TOWARD GREEN CONSUMERISM PRACTICES IN MALAYSIA HOTEL INDUSTRIES

NUR SYAHIDAH BINTI SAID

UNIVERSITI TUN HUSSEIN ONN MALAYSIA
TOWARD GREEN CONSUMERISM PRACTICES IN MALAYSIA HOTEL INDUSTRIES

NUR SYAHIDAH BINTI SAID

A thesis report submitted in partial fulfilment of the requirement for the award of the Master of Science Technology Management (KPP) by Research

Faculty of Technology Management and Business
Universiti Tun Hussein Onn Malaysia

FEBRUARY 2016
DEDICATION

To my parents,
The reason of what I have become today
Thanks for your great support

For my Syu & Aeda,
Just when the caterpillar thought the world was over,
It has become a butterfly....
So, beat it!!

My lovely brother, Mu’min
Thanks for the greatest motivation
And lead the path
ACKNOWLEDGEMENT

I would like to thank my supervisor, Dr. Goh Kai Chen, for your unshakable support and believe in me. I don’t think I can complete my master without your good support. All of these experiences encouraged me along the way. You have guided me all the way to what I am today.

Thank you to my panel Dr. Sulzakimin bin Mohamed for your advice and knowledge which make my research a better one. Huge thankful to Prof. Madya Dr. Seow Ta Wee, Dr. Rozlin binti Zainal, Dr. Mohd Hafizal bin Ishak and Mr Dev Singh. Thank you Dr. Wan Nadzri bin Osman for sharing your knowledge and support. To my dearest, Pn Anna Shahril, thank you so much for editing and proofread my research within time during your teaching period. Each one of you have given me the courage to complete this thesis with lots of joy and love.

Nevertheless, it’s a challenge choosing this topic as it is undefinable for people around us to practice green. But with all the knowledge shared, the humble support make these lines become truthful pