civic engagement intention	10760.666/3528	18.112***

Note: *The source of significant differences: $\Delta\chi^2/df > \Delta\chi^2_{.1}(1) = 2.706$.

**The source of significant differences: $\Delta\chi^2/df > \Delta\chi^2_{.05}(1) = 3.841$.

***The source of significant differences: $\Delta\chi^2/df > \Delta\chi^2_{.01}(1) = 6.635$.

5.11.7 Sense of obligation toward the environment

5.11.7.1 Measurement invariance

To ascertain how customers' sense of obligation affected the study's hypotheses, a multi-group analysis was performed. The items used to assess customers' sense of obligation were adopted from earlier studies (Han, 2015; Onwezen et al., 2013). The items were scored on a 7-point Likert scale, where 1 denoted "strongly disagree" and 7 denoted "strongly agree". Before proceeding with the moderating analysis, an EFA was performed. The results of the EFA are shown in Table 5.46. A single-factor solution was established, accounting for approximately 64.62% of the sense of obligation phenomenon. The KMO value was 0.803, and Bartlett's sphericity test result was 600.496 (df=6, p=0.000), indicating that the data was appropriate for factor analysis. The communalities and factor loadings exceeded the 0.50 criterion. Moreover, the internal consistency of the items was established by a Cronbach's alpha score greater than 0.70. The communalities indicated that the factor accounted for between 62% and 68% of the variance in the variables.

Following the EFA, sense of obligation indicators were transformed from continuous to categorical. The neutral point of 4.0 was utilized as a baseline for categorizing respondents into low sense of obligation and high sense of obligation groups. A respondent's sense of obligation toward the environment was regarded as strong if they scored more than four, and low if they scored four or less. There were 237 customers in the low sense of obligation group, and 681 in the high sense of obligation group.

Table 5.46 EFA results of sense of obligation ($N=918$)

Domain and items	Communalities	Factor loadings	Means
Domain 1: Sense of obligation toward the environment (Eigenvalue=2.585, Variance explained=64.615%, Cronbach's alpha=.817, Grand mean=5.64).			
I feel morally obliged to adjust my behavior to reduce climate change and global warming.	.675	.822	5.65
I feel morally obliged to do something about climate change and global warming.	.659	.812	5.55
I feel morally obliged to consider climate change and global warming in my consumption.	.627	.792	5.76
I feel morally obliged to help stop climate change and global warming.	.624	.790	5.58
KMO=.803; Bartlett's test of sphericity=600.496 (df=6, $p=0.000$).			

As indicated by Steenkamp and Baumgartner (1998), a measurement invariance test was conducted to identify the measurement model of the two groups before evaluating the moderating influence of sense of obligation toward the environment across the hypothesized connections in the study. The Chi-squared difference test was used to ascertain this. Yoo (2002) stated that when there is no statistically significant difference in the chi-square values, the measurement models are considered invariant. At first, the non-restricted model was examined, followed by a full metric invariance of confirmatory factor analysis model, as suggested by prior research (Steenkamp & Baumgartner, 1998). Table 5.47 displays the results of the measurement invariance test.

The goodness of fit metrics for both groups were determined to be satisfactory. By comparing the Chi-square values for the unconstrained model and the full metric invariance

model ($\Delta\chi^2$ (df) < $\chi^2_{.01}$ (50) = 76.154), support for the full metric invariance model was found. The low sense of obligation group and the high sense of obligation group were proven to be invariant. As a result, the full metric invariance model served as the baseline for the structural invariance test.

Table 5.47 Measurement invariance for low sense of obligation (n=237) and high sense of obligation (n=681)

Models	Low sense of obligation vs high sense of obligation		
	χ^2 /df	$\Delta\chi^2$ /df	CFI(RMSEA)
Non restricted	9771.256/3405		.91(0.045)
Full metric invariance of CFA model (L(X)Y=IN*)	9846.366/3455	75.11/50 ^a	.91(0.045)

Note: *IN=invariance.

- a. Since Chi-square difference test: $\Delta\chi^2$ (df) < $\chi^2_{.01}$ (50) = 76.154, the full metric invariance model was supported.

5.11.7.2 Structural Equation Modeling results for the low sense of obligation and high sense of obligation groups

A SEM analysis was carried out to assess the conceptual framework for customers with a high and a low sense of obligation. A satisfactory match between the data and the model was observed for the low sense of obligation group ($\chi^2 = 4728.918$ (df=1739), CFI=0.91, TLI=0.90, RMSEA=0.041, GFI=0.91). Furthermore, the normed Chi-square value was 2.72. The output for the low sense of obligation group is shown in Table 5.48 and Figure 5.23. Only 5 relationships out of the 15 were statistically significant. The relationships between attitude toward sustainable hospitality consumption and green satisfaction ($\beta=0.49$, $t=8.47$, $p<0.001$), attitude toward sustainable hospitality consumption and green ambassador intention ($\beta=0.17$, $t=2.41$, $p<0.05$), green satisfaction and donation behavioral intention ($\beta=0.96$, $t=2.86$, $p<0.01$), green satisfaction and social justice behavioral intention ($\beta=0.71$, $t=3.47$, $p<0.001$), and green

satisfaction and green ambassador intention ($\beta=0.33$, $t=3.60$, $p<0.001$) were statistically significant.

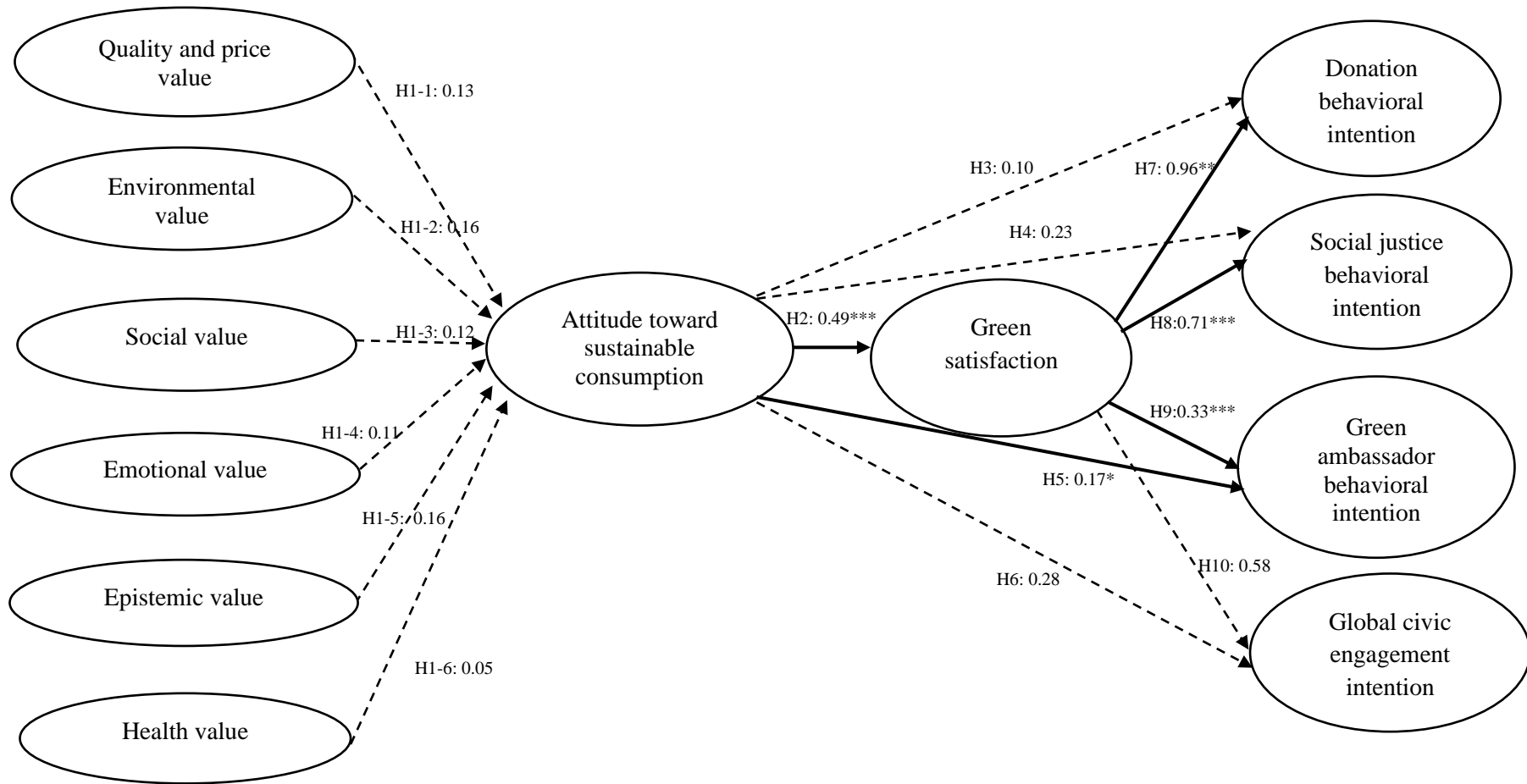
Table 5.48 Findings of the SEM analysis of a low sense of obligation group (n=237)

Hypotheses		Paths		Standard coefficient (β)	t-value	p-value	Decision
H1-1	Quality and price value	→	Attitude	0.13	0.54	0.593	Reject
H1-2	Environmental value	→	Attitude	0.16	0.28	0.782	Reject
H1-3	Social value	→	Attitude	0.12	0.62	0.538	Reject
H1-4	Emotional value	→	Attitude	0.11	0.98	0.329	Reject
H1-5	Epistemic value	→	Attitude	0.16	0.76	0.449	Reject
H1-6	Health value	→	Attitude	0.05	0.21	0.833	Reject
H2	Attitude	→	Green satisfaction	0.49	8.47***	0.000	Accept
H3	Attitude	→	Donation behavioral intention	0.10	0.45	0.655	Reject
H4	Attitude	→	Social justice behavioral intention	0.23	1.94	0.053	Reject
H5	Attitude	→	Green ambassador behavioral intention	0.17	2.41*	0.016	Accept
H6	Attitude	→	Global civic engagement intention	0.28	0.72	0.471	Reject
H7	Green satisfaction	→	Donation behavioral intention	0.96	2.86**	0.004	Accept
H8	Green satisfaction	→	Social justice behavioral intention	0.71	3.47***	0.000	Accept
H9	Green satisfaction	→	Green ambassador behavioral intention	0.33	3.60***	0.000	Accept
H10	Green satisfaction	→	Global civic engagement intention	0.58	0.69	0.492	Reject

$\chi^2=4728.918$ (df=1739, $p=0.000$), CFI=0.91, TLI=0.90, RMSEA=0.041, GFI=0.91.

* $p<0.05$, ** $p<0.01$, *** $p<0.001$.

Figure 5.23 Findings of the direct paths for structural model (a low sense of obligation group)



* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

Significant: \longrightarrow

Insignificant path: $-\ - \longrightarrow$

The goodness-of-fit indices were also satisfactory for the high sense of obligation group ($\chi^2=5139.860$ (df=1739), CFI=0.91, TLI=0.91, RMSEA=0.039, GFI=0.90). Likewise, the normed Chi-square value of 2.96 was acceptable. The findings are reported in Table 5.49 and Figure 5.24. Ten relationships were statistically significant. The significant paths consisted of the effects of environmental value on attitude toward sustainable hospitality consumption ($\beta=0.18$, $t=5.06$, $p<0.001$), social value on attitude toward sustainable hospitality consumption ($\beta=0.24$, $t=2.70$, $p<0.01$), emotional value on attitude toward sustainable hospitality consumption ($\beta=0.24$, $t=4.34$, $p<0.01$) and epistemic value on attitude toward sustainable hospitality consumption ($\beta=0.21$, $t=2.69$, $p<0.05$).

Moreover, the associations between attitude toward sustainable hospitality consumption and green satisfaction ($\beta=0.67$, $t=11.67$, $p<0.001$), attitude toward sustainable hospitality consumption and social justice behavioral intention ($\beta=0.92$, $t=3.12$, $p<0.01$), and attitude toward sustainable hospitality consumption and global civic engagement intention ($\beta=0.50$, $t=2.62$, $p<0.01$) were statistically significant. Lastly, it was discovered that relationships of green satisfaction to donation behavioral intention ($\beta=0.98$, $t=3.24$, $p<0.01$), green satisfaction to social justice behavioral intention ($\beta=0.76$, $t=4.23$, $p<0.001$), and green satisfaction to global civic engagement intention ($\beta=0.61$, $t=4.11$, $p<0.001$) were significant. The findings of the low sense of obligation and high sense of obligation groups are shown in Figure 5.25, portrays similarities and differences between the two groups.

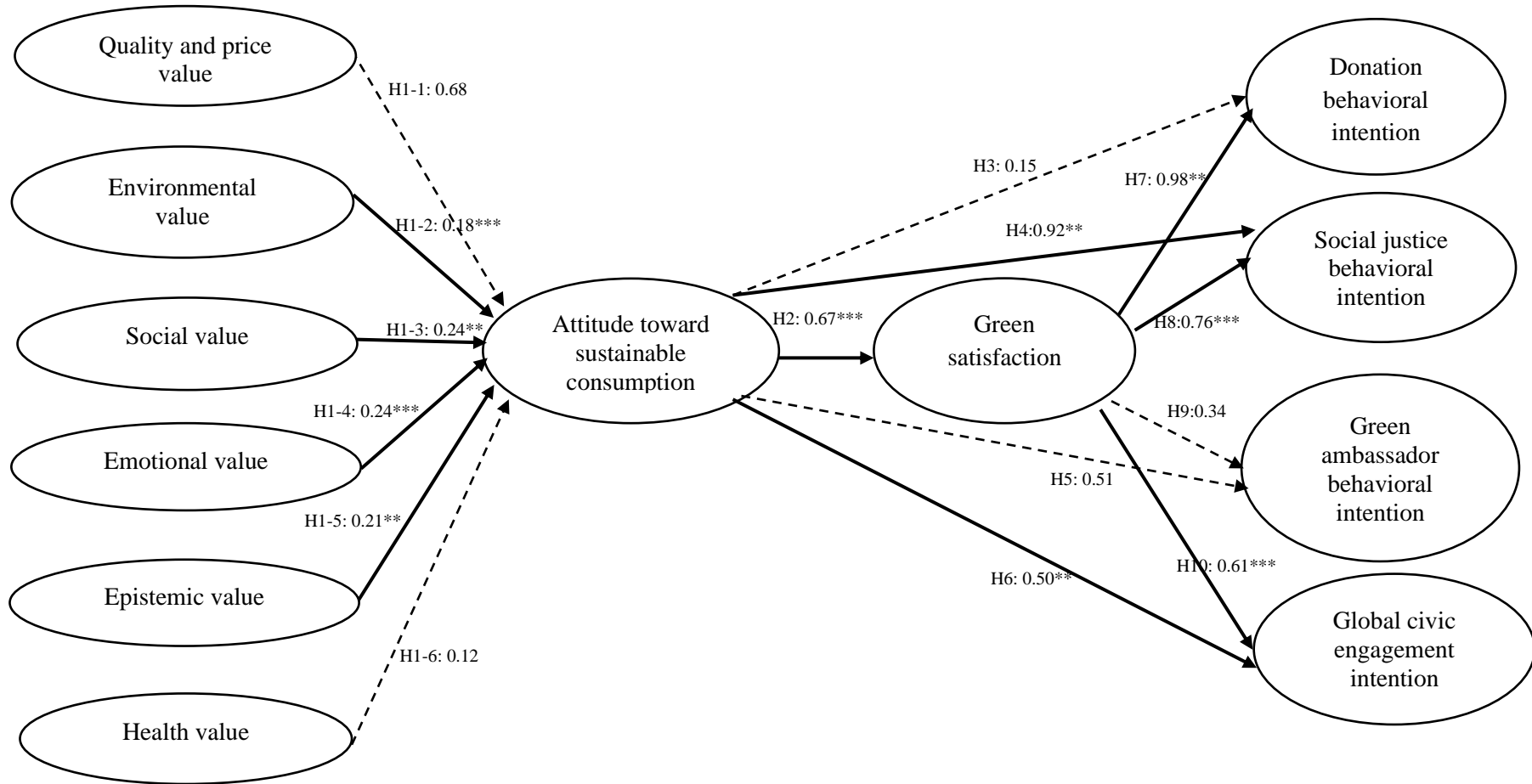
Table 5.49 Findings of the SEM analysis of a high sense of obligation group (n=681)

Hypotheses	Paths	Standard coefficient (β)	t-value	p-value	Decision
H1-1	Quality and price value → Attitude	0.68	1.46	0.144	Reject
H1-2	Environmental value → Attitude	0.18	5.06***	0.000	Accept
H1-3	Social value → Attitude	0.24	2.70**	0.007	Accept
H1-4	Emotional value → Attitude	0.24	4.34***	0.000	Accept
H1-5	Epistemic value → Attitude	0.21	2.69**	0.007	Accept
H1-6	Health value → Attitude	0.12	1.45	0.148	Reject
H2	Attitude → Green satisfaction	0.67	11.67***	0.000	Accept
H3	Attitude → Donation behavioral intention	0.15	0.35	0.725	Reject
H4	Attitude → Social justice behavioral intention	0.92	3.12**	0.002	Accept
H5	Attitude → Green ambassador behavioral intention	0.51	1.05	0.295	Reject
H6	Attitude → Global civic engagement intention	0.50	2.62**	0.009	Accept
H7	Green satisfaction → Donation behavioral intention	0.98	3.24**	0.001	Accept
H8	Green satisfaction → Social justice behavioral intention	0.76	4.23***	0.000	Accept
H9	Green satisfaction → Green ambassador behavioral intention	0.34	1.00	0.316	Reject
H10	Green satisfaction → Global civic engagement intention	0.61	4.11***	0.000	Accept

$\chi^2=5139.860$ (df=1739, $p=0.000$), CFI=0.91, TLI=0.91, RMSEA=0.039, GFI=0.90.

* $p<0.05$, ** $p<0.01$, *** $p<0.001$.

Figure 5.24 Findings of the direct paths for structural model (a high sense of obligation group)

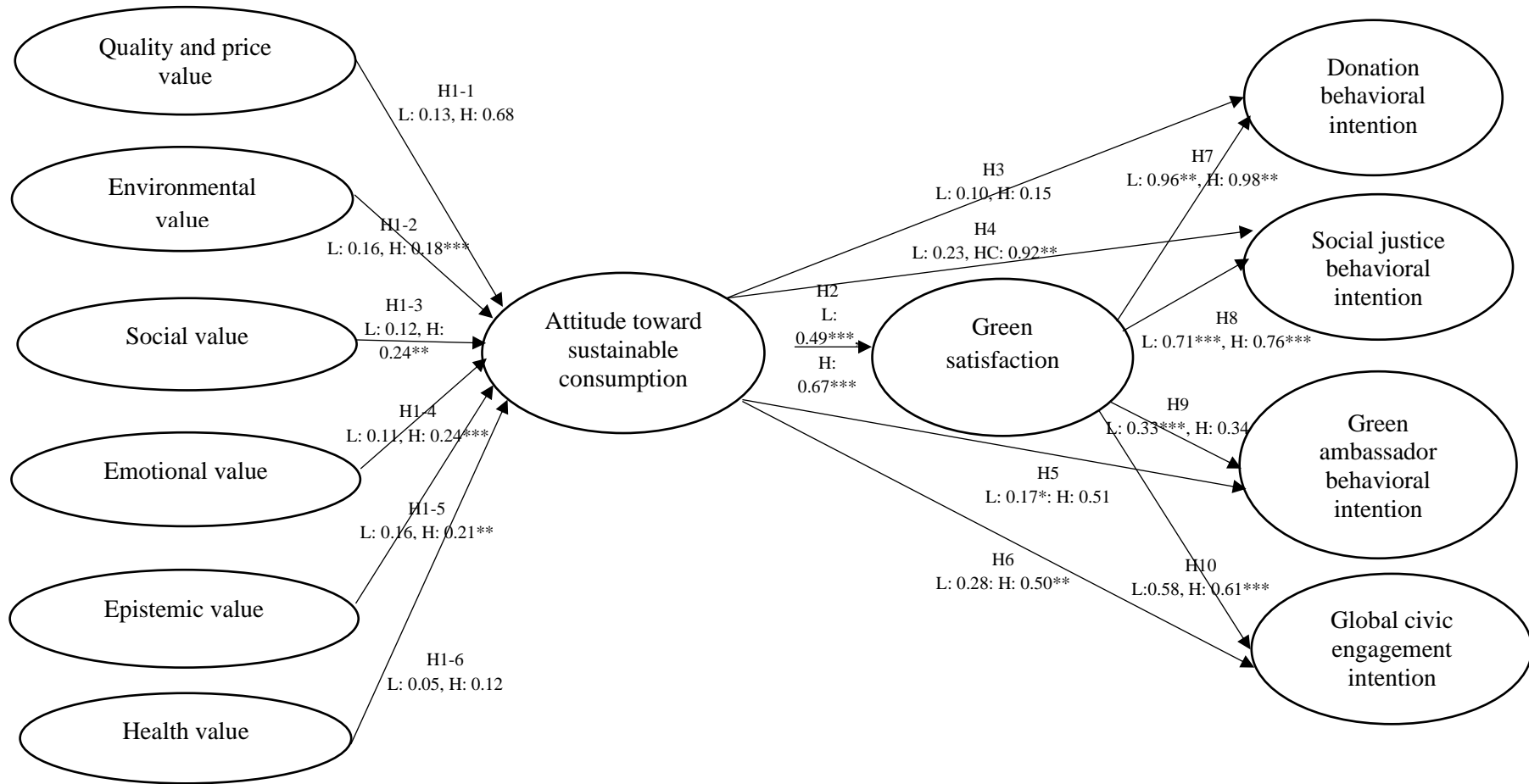


* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

Significant: \longrightarrow

Insignificant path: $-\ - \longrightarrow$

Figure 5.25 Findings of the direct paths for structural model (the low sense of obligation and high sense of obligation groups)



5.11.7.3 Structural invariance

The structural invariance test was carried out after the measurement invariance test and SEM for the high and low groups. The test's objective was to determine whether the structural model for the groups with low and high sense of obligation was the same or different. The full path invariance and full metric invariance models were used in a Chi-square difference test. The results of structural invariance for the two groups of customers are shown in Table 5.50. The structural invariance was not supported by the Chi-square difference test, which was shown to be significant ($\Delta\chi^2$ (df) = 53.466 $\chi^2_{.01}$ (15) = 30.578). This implies that there were differences between the low sense of obligation customers and low sense of obligation customers in terms of the study's postulated relationships.

Table 5.50 Structural invariance for the low sense of obligation (n=237) and high sense of obligation (n=681) groups

Models		χ^2	df	$\Delta\chi^2/df$	CFI	TLI	RMSEA
Low sense of obligation group and high sense of obligation group	Full metric invariance model (L(X)Y=IN)	10749.444	3527		0.89	0.90	0.044
	Full path invariance model (L(X)Y=IN, GA=IN, BE=IN) ^a	10816.931	3542	67.487/15	0.90	0.91	0.046

Note: ^a Since Chi-square difference test: $\Delta\chi^2$ (df) = 67.487 $>$ $\chi^2_{.01}$ (15) = 30.578, the full structural invariance was not supported, and the paths across the two groups were not the same.

5.11.7.4 Invariance test for the paths

The study revealed significant differences between the low sense of obligation group and the high sense of obligation group for 13 of the relationships. The findings of the invariance tests are shown in Table 5.51. It was observed that quality and price, environmental, social, emotional, and epistemic values had a stronger impact on attitude toward sustainable hospitality consumption for patrons who felt a strong obligation to the environment than the low sense of obligation group. The path coefficient values for attitude to green satisfaction,

attitude to donation behavioral intention, attitude to social justice behavioral intention, attitude to green ambassador behavioral intention, as well as attitude to global civic engagement intention, were lesser for respondents who belonged to the low sense of obligation group compared to their high group counterparts.

Additionally, the findings proved that the effects of green satisfaction on donation behavioral intention, green satisfaction on green ambassador behavioral intention, and green satisfaction on global civic engagement intention were greater for customers who strongly felt obligated to the environment than those who felt less obligated. Overall, the results showed how consumers' perceptions of societal issues were influenced by their sense of duty to the environment. This study has shown that customers' sense of obligation has a moderating influence, which partially supports hypothesis 12.

Table 5.51 Structural invariances for the low sense of obligation group and high sense of obligation group for each hypothesis

Hypotheses	Paths	Low sense of obligation group and high sense of obligation group	
		χ^2/df	$\Delta\chi^2/df$
	Free model	10749.444/3527	
H1-1	Quality and price value → Attitude	10756.069/3528	6.625/1**
H1-2	Environmental value → Attitude	10753.051/3528	3.607/1*
H1-3	Social value → Attitude	10758.358/3528	8.914/1***
H1-4	Emotional value → Attitude	10762.310/3528	12.866/1***
H1-5	Epistemic value → Attitude	10758.853/3528	9.409/1***
H1-6	Health value → Attitude	10750.808/3528	1.364/1
H2	Attitude → Green satisfaction	10762.588/3528	13.144/1***
H3	Attitude → Donation behavioral intention	10753.701/3528	4.257/1**
H4	Attitude → Social justice behavioral intention	10761.513/3528	12.069/1***

H5	Attitude	→	Green ambassador behavioral intention	10771.461/3528	22.017/1***
H6	Attitude	→	Global civic engagement intention	10764.246/3528	14.802/1***
H7	Green satisfaction	→	Donation behavioral intention	10754.665/3528	5.221/1**
H8	Green satisfaction	→	Social justice behavioral intention	10750.360/3528	0.916/1
H9	Green satisfaction	→	Green ambassador behavioral intention	10761.562/3528	12.118/1***
H10	Green satisfaction	→	Global civic engagement intention	10761.216/3528	11.772/1***

Note: *The source of significant differences: $\Delta\chi^2/df > \Delta\chi^2_{.1}(1) = 2.706$.

**The source of significant differences: $\Delta\chi^2/df > \Delta\chi^2_{.05}(1) = 3.841$.

***The source of significant differences: $\Delta\chi^2/df > \Delta\chi^2_{.01}(1) = 6.635$.

5.12 Chapter summary

The chapter was dedicated to the findings of the three studies. It began with the data screening procedure and checks for the normality of the datasets. The characteristics of respondents were described, and cross-validation assessments were carried out. The data was randomly split into two halves for the EFA and CFA for the cross-validation. It was discovered that sustainable hospitality consumption value can be assessed with six dimensions (environmental value, quality and price value, social value, emotional value, epistemic value, and health value). For Study 1, the individual level study, 10 of the 15 hypotheses were significant. Also, the moderating effects of collectivism orientation and religiosity were partially supported. For Study 2 (the company level study), out of the 25 proposed hypotheses, 15 were statistically significant. Additionally, the moderating roles of environmental identity and global identity were partially supported. Finally, in Study 3 which focused societal level outcomes, it was

discovered that 10 hypotheses were significant. Moderating effects were found for customers' global identity and sense of obligation toward the environment.

CHAPTER 6: DISCUSSION AND IMPLICATIONS

6.1 Chapter introduction

This section presents a discussion of the results according to the objectives of the thesis. In addition, the chapter indicates the study's contribution to theory and practice.

6.2 Scale to measure sustainable hospitality consumption value

The first aim of this thesis was to develop a reliable and valid scale to measure the value of sustainable hospitality consumption. Following the recommendations of earlier studies (Churchill, 1979; DeVellis, 2003), an extensive literature review resulted in seven potential domains. However, after a thorough screening procedure, which included expert review, pretesting, pilot testing, and EFA and CFA of the measurement items, six dimensions were found to be suitable for evaluating sustainable hospitality consumption value. The dimensions were “epistemic value,” “environmental value,” “quality and price value,” “health value,” “emotional value,” and “social value.”

Epistemic value denotes the benefit derived from a product's ability to ignite curiosity, offer novelty, and/or satiate a need for information (Jiang & Kim, 2015). People patronize sustainable products/services to know more about sustainability and for a different experience from traditional hospitality products. Product packaging is usually a good source of information about sustainable products; however, in service-based industries such as hospitality, eco-label certification, and operational evaluation results—displayed on websites and in conspicuous locations within the establishment—may serve as sources of information about sustainability (Biswas & Roy, 2015b). A customer's satisfaction is enhanced when product information is available, whereas insufficient or absent information regarding products or services leads to dissatisfaction or possibly unfavorable behavioral intentions (Barber, 2014). This study

highlighted the importance of epistemic value in the sustainable hospitality context, as in previous tourism studies (Caber et al., 2020; Jamrozy & Lawonk, 2017).

Environmental value represents the potential of a sustainable product or service to contribute to environmental conservation and well-being (Biswas, 2017). Sustainable hospitality consumption offers the opportunity for customers to contribute to decreasing waste output, reducing negative health and environmental repercussions, and maintaining an environmentally conscious lifestyle (Barber, 2014; Gupta et al., 2019). According to Nekmahmud et al. (2022), sustainable hospitality consumption helps customers adopt patterns that provide a safer and healthier lifestyle for both current and future generations. For sustainability-conscious customers, patronizing sustainable hospitality companies helps them engage in practices that align with their beliefs (Barber, 2014). In contrast to other studies, this study has empirically established environmental value as an integral domain of customers' assessments of sustainable hospitality consumption value.

In this study, price and quality value refer to the extent to which a sustainable hospitality company offers value for money and is consistent in meeting the needs of customers. Price value and quality value have been established as key dimensions of customers' perceived value and contributory factors in consumer decision-making. Although some studies have argued that the functional benefits of products should be assessed separately (for instance, Lee et al., 2010; Sweeney & Soutar, 2001), this study discovered that functional value is better evaluated by a single domain that incorporates price and quality, as in the seminal study of Sheth et al. (1991). As customers increasingly demand sustainable hospitality products, affordability, value for money, and quality services are important. Customers refrain from making repeated purchases of items that are excessively expensive and instead search for the best deal at the lowest possible cost (Nekmahmud et al., 2022).

Health value denotes a person's assessment of a sustainable hospitality product's capacity to enhance health. Choe and Kim (2018) concluded that hospitality consumption improves the health of customers. Yu, Kim, Baah, and Han (2024) reported that plant-based diets improve body mass index and lessen the risk of cardiovascular disease, diabetes, and several malignancies. Furthermore, green hospitality products improve the condition of skin, hair, and nails while also promoting weight loss (Yu, Kim, Baah, Seo & Han, 2023). Therefore, customers may decide to patronize sustainable hospitality products to enhance their health. In contrast to previous studies on green hospitality consumption (for instance, Foroughi et al., 2022; Gupta et al., 2019; Jiang & Kim, 2015), this study revealed that patrons derive health value from sustainable hospitality products/services.

Furthermore, this study revealed that emotional value is a component of sustainable hospitality consumption value. Emotional value refers to the affective state or sentiment (such as joy, amusement, dissatisfaction, or excitement) triggered by patronizing sustainable hospitality companies (Rasoolimanesh et al., 2020). Consumers are more likely to utilize products that make them happy and feel good (Foroughi et al., 2022; Han et al., 2018; Kim & Hall, 2020). Tourism and hospitality products stimulate positive emotions, which are important for creating memorable guest experiences and guest satisfaction (Jiang & Kim, 2015). For sustainability-minded customers, sustainable hospitality companies can activate feelings of happiness, enjoyment, and pleasure. Hence, these findings support previous studies that have assessed customer value with an emotional component (for example, Barber, 2014; Jamrozy & Lawonk, 2017).

Finally, social value is relevant in customers' evaluation of sustainable consumption value (Ahn & Kwon, 2020; Barber, 2014; Gupta et al., 2019). Social value is defined as the perceived usefulness of green products/services found on the pressure from society or prestige built from contributing to saving the environment (Nekmahmud et al., 2022). Sustainable

hospitality consumption offers an avenue for customers to enhance their prestige and social image (Jiang & Kim, 2015). There are various feasible causes for this outcome. First, environmentally friendly products and services are based on societal calls for people to consume responsibly and protect the environment. Thus, the motivation to patronize sustainable products could stem from the need to be perceived as environmentally responsible (Pickett-Baker & Ozaki, 2008). Second, given that sustainable hospitality products/services are relatively expensive compared to traditional products, customers derive some prestige when they patronize such products. Moreover, hospitality facilities serve as a platform for meeting new people and for interacting with others.

The epistemic value domain had eight measures. The second domain, environmental value, had six items. The third and fourth domains, quality and price value and health value, had seven and five measurement items, respectively. Emotional value was the fifth domain with six indicators. The last domain, social value, had three measures. Considering the mean scores of the dimensions, health value (5.79) had the highest mean, followed by quality and price value (5.70). The epistemic value was next, with a mean of 5.65. The fourth item was emotional value (5.67). Environmental value and social value were next highest, with mean scores of 5.63 and 5.59, respectively. This finding implies that in customers' assessments of value from sustainable hospitality companies, health value and quality and price value are the two most essential values.

6.3 STUDY 1-Individual level study

6.3.1 Test of direct relationships

The second objective of the study was to test a model that demonstrates the relationships among the dimensions of sustainable hospitality consumption value, attitude toward sustainable

consumption, green satisfaction, subjective well-being, customer delight, self-esteem, and sense of belonging. This involved the assessment of 15 hypotheses.

Hypothesis 1-1, which suggested that quality and price value positively influence attitude toward sustainable hospitality consumption, was not supported ($\beta = 0.06, t = 0.84, p > 0.05$). This study contradicts previous studies that have shown a positive effect of quality and price value on customers' attitude (for instance, Jiménez-Barreto & Sara Campo-Martínez, 2018; Zhang et al., 2020). Quality and price value may not lead to attitude toward sustainable hospitality consumption because customers may focus on the environmental and social impact of the product/service being offered, rather than solely on their price or perceived quality. A consumer's attitude toward sustainable hospitality consumption is often driven by their values, beliefs, and willingness to support businesses that prioritize sustainability and responsible practices (Han et al., 2020). This means that a consumer willing to pay more for sustainable products may not necessarily consider the price and quality but the environmental benefits.

Hypothesis 1-2 postulated that environmental value will exert a positive impact on attitude toward sustainable hospitality consumption. Support was found between the two constructs ($\beta = 0.13, t = 4.57, p < 0.001$). These findings corroborate the findings of Magnusson et al. (2003) and Zhang et al. (2020), who observed that environmental value plays a key role in customers' attitude toward sustainable consumption. People are becoming more cautious about their consumption as the environmental crisis worsens (Carmi, 2012). The increasing damage to the environment caused by human activities continues to remind customers of their obligation to safeguard the environment by purchasing sustainable products/services (Asadi et al., 2022; Shang & Wu, 2022). Therefore, deriving environmental value from sustainable hospitality companies could encourage them to act more sustainably, thus affecting their attitude.

Hypotheses 1-3, which suggested that social value positively influenced attitude toward sustainable hospitality consumption, was supported ($\beta = 0.25, t = 2.92, p < 0.01$). This finding is inconsistent with earlier research showing that perceived social benefits do not affect attitude (Choe & Kim, 2018; Kim et al., 2013; Ruiz-Molina & Saura, 2008). An individual's social status is improved by sharing recollections with friends and family because "having been there" and "having patronized a sustainable product" give customers a sense of dignity or distinguished status. Moreover, customers are able to interact and meet other people who share the belief in protecting the environment (Gupta et al., 2019). This situation could affect how these customers perceive sustainable hospitality consumption as favorable.

Support was found for Hypothesis 1-4. Emotional value positively affected attitude toward sustainable hospitality consumption ($\beta = 0.36, t = 6.52, p < 0.001$). Previous research has shown the impact of emotional value on consumers' attitude toward environmentally friendly products (Hartmann et al., 2005; Woo & Kim, 2019) but not in sustainable hospitality settings. Sustainable consumption has symbolic meaning and elicits good emotions, such as enjoyment and excitement, in consumers to support the global call for environmental conservation (Biswas & Roy, 2015). The more customers' emotions are positively enhanced through sustainable consumption, the more likely they are to find sustainable hospitality consumption favorable.

Hypothesis 1-5, which postulated that epistemic value positively influences attitude toward sustainable hospitality consumption, was supported ($\beta = 0.54, t = 5.56, p < 0.001$). The findings of the present study are similar to those of Han et al. (2017). Through sustainable hospitality consumption, customers can learn new sustainable lifestyles and trends that help build a sustainable future (Jiang & Kim, 2015). With the emergence of greenwashing, eco-friendly companies typically give customers additional information on the sustainability of their production as evidence of their commitment to environmental protection, which could

educate consumers (Chua et al., 2023; Yu et al., 2024). In an attempt to satisfy curiosity through sustainable hospitality consumption, customers may also gain more knowledge, which could affect their attitude.

Hypothesis 1-6 suggested that health value positively influences attitude toward sustainable hospitality consumption. The results supported this relationship ($\beta = 0.19, t = 2.92, p < 0.01$). These results are in accordance with earlier studies that concluded that health value exerts a positive impact on attitude (Magnusson et al., 2003; Tudoran et al., 2009). Several nutritional and health advantages have been attributed to sustainable products (Badu-Baiden, Kim, Ahn, Wong & Agrusa, 2022). For example, sustainable food consumption has been linked to an optimal body mass index; decreased blood pressure and cholesterol; a lower risk of diabetes and cardiovascular disease; and a lower risk of specific cancers, such as stomach, colon, breast, and prostate cancers (Crimarco et al., 2020). Accordingly, customers' attitude toward sustainable hospitality consumption is more likely to be favorable when their health is improved.

Hypothesis 2, stating that “attitude positively affects customers' green satisfaction,” was supported ($\beta = 0.43, t = 19.25, p < 0.001$). In accordance with the current findings, previous studies have demonstrated that attitude influences customer satisfaction (Lee, 2009; Palacios-Florencio et al., 2021). However, these studies did not assess green satisfaction but rather satisfaction in general. Consumers who are more responsive to environmental products and choose to buy them may be more satisfied with the green attributes of hospitality products (Chen, Lin & Chang, 2014). Customers are often pleased with hospitality businesses that use more environmentally friendly service delivery methods than other businesses (Xu & Gursoy, 2015). People who believe that patronizing sustainable hospitality companies is good are more likely to have expectations that could be affected by the hospitality received.

Hypotheses 3 to 6 tested the positive influence of attitude toward sustainable hospitality consumption on subjective well-being, customer delight, self-esteem, and sense of belonging to a sustainable society. All the relationships were supported except for Hypothesis 6 [H3 ($\beta = 0.45, t = 3.32, p < 0.001$); H4 ($\beta = 0.86, t = 3.13, p < 0.01$); H5 ($\beta = 0.14, t = 2.57, p < 0.05$); and H6 ($\beta = 0.95, t = 0.68, p > 0.05$)]. These findings demonstrate the role of customers' attitude toward sustainable hospitality consumption in their perception of self-improvement. However, customers' sense of belonging is not affected by their attitude.

The results have plausible explanations (Hypotheses 3 to 6). People desire to engage in sustainable purchasing behaviors and ultimately contribute to sustainable development to boost their life satisfaction and make them happier (Han et al., 2015). For customer delight, customers experience pleasure from green products (Chen, 2010). Sustainable consumption allows people to support a worldwide movement that aims to achieve SDGs and ignite personal satisfaction (Sohaib et al., 2022; Yu et al., 2024). In terms of self-esteem, according to Atkison and Kang (2022), sustainable consumption is a new trend in luxury consumption because environmentally friendly products/services are often priced higher than traditional products/services, thus satisfying the esteem needs of customers. Therefore, attitude toward sustainable hospitality consumption can impact customers' subjective well-being, delight, and self-esteem. Nonetheless, attitude toward sustainable consumption may not be adequate to impact customers' belongingness. A sense of belonging could be affected by interactions with people with the same beliefs and active engagement in sustainability initiatives, such as being part of sustainability associations rather than attitude.

Hypotheses 7 to 10 indicate that green satisfaction positively influences subjective well-being, customer delight, self-esteem, and sense of belonging. Only Hypothesis 8 was supported ($\beta = 0.89, t = 2.35, p < 0.05$), whereas Hypothesis 7 ($\beta = 0.55, t = 1.27, p > 0.05$), Hypothesis 9 ($\beta = 0.26, t = 0.58, p > 0.05$), and Hypothesis 10 ($\beta = 0.83, t = 0.73, p > 0.05$)

were not supported. With respect to the influence of green satisfaction on customer delight, this study provides evidence from previous studies that revealed a positive effect of satisfaction on customer delight (e.g., Smith, 2006; Jones et al., 2011). Customer delight has been argued to be an extreme form of customer satisfaction (Torres & Kline, 2006). A customer is said to be delighted when he or she has a positive encounter that surpasses his or her expectations and includes a pleasant surprise. According to some academics (for instance, Finn, 2012), consumers have a comfortable or tolerant zone. Service delivery is extraordinary when the satisfaction level is higher than the upper bound of that zone, resulting in a feeling of delight (Hao & Chon, 2022; Torres & Kline, 2013). Thus, the patrons of sustainable hospitality companies will be delighted when they are satisfied with the green features of the services. On the other hand, in hospitality settings, diverse attributes affect customers' perceptions, for instance, staff cleanliness, responsiveness, assurance, empathy, and reliability; thus, green satisfaction alone may not contribute to customers' well-being, self-esteem, or sense of belonging. Moreover, customer well-being, self-esteem, and sense of belonging could be enhanced through membership and loyalty programs.

6.3.2 Examination of the moderating effects

6.3.2.1 Moderating role of collectivism orientation

The moderating effects of collectivist orientation on the interactions among the dimensions of sustainable hospitality consumption value, attitude toward sustainable consumption, green satisfaction, subjective well-being, customer delight, self-esteem, and sense of belonging were assessed. Some similarities and differences were observed between the low-collectivism-oriented and high-collectivism-oriented groups in terms of the postulated relationships. For the low-collectivism group, environmental value, social value, emotional value, and epistemic value determined their attitude toward sustainable hospitality consumption. On the other hand,

attitude toward sustainable hospitality consumption was influenced only by environmental value for high-collectivism customers. A possible explanation for this might be that customers oriented toward high collectivism are more likely to travel to the company of others (Rasheed & Balakrishnan, 2023); therefore, they may not require social and emotional benefits from their consumption. Additionally, as collectivists think more about the well-being of others and usually engage in sustainable behaviors (Chwialkowska et al., 2020; Eastman & Iyer, 2021), other value dimensions may not necessarily affect their attitude except for environmental value. Customers with low collectivism may patronize a sustainable hospitality company for the first time; thus, if they can experience more benefits, such as environmental, social, emotional, and epistemic benefits, their attitude may be influenced.

Moreover, for the low-collectivism group, an attitude toward sustainable consumption positively impacted only participants' green satisfaction but not their subjective well-being, delight, self-esteem, or sense of belonging. By contrast, for customers with high collectivism, in addition to green satisfaction, their attitude toward sustainable consumption affected their subjective well-being, delight, and self-esteem. According to Chwialkowska et al. (2020), collectivists have strong feelings of connection to society and the environment, which leads to favorable attitude toward sustainability and ecologically beneficial activities. Therefore, consuming sustainable hospitality products/services affects individuals' green satisfaction, improves their well-being, ignites delight, and enhances their self-esteem because consumption aligns with their way of life. For customers with low collectivism, given that group gains are not their priority, their subjective well-being, delight, self-esteem, and sense of belonging cannot be attributed to their attitude toward sustainable hospitality consumption.

Furthermore, green satisfaction exerted a positive influence on subjective well-being, customer delight, self-esteem, and sense of belonging in the low-collectivism group. These sustainable hospitality companies may have commendable green features that satisfy customers

with low collectivism. As these customers benefitted from their consumption and were satisfied, their well-being improved, they were delighted, their self-esteem improved, and they felt a sense of belonging to the sustainable society. For the high-collectivism group, green satisfaction influenced only their delight. As established earlier, given that customers with high collectivism usually have a positive attitude toward sustainable consumption, which impacts their perceptions (Chwialkowska et al., 2020; Eastman & Iyer, 2021; Rasheed & Balakrishnan, 2023), satisfaction with green features may be the primary factor affecting their well-being, self-esteem, and sense of belonging.

The findings of the invariance test of the paths for the low- and high-collectivism groups yield additional information based on an analysis of the chi-square difference of each path. According to the chi-square differences, nine of the 15 paths were significant (Section 5.9.7.4). With the exception of the effect of value dimensions on attitude toward sustainable hospitality consumption, all the other relationships varied. The effects were generally stronger for customers with high collectivism than for those with low collectivism. Therefore, this study has demonstrated the role of collectivist culture in shaping customer perceptions in the hospitality context, as in previous studies, particularly in sustainable settings (Lin et al., 2022; Rasheed & Balakrishnan, 2023; Strebinger & Treiblmaier, 2022; Wang et al., 2023).

These results can be explained by the characteristics of collectivist culture. Collectivism advocates the idea of collective agency, in which thoughts and acts are attributed to a collective and agency is seen as entrenched in the group setting and environment (Chwialkowska et al., 2020; Eastman & Iyer, 2021). Collectivists regard themselves as an essential component of their social groups and believe in maintaining societal harmony (Rasheed & Balakrishnan, 2023). Strebinger and Treiblmaier (2022) indicated that in a collectivist culture, the self is characterized as interdependent within social and physical settings, and actors can have secondary control, which is the capacity to modify but not control their surroundings.

Moreover, collectivists steer their consumption in a way that reflects symbolic representations in an effort to align with the values and beliefs of their community (Rasheed & Balakrishnan, 2023), which could affect their perception of sustainable hospitality consumption and general well-being.

6.3.2.2 Moderating role of religiosity

Customers' degree of religiosity was tested as a moderator for the relationships among the dimensions of sustainable hospitality consumption value, attitude toward sustainable consumption, green satisfaction, subjective well-being, customer delight, self-esteem, and sense of belonging. The differences and parallelisms between low- and high-religiosity customers were determined via the hypothesized relationships.

SEM analysis revealed that for low-religiosity customers, attitude toward sustainable consumption was influenced by environmental value, social value, emotional value, and epistemic value. The respondents who scored high on the religiosity scale attributed their attitude to environmental value, emotional value, and epistemic value. High-religiosity customers may not be interested in social interactions with others but rather prefer to meditate on their religion during consumption. Sulaiman, Iranmanesh, Foroughi, and Rosly (2022) highlighted that some Muslims prefer separate rooms and facilities for males and females; thus, for such consumers, social value may not be a priority. Additionally, deriving environmental value and positive emotions could affect customers' attitude toward sustainable hospitality consumption. In other words, customers will be more inclined to perceive sustainable consumption as good and favorable when they gain benefits from their consumption. Moreover, for both groups of customers, sustainable hospitality products/services could offer the opportunity to learn more about sustainability, thus impacting their attitude. Neither functional value nor health value impacted the attitudes of either group. Perhaps functional and

health values were not the essential attributes these customers looked out for in their patronage of sustainable hospitality companies.

Furthermore, the low-religiosity customers indicated that their green satisfaction and subjective well-being were the only determinants of their attitude toward sustainable consumption. On the other hand, attitude toward sustainable consumption impacted green satisfaction, subjective well-being, customer delight, and self-esteem. As most religions preach support for others, highly religious customers are more likely to find sustainable consumption favorable (Agag & Colmekcioglu, 2020; Minton et al., 2018), which in turn affects their satisfaction, well-being, and delight. Given that environmental protection aligns with the doctrine of most religions (Arli et al., 2021), patronizing sustainable hospitality companies could affect their self-esteem because they can easily tell others about their consumption to receive approval for their consumption (Agag & Colmekcioglu, 2020; Wang et al., 2020). Nonetheless, highly religious consumers may prefer to belong to their religion rather than to a sustainable society (Sulaiman et al., 2022).

In addition, satisfaction with the green features of the services improved subjective well-being, customer delight, self-esteem, and sense of belonging in the low religiosity group. However, for the high religiosity group, green satisfaction only affected their delight. As individuals in the low religiosity group may be less interested in environmental sustainability, hospitality companies may need to satisfy them to increase their well-being, delight, self-esteem, and sense of belonging. On the other hand, because the high religiosity group considers religious gains, green satisfaction may not necessarily be a contributing factor but rather attitude sustainable consumption. The most important factor for high-religiosity customers is conforming to the doctrine of religion (Kaplan & Iyer, 2021; Minton, Jeffrey Xie, Gurel-Atay & Kahle, 2018; Squalli, 2019).

The results of the invariance test of the paths for the low- and high- religiosity groups offer even more details based on checks of each path's chi-square difference. Regarding the chi-square differences, 13 of the 15 paths were significant (Section 5.9.8.4). Only the paths of quality and price value to attitude and epistemic value to attitude did not vary across the two groups of customers. The influences of these relationships were greater for the high religiosity group than for the low religiosity group. Accordingly, this thesis has demonstrated how customers' degree of religiosity affects their perceptions. The findings of this study are similar to earlier observations regarding the connection between religiosity and customer perceptions in sustainability settings (Agag & Colmekcioglu, 2020; Minton et al., 2018).

The differences between the low religiosity group and high religiosity group may be explained as follows. An individual's attitude and behaviors, particularly in regard to moral activity such as environmental consumption, can be significantly influenced by his or her level of religiosity (Wang et al., 2020). The values and attitudes of highly religious individuals are based on their religious concepts. People with intrinsic religiosity tend to consider religion the ultimate objective in themselves (Wang et al., 2020). One of the main factors influencing consumption habits is religious commitment, which helps individuals make decisions and establish standards for behavior that they can follow throughout their life (Sulaiman et al., 2022). Moreover, most religions emphasize stewardship, generosity, compassion, and care for others, which encourages followers to act sustainably (Agag & Colmekcioglu, 2020). In addition, Minton et al. (2020) found that some customers are motivated to purchase some goods/services due to the desire to act morally and uphold a moral self-image.

6.4 STUDY 2-Company level study

6.4.1 Test of direct relationships

The fourth objective of the thesis was to test a model that illustrates the connections between sustainable hospitality consumption value dimensions, green brand innovativeness, green brand image, green brand trust, green brand attachment, green brand awareness, willingness to pay more, sustainable technology behavioral intention, and future purchase intention. This objective constituted 25 hypotheses.

Hypotheses 1-1 to 1-6 postulated that sustainable consumption value dimensions positively influence green brand innovativeness. Support was found for the influence of social value ($\beta = 0.67, t = 5.10, p < 0.001$), emotional value ($\beta = 0.99, t = 5.43, p < 0.001$), and epistemic value ($\beta = 0.81, t = 4.95, p < 0.001$) on green brand innovativeness. As stated by Coelho et al. (2020), one's assessment of a brand's creativity and ability to generate novel ideas in serving customers depends on the benefits derived from their consumption. Patrons of sustainable hospitality companies are more likely to expect obvious benefits from their consumption, such as environmental, quality, and health benefits. Hence, when hospitality companies are able to trigger positive emotions in customers and offer opportunities for social interaction and learning, this could affect their perceptions of a green brand's innovativeness. Nonetheless, the effects of quality and price value ($\beta = 0.19, t = 0.78, p > 0.05$), environmental value ($\beta = 0.12, t = 1.28, p > 0.05$), and health value ($\beta = 0.14, t = 0.68, p > 0.05$) on perceived green brand innovativeness were not supported. In contrast to the study of Jin et al. (2015), price value did not impact green brand innovativeness. Additionally, this study contradicts the findings of Biosvert (2012) which found that perceived brand innovativeness was affected by quality value. This study focused on green brand innovativeness rather than brand innovativeness, which could cause changes in effect. The findings of this study confirm those of previous studies that ascertained the varying effects of consumption value dimensions on

consumers' perceptions of a company (Foroughi et al., 2022; Gupta et al., 2019; Jamrozny & Lawonk, 2017).

Hypotheses 2-1 to 2-6 also indicated that sustainable hospitality consumption value dimensions positively influence green brand image. Support was found for social value ($\beta = 0.39, t = 5.16, p < 0.001$), emotional value ($\beta = 0.44, t = 5.59, p < 0.001$), and epistemic value ($\beta = 0.28, t = 4.43, p < 0.001$) for green brand image. As consumers' conception of a brand is mostly an intuitive and subjective phenomenon shaped by consumer interpretations, sustainable hospitality companies are likely to perform superbly in terms of their social, emotional, and epistemic attributes. The benefits accrued thus affected their image of their green offerings. This could also explain why the impacts of quality and price value ($\beta = 0.50, t = 1.42, p > 0.05$), environmental value ($\beta = 0.13, t = 0.98, p > 0.05$), and health value ($\beta = 0.28, t = 1.02, p > 0.05$) were not supported. As indicated earlier, customers are more likely to have the least expectations of social, emotional, and epistemic benefits; thus, deriving these benefits affects their formation of images of sustainable hospitality brands. The results of the present study corroborate the findings of previous studies (Lin & Zhou, 2020; Lin et al., 2019) that found that perceived value affects customers' image of brands and contradicts others (Delafrooz & Goli, 2015; Esmaeili et al., 2017; Ng, Butt, Khong & Ong, 2014) that showed that perceived quality affected green brand image. Furthermore, these findings partly confirm the research of Park and Rabolt (2009), who found epistemic, social, emotional, and functional values to affect brand image for customers in the USA.

Hypotheses 3-1 to 3-6 suggested that sustainable hospitality consumption value dimensions positively influence green brand trust. Support was established for the impact of social value ($\beta = 0.96, t = 5.29, p < 0.001$), emotional value ($\beta = 0.10, t = 5.34, p < 0.001$), and epistemic value ($\beta = 0.99, t = 4.82, p < 0.001$) on green brand trust. As mentioned above, sustainable hospitality businesses most likely fare exceptionally well in terms of social,

emotional, and epistemic features. Given that customers derive value from their consumption, they are more likely to believe that a brand is reliable and competent at meeting their needs, thus leading to trust (Lee & Jee, 2016). The value derived from service experiences builds trust by reducing the anxiety, uncertainty, and risk associated with consumption (Chua et al., 2023; Roh et al., 2022). According to Han et al. (2018), customers find brands that meet needs to be dependable, which boosts their confidence in the brand. Therefore, the more customers derive emotional value, social value, and epistemic value from sustainable hospitality products/services, the greater their trust in the brand to deliver on its green promises. Nevertheless, the impacts of quality and price ($\beta = 0.19, t = 0.67, p > 0.05$), environmental value ($\beta = 0.14, t = 1.30, p > 0.05$), and health ($\beta = 0.14, t = 0.59, p > 0.05$) dimensions were not supported. The findings of the current study do not support the previous research of Jamal and Firman (2021). However, these findings are consistent with the findings of de Morais Watanabe et al. (2020), who concluded that the different value components affect trust differently. The context can be a key factor in the varying results in the literature.

Hypothesis 4, which indicated that green brand innovativeness positively influenced green brand attachment, was supported ($\beta = 0.42, t = 2.36, p < 0.05$), similar to earlier studies showing that brand innovativeness determines brand attachment (Huaman-Ramirez et al., 2019; Teng & Chen, 2021). People are more inclined to be emotionally committed to brands that are always finding new ways to satisfy the needs of customers (Choi, Ko, Kim & Mattila, 2015). Especially for green products, customers may find that old practices involving environmental protection are repetitive and boring. Innovative companies will frequently modify their products/services to match their ever-changing customer needs, which could affect their perception of the company's concern for their needs.

Hypothesis 5, which proposed that green brand image positively impacts green brand attachment, was not supported ($\beta = 0.06, t = 0.43, p > 0.05$). In contrast to earlier findings (for

example, Chen et al., 2017; Hussain & Waheed, 2016; Kerdpitak & Mekham, 2019), no evidence was found for the relationship between green brand image and green brand attachment. This suggests that green brand image does not guarantee that customers would form a strong emotional connection to the brand. A company's marketing efforts and sustainability programs may make it appear environmentally responsible, but if consumers do not feel a true connection to the brand or its principles, they are unlikely to establish brand attachment. A plausible reason for this result is that patrons of sustainable hospitality companies may consider other relevant and stronger factors, such as innovativeness and trust, to be connected to brands rather than the perceived image. A brand's innovativeness enhances their experiences (Nysveen et al., 2018) and trust is established as crucial in building customer-brand relationships (Kang et al., 2016).

Hypothesis 6 postulated that green brand trust has a positive effect on green brand attachment. These findings support the hypothesis in this study ($\beta = 0.38, t = 5.70, p < 0.001$). These results agree with previous research that tested the association between brand trust and brand attachment (Hwang et al., 2019; Kim et al., 2022; Wen et al., 2019). To avoid disappointment and feelings of betrayal, customers prefer to be emotionally connected to brands that are honest and will deliver on their green promises. With the influx of several green companies and greenwashing, customers also prefer brands that are sincere in their green practices (Chua et al., 2023).

Hypothesis 7, which indicated that green brand attachment positively impacts green brand awareness ($\beta = 0.02, t = 21.04, p < 0.001$), was supported. These findings align with the findings of Chen et al. (2021), who discovered an effect of brand attachment on destination awareness. According to Frassetto et al. (2017), emotional connection to brands increases brand cognition. An emotional attachment to a green brand could help customers understand the brand and its green features. Thus, these customers will find more avenues to learn about the

company, which could improve their awareness of the brand. The more customers learn about the brand, the more likely they are to easily identify them.

Hypotheses 8 to 10 imply that green brand attachment positively impacts willingness to pay more, sustainable technology behavioral intention, and future purchase intentions. The effects of green brand attachment on willingness to pay more ($\beta = 0.95, t = 18.98, p < 0.001$), sustainable technology behavioral intention ($\beta = 0.01, t = 21.20, p < 0.001$), and future purchase intention ($\beta = 0.97, t = 17.85, p < 0.001$) were also supported. These findings corroborate studies that have shown that brand attachment positively influences behavioral intentions (Assiouras et al., 2015; Hemsley-Brown & Alnawas, 2016; Hyun & Han, 2015; Li & Fang, 2019; López-Mosquera & Sánchez, 2013; Thomson et al., 2005; Tran et al., 2020).

Several probable reasons can explain the effect of green brand attachment on behavioral intentions. First, brand attachment leads to commitment to a brand, which can be demonstrated through behavioral intentions such as future intentions, willingness to pay more, and intentions to use and recommend their sustainable technologies to others. Second, people are more willing to support what they are emotionally connected to. Third, customers will be pleased to see the success of the businesses they are associated with, thus forsaking similar brands, which could affect behavioral intentions. Fourth, people often want to be close to what they are attached to; thus, customers prefer to regularly patronize the brand, use their sustainable technologies, and pay a premium for the brand's products/services.

6.4.2 Examination of the moderating effects

6.4.2.1 Moderating role of environmental activism

The moderating impact of environmental activism on the possible connections among sustainable hospitality consumption value dimensions, green brand innovativeness, green brand image, green brand trust, green brand attachment, green brand awareness, willingness to

pay more, sustainable technology behavioral intention, and future purchase intention were evaluated. The groups with low and high levels of environmental activism presented similarities and differences with regard to the hypothesized associations.

Regarding the low environmental activism group, their perceptions of green brand innovativeness, green brand image, and green brand trust were attributable to the social, emotional, epistemic, and health values derived from sustainable hospitality companies. Given that these customers are not actively engaged in environmental protection due to low environmental activism, environmental value may not be an area of concern. This explains why their trust, perceived innovativeness, and image were affected by social, emotional, epistemic, and health values. On the other hand, perceptions of green brand innovativeness, green brand image, and green brand trust were based primarily on the environmental and epistemic benefits for customers with high environmental activism. People who are engaged in environmental movements are more likely to look for environmental aspects of the services and the benefits (Calibeo & Hindmarsh, 2022; Luengo-Valderrey et al., 2022). Environmental activists join campaigns and activities (such as writing letters to unsustainable corporations and lobbying the government) aimed at resolving environmental issues and enhancing the environment (Hilder & Collin, 2022). Therefore, these individuals will find sustainable hospitality products/services good opportunities to enhance their knowledge of environmental issues and which aspects should be highlighted in their activism (de Oliveira Campos et al., 2022; Koehrsen, 2021). For customers with high environmental activism, their main concern could be the environmental and epistemic attributes of the product/service. Therefore, the trust, image and perceived innovativeness of these products will be affected by the extent of the environmental value and epistemic value derived from their patronage.

Surprisingly, for customers with high environmental activism, their connection to green hospitality companies was not shaped by green brand innovativeness, green brand image, or

green brand trust. These customers might have wanted to explore other sustainable hospitality companies and thus would not want to be attached to a specific brand. An alternative explanation is that it would be very difficult to please and get them attached to brands because of their exposure to environmental issues. In terms of the low environmental activism group, only perceived green innovativeness influenced individuals' attachment to green brands. As individuals in the low environmental activism group preferred conventional brands, they would not like to be attached to sustainable brands. However, with innovativeness on the side of the companies, these individuals may want to be connected to them.

In addition, green brand attachment affected green brand awareness, sustainable technology behavioral intention, and future purchase intention for both groups of customers. As stated earlier, emotional connection improves cognition and behavioral intentions (Jawahar, Vincent & Philip, 2020; Molinillo, Japutra, Nguyen & Chen, 2017). Nevertheless, for those with low environmental activism, attachment to green brands did not impact their intention to pay more for sustainable hospitality companies. In addition to participating in environmental campaigns, environmental activists also exhibit activism by adopting attitudes and behaviors that minimize their impact on the environment (Ergen et al., 2014). As high environmental activism is keen on environmental protection, people are more inclined to pay additional costs to ensure that the environment is well maintained. Additionally, given that sustainable hospitality companies are in accordance with their movement, they will support these companies through their purchases and use of their technologies.

The results of the invariance test of the paths for the low- and high-environmental activism groups provide further information based on an examination of the chi-square difference between each path. Thirteen of the 25 pathways exhibited substantial chi-square differences (Section 5.10.6.4). The indifferent relationships were the effects of quality and price value, social value, epistemic value, and health value on green brand innovativeness,

green brand image, and green brand trust. Overall, judging from the path coefficients of the proposed relationships, the effects for the high environmental activism group were greater than those for the low environmental activism group. The results of the study are in line with those of prior studies (de Oliveira Campos et al., 2022; Luengo-Valderrey et al., 2022) that proved that environmental activism affects customers' environmental behaviors and perceptions. As a result, this study has shown how consumers' perspectives are influenced by the level of their involvement in environmental activism.

6.4.2.2 Moderating effect of environmental identity

In addition to environmental activism, the moderating effects of environmental identity on the relationships among the dimensions of sustainable hospitality consumption value dimensions, green brand innovativeness, green brand image, green brand trust, green brand attachment, green brand awareness, willingness to pay more, sustainable technology behavioral intention, and future purchase intention were tested. The low environmental identity consumers and the high environmental identity customers showed certain differences and similarities with regard to the proposed relationships.

According to the SEM analysis for the low environmental identity group, emotional value was the only factor that influenced green brand innovativeness. Additionally, their perceived green brand image and trust in green brands were influenced by social value and emotional value. Low-environmental identity customers are likely to patronize sustainable hospitality companies for social interactions and changes in the environment to reduce stress and enhance their positive emotions. Thus, their perceptions could be impacted when they can derive these benefits from their consumption. By contrast, quality and price value and health value accounted for high environmental identity customers' perceptions of green brand innovativeness, green brand image, and green brand trust. Given that green products offer some

health benefits, most likely, customers who highly identify with the environment find hospitality products/services to improve their health innovation, thus affecting their image and trust in the brand. Additionally, as sustainable hospitality products/services connect these customers to their identity, they will likely expect the product/services to conform to environmental standards while offering value for money.

In contrast to those in the low environmental identity group, customers who highly identified with the environment were emotionally attached to green brands when they found them to be innovative with their green initiatives, had a positive green image of the brand, and trusted the brand to deliver on their green promises. As the low environmental identity group is not connected to the environment, these individuals may not want to bond with sustainable hospitality companies. For these customers, this could be their first time patronizing sustainable hospitality companies, and they may not want to be emotionally connected to the brand. Conversely, customers who highly identify with the environment are more likely to bond with hospitality companies that connect them with nature (Mishra et al., 2022; Shang & Wu, 2022), especially when they are innovative with green initiatives, have a good reputation, and can be trusted.

Similarities were observed for both groups in terms of the impact of green brand attachment on awareness and behavioral intentions. Green brand attachment influenced green brand awareness, willingness to pay more, sustainable technology behavioral intention, and future purchase intention. After analyzing the chi-square difference between each path, the invariance test findings for the paths for the low and high environmental identity groups offer further details. Significant chi-square differences were detected for 17 of the 25 pathways (Section 5.10.7.4). However, generally, the effects of one concept on the other were greater for customers who highly identified with the environment than for those in the low group.

Self-identity helps individuals fit within the norms, values, and behaviors of the social groups to which they belong as well as to set themselves apart from others (Whitmarsh & O'Neill, 2010). Thus, individuals compare their activities to predetermined standards that are related to their self-identities and act when they meet these criteria (Nunkoo & Gursoy, 2012). In this regard, environmental identity acts as a navigator of customers' behaviors. This study's findings support evidence from earlier observations (Hul & Khan, 2022; Mishra et al., 2022; Shang & Wu, 2022; Teerroovengadum, 2019; Whitmarsh & O'Neil, 2010) that established the imperative role of one's environmental identity in the sustainable consumption context.

6.5 STUDY 3-Societal level study

6.5.1 Test of direct relationships

The sixth objective focused on testing a model that demonstrates the relationships among sustainable hospitality consumption value dimensions, attitude toward sustainable consumption, green satisfaction, donation behavioral intention, social justice behavioral intention, green ambassador behavioral intention, and global civic engagement intention. This objective consisted of testing 15 hypotheses.

Hypotheses 1-1 to 1-6 indicated that value dimensions positively influence attitude toward sustainable hospitality consumption, as in Study 1. Except for the effect of health value on attitude, the results were similar to those of Study 1. Health value was associated with attitude toward sustainable hospitality consumption in Study 1; by contrast, Study 3 did not find any support for this relationship ($\beta = 0.08$ $t = 1.31$, $p > 0.05$). The difference in the results can partly be explained by the changes in the constructs in the model, which affect the circumstances of this study. Hypothesis 2, which postulated that attitude toward sustainable consumption positively impact customers' green satisfaction, was supported ($\beta = 0.30$, $t = 18.78$, $p < 0.001$), similar to Study 1. Therefore, the current findings confirm the earlier

research that found that attitude impacts customer satisfaction (Lee, 2009; Palacios-Florencio et al., 2021).

Hypotheses 3 to 6 suggested that attitude toward sustainable hospitality consumption positively affect prosocial behavioral intentions. Support was found for the impact of attitude toward sustainable consumption on social justice behavioral intention ($\beta = 0.40, t = 3.48, p < 0.01$) and global civic engagement intention ($\beta = 0.66, t = 3.28, p < 0.01$) but not on donation behavioral intention ($\beta = 0.05, t = 0.22, p > 0.05$) or green ambassador behavioral intention ($\beta = 0.18, t = 1.10, p > 0.05$). Given that donation behavioral intention involves giving, not all people are generous toward others. Furthermore, given that sustainable hospitality products are relatively expensive, respondents may not feel the urge to donate because of their attitude but may need stronger factors to trigger their intention. Regarding green ambassador behavioral intention, the respondents were likely not actively engaged on social media platforms to spread environmental issues online. Additionally, these respondents could have thought that spreading information about environmental issues was the responsibility of higher-level bodies. Furthermore, the respondents might be interested only in sustainable consumption and not in other prosocial behaviors. Moreover, these respondents may not be environmentally minded but rather patronize sustainable hospitality consumption for other reasons, such as social, emotional, quality, and health reasons.

Hypotheses 7 to 10 imply that green satisfaction has a positive influence on prosocial behavioral intentions. The effects of green satisfaction on donation behavioral intention ($\beta = 0.97, t = 4.04, p < 0.001$), social justice behavioral intention ($\beta = 0.57, t = 5.32, p < 0.001$), and global civic engagement intention ($\beta = 0.26, t = 5.24, p < 0.001$) were supported. However, no support was observed for the effect of green satisfaction on green ambassador behavioral intention ($\beta = 0.20, t = 1.05, p > 0.05$). An individual's concern for the well-being of others influences green consumption (do Paço et al., 2019). Customers who buy sustainable items are

driven by concerns about the environment and social issues (Ladhari & Tchetgna, 2017). Winson et al. (2022) emphasized that sustainable consumption is founded on the aim of providing fair and equitable access to resources and privileges. Furthermore, the principles of social justice, global civic engagement, and donations accentuate care for poor people, which is consistent with the goal of sustainable consumption, which is to ensure that society's resources are available to all people to enhance the well-being of others. Kim et al. (2021) observed that customers' understanding of the environment enhances their willingness to donate to environmental initiatives. Hence, when customers gain more information through sustainable hospitality products/services and are satisfied, they may want to engage in prosocial behaviors. This finding proves that when customers are satisfied with the green features of sustainable hospitality products/services, they are motivated to engage in other sustainability goals.

6.5.2 Examination of the moderating effects

6.5.2.1 Moderating role of global identity

The moderating effects of global identity on the proposed associations among sustainable hospitality consumption value dimensions, attitude toward sustainable consumption, green satisfaction, donation behavioral intention, social justice behavioral intention, green ambassador behavioral intention, and global civic engagement intention were tested. The customers with low and high levels of global identity manifested some noticeable similarities and variations in terms of the hypothesized relationships.

In terms of individuals in the low-level global identity group, environmental value, emotional value, and epistemic value improved their attitude toward sustainable hospitality consumption. Although the low group does not identify with people across the globe, the sustainable hospitality companies might have performed exceptionally well on their

environmental, emotional, and epistemic values. Environmental, social, and epistemic values accounted for the attitude of customers with a high global identity. While the effect of environmental value is expected for the high global identity group because of their connection with people across the globe, sustainable hospitality companies could have offered them the opportunity to meet and interact with different people as well as improve their self-esteem, thus affecting their attitude. In addition, probably, the products/services they patronized also satisfied their curiosity while helping them gain more knowledge on sustainable consumption, which benefits the world with whom they identify.

Moreover, attitude toward sustainable hospitality consumption affected only green satisfaction, social justice behavioral intentions, and global civic engagement intentions for customers with low global identity. However, for the high global identity group, in addition to their green satisfaction, attitude influenced their donation behavioral intention, social justice behavioral intention, green ambassador behavioral intention, and global civic engagement intention. Globally minded customers recognize the connections between individuals worldwide, support the positive effects of globalization, and are aware of current global affairs (Tu et al., 2012). People's sense of solidarity and intent to support humanitarian causes are driven by their global identity (Barth et al., 2016; McFarland et al., 2012). As global identity customers regard people around the world as families, their attitude toward sustainable hospitality consumption affects their intentions to contribute to other SDGs through donation behavioral intention, social justice behavioral intention, green ambassador behavioral intention, and global civic engagement intention.

In addition, for customers highly identified with the environment, their satisfaction with the green features of sustainable hospitality products/services increased their intentions regarding donations to support others and environmental projects, social justice, green ambassadorship, and global civic engagement. Additionally, the green satisfaction of

customers with low global identity determined their donation behavioral intention, social justice behavioral intention, and global civic engagement intention but not their green ambassador behavioral intention. Although the low global identity group does not feel connected to the world, being satisfied with the green features of sustainable hospitality companies could activate their desire to contribute to other SDGs.

The invariance test of the paths for low global identity and high global identity groups provides additional information by examining the chi-square difference between each path. With respect to the effect of green satisfaction on donation behavioral intentions, all the other paths showed chi-square differences (Section 5.11.6.4). Overall, compared to those of the low global identity group, the effects of the high global identity group were greater based on the path coefficients of the suggested relationships. The findings of this research affirm earlier works that showed that global identity enhances customers' prosocial behaviors, such as donations, and contributes to curbing global inequalities (Loy & Resse, 2019; McFarland et al., 2012; Reese et al., 2013; Tu et al., 2012). Consequently, this study has demonstrated how the degree of a consumer's global identity shapes their perceptions.

6.5.2.2 Moderating role of sense of obligation

The moderating role of the extent of customers' sense of obligation was also assessed in terms of the relationships between sustainable hospitality consumption value dimensions, attitude toward sustainable consumption, green satisfaction, donation behavioral intention, social justice behavioral intention, green ambassador behavioral intention, and global civic engagement intention. Regarding the proposed relationships, the clients who felt a strong sense of duty to preserve the environment and those who had a weak sense of obligation manifested clear parallelisms and differences.

The SEM analysis showed that attitude toward sustainable hospitality consumption was not determined by the dimensions of value for customers with a low sense of obligation. A probable explanation is that because the low sense of obligation group does not feel that environmental protection is their duty, the value derived from their consumption did not impact their attitude toward sustainable hospitality consumption. On the other hand, environmental value, social value, emotional value, and epistemic value accounted for the attitude of customers with a high sense of obligation.

In terms of the low sense of obligation group, attitude exerted a positive influence on individuals' green satisfaction and green ambassador behavioral intentions. Attitude was found to impact green satisfaction, social justice behavioral intention, and global civic engagement intention favorably for individuals in the high sense of obligation group. People who feel obliged to the environment are altruistic and prioritize collective interest in their behavior (Nordlund & Garvil, 2003; Wang et al., 2022). Additionally, individuals who have a sense of obligation to protect the environment are conscious of the risks associated with their activities and accept accountability for their actions (Han, Lee & Kim, 2018; Pearce et al., 2022), which is important to the well-being of others. Moreover, these people act in a socially responsible manner (Park et al., 2021). This could explain the influence of attitude on individuals' social justice behavioral intention and global civic engagement intention. These customers might not want to commit their monetary resources to the environment, which explains why attitude did not affect their donation behavioral intention for the high group.

Furthermore, the green satisfaction of the participants in the low group affected their donation behavioral intention, social justice behavioral intention, and green ambassador behavioral intention, while the green satisfaction of the participants in the high group affected their donation behavioral intention, social justice behavioral intention, and global civic engagement intention. The invariance test of the relationships for the low- and high-sense

obligation groups provides additional information by assessing the chi-square difference between each path. Chi-square differences were established for the paths except for the impact of health value on attitude and the effect of green satisfaction on social justice behavioral intention (Section 5.11.7.4). Generally, the path coefficients prove that the impacts of one factor on the other are greater for customers with a high sense of obligation than for those with a low sense of obligation. The role of sense of obligation in customers' attitude and behavioral intentions has been established in this research, which agrees with the notion that sense of obligation triggers concern for actions that benefit others rather than oneself (Nordlund & Garvil, 2003).

6.6 Contributions of the study

The results of this study contribute to the field's understanding and are of practical relevance. The following sections present the theoretical and practical implications of the study.

6.6.1 Academic contributions

First, this study offers a comprehensive, reliable, and validated multidimensional scale to assess the value derived from sustainable hospitality consumption, which has been limited in the literature. A rigorous analytical procedure revealed a consistent factor structure across two randomly split samples. The scale created in this thesis considers the distinctive qualities of the hospitality industry which set it apart from other industries in terms of consumer behavior and decision-making processes. Numerous elements, including the service quality and the guest's entire experience, have an impact on hospitality customers. This research offers an elaborate comprehension of sustainable hospitality consumption value that goes beyond conventional metrics of sustainability performance by incorporating unique characteristics of the industry into the scale.

Second, dimensions for the effective assessment of sustainable hospitality consumption value were established in this study. Six domains were discovered through the systematic procedure indicated earlier. The sustainable hospitality consumption value dimensions included “epistemic value,” “price and quality value,” “environmental value,” “health value,” “emotional value,” and “social value.” This six-factor framework is a significant contribution to the literature on sustainable hospitality consumption, as it has not been previously investigated in its entirety. Moreover, this finding confirms the study’s premise that the value of sustainable hospitality consumption is multifaceted and should be investigated accordingly. However, some of the domains support the findings of previous studies that identified aspects of price value, quality value, social value, epistemic value, and emotional value in the hotel context (Gupta et al., 2019; Lee et al., 2010; Jiang & Kim, 2015). Nevertheless, this study determined the covariance structure of these six dimensions through meticulous scale development and validation. This approach advances the understanding of the relative magnitudes of several domains that make up value, in addition to the value of sustainable hospitality consumption.

Third, this study expands upon the consumption value theory of Sheth et al. (1991). Although theory indicates that consumption value comprises functional value, emotional value, epistemic value, social value, and conditional value, this study identified six value dimensions that are suitable for evaluating sustainable hospitality consumption value (epistemic value, price and quality value, environmental value, health value, emotional value, and social value). The respondents for building the theory of consumption values were cigarette customers; thus, evaluating consumption value in the sustainable hospitality context, which has unique characteristics, with this theory is inadequate.

Fourth, the relationships among the dimensions of sustainable hospitality consumption value, attitude toward sustainable consumption, green satisfaction, subjective well-being,

customer delight, self-esteem, and sense of belonging were established in this thesis. Although the industry has focused more on well-being in the past decade, only a few studies have examined how customers' subjective well-being is improved by attitude toward sustainable consumption and their satisfaction with the green characteristics of products and services. Similarly, how customers' attitude about sustainability and green satisfaction affects their self-esteem, customer delight, and sense of belonging has rarely been investigated. Therefore, this study adds nuance to the understanding of psychological mechanisms underlying sustainable hospitality consumption.

In addition to the direct relationships in the individual-level study, the moderating effects of customers' collectivism orientation and religiosity on the proposed relationships were tested by assessing the measurement invariance, structural invariance, and SEM for the groups of customers and by testing the invariance of the paths. As an advanced technique, multigroup analysis has proven useful for expanding the scope of related research (Kim, Lee & Prideaux, 2014; Ryu & Han, 2011) and deepening our understanding of the moderating effects of collectivism and religiosity in sustainable hospitality settings. By highlighting the moderating impacts of collectivism and religiosity, the study sheds light on how individuals' cultural values and beliefs may influence their attitude, satisfaction, subjective well-being, and overall experiences in the context of sustainable hospitality consumption.

Fifth, the study contributes to the green branding literature as it ascertained the interrelationships between the sustainable hospitality consumption value dimensions, green brand innovativeness, green brand image, green brand trust, green brand attachment, green brand awareness, willingness to pay more, sustainable technology behavioral intention, and future purchase intention. Studies on environmental sustainability have primarily concentrated on consumer actions that benefit companies; however, research on green brand concepts remains limited (Sohaib et al., 2022). Therefore, this study offers novel insights into green

brand ideas. By examining relationships among value dimensions, brand perceptions, and consumer intentions, the research demonstrates the multifaceted motivations and factors that propel consumers to make sustainable decisions regarding their hospitality consumption.

Regarding the company-level study, the moderating roles of environmental activism and environmental identity were assessed on the basis of the postulated hypotheses through checks of measurement invariance, structural invariance, and SEM for the low and high groups of customers and invariance tests of the paths. This multigroup analysis contributes to an understanding of the moderating impacts of environmental identification and activism on the relationships between sustainable hospitality consumption value and company-level factors. These findings represent a substantial contribution to the field of hospitality and green marketing research because they offer novel insights into how individuals' engagement in environmental issues and personal connection to environmental values can influence their support for sustainable practices and perceptions in the hospitality industry.

Sixth, this thesis has demonstrated the relationships among sustainable hospitality consumption value dimensions, attitude toward sustainable consumption, green satisfaction, donation behavioral intention, social justice behavioral intention, green ambassador behavioral intention, and global civic engagement intention. Considering that the spillover effect of sustainable consumption value on prosocial behaviors has not been investigated in the tourism and hospitality literature, this study helps fill major research gaps in the sustainable hospitality literature by providing a firm theoretical framework that connects sustainable hospitality consumption and other prosocial behaviors. The research emphasizes the significance of social responsibility in the context of sustainable hospitality consumption. By illustrating the relationship between sustainable values and socially responsible intentions, the study offers insight into how individuals can influence the creation of a more sustainable and socially just society through their consumer decisions.

Similar to the individual-level and company-level studies, the society-level study tested the moderating influences of global identity and sense of obligation on the proposed relationships. This provides an idea of how the effects differ according to low and high global identity groups as well as low and high sense of obligation groups. The study adds to the expanding body of knowledge on sustainable tourism and hospitality by highlighting the complex connection between consumption values and prosocial actions, which is influenced by the degree of global identity and feeling of obligation that customers have.

Altogether, three models were tested in this thesis to examine relationships at the individual, business, and societal levels, expanding on the notion of sustainable consumption value. To the best of the author's knowledge, this is the first thorough analysis to consider the three different levels (using three studies) that are required to gain a deeper understanding of how sustainable consumption value affects consumer behaviors and perceptions. Previous research on sustainable consumption has drawn attention to the necessity of investigating pertinent and associated constructs to strengthen theoretical conclusions about consumers (Gupta et al., 2019; Nekmahmud et al., 2022). Hence, all three studies assessed the moderating effects of relevant factors that are crucial for comprehending potential variations in consumers' attitudes and actions within the framework of sustainable hospitality consumption.

Seventh, even though this study focused on patrons of hospitality companies, it advances the broader field of sustainability by presenting a robust and validated tool to evaluate consumers' perceptions of sustainable practices and demonstrating the consequences of offering value. This scale is useful for academics in assessing the efficacy of sustainability initiatives and interventions in the hospitality industry, as well as other industries, particularly service industries. This can promote comparisons between studies in diverse contexts and expand the body of knowledge on sustainability and consumption value. The scale can facilitate sharing of knowledge and cross-disciplinary collaboration among researchers in various fields

by providing a standard framework for evaluating sustainable consumption values. This thesis has significant implications for consumer behavior research. The research offers a more thorough comprehension of how customers weigh sustainability while making decisions. Understanding how customers perceive sustainable practices can provide useful insights on how to successfully communicate with and promote sustainable habits to consumers.

6.6.2 Practical contributions

This study provides practical suggestions for hospitality practitioners, including hoteliers, restaurateurs, managers of resorts, cafes, coffee shops, casinos, business consultants, and policy makers.

First, in the design of sustainable hospitality products/services, attention should be given to fostering customers' learning about sustainability. Customers consider sustainable hospitality products/services to be a source of knowledge about sustainability. Other customers also patronize sustainable hospitality companies to satisfy their curiosity, which involves trying something different from conventional products/services. In hospitality facilities, information on sustainability can be shared in the lobby areas, guest rooms, dining areas, on cups, etc. For instance, sustainability certifications can be displayed in public areas, and videos on sustainable practices can be shown on televisions in guest rooms and lobby areas. Moreover, QR codes linking to the detailed explanation of the sustainability initiatives of the hospitality company can be displayed in public areas. In addition, for hospitality companies where water is served, customers can be given reusable water bottles with labels explaining the advantages of minimizing plastic waste and offering maintenance and cleaning instructions.

Second, managers of sustainable hospitality companies should adhere to sustainability standards while offering value for money. Despite the difficulty of guaranteeing consistency in the hospitality industry because of the variability of services, employees should be trained to

maintain sustainability standards in their delivery of services to customers. As rational beings, customers always strive for the lowest price that comes with the greatest benefits. Therefore, managers should adopt pricing techniques such as cost-plus pricing and value-based pricing so that customers do not feel that they are overcharged for products/services. Furthermore, purchase receipts can indicate the breakdown of the price customers pay and highlight the components allocated for sustainable initiatives. Through this, customers will feel more confident that their consumption is contributing to sustainability and that they are not overcharged for the product/service. Practitioners can offer discounts and rewards for customers who continuously patronize their sustainable hospitality products/services making customers feel like they are getting a good deal.

Third, sustainable hospitality companies should strive to deliver on their green promises, as customers assess their consumption value based on the environmental benefits of their purchases. Sustainable hospitality companies should be committed to reducing pollution, conserving energy, managing waste products, and minimizing the emissions of hazardous substances into the atmosphere and natural environment. For instance, plant-based soaps and shampoos can be used in the washrooms and guest rooms to minimize the business' negative environmental impact. These products can specify the compositions for customers to be well informed about the company's sustainability efforts. Customers can also be updated about their contribution to sustainability through their consumption. For example, a hotel may display a message in the guest room that "Your night stay in our hotel contributes to 50 Watts of reduction in energy consumption and 2 tons of water reduction." Managers should also prioritize local products when running sustainable hospitality companies.

Fourth, managers need to consider ways to enhance the social value of customers. Consumer decisions to buy and repurchase green and sustainable items are significantly influenced by social groups, peers' views, desire to gain social recognition, and other relevant

social values. Therefore, managers can provide souvenirs (for example bamboo pens) to customers, which can serve as evidence of their patronage. This situation can enhance customers' self-esteem, as it can contribute to the global issue of sustainable development. Product packages can also be designed to highlight the sustainability efforts of hospitality companies. Moreover, sustainable hospitality companies can create membership groups where customers can interact with each other. With the advancement of social media platforms, customers can connect.

Fifth, sustainable hospitality companies should offer products/services that elicit sentiments or affective states, including excitement, security, and comfort. In the quest to be sustainable, emotional features should not be compromised. For instance, loyal customers can be recognized with a glass of champagne or wine and messages can be sent to customers on their birthdays through email or phone text. Furthermore, additional night stays can be offered for customers who stay longer in hotels, gifts can be given to customers who spend to a certain limit, written notes can be given to welcome guests to hospitality facilities, and surprise gifts can be offered to customers who opt to reuse their towels and bedsheets in hotels. Furthermore, beds, chairs, and other facilities should be comfortable for customers. Positive feelings or affective reactions may also be influenced by trust in a company and its products and services (Nekmahmud et al., 2022). Thus, sustainable hospitality companies need to deliver on their green promises to stimulate the emotions of customers.

Sixth, the health benefits of sustainable hospitality products/services should be considered by managers when designing their products/services. Plant-based products are noted to prevent some cancers; improve the condition of the skin, hair, and nails; and enhance weight loss (Yu et al., 2023). Therefore, hotels, restaurants, coffee shops, and cafés can use more plant-based products in their food production. Housekeeping departments could also use fewer chemical products to improve air quality. Eco-friendly amenities, such as cleaning

supplies and toiletries made of biodegradable materials, can help minimize exposure to dangerous chemicals and pollutants, improving customers' health. Additionally, more trees can be planted around hospitality companies, which improves air quality. Hospitality companies can establish smoke-free policies in specific areas to help lower the amount of second-hand smoke that visitors are exposed to, enhancing the general quality of the air and fostering improved respiratory health.

Seventh, managers of sustainable hospitality companies should invest resources in the green features of their products/services, as the values derived from these products/services improve customers' well-being, offer them delight, enhance their self-esteem, and connect them to the environment. As hospitality companies are striving to enhance the well-being of customers, green products/services can be considered. Individual-level benefits are crucial for repurchase intentions, business growth, and success. Moreover, customers are more likely to adopt a sustainable lifestyle when they find sustainable hospitality products/services to be beneficial.

Eighth, to build strong brand relationships with customers of sustainable hospitality companies, delivering emotional value, social value, and epistemic value should be prioritized. These forms of value are essential for affecting customers' perceptions of perceived brand innovativeness, green brand image, and green brand trust. Additionally, when customers perceive green brands to be innovative and reliable, they become attached to the brand. Therefore, sustainable hospitality companies can adopt technologies such as green roofs, electric vehicle charging stations, smart thermostats, water-saving fixtures, solar panels, and wind turbines to enhance the green perceptions of customers. Moreover, emotional connections in turn impact customers' awareness of the brand, their intention to pay a premium for products/services, their intent to use and recommend the company's green technologies, and future patronage intentions.

Ninth, as every company has a responsibility for society, managers can influence consumers' prosocial behaviors (donation intentions, social justice intentions, green ambassador behavioral intentions, and global civic engagement intentions) through sustainable consumption values and green satisfaction. Educational programs can be organized for customers. For instance, businesses can offer booklets that indicate broader sustainability development goals and educate customers on how to contribute to achieving them. Additionally, the televisions of lobbies can show documentaries on current issues across the globe, which can encourage customers to engage in prosocial behaviors. Brochures can also be distributed to customers so that they can read at work, at home, or while traveling to their destination. Moreover, hospitality companies can provide donation opportunities for customers. For example, food and beverage facilities may collaborate with a neighboring food bank and offer customers the option of donating a percentage of their stay cost to provide meals for needy people. Also, hospitality facilities can reward the social behaviors of customers. For instance, discounts can be offered to customers who donate their gently used clothing and shoes to charity.

Tenth, the moderating factors identified in this study can serve as the basis for segmenting customers and providing segment-specific products/services to them. Customers are pleased when products/services are customized according to their needs. To ensure customers' green satisfaction, subjective well-being, delight, and sense of belonging, customers can be divided into low and high collectivism and low and high religiosity. To strengthen business-customer relationships, customers can also be grouped into low and high environmental identity and low and high environmental activism. In terms of triggering prosocial behaviors, customers can be grouped into low or high global identity and low or high sense of belonging. These characteristics of customers can be identified through frequent surveys. For global identity, customers can be asked questions about their travel history,

environmental values, and involvement in global activities. Regarding their sense of obligation to the environment, the survey can cover questions on their preferences for green practices, their willingness to pay extra for sustainable amenities, and their overall level of concern for the environment.

Eleventh, the findings of this study are useful for green marketing campaigns. Marketing campaigns should reflect the price and quality benefits of sustainable hospitality companies. These campaigns can indicate green certifications and how the company adheres to green principles and offers quality for money. Moreover, campaigns can indicate ways through which patronizing sustainable hospitality companies provide emotional value, epistemic value, environmental value, health value, and social value to attract customers to patronize products/services. This approach is imperative because general campaigns may not be effective. Satisfied customers can be involved in sharing their experiences in campaigns. To enhance the effectiveness of a campaign, videos and images that show the company's pro-environmental attributes are necessary.

Twelfth, the scale developed in this study can be adapted for use by sustainable hospitality companies during customer surveys. This approach helps determine whether they are offering value to their customers. Customers will be happy to know that companies care about how to improve their services. Finally, policymakers, consultants, and bodies that govern the operation of sustainable hospitality companies could incorporate these value dimensions in their routine assessments to ascertain their performance. Based on the outcomes of the assessments, recommendations can be offered to companies that are receiving good scores for these value dimensions.

6.7 Chapter summary

This chapter discussed the results of the study after comparing them with earlier research. This study revealed similarities and differences and provided potential reasons for the results. This thesis developed a comprehensive scale for assessing the value of sustainable hospitality consumption. The predictive power of the scale was ascertained through three studies at the individual, company, and society levels. The theoretical and practical contributions of the thesis were also presented in this chapter. The conclusions will be presented in the subsequent chapter.

CHAPTER 7: CONCLUSION

7.1 Chapter introduction

This section provides a summary of the thesis and how the objectives were accomplished. In addition, the chapter presents the study's limitations and proposes suggestions for further research.

7.2 Overview of the study

The goal of this thesis was to develop a valid and comprehensive scale to measure the sustainable hospitality consumption value of customers. It also aimed to offer a broader understanding of the dimensionality of sustainable hospitality consumption value and assess its predictive influence through three studies at the individual, company, and societal levels. The study targeted customers of sustainable hospitality companies in the USA.

Chapter 1 provides the background for the study and highlights the research problem. The research questions and objectives were subsequently indicated based on the research gaps. The significance of the study, overall structure of the thesis, definition of key terminologies, and organization of the study followed. This chapter commenced with a discussion of sustainability and the hospitality industry's contributions to the detrimental effects on the environment, followed by the need to address sustainable hospitality consumption. Moreover, the value of sustainable hospitality consumption was explained, as was the connection of consumption value to concepts at the individual, company, and societal levels. While previous studies have explored the value of hospitality consumption, studies on sustainable hospitality consumption are limited. Moreover, the few research investigations on sustainable consumption value have relied primarily on scales developed in various contexts. Additionally, research on the sustainable practices of guests in the hospitality sector has focused mostly on how customer attitude affect perceptions at the business level, not those for customers or

societal behaviors. Therefore, seven research objectives were developed: (1) to develop a reliable and comprehensive scale to measure the sustainable hospitality consumption value of customers; (2) to test a model that demonstrates the relationships among the dimensions of sustainable hospitality consumption value and factors at the individual level; (3) to examine the moderating effects of collectivism and religiosity on the interaction among the dimensions of sustainable hospitality consumption value and factors at the individual level; (4) to test a model that illustrates the connections between sustainable hospitality consumption value dimensions and factors at the company level; (5) to evaluate the moderating effects of environmental activism and environmental identity on the possible connections among sustainable hospitality consumption value dimensions and factors at the company level; (6) to test a model that demonstrates the relationships among sustainable hospitality consumption value dimensions and factors at the societal level; and (7) to examine the moderating effects of global identity and sense of obligation on the relationships among sustainable hospitality consumption value dimensions and factors at the society level.

Chapter 2 presents the literature of the study. It commenced with the conceptualization of sustainable consumption, value, and consumption value. The theory of consumption values was subsequently discussed, as it served as the foundation for this study. The current sustainable consumption value studies in the hospitality and tourism context and how value has been evaluated were highlighted. Furthermore, the outcomes of sustainable hospitality consumption at the individual, company, and society levels were reviewed. For the individual study, discussions on attitude toward sustainable consumption, green satisfaction, subjective well-being, customer delight, self-esteem, and sense of belonging were presented. At the company level, the review covered green brand innovativeness, green brand image, green brand trust, green brand attachment, green brand awareness, willingness to pay more, sustainable technology behavioral intention, and future purchase intention. Finally, the

societal-level study covered donation behavioral intention, social justice behavioral intention, green ambassador behavioral intention, and global civic engagement intention.

Chapter 3 presented the conceptual models and development of the hypotheses. The expected dimensionality of sustainable hospitality consumption value was discussed. The proposed conceptual model to test relationships at the individual level was presented. The survey consisted of 17 hypotheses, namely, 15 direct relationships and 2 moderating effects. According to the model, each sustainable hospitality consumption value dimension was proposed to positively influence customers' attitude toward sustainable consumption. An attitude toward sustainable consumption was expected to result in green satisfaction, subjective well-being, customer delight, self-esteem, and a sense of belonging to a sustainable society. Furthermore, consumers' green satisfaction was proposed to exert a positive impact on their subjective well-being, customer delight, self-esteem, and sense of belonging to a sustainable society. Additionally, collectivist orientation and religiosity were projected to likely moderate the relationships across the concepts at the individual level.

Moreover, the proposed conceptual framework for testing relationships at the company level was discussed. The study involved 27 hypotheses, namely, 25 direct interrelationships and 2 moderating effects. The model suggested that the value dimensions of sustainable hospitality consumption are likely to favorably impact green brand innovativeness, green brand image, and green brand trust. Green brand innovativeness, green brand image, and green brand trust might also affect green brand attachment. Finally, green brand attachment was expected to positively influence green brand awareness, willingness to pay more, sustainable technology behavioral intention, and future purchase intention. In this study, environmental identity and environmental activism were proposed as moderators.

The final model was used to test relationships at the societal level. It also comprises 17 hypotheses, namely, 15 direct relationships and 2 moderating effects. As reported for Study

1, each sustainable hospitality consumption value dimension was proposed to positively influence customers' attitude toward sustainable consumption. Attitude toward sustainable consumption were projected to positively influence green satisfaction, donation behavioral intention, social justice behavioral intention, green ambassador behavioral intention, and global civic engagement intention. Moreover, green satisfaction was postulated to influence donation behavioral intention, social justice behavioral intention, green ambassador behavioral intention, and global civic engagement intention. Global identity and sense of obligation were proposed as moderators for this study. Empirical and theoretical evidence for the proposed relationships and moderation influences were discussed.

Chapter 4 presents the research methodology for this thesis. This chapter discusses the research design and scale development procedure recommended by Churchill (1979) and DeVellis (2003). The first stage involved the specification and definition of the domains of sustainable hospitality consumption value. The second stage involved generating the initial pool of items through a review of the literature on consumption value, sustainable consumption value, and theory of consumption values. The third stage involved interviews with experts to help determine the importance of the items generated for measuring sustainable hospitality consumption value and to add new items when necessary. The fourth stage involved pretesting with postgraduate students to check for content validity and construct validity. This was followed by a pilot test that aimed to check the reliability of the constructs. The final stage was the main survey, which included three studies testing relationships at the individual, company, and society levels. The survey was conducted using Amazon MTurk, an online data collection panel. The survey targeted residents of the USA who had patronized sustainable hospitality companies in the past two years.

Chapter 5 provides the results of the main survey, which included three studies. A total of 918 usable responses were gathered and randomly split into two groups for cross-

validation of the data: one dataset for EFA and another dataset for CFA. Both the EFA and CFA were found to be satisfactory. The domains for measuring sustainable hospitality consumption value ascertained through this study were “epistemic value,” “price and quality value,” “environmental value,” “health value,” “emotional value,” and “social value.” For Study 1, the individual-level study showed that 10 of the 15 proposed relationships were significant, and the moderating roles of collectivist orientation and religiosity were ascertained. In Study 2, the company-level study revealed 15 of the 25 relationships to be statistically significant, and the moderating influences of environmental activism and environmental identity were established. Finally, regarding Study 3, the company-level study, 10 of the 15 hypotheses were significant, and the moderating effects of global identity and sense of obligation were confirmed.

Chapter 6 discusses the findings according to the objectives of the thesis. This involved comparing the findings to those of previous studies. The domains of sustainable hospitality consumption value were discussed, followed by individual-level, company-level, and societal-level studies. Plausible reasons were provided for the results of the study. The study’s scholarly and practical contributions are also highlighted.

Chapter 7 is the concluding section of the thesis. This chapter provides an overview of the thesis, its limitations, and suggests areas for future research based on these limitations.

7.3 Limitations and suggestions for future research

The current study has limitations that offer possibilities for further investigation. First, in developing the scale, only residents of the USA were considered. Although the scale development process was rigorous, different customers in different jurisdictions, for instance, Asia, Europe, Africa, and Australia, must be validated. The characteristics of people and sustainable hospitality facilities may affect the dimensions for assessing sustainable hospitality

consumption value. Second, as the study was conducted in the USA, the findings may not be generalizable to other countries. Future studies may test the models in different countries to obtain accurate results pertaining to patrons who benefit from their support of sustainable hospitality companies.

Third, the study focused only on sustainable hospitality companies, such as hotels, restaurants, casinos, cafes, and coffee shops. Despite the importance of understanding hospitality customers as a whole, these forms have different characteristics. Therefore, future studies could explore the different types of hospitality businesses separately, for instance, through the use of sustainable hotel consumption values and sustainable restaurant consumption values. The consumption value of tourism destinations could also be investigated.

Fourth, even though the three studies provide interesting results regarding the moderating effects of collectivist orientation and religiosity at the individual level, environmental activism and environmental identity at the company level, and global identity and sense of obligation at the societal level, other relevant factors could influence customer perception in the sustainable hospitality context. These include conservatism, materialism, attitude toward feminism, and long-term orientation. Moreover, factors such as age, gender, sustainability education in school, and frequency of patronizing a hospitality product/service could also impact customers' attitude and behavior. Therefore, future research can test the moderating influences of these factors.

Fifth, given that testing the individual effects of factors may be inadequate for explaining a phenomenon, future studies can explore the optimum combination of factors necessary to affect individual benefits, build stronger customer relationships, and influence the prosocial behaviors of customers based on complexity theory. Finally, the data for the study was collected through an online data platform, future studies can explore different methods of data collection avenues.

APPENDIXES

Appendix 1. Proposed guide for the interviews.

Sustainable hospitality consumption value

Interview start time: Interview end time:

Introduction: Interviewee's name and other relevant information (gender, age, occupation, and affiliation)

Purpose of interview

Thank you very much for accepting and sharing your time for this interview. This interview aims to investigate the value derived from patronizing sustainable hospitality companies. Your opinion on this subject is of utmost importance to this research. Please be informed that this interview will be recorded to guide future analysis. Your confidentiality and anonymity are assured. Kindly think about your experience of patronizing a sustainable hospitality company.

Kindly note that for the purpose of this study, a sustainable hospitality company is a hotel or restaurant dedicated to environmental protection and exhibits its commitment through its products/services.

Screening questions

- Have you ever patronized a sustainable hospitality company since January 1, 2021?
- Do you think it is important to patronize sustainable hospitality companies?
- Do you think that patronizing a sustainable hospitality company offers some benefits to you?

The interview continued if the participant answers “yes” to the above questions, otherwise, it was terminated.

Part 1

- What do you think sustainable consumption value is?
- Discuss the benefits you derived from patronizing a sustainable hospitality company.
- What are the factors that contributed to the benefits you derived from the sustainable hospitality company?

Part 2

- What are the physical and utilitarian benefits you associate with patronizing sustainable hospitality companies compared to traditional products (regarding price and quality)?
- What environmental benefits do you derive from patronizing sustainable hospitality companies?
- What health benefits would you associate with patronizing sustainable hospitality businesses compared to other companies?
- What feelings are aroused when you patronize sustainable hospitality companies?
- What prompted your decision to patronize a sustainable hospitality company (regarding curiosity and the desire for novelty and knowledge)?
- What are the circumstances or situations that triggered your decision to patronize a sustainable hospitality company over the traditional options?
- Do you think there is any other information on your visit to the sustainable hospitality company that will be useful to this research? If yes, please feel free to share.

Thank you very much for your participation!

Appendix 2. Items to measure individual-level outcomes and their sources.

Dimensions and items	Source
Patronizing a sustainable hospitality company is good.	Sadiq et al. (2022); Verma et al. (2019)
Patronizing a sustainable hospitality company is pleasant.	
Patronizing a sustainable hospitality company is desirable.	
Patronizing a sustainable hospitality company is ethical.	
Patronizing a sustainable hospitality company is favorable.	
Patronizing a sustainable hospitality company is enjoyable.	
Items of green satisfaction	
I am satisfied with the environmental performance of the product/service that this hospitality company provides.	Chen (2010); El-Adly (2019); Kuo, Wu et al. (2009)
This hospitality company has successfully incorporated sustainability into its products/services.	
I am satisfied with this brand because of its environmental concern.	
I am glad to patronize this brand because it is environmentally friendly.	
The sustainable product/service of this hospitality company exceeds my expectation.	
Items of subjective well-being	
After patronizing this hospitality company,...	Gao et al. (2018); Kim, Lee et al. (2015)
I am satisfied with my life.	
I am better physically and mentally.	
I feel good about my life although I have my ups and downs.	
My life is close to ideal.	
I have gotten the important things I want in life.	
The conditions of my life are excellent.	
I will change almost nothing if I can live my life again.	
I am happy.	
Items of customer delight	
I feel positively surprised about the services of this hospitality company.	Kim et al. (2015)
I feel overjoyed by the services of this hospitality company.	
The hospitality company offers unexpected services and they delight me.	
Items of self-esteem	
After patronizing this hospitality company, I feel that...	Bellou et al. (2018); Ma, Zhang et al. (2021)
I am a person of worth, at least on an equal level with others.	
I have a number of good qualities.	
I take a positive attitude toward myself.	
I am able to do things as most other people.	
I am a failure. (R)	
I am useless at times. (R)	
I do not have much to be proud of. (R)	
Items of sense of belonging to the sustainable society	
After patronizing this hospitality company,...	Hung, Peng et al. (2019)
I feel a strong sense of belonging to the sustainable society.	
I feel that I am a member of the sustainable society.	
I feel that other sustainable consumers are my close friends.	
I feel that I like people who belong to the sustainable society.	
Items of collectivism	

Being accepted as a member of a group is more important than having autonomy and independence.	Menard et al. (2018); Srite & Karahanna (2006)
Being accepted as a member of a group is more important than being independent.	
Being loyal to a group is more important than individual gain.	
Individual rewards are not as important as group welfare.	
Group success is more important than individual success.	
It is more important for a manager to encourage group loyalty in subordinates than to encourage individual initiatives.	
Items of religiosity	
My religion is very important to me.	Abror et al. (2019); Razzaq et al. (2018)
My religious beliefs are behind my whole approach to life.	
I often read books and magazines about my faith.	
I spend periods of time in private religious thoughts and reflections because it is important to me.	
I spend time trying to understand my faith.	
I enjoy spending time with people of my religion compared with people from other religions.	
I keep well informed about my local religious group.	
I make financial contributions regularly to support my religion.	

Appendix 3. Items to measure business-level outcomes and their sources.

Items of green brand innovativeness	
This brand provides effective solutions to customers' green needs.	Lin, Lobo, et al. (2019)
Customers can rely on this brand to offer novel solutions to their green needs.	
This brand is able to provide new solutions to customers' green needs.	
Items of green brand image	
This hospitality company behaves in a socially conscious way.	Han, Moon, et al. (2020); Nysveen et al. (2018)
This hospitality company is concerned about the preservation of the environment.	
This hospitality company is not only concerned about profit but is also concerned about the environment.	
I have a good image of this sustainable hospitality company.	
Items of green brand trust	
This hospitality company's environmental reputation is generally reliable.	Chen, Bernard, et al. (2019)
This hospitality company's environmental performance is generally dependable.	
This hospitality company's environmental claims are generally trustworthy.	
This hospitality company's environmental concern meets my expectation.	
This hospitality company keeps promises and commitments to environmental protection.	
Items of green brand attachment	
I have a strong association with this green brand as it is less harmful to the natural environment.	Hussain & Waheed (2016)
I have a firm affection for this green brand because of its environmental concerns and commitments.	
I am emotionally bonded with this environment-friendly brand.	
I am passionate about this brand's ecological functionality.	
I will continue my relationship with this green brand because of its energy-efficient performance.	
I feel I would really miss this brand if it disappears.	
This green brand demonstrates my environmental consciousness.	
I feel delighted by achieving the environmental performance of this green brand.	
I feel I would really miss this brand if it disappears.	
Items of green brand awareness	
I can recognize this brand among other competing brands because of its environmental commitments.	Chang & Chen (2014)
I am aware of this brand because of its environmental reputation.	
Some environmental characteristics of this brand come to the top of mind in my consideration set quickly.	
I can quickly recall the green image of this brand.	
I can easily figure out this brand because of its environmental concern.	
Items of willingness to pay more	

I am willing to pay more for a sustainable hospitality company.	Rahman & Reynolds (2016); Teeroovengadam, (2018)
I am willing to spend extra to patronize a sustainable hospitality company.	
It is acceptable to pay more to a hospitality company that implements sustainability.	
I am willing to pay more today to enjoy a better experience in the future.	
Items of sustainable technology behavioral intention	
There is a high probability that I will use new sustainable technologies adopted by this business in the future.	Ali, Nair et al. (2016); Lin & Hsieh (2007)
I'd recommend sustainable technologies offered by this business to others.	
I'd say positive things about the sustainable technologies adopted by this business.	
I'd use sustainable technologies adopted by this business if I have to patronize them again.	
Items of future purchase intention	
I am planning to patronize this hospitality company again in the future.	Ahn & Kwon (2020); Bahja & Hancer (2021)
I'd prefer to patronize this hospitality company again in the future.	
I'd make an effort to patronize this hospitality company again in the future.	
I'd love to patronize this hospitality company again in the future.	
Items of environmental activism	
I'd like to participate in events organized by environmental groups.	Jiménez-Castillo & Ortega-Egea (2015); Seguin et al. (1998)
I'd like to offer financial support to environmental groups.	
I'd like to vote for a government that proposes environmental conscious policies.	
I'd like to write letters to businesses that produce harmful goods or services.	
I'd like to circulate petitions that demand an improvement in government policies concerning the environment.	
Items of environmental identity	
I see myself as someone who is protective of the natural environment.	Nunkoo & Gursoy (2012); Teeroovengadam, (2018)
I see myself as someone who is respectful toward the natural environment.	
I see myself as someone who is concerned about the natural environment.	
I see myself as someone who is passionate about the natural environment.	
I see myself as someone who is connected to the natural environment.	
I see myself as someone who is dependent on the natural environment.	
I see myself as someone who is emotional about the natural environment.	

Appendix 4. Items to measure societal level outcomes and their sources.

Items of donation behavioral intention	
I'd like to give clothing or goods to charity publicly/anonymously.	Gotowiec & van Mastrigt (2019)
I'd like to give money to charity publicly/anonymously.	
I'd like to donate to support the fight against climate change and global warming.	
I'd like to buy something deliberately when I know some of the proceeds will go to charity.	
Items of social justice behavioral intention	
I'd like to talk with others about social power inequalities, social injustices, and the impact of social forces on health and well-being.	Torres-Harding et al. (2012)
I'd like to engage in activities that will promote social justice.	
I'd like to work collaboratively with others so that they can define their own problems and build their own capacity to solve problems.	
I'd like to do my best to ensure that all individuals and groups have a chance to speak and be heard.	
Items of green ambassador behavioral intention	
I'd like to write about sustainable consumption online.	Wassler et al. (2021)
I'd like to pass information about sustainable consumption to my friends online.	
I'd like to maximize the diffusion of sustainable consumption online.	
I'd like to contribute to sustainable development.	
I'd like to use sustainable consumption promotional materials frequently.	
I'd like to use sustainable consumption promotional materials whenever appropriate.	
I'd like to use sustainable consumption promotional materials in the near future.	
Items of global civic engagement intention	
I'd like to participate in a walk, dance, run, or bike ride in support of a global cause.	Morais & Ogden (2011)
I'd like to join a volunteer work to help individuals or communities abroad.	
I'd like to be involved with a global humanitarian organization or project.	
I'd like to help international people with difficulties.	
I'd like to involve in a program that addresses the global environmental crisis.	
I'd like to work informally with a group toward solving a global humanitarian problem.	
Items of global identity	
I identify myself as a global citizen.	Tu et al. (2012)
I am interested in knowing about global events.	
People should be made more aware of how connected we are to the rest of the world.	
My heart mostly belongs to the whole world.	
Items of sense of obligation toward the environment	
I feel morally obliged to do something about climate change and global warming.	

I feel morally obliged to adjust my behavior to reduce climate change and global warming.	Han (2015); Onwezen et al. (2013)
I feel morally obliged to consider climate change and global warming in my consumption.	
I feel morally obliged to help fight climate change and global warming.	

Appendix 5. Questionnaire for pre-test

Dear Sir/Madam,

Thank you for accepting to participate in this survey. We are conducting a study on the **value derived from patronizing sustainable hospitality companies and its consequences**. The information provided is for **RESEARCH PURPOSE ONLY**. Your confidentiality and anonymity are guaranteed. Kindly provide your responses to the following questions. This survey will take about 30 minutes. Thank you for your time and participation!

Nancy Grace Baah, Ph.D. Candidate

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Email: nancy-grace.baah@

Kindly note that for the purpose of this study, a sustainable hospitality company is a hospitality business that is dedicated to environmental protection and exhibits its commitment through its products/services. Examples of hospitality companies include hotels, guest houses, restaurants, resorts, and casinos.

Screening questions

- ❖ Have you ever patronized a sustainable hospitality company since January 2021?
 - No (You cannot continue with the survey)
 - Yes (Please continue with the survey)
- ❖ Do you think that patronizing a sustainable hospitality company offers some benefits to you?
 - No (You cannot continue with the survey)
 - Yes (Please continue with the survey)

Part 1: Please recall your experience at a **sustainable hospitality company** and **answer the questions below**.

- ❖ When was your most recent patronage of a sustainable hospitality company?
Year: Month:
- ❖ Which category does the sustainable hospitality company you patronized fall under?
 - Lodging
 - Food and beverage
 - Entertainment and recreation
- ❖ What was your general impression of the hospitality company's green efforts?
 - Not impressed
 - Neutral
 - Impressed
- ❖ Was it your first time patronizing a sustainable hospitality company?
 - First time patronizing a sustainable hospitality company
 - Repeat patronage of a sustainable hospitality company
- ❖ How often do visit a sustainable hospitality company in a month?..... times

Part 2. The value derived from patronizing sustainable hospitality companies.

Please indicate the degree to which you agree or disagree with the following statements regarding the value derived from patronizing a sustainable hospitality company.

1 = Strongly Disagree (SD); 2 = Disagree (D); 3 = Somewhat Disagree (SWD); 4 = Neutral (N); 5 = Somewhat Agree (SWA); 6 = Agree (A); 7 = Strongly Agree (SA)

No	Quality value	SD	D	SWD	N	SWA	A	SA
	The sustainable hospitality company...							
1.	offers good quality products/services.	1	2	3	4	5	6	7
2.	offers products/services with a high standard of quality.	1	2	3	4	5	6	7
3.	offers products/services that have consistent quality.	1	2	3	4	5	6	7
4.	has excellent eco-friendly features.	1	2	3	4	5	6	7
5.	offers better products/services compared to other hospitality companies.	1	2	3	4	5	6	7
6.	offers products/services that have substantive eco-friendly attributes.	1	2	3	4	5	6	7
7.	offers convenient products/services.	1	2	3	4	5	6	7
	Price value	SD	D	SWD	N	SWA	A	SA
	The sustainable hospitality company...							
8.	offers economical products/services.	1	2	3	4	5	6	7
9.	offers reasonably priced products/services.	1	2	3	4	5	6	7
10.	offers value for money.	1	2	3	4	5	6	7
11.	offers products/services with acceptable prices.	1	2	3	4	5	6	7
12.	offers good products/services for the efforts I put into patronizing the company.	1	2	3	4	5	6	7
13.	offers good products/services for the time I spent patronizing the company.	1	2	3	4	5	6	7
	Health value	SD	D	SWD	N	SWA	A	SA
	The sustainable hospitality company...							
14.	meets hygienic standards.	1	2	3	4	5	6	7
15.	offers products/services that are safe.	1	2	3	4	5	6	7
16.	offers health-promoting experiences.	1	2	3	4	5	6	7
17.	offers a clean space.	1	2	3	4	5	6	7
18.	offers products/services that are beneficial to my health.	1	2	3	4	5	6	7
	Environmental value	SD	D	SWD	N	SWA	A	SA
	The sustainable hospitality company...							
19.	offers products/services that protect the environment.	1	2	3	4	5	6	7
20.	offers products/services that do not threaten the environment.	1	2	3	4	5	6	7
21.	offers products/services that balance nature.	1	2	3	4	5	6	7
22.	uses recycled materials.	1	2	3	4	5	6	7
23.	uses durable products but not disposable products.	1	2	3	4	5	6	7
24.	uses local products in its operations.	1	2	3	4	5	6	7
25.	offers products/services that limit threats to life on earth.	1	2	3	4	5	6	7
26.	offers products/services that secure the environment for future generations.	1	2	3	4	5	6	7
	Social value	SD	D	SWD	N	SWA	A	SA
	Patronizing a sustainable hospitality company...							
27.	helps me gain social approval for my sustainable lifestyle.	1	2	3	4	5	6	7
28.	helps me give a positive impression on my peers and others.	1	2	3	4	5	6	7
29.	helps me improve other people's perceptions of me.	1	2	3	4	5	6	7

30.	helps me feel more socially accepted.	1	2	3	4	5	6	7
31.	helps improve my social interactions.	1	2	3	4	5	6	7
32.	helps me interact with people I associate with.	1	2	3	4	5	6	7
33.	gives me the chance to integrate and facilitate social links with others.	1	2	3	4	5	6	7
34.	helps me feel I have a higher social status.	1	2	3	4	5	6	7
35.	makes me feel distinct for contributing to environmental protection.	1	2	3	4	5	6	7
	Emotional value	SD	D	SWD	N	SWA	A	SA
	Patronizing a sustainable hospitality company...							
36.	gives me an interesting experience.	1	2	3	4	5	6	7
37.	makes me feel relaxed and relieved.	1	2	3	4	5	6	7
38.	changes my mood positively.	1	2	3	4	5	6	7
39.	makes me feel I am contributing to something better.	1	2	3	4	5	6	7
40.	makes me feel ethically/morally right.	1	2	3	4	5	6	7
41.	makes me feel smart about my decision.	1	2	3	4	5	6	7
42.	makes me feel like I am a better person.	1	2	3	4	5	6	7
	Epistemic value	SD	D	SWD	N	SWA	A	SA
	Patronizing a sustainable hospitality company...							
43.	helps me satisfy my curiosity to try new things.	1	2	3	4	5	6	7
44.	helps me familiarize myself with sustainable trends.	1	2	3	4	5	6	7
45.	helps me increase my knowledge of sustainability.	1	2	3	4	5	6	7
46.	helps me develop my sense of social responsibility.	1	2	3	4	5	6	7
47.	provides me with authentic experience through green/sustainable products.	1	2	3	4	5	6	7
48.	helps me learn about the company's eco-friendly labels and environmental commitment.	1	2	3	4	5	6	7
49.	helps me experience green or sustainable practices.	1	2	3	4	5	6	7

Part 3: Individual level outcomes of sustainable consumption

Please assess your **attitude toward sustainable consumption**, **green satisfaction**, **subjective well-being**, **delight**, **self-esteem**, and **sense of belonging to the sustainable society** after patronizing a sustainable hospitality company.

1 = Strongly Disagree (SD); 2 = Disagree (D); 3 = Somewhat Disagree (SWD); 4 = Neutral (N); 5 = Somewhat Agree (SWA); 6 = Agree (A); 7 = Strongly Agree (SA).

(i) Attitude toward sustainable consumption

No	Attitude toward sustainable consumption	SD	D	SWD	N	SWA	A	SA
1.	Patronizing a sustainable hospitality company is good.	1	2	3	4	5	6	7
2.	Patronizing a sustainable hospitality company is pleasant.	1	2	3	4	5	6	7
3.	Patronizing a sustainable hospitality company is desirable.	1	2	3	4	5	6	7
4.	Patronizing a sustainable hospitality company is ethical.	1	2	3	4	5	6	7
5.	Patronizing a sustainable hospitality company is favorable.	1	2	3	4	5	6	7
6.	Patronizing a sustainable hospitality company is enjoyable.	1	2	3	4	5	6	7

(ii) Satisfaction with green attributes of the sustainable hospitality company

No	Green satisfaction	SD	D	SWD	N	SWA	A	SA
1.	I am satisfied with the environmental performance of the product/service that this hospitality company provides.	1	2	3	4	5	6	7

2.	This hospitality company has successfully incorporated sustainability into its products/services.	1	2	3	4	5	6	7
3.	I am satisfied with this brand because of its environmental concern.	1	2	3	4	5	6	7
4.	I am glad to patronize this brand because it is environmentally friendly.	1	2	3	4	5	6	7
5.	The sustainable product/service of this hospitality company exceeds my expectation.	1	2	3	4	5	6	7

(iii) Subjective well-being after patronizing a sustainable hospitality company

No	Subjective well-being	SD	D	SWD	N	SWA	A	SA
	After patronizing the sustainable hospitality company...							
1.	I am satisfied with my life.	1	2	3	4	5	6	7
2.	I am better physically and mentally.	1	2	3	4	5	6	7
3.	I feel good about my life although I have my ups and downs.	1	2	3	4	5	6	7
4.	My life is close to ideal.	1	2	3	4	5	6	7
5.	I have gotten the important things I want in life.	1	2	3	4	5	6	7
6.	The conditions of my life are excellent.	1	2	3	4	5	6	7
7.	I will change almost nothing if I can live my life again.	1	2	3	4	5	6	7
8.	I am happy.	1	2	3	4	5	6	7

(iv) Customer delight after patronizing a sustainable hospitality company

No	Customer delight	SD	D	SWD	N	SWA	A	SA
1.	I feel positively surprised about the services of this hospitality company.	1	2	3	4	5	6	7
2.	I feel overjoyed by the services of this hospitality company.	1	2	3	4	5	6	7
3.	The hospitality company offers unexpected services and they delight me.	1	2	3	4	5	6	7

(v) Self-esteem after patronizing a sustainable hospitality company

No	Self-esteem	SD	D	SWD	N	SWA	A	SA
	After patronizing the sustainable hospitality company, I feel that...							
1.	I am a person of worth, at least on an equal level with others.	1	2	3	4	5	6	7
2.	I have a number of good qualities.	1	2	3	4	5	6	7
3.	I take a positive attitude toward myself.	1	2	3	4	5	6	7
4.	I am able to do things as most other people.	1	2	3	4	5	6	7
5.	I am a failure.	1	2	3	4	5	6	7
6.	I am useless at times.	1	2	3	4	5	6	7
7.	I do not have much to be proud of.	1	2	3	4	5	6	7

(vi) Sense of belonging to the sustainable society

No	Sense of belonging	SD	D	SWD	N	SWA	A	SA
	After patronizing the sustainable hospitality company, ...							
1.	I feel a strong sense of belonging to the sustainable society.	1	2	3	4	5	6	7
2.	I feel that I am a member of the sustainable society.	1	2	3	4	5	6	7
3.	I feel that other sustainable consumers are my close friends.	1	2	3	4	5	6	7
4.	I feel that I like people who belong to the sustainable society.	1	2	3	4	5	6	7

Part 4: Company level outcomes of sustainable consumption

Please evaluate the **green innovativeness**, **green image**, **green trust**, and your **green attachment** to the sustainable hospitality company you patronized. Also assess your **green brand awareness**, **willingness to pay more**, **sustainable technology behavioral intention**, and **future purchase intention** after patronizing a sustainable hospitality company.

1 = Strongly Disagree (SD); 2 = Disagree (D); 3 = Somewhat Disagree (SWD); 4 = Neutral (N); 5 = Somewhat Agree (SWA); 6 = Agree (A); 7 = Strongly Agree (SA).

(i) Green brand innovativeness

No	Green brand innovativeness	SD	D	SWD	N	SWA	A	SA
1.	This brand provides effective solutions to customers' green needs.	1	2	3	4	5	6	7
2.	Customers can rely on this brand to offer novel solutions to their green needs.	1	2	3	4	5	6	7
3.	This brand is able to provide new solutions to customers' green needs.	1	2	3	4	5	6	7

(ii) Green brand image

No	Green brand image	SD	D	SWD	N	SWA	A	SA
1.	This hospitality company behaves in a socially conscious way.	1	2	3	4	5	6	7
2.	This hospitality company is concerned about the preservation of the environment.	1	2	3	4	5	6	7
3.	This hospitality company is not only concerned about profit but is also concerned about the environment.	1	2	3	4	5	6	7
4.	I have a good image of this sustainable hospitality company.	1	2	3	4	5	6	7

(iii) Green brand trust

No	Green brand trust	SD	D	SWD	N	SWA	A	SA
1.	This hospitality company's environmental reputation is generally reliable.	1	2	3	4	5	6	7
2.	This hospitality company's environmental performance is generally dependable.	1	2	3	4	5	6	7
3.	This hospitality company's environmental claims are generally trustworthy.	1	2	3	4	5	6	7
4.	This hospitality company's environmental concern meets my expectation.	1	2	3	4	5	6	7
5.	This hospitality company keeps promises and commitments to environmental protection.	1	2	3	4	5	6	7

(iv) Green brand attachment

No	Green brand attachment	SD	D	SWD	N	SWA	A	SA
	After patronizing this hospitality company,...							
1.	I have a strong association with this green brand as it is less harmful to the natural environment.	1	2	3	4	5	6	7
2.	I have a firm affection for this green brand because of its environmental concerns and commitments.	1	2	3	4	5	6	7
3.	I am emotionally bonded with this environment-friendly brand.	1	2	3	4	5	6	7
4.	I am passionate about this brand's ecological functionality.	1	2	3	4	5	6	7

5.	I will continue my relationship with this green brand because of its energy-efficient performance.	1	2	3	4	5	6	7
6.	I feel I would really miss this brand if it disappears.	1	2	3	4	5	6	7
7.	This green brand demonstrates my environmental consciousness.	1	2	3	4	5	6	7
8.	I feel delighted by achieving the environmental performance of this green brand.	1	2	3	4	5	6	7

(v) Green brand awareness

No	Green brand awareness	SD	D	SWD	N	SWA	A	SA
1.	I can recognize this brand among other competing brands because of its environmental commitments.	1	2	3	4	5	6	7
2.	I am aware of this brand because of its environmental reputation.	1	2	3	4	5	6	7
3.	Some environmental characteristics of this brand come to the top of mind in my consideration set quickly.	1	2	3	4	5	6	7
4.	I can quickly recall the green image of this brand.	1	2	3	4	5	6	7
5.	I can easily figure out this brand because of its environmental concern.	1	2	3	4	5	6	7

(vi) Willingness to pay more for sustainable hospitality companies

No	Willingness to pay more	SD	D	SWD	N	SWA	A	SA
1.	I am willing to pay more for a sustainable hospitality company.	1	2	3	4	5	6	7
2.	I am willing to spend extra to patronize a sustainable hospitality company.	1	2	3	4	5	6	7
3.	It is acceptable to pay more to a hospitality company that implements sustainability.	1	2	3	4	5	6	7
4.	I am willing to pay more today to enjoy a better experience in the future.	1	2	3	4	5	6	7

(vii) Sustainable technology behavioral intention

No	Sustainable technology behavioral intention	SD	D	SWD	N	SWA	A	SA
1.	There is a high probability that I will use new sustainable technologies adopted by this business in the future.	1	2	3	4	5	6	7
2.	I'd recommend sustainable technologies offered by this business to others.	1	2	3	4	5	6	7
3.	I'd say positive things about the sustainable technologies adopted by this business.	1	2	3	4	5	6	7
4.	I'd use sustainable technologies adopted by this business if I have to patronize them again.	1	2	3	4	5	6	7

(viii) Future purchase intention

No	Future purchase intention	SD	D	SWD	N	SWA	A	SA
1.	I am planning to patronize this hospitality company again in the future.	1	2	3	4	5	6	7
2.	I'd prefer to patronize this hospitality company again in the future.	1	2	3	4	5	6	7
3.	I'd make an effort to patronize this hospitality company again in the future.	1	2	3	4	5	6	7
4.	I'd love to patronize this hospitality company again in the future.	1	2	3	4	5	6	7

Part 4: Societal level outcomes of sustainable consumption

Please evaluate how patronizing a sustainable hospitality company has contributed to your **donation behavioral intention, social justice behavioral intention, green ambassador behavioral intention, and global civic engagement intention.**

1 = Strongly Disagree (SD); 2 = Disagree (D); 3 = Somewhat Disagree (SWD); 4 = Neutral (N); 5 = Somewhat Agree (SWA); 6 = Agree (A); 7 = Strongly Agree (SA).

(i) Donation behavioral intention

No	Donation behavioral intention	SD	D	SWD	N	SWA	A	SA
7.	I'd like to give clothing or goods to charity publicly/anonymously.	1	2	3	4	5	6	7
8.	I'd like to give money to charity publicly/anonymously.	1	2	3	4	5	6	7
9.	I'd like to donate to support the fight against climate change and global warming.	1	2	3	4	5	6	7
10.	I'd like to buy something deliberately when I know some of the proceeds will go to charity.	1	2	3	4	5	6	7

(ii) Social justice behavioral intention

No	Social justice behavioral intention	SD	D	SWD	N	SWA	A	SA
1.	I'd like to talk with others about social power inequalities, social injustices, and the impact of social forces on health and well-being.	1	2	3	4	5	6	7
2.	I'd like to engage in activities that will promote social justice.	1	2	3	4	5	6	7
3.	I'd like to work collaboratively with others so that they can define their own problems and build their own capacity to solve problems.	1	2	3	4	5	6	7
4.	I'd do my best to ensure that all individuals and groups have a chance to speak and be heard.	1	2	3	4	5	6	7

(iii) Green ambassador behavioral intention

No	Green ambassador behavioral intention	SD	D	SWD	N	SWA	A	SA
1.	I'd like to write about sustainable consumption online.	1	2	3	4	5	6	7
2.	I'd like to pass information about sustainable consumption to my friends online.	1	2	3	4	5	6	7
3.	I'd like to maximize the diffusion of sustainable consumption online.	1	2	3	4	5	6	7
4.	I'd like to contribute to sustainable development.	1	2	3	4	5	6	7
5.	I'd like to use sustainable consumption promotional materials frequently.	1	2	3	4	5	6	7
6.	I'd like to use sustainable consumption promotional materials whenever appropriate.	1	2	3	4	5	6	7
7.	I'd like to use sustainable consumption promotional materials in the near future.	1	2	3	4	5	6	7

(iv) Global civic engagement intention

No	Global civic engagement intention	SD	D	SWD	N	SWA	A	SA
9.	I'd like to participate in a walk, dance, run, or bike ride in support of a global cause.	1	2	3	4	5	6	7

10.	I'd like to join a volunteer work to help individuals or communities abroad.	1	2	3	4	5	6	7
11.	I'd like to be involved with a global humanitarian organization or project.	1	2	3	4	5	6	7
12.	I'd like to help international people with difficulties.	1	2	3	4	5	6	7
13.	I'd like to involve in a program that addresses the global environmental crisis.	1	2	3	4	5	6	7
14.	I'd like to work informally with a group toward solving a global humanitarian problem.	1	2	3	4	5	6	7

Part 5: Beliefs, perceptions, and identity

Please evaluate the degree to which you agree or disagree with the following statements on **collectivism**, **religiosity**, **environmental activism**, **environmental identity**, **global identity**, and **sense of obligation toward the environment**.

1 = Strongly Disagree (SD); 2 = Disagree (D); 3 = Somewhat Disagree (SWD); 4 = Neutral (N); 5 = Somewhat Agree (SWA); 6 = Agree (A); 7 = Strongly Agree (SA).

(i) Collectivism

No	Collectivism	SD	D	SWD	N	SWA	A	SA
5.	Being accepted as a member of a group is more important than having autonomy and independence.	1	2	3	4	5	6	7
6.	Being accepted as a member of a group is more important than being independent.	1	2	3	4	5	6	7
7.	Being loyal to a group is more important than individual gain.	1	2	3	4	5	6	7
8.	Individual rewards are not as important as group welfare.	1	2	3	4	5	6	7
9.	Group success is more important than individual success.	1	2	3	4	5	6	7
10.	It is more important for a manager to encourage group loyalty in subordinates than to encourage individual initiatives.	1	2	3	4	5	6	7

(ii) Religiosity

No	Religiosity	SD	D	SWD	N	SWA	A	SA
1.	My religion is very important to me.	1	2	3	4	5	6	7
2.	My religious beliefs are behind my whole approach to life.	1	2	3	4	5	6	7
3.	I often read books and magazines about my faith.	1	2	3	4	5	6	7
4.	I spend periods of time in private religious thoughts and reflections because it is important to me.	1	2	3	4	5	6	7
5.	I spend time trying to understand my faith.	1	2	3	4	5	6	7
6.	I enjoy spending time with people from my religion compared with people from other religions.	1	2	3	4	5	6	7
7.	I keep well informed about my local religious group.	1	2	3	4	5	6	7
8.	I make financial contributions regularly to support my religion.	1	2	3	4	5	6	7

(iii) Environmental activism

No	Environmental activism	SD	D	SWD	N	SWA	A	SA
1.	I'd like to participate in events organized by environmental groups.	1	2	3	4	5	6	7
2.	I'd like to offer financial support to environmental groups.	1	2	3	4	5	6	7
3.	I'd like to vote for a government that proposes environmentally conscious policies.	1	2	3	4	5	6	7

4.	I'd like to write letters to businesses that produce harmful goods or services.	1	2	3	4	5	6	7
5.	I'd like to circulate petitions that demand an improvement in government policies concerning the environment.	1	2	3	4	5	6	7

(iv) Environmental identity

No	Environmental identity	SD	D	SWD	N	SWA	A	SA
1.	I see myself as someone who is protective of the natural environment.	1	2	3	4	5	6	7
2.	I see myself as someone who is respectful toward the natural environment.	1	2	3	4	5	6	7
3.	I see myself as someone who is concerned about the natural environment.	1	2	3	4	5	6	7
4.	I see myself as someone who is passionate about the natural environment.	1	2	3	4	5	6	7
5.	I see myself as someone who is connected to the natural environment.	1	2	3	4	5	6	7
6.	I see myself as someone who is dependent on the natural environment.	1	2	3	4	5	6	7
7.	I see myself as someone who is emotional about the natural environment.	1	2	3	4	5	6	7

(v) Global identity

No	Global identity	SD	D	SWD	N	SWA	A	SA
1.	I identify myself as a global citizen.	1	2	3	4	5	6	7
2.	I am interested in knowing about global events.	1	2	3	4	5	6	7
3.	People should be made more aware of how connected we are to the rest of the world.	1	2	3	4	5	6	7
4.	My heart mostly belongs to the whole world.	1	2	3	4	5	6	7

(vi) Sense of obligation toward the environment

No	Sense of obligation toward the environment	SD	D	SWD	N	SWA	A	SA
1.	I feel morally obliged to do something about climate change and global warming.	1	2	3	4	5	6	7
2.	I feel morally obliged to adjust my behavior to reduce climate change and global warming.	1	2	3	4	5	6	7
3.	I feel morally obliged to consider climate change and global warming in my consumption.	1	2	3	4	5	6	7
4.	I feel morally obliged to help fight climate change and global warming.	1	2	3	4	5	6	7

Part 6: Socio-demographic and general characteristics

1. Gender: Female Male Other

2. Marital status: Single Married Other

3. What is your age? years old

4. What is your final educational status?

High school or below College Graduate Post-graduate

5. What is your occupation? Business owner Professional Service/sales employee
 Civil servant Agriculture/fisheries worker Home maker Technician Student
Company employee Education Retired Other

6. What is your ethnic background?

Caucasian Hispanic Asian American African
 African American Other (please specify)

7. What is your annual Household income (before tax)?

Less than US\$ 20,000 US\$ 20,000-39,999 US\$ 40,000-59,999
 US\$ 60,000-79,999 US\$ 80,000-99,999 US\$ 100,000-119,999
 US\$ 120,000-139,999 US\$140,000 or more

Appendix 6. Questionnaire for pilot survey

Dear Sir/Madam,

Thank you for accepting to participate in this survey. We are conducting a study on the **value derived from patronizing sustainable hospitality companies and its consequences**. The information provided is for **RESEARCH PURPOSE ONLY**. Your confidentiality and anonymity are guaranteed. Kindly provide your responses to the following questions. This survey will take about 30 minutes. Thank you for your time and participation!

Nancy Grace Baah, Ph.D. Candidate

School of Hotel and Tourism Management, The Hong Kong Polytechnic University

Email: nancy-grace.baah@

Kindly note that for the purpose of this study, a sustainable hospitality company is a hospitality business that is dedicated to environmental protection and exhibits its commitment through its products/services. Examples of hospitality companies include hotels, guest houses, restaurants, resorts, and casinos.

Screening questions

- ❖ Have you ever patronized a sustainable hospitality company since January 2021?
 - No (You cannot continue with the survey)
 - Yes (Please continue with the survey)
- ❖ Do you think that patronizing a sustainable hospitality company offers some benefits to you?
 - No (You cannot continue with the survey)
 - Yes (Please continue with the survey)

Part 1: Please recall your experience at a **sustainable hospitality company** and **answer the questions below**.

- ❖ When was your most recent patronage of a sustainable hospitality company?
Year: Month:
- ❖ Which category does the sustainable hospitality company you patronized fall under?
 - Lodging
 - Food and beverage
 - Entertainment and recreation
- ❖ What was your general impression of the hospitality company's green efforts?
 - Not impressed
 - Neutral
 - Impressed
- ❖ Was it your first time patronizing a sustainable hospitality company?
 - First time patronizing a sustainable hospitality company
 - Repeat patronage of a sustainable hospitality company
- ❖ How often do visit a sustainable hospitality company in a month?..... times

Part 2. The value derived from patronizing sustainable hospitality companies.

You previously answered _____ as the sustainable hospitality company you most recently used.

Please indicate the degree to which you agree or disagree with the following statements regarding the value derived from patronizing this sustainable hospitality company.

1 = Strongly Disagree (SD); 2 = Disagree (D); 3 = Somewhat Disagree (SWD); 4 = Neutral (N); 5 = Somewhat Agree (SWA); 6 = Agree (A); 7 = Strongly Agree (SA)

No	Quality value	SD	D	SWD	N	SWA	A	SA
	This company...							
1.	offers products/services with a high standard of quality.	1	2	3	4	5	6	7
2.	offers products/services that have consistent quality.	1	2	3	4	5	6	7
3.	has excellent eco-friendly features.	1	2	3	4	5	6	7
4.	offers better products/services compared to other hospitality companies.	1	2	3	4	5	6	7
5.	offers products/services that have substantial eco-friendly attributes.	1	2	3	4	5	6	7
6.	offers convenient products/services.	1	2	3	4	5	6	7
	Price value	SD	D	SWD	N	SWA	A	SA
	This company...							
7.	offers economical products/services.	1	2	3	4	5	6	7
8.	offers reasonably priced products/services.	1	2	3	4	5	6	7
9.	offers value for money.	1	2	3	4	5	6	7
10.	offers products/services with acceptable prices.	1	2	3	4	5	6	7
11.	offers good products/services for the efforts I put into patronizing the company.	1	2	3	4	5	6	7
12.	offers good products/services for the time I spent patronizing the company.	1	2	3	4	5	6	7
	Health value	SD	D	SWD	N	SWA	A	SA
	This company...							
13.	meets hygienic standards.	1	2	3	4	5	6	7
14.	offers products/services that are safe.	1	2	3	4	5	6	7
15.	offers health-promoting experiences.	1	2	3	4	5	6	7
16.	offers a clean space.	1	2	3	4	5	6	7
17.	offers products/services that are beneficial to my health.	1	2	3	4	5	6	7
	Environmental value	SD	D	SWD	N	SWA	A	SA
	This company...							
18.	offers products/services that protect the environment.	1	2	3	4	5	6	7
19.	offers products/services that do not threaten the environment.	1	2	3	4	5	6	7
20.	offers products/services that balance nature.	1	2	3	4	5	6	7
21.	uses recycled materials.	1	2	3	4	5	6	7
22.	uses durable products but not disposable products.	1	2	3	4	5	6	7
23.	uses local products in its operations.	1	2	3	4	5	6	7
24.	offers products/services that secure the environment for future generations.	1	2	3	4	5	6	7
	Social value	SD	D	SWD	N	SWA	A	SA
	Patronizing this sustainable hospitality company...							
25.	helps me gain social approval for my sustainable lifestyle.	1	2	3	4	5	6	7
26.	helps me give a positive impression on my peers and others.	1	2	3	4	5	6	7
27.	helps me improve other people's perceptions of me.	1	2	3	4	5	6	7

28.	helps improve my social interactions.	1	2	3	4	5	6	7
29.	gives me the chance to integrate and facilitate social links with others.	1	2	3	4	5	6	7
30.	helps me feel I have a higher social status.	1	2	3	4	5	6	7
31.	makes me feel distinct for contributing to environmental protection.	1	2	3	4	5	6	7
	Emotional value	SD	D	SWD	N	SWA	A	SA
	Patronizing this sustainable hospitality company...							
32.	gives me an interesting experience.	1	2	3	4	5	6	7
33.	makes me feel relaxed and relieved.	1	2	3	4	5	6	7
34.	changes my mood positively.	1	2	3	4	5	6	7
35.	makes me feel I am contributing to something better.	1	2	3	4	5	6	7
36.	makes me feel ethically/morally right.	1	2	3	4	5	6	7
37.	makes me feel smart about my decision.	1	2	3	4	5	6	7
38.	makes me feel like I am a better person.	1	2	3	4	5	6	7
	Epistemic value	SD	D	SWD	N	SWA	A	SA
	Patronizing this sustainable hospitality company...							
39.	helps me satisfy my curiosity to try new things.	1	2	3	4	5	6	7
40.	helps me familiarize myself with sustainable trends.	1	2	3	4	5	6	7
41.	helps me increase my knowledge of sustainability.	1	2	3	4	5	6	7
42.	helps me develop my sense of social responsibility.	1	2	3	4	5	6	7
43.	provides me with authentic experience through green/sustainable products.	1	2	3	4	5	6	7
44.	helps me learn about the company's eco-friendly labels and environmental commitment.	1	2	3	4	5	6	7
45.	helps me experience green or sustainable practices.	1	2	3	4	5	6	7

Part 3: Individual level outcomes of sustainable consumption

You previously answered _____ as the sustainable hospitality company you most recently used.

Please assess your attitude toward sustainable consumption, green satisfaction, subjective well-being, delight, self-esteem, and sense of belonging to the sustainable society after patronizing this sustainable hospitality company.

1 = Strongly Disagree (SD); 2 = Disagree (D); 3 = Somewhat Disagree (SWD); 4 = Neutral (N); 5 = Somewhat Agree (SWA); 6 = Agree (A); 7 = Strongly Agree (SA).

(vii) Attitude toward sustainable consumption

No	Attitude toward sustainable consumption	SD	D	SWD	N	SWA	A	SA
	After patronizing this sustainable hospitality company, I think that...							
7.	My experience with this sustainable hospitality company was good.	1	2	3	4	5	6	7
8.	My experience with this sustainable hospitality company was ethical.	1	2	3	4	5	6	7
9.	My experience with this sustainable hospitality company was favorable.	1	2	3	4	5	6	7
10.	My experience with this sustainable hospitality company was enjoyable.	1	2	3	4	5	6	7

(viii) Satisfaction with green attributes of the sustainable hospitality company

No	Green satisfaction	SD	D	SWD	N	SWA	A	SA
	After patronizing this sustainable hospitality company, I think that ...							
6.	I was satisfied with the environmental performance of the product/service that this sustainable hospitality company provided.	1	2	3	4	5	6	7
7.	I was satisfied with this sustainable hospitality company because of its environmental concern.	1	2	3	4	5	6	7
8.	I felt glad about patronizing this sustainable hospitality company because it was environmentally friendly.	1	2	3	4	5	6	7
9.	I think that the sustainable product/service of this hospitality company exceeded my expectations.	1	2	3	4	5	6	7

(ix) Subjective well-being after patronizing a sustainable hospitality company

No	Subjective well-being	SD	D	SWD	N	SWA	A	SA
	After patronizing the sustainable hospitality company,...							
9.	I felt satisfied with my life.	1	2	3	4	5	6	7
10.	I felt good about my life although I had my ups and downs.	1	2	3	4	5	6	7
11.	I felt that my life was close to ideal.	1	2	3	4	5	6	7
12.	I felt I had obtained the important things I want in life.	1	2	3	4	5	6	7
13.	I felt that the conditions of my life were excellent.	1	2	3	4	5	6	7
14.	I felt I would change almost nothing if I could live my life again.	1	2	3	4	5	6	7
15.	I felt happy with my life.	1	2	3	4	5	6	7

(x) Customer delight after patronizing a sustainable hospitality company

No	Customer delight	SD	D	SWD	N	SWA	A	SA
	After patronizing this sustainable hospitality company, ...							
4.	I felt amazed by the products/services of this sustainable hospitality company.	1	2	3	4	5	6	7
5.	I felt joyful after consuming the products/services of this sustainable hospitality company.	1	2	3	4	5	6	7
6.	I felt that this sustainable hospitality company offered unexpected positive experiences.	1	2	3	4	5	6	7
7.	I felt thrilled about the products/services of this sustainable hospitality company.	1	2	3	4	5	6	7
8.	I felt delighted about the products/services of this sustainable hospitality company.	1	2	3	4	5	6	7

(xi) Self-esteem after patronizing a sustainable hospitality company

No	Self-esteem	SD	D	SWD	N	SWA	A	SA
	After patronizing the sustainable hospitality company,...							
8.	I felt that I am a person of worth, at least on an equal level with others.	1	2	3	4	5	6	7
9.	I felt that I have a number of good qualities.	1	2	3	4	5	6	7
10.	I felt that I take a positive attitude toward myself.	1	2	3	4	5	6	7
11.	I felt that I am able to do things as most other people.	1	2	3	4	5	6	7
12.	I felt that I am a failure.	1	2	3	4	5	6	7

13.	I felt that I am useless at times.	1	2	3	4	5	6	7
14.	I felt that do not have much to be proud of.	1	2	3	4	5	6	7

(xii) Sense of belonging to the sustainable society

No	Sense of belonging	SD	D	SWD	N	SWA	A	SA
	After patronizing the sustainable hospitality company, ...							
5.	I felt a strong sense of belonging to a sustainable society.	1	2	3	4	5	6	7
6.	I felt that I am a member of a sustainable society.	1	2	3	4	5	6	7
7.	I felt that other sustainable consumers are my close friends.	1	2	3	4	5	6	7
8.	I felt that I like people who belong to a sustainable society.	1	2	3	4	5	6	7

Part 4: Company level outcomes of sustainable consumption

You previously answered _____ as the sustainable hospitality company you most recently used.

Please evaluate the **green innovativeness**, **green image**, **green trust**, and your **green attachment** to the sustainable hospitality company you patronized. Also assess your **green brand awareness**, **willingness to pay more**, **sustainable technology behavioral intention**, and **future purchase intention** after patronizing this sustainable hospitality company.

1 = Strongly Disagree (SD); 2 = Disagree (D); 3 = Somewhat Disagree (SWD); 4 = Neutral (N); 5 = Somewhat Agree (SWA); 6 = Agree (A); 7 = Strongly Agree (SA).

(ix) Green brand innovativeness

No	Green brand innovativeness	SD	D	SWD	N	SWA	A	SA
	After patronizing this sustainable hospitality company, I think that...							
4.	This sustainable hospitality company provides effective solutions to customers' green needs/demands.	1	2	3	4	5	6	7
5.	Customers can rely on this sustainable hospitality company to offer novel solutions to their green needs/demands.	1	2	3	4	5	6	7
6.	This sustainable hospitality company is able to provide new solutions to customers' green needs/demands.	1	2	3	4	5	6	7
7.	This sustainable hospitality company always offer different green products as per current customer needs/demands.	1	2	3	4	5	6	7

(x) Green brand image

No	Green brand image	SD	D	SWD	N	SWA	A	SA
	After patronizing this sustainable hospitality company, I think that...							
5.	I think this sustainable hospitality company behaves in a socially conscious way.	1	2	3	4	5	6	7
6.	I think this sustainable hospitality company is concerned about the preservation of the environment.	1	2	3	4	5	6	7
7.	I think this sustainable hospitality company is not only concerned about profit but is also concerned about the environment.	1	2	3	4	5	6	7
8.	I have formed a good impression of this sustainable hospitality company.	1	2	3	4	5	6	7

(xi) Green brand trust

No	Green brand trust	SD	D	SWD	N	SWA	A	SA
	After patronizing this sustainable hospitality company, I think that...							
6.	I think this hospitality company's environmental reputation is generally reliable.	1	2	3	4	5	6	7
7.	I think this hospitality company's environmental performance is generally dependable.	1	2	3	4	5	6	7
8.	I think this hospitality company's environmental claims are generally trustworthy.	1	2	3	4	5	6	7
9.	I think this hospitality company's environmental protection efforts meet my expectations.	1	2	3	4	5	6	7
10.	I think this hospitality company keeps its promises and commitments to environmental protection.	1	2	3	4	5	6	7

(xii) Green brand attachment

No	Green brand attachment	SD	D	SWD	N	SWA	A	SA
	After patronizing this hospitality company,...							
15.	I have a strong association with this sustainable hospitality company as it is less harmful to the natural environment.	1	2	3	4	5	6	7
16.	I have a firm affection for this sustainable hospitality company.	1	2	3	4	5	6	7
17.	I am emotionally bonded with this sustainable hospitality company.	1	2	3	4	5	6	7
18.	I am passionate about this brand's ecological functionality.	1	2	3	4	5	6	7
19.	I will continue my relationship with this sustainable hospitality company because of its energy-efficient attributes.	1	2	3	4	5	6	7
20.	I feel I would really miss this sustainable hospitality company if it ceases operations.	1	2	3	4	5	6	7
21.	I feel that this sustainable brand demonstrates my environmental consciousness.	1	2	3	4	5	6	7

(xiii) Green brand awareness

No	Green brand awareness	SD	D	SWD	N	SWA	A	SA
	After patronizing this sustainable hospitality company, I think that...							
6.	I can recognize this brand among other competing brands because of its environmental commitments.	1	2	3	4	5	6	7
7.	I am aware of this brand because of its environmental reputation.	1	2	3	4	5	6	7
8.	Some environmental characteristics of this brand quickly come to mind when I am making choices.	1	2	3	4	5	6	7
9.	I can quickly recall the green image of this brand.	1	2	3	4	5	6	7

(xiv) Willingness to pay more for sustainable hospitality companies

No	Willingness to pay more	SD	D	SWD	N	SWA	A	SA
	After patronizing this sustainable hospitality company, I think that...							
5.	I am willing to pay more for this sustainable hospitality company's products/services.	1	2	3	4	5	6	7
6.	I am willing to spend extra to patronize this sustainable hospitality company.	1	2	3	4	5	6	7

7.	It is acceptable to pay more for this sustainable hospitality company that implements sustainability.	1	2	3	4	5	6	7
8.	I am willing to pay more today for this sustainable company to enjoy a better experience in the future.	1	2	3	4	5	6	7

(xv) **Sustainable technology behavioral intention**

No	Sustainable technology behavioral intention	SD	D	SWD	N	SWA	A	SA
	After patronizing this sustainable hospitality company, I think that...							
5.	There is a high probability that I will use the new sustainable technologies adopted by this company in the future.	1	2	3	4	5	6	7
6.	I'd recommend the sustainable technologies offered by this sustainable hospitality company to others.	1	2	3	4	5	6	7
7.	I'd say positive things about the sustainable technologies adopted by this sustainable hospitality company.	1	2	3	4	5	6	7
8.	I'd use the sustainable technologies adopted by this sustainable hospitality company if I patronize it again.	1	2	3	4	5	6	7

(xvi) **Future purchase intention**

No	Future purchase intention	SD	D	SWD	N	SWA	A	SA
	After patronizing this sustainable hospitality company, I think that...							
5.	I am planning to patronize this sustainable hospitality company again in the future.	1	2	3	4	5	6	7
6.	I'd prefer to patronize this sustainable hospitality company again in the future.	1	2	3	4	5	6	7
7.	I'd make an effort to patronize this sustainable hospitality company again in the future.	1	2	3	4	5	6	7
8.	I'd love to patronize this sustainable hospitality company again in the future.	1	2	3	4	5	6	7

Part 4: Societal level outcomes of sustainable consumption

You previously answered _____ as the sustainable hospitality company you most recently used. Please evaluate how patronizing a sustainable hospitality company has contributed to your **donation behavioral intention**, **social justice behavioral intention**, **green ambassador behavioral intention**, and **global civic engagement intention**.

1 = Strongly Disagree (SD); 2 = Disagree (D); 3 = Somewhat Disagree (SWD); 4 = Neutral (N); 5 = Somewhat Agree (SWA); 6 = Agree (A); 7 = Strongly Agree (SA).

(v) **Donation behavioral intention**

No	Donation behavioral intention	SD	D	SWD	N	SWA	A	SA
	After patronizing this sustainable hospitality company, I think that...							
1.	I'd like to give clothing or goods to social charities publicly/anonymously.	1	2	3	4	5	6	7
2.	I'd like to give money to social charities publicly/anonymously.	1	2	3	4	5	6	7
3.	I'd like to financially support the movement against climate change and global warming.	1	2	3	4	5	6	7
4.	I'd choose to buy something deliberately when I realize that some of the company's profit will go to social charities.	1	2	3	4	5	6	7

(vi) Social justice behavioral intention

No	Social justice behavioral intention	SD	D	SWD	N	SWA	A	SA
	After patronizing this sustainable hospitality company, I think that...							
1.	I'd like to talk with others about social power inequalities, social injustices, and the impact of social forces on health and well-being.	1	2	3	4	5	6	7
2.	I'd like to engage in activities that will promote social justice.	1	2	3	4	5	6	7
3.	I'd like to work collaboratively with others so that they can define their own problems and build their own capacity to solve problems.	1	2	3	4	5	6	7
4.	I'd do my best to ensure that all individuals and groups have a chance to speak and be heard.	1	2	3	4	5	6	7

(vii) Green ambassador behavioral intention

No	Green ambassador behavioral intention	SD	D	SWD	N	SWA	A	SA
	After patronizing this sustainable hospitality company, I think that...							
1.	I'd like to write about sustainable consumption online/offline.	1	2	3	4	5	6	7
2.	I'd like to pass information about sustainable consumption to my friends online/offline.	1	2	3	4	5	6	7
3.	I'd like to maximize the dissemination of sustainable consumption practices online/offline.	1	2	3	4	5	6	7
4.	I'd like to contribute to sustainable development.	1	2	3	4	5	6	7
5.	I'd like to use sustainable consumption promotional materials frequently.	1	2	3	4	5	6	7

(viii) Global civic engagement intention

No	Global civic engagement intention	SD	D	SWD	N	SWA	A	SA
	After patronizing this sustainable hospitality company, I think that...							
1.	I'd like to participate in an activity (e.g. a walk, dance, run, or bike ride) in support of a global cause.	1	2	3	4	5	6	7
2.	I'd like to join a volunteer group to help individuals or communities.	1	2	3	4	5	6	7
3.	I'd like to be involved with projects developed by global humanitarian organizations.	1	2	3	4	5	6	7
4.	I'd like to be involved in programs that address the global environmental crisis.	1	2	3	4	5	6	7
5.	I'd like to work informally with a group toward solving a global humanitarian problem.	1	2	3	4	5	6	7

Part 5: Beliefs, perceptions, and identity

Please evaluate the degree to which you agree or disagree with the following statements on **collectivism**, **religiosity**, **environmental activism**, **environmental identity**, **global identity**, and **sense of obligation toward the environment**.

1 = Strongly Disagree (SD); 2 = Disagree (D); 3 = Somewhat Disagree (SWD); 4 = Neutral (N); 5 = Somewhat Agree (SWA); 6 = Agree (A); 7 = Strongly Agree (SA).

(vii) Collectivism

No	Collectivism	SD	D	SWD	N	SWA	A	SA
1.	I think that being accepted as a member of a group is more important than being independent.	1	2	3	4	5	6	7
2.	I think that being loyal to a group is more important than individual gain.	1	2	3	4	5	6	7
3.	I think that individual rewards are not as important as group welfare.	1	2	3	4	5	6	7
4.	I think that group success is more important than individual success.	1	2	3	4	5	6	7
5.	I think that it is more important for a manager to encourage group loyalty in subordinates than to encourage individual initiatives.	1	2	3	4	5	6	7

(viii) Religiosity

No	Religiosity	SD	D	SWD	N	SWA	A	SA
1.	My religion is very important to me.	1	2	3	4	5	6	7
2.	My religious beliefs are behind my whole approach to life.	1	2	3	4	5	6	7
3.	I often read books and magazines about my faith.	1	2	3	4	5	6	7
4.	I spend time trying to understand my faith.	1	2	3	4	5	6	7
5.	I enjoy spending time with people from my religion compared with people from other religions.	1	2	3	4	5	6	7
6.	I keep well informed about my local religious group.	1	2	3	4	5	6	7
7.	I make financial contributions regularly to support my religion.	1	2	3	4	5	6	7

(ix) Environmental activism

No	Environmental activism	SD	D	SWD	N	SWA	A	SA
1.	I'd like to participate in events organized by environmental groups.	1	2	3	4	5	6	7
2.	I'd like to offer financial support to environmental groups.	1	2	3	4	5	6	7
3.	I'd like to vote for a government that proposes environmentally conscious policies.	1	2	3	4	5	6	7
4.	I'd like to write letters to businesses that produce harmful goods or services.	1	2	3	4	5	6	7
5.	I'd like to circulate petitions that demand an improvement in government policies concerning the environment.	1	2	3	4	5	6	7

(x) Environmental identity

No	Environmental identity	SD	D	SWD	N	SWA	A	SA
1.	I see myself as someone who is protective of the natural environment.	1	2	3	4	5	6	7
2.	I see myself as someone who is respectful toward the natural environment.	1	2	3	4	5	6	7
3.	I see myself as someone who is concerned about the natural environment.	1	2	3	4	5	6	7
4.	I see myself as someone who is passionate about the natural environment.	1	2	3	4	5	6	7
5.	I see myself as someone who is connected to the natural environment.	1	2	3	4	5	6	7
6.	I see myself as someone who is dependent on the natural environment.	1	2	3	4	5	6	7

(xi) Global identity

No	Global identity	SD	D	SWD	N	SWA	A	SA
1.	I identify myself as a global citizen.	1	2	3	4	5	6	7
2.	I am interested in knowing about global events.	1	2	3	4	5	6	7
3.	People should be made more aware of how connected we are to the rest of the world.	1	2	3	4	5	6	7
4.	I feel like I am living in a global village.	1	2	3	4	5	6	7

(xii) Sense of obligation toward the environment

No	Sense of obligation toward the environment	SD	D	SWD	N	SWA	A	SA
1.	I feel morally obliged to do something about climate change and global warming.	1	2	3	4	5	6	7
2.	I feel morally obliged to adjust my behavior to reduce climate change and global warming.	1	2	3	4	5	6	7
3.	I feel morally obliged to consider climate change and global warming in my consumption.	1	2	3	4	5	6	7
4.	I feel morally obliged to help fight climate change and global warming.	1	2	3	4	5	6	7

Part 6: Socio-demographic and general characteristics

1. Gender: Female Male Other
2. Marital status: Single Married Other
3. What is your age? years old
4. What is your final educational status?
 High school or below College Graduate Post-graduate
5. What is your occupation? Business owner Professional Service/sales employee
 Civil servant Agriculture/fisheries worker Home maker Technician Student
Company employee Education Retired Other
6. What is your ethnic background?
 Caucasian Hispanic Asian American African
 African American Other (please specify)
7. What is your annual Household income (before tax)?
 Less than US\$ 20,000 US\$ 20,000-39,999 US\$ 40,000-59,999
 US\$ 60,000-79,999 US\$ 80,000-99,999 US\$ 100,000-119,999
 US\$ 120,000-139,999 US\$140,000 or more

Appendix 7. Questionnaire for main survey

Sustainable Hospitality Consumption and Its Consequences

Purpose of study

Dear Sir/Madam,

I am conducting a study on the value received from patronizing a sustainable hospitality company and its consequences. The information provided is for RESEARCH PURPOSES ONLY.

Nancy Grace Baah, Ph.D. Candidate School of Hotel and Tourism Management, The Hong Kong Polytechnic University

Email: nancy-grace.baah@

Inclusion/Exclusion Criteria

To be eligible to participate in this study, respondents must be 18 years or older and meet the recruitment criteria.

This questionnaire should take approximately **10 to 15 minutes** to complete. Some demographic information will be collected.

Data Confidentiality or Anonymity

All data will be maintained as anonymous and no identifying information, such as names will not appear in any publication or presentation of the data.

Storage of Data Retention Period

The data will be stored on the researcher's password-protected computer and Qualtrics. Only members of the research team will have access to the data. The data will be stored for seven years for future analysis.

Voluntary Participation

Your participation in this study is completely voluntary and you are free to withdraw your permission at any time for any reason without penalty or prejudice from the investigator.

This survey is not appropriate to hearing impaired and visually impaired.

Please note that for the purposes of this study, a sustainable hospitality company is a hospitality business that supports and implements sustainability with the recognition of environmental, economic, and societal influences during its operations. Examples of hospitality companies include hotels, cafes, coffee shops, restaurants, resorts, and casinos.

- ❖ Have you ever patronized a sustainable hospitality company since January 2021?
 - No (You need to stop the survey)
 - Yes (Please continue this survey)
- ❖ Which sustainable hospitality company did you most recently visit?
 - Hotel
 - Restaurant
 - Resort
 - Cafe
 - Casino
 - Coffee shop
 - Other, please specify

- ❖ Please write the name of **this sustainable hospitality company you most recently used.**
.....
- ❖ Did you recognize **value** from patronizing **this sustainable hospitality company you answered in the previous page?**
 - No (You need to stop this survey)
 - Yes (Please continue this survey)

Part 1

In the previous page, you answered _____ as the sustainable hospitality company you most recently used.

- ❖ What was your **general impression** of **this hospitality company's sustainability efforts?**
 - Not impressed
 - Neutral
 - Impressed
- ❖ How **many times** did you patronize **this sustainable hospitality company?**
 - First time
 - Repeat

Part 2. The value derived from patronizing sustainable hospitality companies.

You previously answered _____ as the sustainable hospitality company you most recently used.

Please indicate the degree to which you agree or disagree with the following statements regarding the value derived from patronizing this sustainable hospitality company.

1 = Strongly Disagree (SD); 2 = Disagree (D); 3 = Somewhat Disagree (SWD); 4 = Neutral (N); 5 = Somewhat Agree (SWA); 6 = Agree (A); 7 = Strongly Agree (SA)

No	Sustainable hospitality consumption value	SD	D	SWD	N	SWA	A	SA
1.	Patronizing this company makes me feel relaxed and relieved.	1	2	3	4	5	6	7
2.	Patronizing this company changes my mood positively.	1	2	3	4	5	6	7
3.	Patronizing this company makes me feel that I am contributing to something better.	1	2	3	4	5	6	7
4.	Patronizing this company makes me feel distinct for contributing to environmental protection.	1	2	3	4	5	6	7
5.	Patronizing this company helps me to develop my sense of social responsibility.	1	2	3	4	5	6	7
6.	Patronizing this company helps me give a positive impression to my peers and others.	1	2	3	4	5	6	7
7.	Patronizing this company gives me the chance to integrate and facilitate social links with others.	1	2	3	4	5	6	7
8.	Patronizing this company makes me feel smart about my decision.	1	2	3	4	5	6	7
9.	Patronizing this company helps me gain social approval for my sustainable lifestyle.	1	2	3	4	5	6	7
10.	Patronizing this company helps improve my social interactions.	1	2	3	4	5	6	7
11.	Patronizing this company helps me improve other people's perceptions of me.	1	2	3	4	5	6	7
12.	Patronizing this company helps me feel I have a higher social status.	1	2	3	4	5	6	7
13.	Patronizing this company gives me an interesting experience.	1	2	3	4	5	6	7

14.	This company offers products/services that have consistent quality.	1	2	3	4	5	6	7
15.	This company offers economical products/services.	1	2	3	4	5	6	7
16.	This company offers convenient products/services.	1	2	3	4	5	6	7
17.	This company offers good products/services for the efforts I put into patronizing the company.	1	2	3	4	5	6	7
18.	This company offers better products/services compared to other hospitality companies.	1	2	3	4	5	6	7
19.	This company offers products/services with a high standard of quality.	1	2	3	4	5	6	7
20.	This company offers reasonably priced products/services.	1	2	3	4	5	6	7
21.	This company offers value for money.	1	2	3	4	5	6	7
22.	This company offers good products/services for the time I spent patronizing the company.	1	2	3	4	5	6	7
23.	This company offers products/services that have substantial eco-friendly attributes.	1	2	3	4	5	6	7
24.	This company offers products/services that are beneficial to my health.	1	2	3	4	5	6	7
25.	This company offers products/services that are safe.	1	2	3	4	5	6	7
26.	This company offers health-promoting experiences.	1	2	3	4	5	6	7
27.	This company meets hygienic standards.	1	2	3	4	5	6	7
28.	Patronizing this company makes me feel like I am a better person.	1	2	3	4	5	6	7
29.	This company offers a clean space.	1	2	3	4	5	6	7
30.	Patronizing this company helps me satisfy my curiosity to try new things.	1	2	3	4	5	6	7
31.	Patronizing this company helps me familiarize myself with sustainable trends.	1	2	3	4	5	6	7
32.	Patronizing this company helps me learn about the company's eco-friendly labels and environmental commitment.	1	2	3	4	5	6	7
33.	Patronizing this company helps me increase my knowledge of sustainability.	1	2	3	4	5	6	7
34.	Patronizing this company provides me with authentic experience through buying green/sustainable products.	1	2	3	4	5	6	7
35.	Patronizing this company helps me experience green or sustainable practices.	1	2	3	4	5	6	7
36.	This company offers products/services that are in balance with nature.	1	2	3	4	5	6	7
37.	This company uses local products in its operations.	1	2	3	4	5	6	7
38.	This company offers products/services that secure the environment for future generations.	1	2	3	4	5	6	7
39.	This company offers products/services that protect the environment.	1	2	3	4	5	6	7
40.	This company offers products/services that do not threaten the environment.	1	2	3	4	5	6	7

Part 3: Individual level outcomes of sustainable consumption

You previously answered _____ as the sustainable hospitality company you most recently used. Please assess your **attitude toward sustainable consumption, green satisfaction, subjective well-being, delight, self-esteem,** and **sense of belonging to the sustainable society** after patronizing this sustainable hospitality company.

1 = Strongly Disagree (SD); 2 = Disagree (D); 3 = Somewhat Disagree (SWD); 4 = Neutral (N); 5 = Somewhat Agree (SWA); 6 = Agree (A); 7 = Strongly Agree (SA).

(xiii) Attitude toward sustainable consumption

No	Attitude toward sustainable consumption	SD	D	SWD	N	SWA	A	SA
	After patronizing this sustainable hospitality company, I think that...							
1.	My experience with this sustainable hospitality company was favorable.	1	2	3	4	5	6	7
2.	My experience with this sustainable hospitality company was ethical.	1	2	3	4	5	6	7
3.	My experience with this sustainable hospitality company was enjoyable.	1	2	3	4	5	6	7
4.	My experience with this sustainable hospitality company was good.	1	2	3	4	5	6	7

(xiv) Satisfaction with green attributes of the sustainable hospitality company

No	Green satisfaction	SD	D	SWD	N	SWA	A	SA
	After patronizing this sustainable hospitality company, I think that ...							
1.	I was satisfied with the environmental performance of the product/service that this sustainable hospitality company provided.	1	2	3	4	5	6	7
2.	I was satisfied with this sustainable hospitality company because of its environmental concern.	1	2	3	4	5	6	7
3.	I felt glad about patronizing this sustainable hospitality company because it was environmentally friendly.	1	2	3	4	5	6	7
4.	I think that the sustainable product/service of this hospitality company exceeded my expectations.	1	2	3	4	5	6	7

(xv) Subjective well-being after patronizing a sustainable hospitality company

No	Subjective well-being	SD	D	SWD	N	SWA	A	SA
	After patronizing the sustainable hospitality company,...							
1.	I felt satisfied with my life.	1	2	3	4	5	6	7
2.	I felt good about my life although I had my ups and downs.	1	2	3	4	5	6	7
3.	I felt that my life was close to ideal.	1	2	3	4	5	6	7
4.	I felt I had obtained the important things I want in life.	1	2	3	4	5	6	7
5.	I felt that the conditions of my life were excellent.	1	2	3	4	5	6	7
6.	I felt I would change almost nothing if I could live my life again.	1	2	3	4	5	6	7
7.	I felt happy with my life.	1	2	3	4	5	6	7

(xvi) Customer delight after patronizing a sustainable hospitality company

No	Customer delight	SD	D	SWD	N	SWA	A	SA
	After patronizing this sustainable hospitality company, ...							
1.	I felt delighted about the products/services of this sustainable hospitality company.	1	2	3	4	5	6	7
2.	I felt thrilled about the products/services of this sustainable hospitality company.	1	2	3	4	5	6	7
3.	I felt amazed by the products/services of this sustainable hospitality company.	1	2	3	4	5	6	7
4.	I felt that this sustainable hospitality company offered unexpected positive experiences.	1	2	3	4	5	6	7

(xvii) Self-esteem after patronizing a sustainable hospitality company

No	Self-esteem	SD	D	SWD	N	SWA	A	SA
	After patronizing the sustainable hospitality company,...							
1.	I think that I am able to do things as most other people do.	1	2	3	4	5	6	7
2.	I think that I am a person of worth, at least on an equal level with others.	1	2	3	4	5	6	7
3.	I think that I have a number of good qualities.	1	2	3	4	5	6	7
4.	I think that I have a positive attitude toward myself.	1	2	3	4	5	6	7

(xviii) Sense of belonging to the sustainable society

No	Sense of belonging	SD	D	SWD	N	SWA	A	SA
	After patronizing the sustainable hospitality company, ...							
1.	I felt a strong sense of belonging to a sustainable society.	1	2	3	4	5	6	7
2.	I felt that I am a member of a sustainable society.	1	2	3	4	5	6	7
3.	I felt that other sustainable consumers are my close friends.	1	2	3	4	5	6	7
4.	I felt that I like people who belong to a sustainable society.	1	2	3	4	5	6	7

Part 4: Company level outcomes of sustainable consumption

You previously answered _____ as the sustainable hospitality company you most recently used.

Please evaluate the **green innovativeness**, **green image**, **green trust**, and your **green attachment** to the sustainable hospitality company you patronized. Also assess your **green brand awareness**, **willingness to pay more**, **sustainable technology behavioral intention**, and **future purchase intention** after patronizing this sustainable hospitality company.

1 = Strongly Disagree (SD); 2 = Disagree (D); 3 = Somewhat Disagree (SWD); 4 = Neutral (N); 5 = Somewhat Agree (SWA); 6 = Agree (A); 7 = Strongly Agree (SA).

(xvii) Green brand innovativeness

No	Green brand innovativeness	SD	D	SWD	N	SWA	A	SA
	After patronizing this sustainable hospitality company, I think that...							
1.	This sustainable hospitality company provides effective solutions to customers' green needs/demands.	1	2	3	4	5	6	7
2.	Customers can rely on this sustainable hospitality company to offer novel solutions to their green needs/demands.	1	2	3	4	5	6	7
3.	This sustainable hospitality company is able to provide new solutions to customers' green needs/demands.	1	2	3	4	5	6	7

4.	This sustainable hospitality company always offer different green products as per current customer needs/demands.	1	2	3	4	5	6	7
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(xviii) Green brand image

No	Green brand image	SD	D	SWD	N	SWA	A	SA
	After patronizing this sustainable hospitality company, I think that...							
1.	I think this sustainable hospitality company behaves in a socially conscious way.	1	2	3	4	5	6	7
2.	I think this sustainable hospitality company is concerned about the preservation of the environment.	1	2	3	4	5	6	7
3.	I think this sustainable hospitality company is not only concerned about profit but is also concerned about the environment.	1	2	3	4	5	6	7
4.	I have formed a good impression of this sustainable hospitality company.	1	2	3	4	5	6	7

(xix) Green brand trust

No	Green brand trust	SD	D	SWD	N	SWA	A	SA
	After patronizing this sustainable hospitality company, I think that...							
1.	I think this hospitality company's environmental reputation is generally reliable.	1	2	3	4	5	6	7
2.	I think this hospitality company's environmental performance is generally dependable.	1	2	3	4	5	6	7
3.	I think this hospitality company's environmental claims are generally trustworthy.	1	2	3	4	5	6	7
4.	I think this hospitality company's environmental protection efforts meet my expectations.	1	2	3	4	5	6	7
5.	I think this hospitality company keeps its promises and commitments to environmental protection.	1	2	3	4	5	6	7

(xx) Green brand attachment

No	Green brand attachment	SD	D	SWD	N	SWA	A	SA
	After patronizing this hospitality company,...							
1.	I am passionate about this brand's ecological functionality.	1	2	3	4	5	6	7
2.	This sustainable brand demonstrates my environmental consciousness.	1	2	3	4	5	6	7
3.	I will continue my relationship with this sustainable hospitality company because of its energy-efficient attributes.	1	2	3	4	5	6	7
4.	I have a firm affection for this sustainable hospitality company.	1	2	3	4	5	6	7
5.	I would really miss this sustainable hospitality company if it ceases operations.	1	2	3	4	5	6	7
6.	I am emotionally bonded with this sustainable hospitality company.	1	2	3	4	5	6	7

(xxi) Green brand awareness

No	Green brand awareness	SD	D	SWD	N	SWA	A	SA
	After patronizing this sustainable hospitality company, I think that...							

1.	I can recognize this brand among other competing brands because of its environmental commitments.	1	2	3	4	5	6	7
2.	I am aware of this brand because of its environmental reputation.	1	2	3	4	5	6	7
3.	Some environmental characteristics of this brand quickly come to mind when I am making choices.	1	2	3	4	5	6	7
4.	I can quickly recall the green image of this brand.	1	2	3	4	5	6	7

(xxii) Willingness to pay more for sustainable hospitality companies

No	Willingness to pay more	SD	D	SWD	N	SWA	A	SA
	After patronizing this sustainable hospitality company, I think that...							
1.	I am willing to pay more for this sustainable hospitality company's products/services.	1	2	3	4	5	6	7
2.	I am willing to spend extra to patronize this sustainable hospitality company.	1	2	3	4	5	6	7
3.	It is acceptable to pay more for this sustainable hospitality company that implements sustainability.	1	2	3	4	5	6	7
4.	I am willing to pay more today for this sustainable company to enjoy a better experience in the future.	1	2	3	4	5	6	7

(xxiii) Sustainable technology behavioral intention

No	Sustainable technology behavioral intention	SD	D	SWD	N	SWA	A	SA
	After patronizing this sustainable hospitality company, I think that...							
1.	There is a high probability that I will use the new sustainable technologies adopted by this company in the future.	1	2	3	4	5	6	7
2.	I'd recommend the sustainable technologies offered by this sustainable hospitality company to others.	1	2	3	4	5	6	7
3.	I'd say positive things about the sustainable technologies adopted by this sustainable hospitality company.	1	2	3	4	5	6	7
4.	I'd use the sustainable technologies adopted by this sustainable hospitality company if I patronize it again.	1	2	3	4	5	6	7

(xxiv) Future purchase intention

No	Future purchase intention	SD	D	SWD	N	SWA	A	SA
	After patronizing this sustainable hospitality company, I think that...							
1.	I am planning to patronize this sustainable hospitality company again in the future.	1	2	3	4	5	6	7
2.	I'd prefer to patronize this sustainable hospitality company again in the future.	1	2	3	4	5	6	7
3.	I'd make an effort to patronize this sustainable hospitality company again in the future.	1	2	3	4	5	6	7
4.	I'd love to patronize this sustainable hospitality company again in the future.	1	2	3	4	5	6	7

Part 4: Societal level outcomes of sustainable consumption

You previously answered _____ as the sustainable hospitality company you most recently used.

Please evaluate how patronizing a sustainable hospitality company has contributed to your **donation behavioral intention**, **social justice behavioral intention**, **green ambassador behavioral intention**, and **global civic engagement intention**.

1 = Strongly Disagree (SD); 2 = Disagree (D); 3 = Somewhat Disagree (SWD); 4 = Neutral (N); 5 = Somewhat Agree (SWA); 6 = Agree (A); 7 = Strongly Agree (SA).

(ix) Donation behavioral intention

No	Donation behavioral intention	SD	D	SWD	N	SWA	A	SA
	After patronizing this sustainable hospitality company, I think that...							
1.	I'd like to give clothing or goods to social charities publicly/anonymously.	1	2	3	4	5	6	7
2.	I'd like to give money to social charities publicly/anonymously.	1	2	3	4	5	6	7
3.	I'd like to financially support the movement against climate change and global warming.	1	2	3	4	5	6	7
4.	I'd choose to buy something deliberately when I realize that some of the company's profit will go to social charities.	1	2	3	4	5	6	7

(x) Social justice behavioral intention

No	Social justice behavioral intention	SD	D	SWD	N	SWA	A	SA
	After patronizing this sustainable hospitality company, I think that...							
1.	I'd like to talk with others about social power inequalities, social injustices, and the impact of social forces on health and well-being.	1	2	3	4	5	6	7
2.	I'd like to engage in activities that will promote social justice.	1	2	3	4	5	6	7
3.	I'd like to work collaboratively with others so that they can define their own problems and build their own capacity to solve problems.	1	2	3	4	5	6	7
4.	I'd do my best to ensure that all individuals and groups have a chance to speak and be heard.	1	2	3	4	5	6	7

(xi) Green ambassador behavioral intention

No	Green ambassador behavioral intention	SD	D	SWD	N	SWA	A	SA
	After patronizing this sustainable hospitality company, I think that...							
1.	I'd like to write about sustainable consumption online/offline.	1	2	3	4	5	6	7
2.	I'd like to pass information about sustainable consumption to my friends online/offline.	1	2	3	4	5	6	7
3.	I'd like to maximize the dissemination of sustainable consumption practices online/offline.	1	2	3	4	5	6	7
4.	I'd like to contribute to sustainable development.	1	2	3	4	5	6	7
5.	I'd like to use sustainable consumption promotional materials frequently.	1	2	3	4	5	6	7

(xii) Global civic engagement intention

No	Global civic engagement intention	SD	D	SWD	N	SWA	A	SA
	After patronizing this sustainable hospitality company, I think that...							
1.	I'd like to participate in an activity (e.g. a walk, dance, run, or bike ride) in support of a global cause.	1	2	3	4	5	6	7

2.	I'd like to join a volunteer group to help individuals or communities.	1	2	3	4	5	6	7
3.	I'd like to be involved with projects developed by global humanitarian organizations.	1	2	3	4	5	6	7
4.	I'd like to be involved in programs that address the global environmental crisis.	1	2	3	4	5	6	7
5.	I'd like to work informally with a group toward solving a global humanitarian problem.	1	2	3	4	5	6	7

Part 5: Beliefs, perceptions, and identity

Please evaluate the degree to which you agree or disagree with the following statements on **collectivism**, **religiosity**, **environmental activism**, **environmental identity**, **global identity**, and **sense of obligation toward the environment**.

1 = Strongly Disagree (SD); 2 = Disagree (D); 3 = Somewhat Disagree (SWD); 4 = Neutral (N); 5 = Somewhat Agree (SWA); 6 = Agree (A); 7 = Strongly Agree (SA).

(xiii) Collectivism

No	Collectivism	SD	D	SWD	N	SWA	A	SA
1.	I think that being accepted as a member of a group is more important than being independent.	1	2	3	4	5	6	7
2.	I think that individual rewards are not as important as group welfare.	1	2	3	4	5	6	7
3.	I think that group success is more important than individual success.	1	2	3	4	5	6	7
4.	I think that it is more important for a manager to encourage group loyalty in subordinates than to encourage individual initiatives.	1	2	3	4	5	6	7

(xiv) Religiosity

No	Religiosity	SD	D	SWD	N	SWA	A	SA
1.	My religion is very important to me.	1	2	3	4	5	6	7
2.	My religious beliefs are behind my whole approach to life.	1	2	3	4	5	6	7
3.	I often read books and magazines about my faith.	1	2	3	4	5	6	7
4.	I spend time trying to understand my faith.	1	2	3	4	5	6	7
5.	I enjoy spending time with people from my religion compared with people from other religions.	1	2	3	4	5	6	7
6.	I keep well informed about my local religious group.	1	2	3	4	5	6	7
7.	I make financial contributions regularly to support my religion.	1	2	3	4	5	6	7

(xv) Environmental activism

No	Environmental activism	SD	D	SWD	N	SWA	A	SA
1.	I'd like to participate in events organized by environmental groups.	1	2	3	4	5	6	7
2.	I'd like to offer financial support to environmental groups.	1	2	3	4	5	6	7
3.	I'd like to vote for a government that proposes environmentally conscious policies.	1	2	3	4	5	6	7
4.	I'd like to write letters to businesses that produce harmful goods or services.	1	2	3	4	5	6	7
5.	I'd like to circulate petitions that demand an improvement in government policies concerning the environment.	1	2	3	4	5	6	7

(xvi) Environmental identity

No	Environmental identity	SD	D	SWD	N	SWA	A	SA
1.	I see myself as someone who is protective of the natural environment.	1	2	3	4	5	6	7
2.	I see myself as someone who is respectful toward the natural environment.	1	2	3	4	5	6	7
3.	I see myself as someone who is concerned about the natural environment.	1	2	3	4	5	6	7
4.	I see myself as someone who is passionate about the natural environment.	1	2	3	4	5	6	7
5.	I see myself as someone who is connected to the natural environment.	1	2	3	4	5	6	7
6.	I see myself as someone who is dependent on the natural environment.	1	2	3	4	5	6	7

(xvii) Global identity

No	Global identity	SD	D	SWD	N	SWA	A	SA
1.	I identify myself as a global citizen.	1	2	3	4	5	6	7
2.	I am interested in knowing about global events.	1	2	3	4	5	6	7
3.	People should be made more aware of how connected we are to the rest of the world.	1	2	3	4	5	6	7
4.	I feel like I am living in a global village.	1	2	3	4	5	6	7

(xviii) Sense of obligation toward the environment

No	Sense of obligation toward the environment	SD	D	SWD	N	SWA	A	SA
1.	I feel morally obliged to do something about climate change and global warming.	1	2	3	4	5	6	7
2.	I feel morally obliged to adjust my behavior to reduce climate change and global warming.	1	2	3	4	5	6	7
3.	I feel morally obliged to consider climate change and global warming in my consumption.	1	2	3	4	5	6	7
4.	I feel morally obliged to help fight climate change and global warming.	1	2	3	4	5	6	7

Part 6: Socio-demographic and general characteristics

1. Gender: Female Male Other

2. Marital status: Single Married Other

3. What is your age? years old

4. What is your final educational status?

High school or below College Graduate Post-graduate

5. What is your occupation? Business owner Professional Service/sales employee
 Civil servant Agriculture/fisheries worker Home maker Technician Student
Company employee Education Retired Other

6. What is your ethnic background?

Caucasian Hispanic Asian American African

African American Other (please specify

7. What is your annual Household income (before tax)?

- | | | |
|--|--|---|
| <input type="checkbox"/> Less than US\$ 20,000 | <input type="checkbox"/> US\$ 20,000-39,999 | <input type="checkbox"/> US\$ 40,000-59,999 |
| <input type="checkbox"/> US\$ 60,000-79,999 | <input type="checkbox"/> US\$ 80,000-99,999 | <input type="checkbox"/> US\$ 100,000-119,999 |
| <input type="checkbox"/> US\$ 120,000-139,999 | <input type="checkbox"/> US\$140,000 or more | |

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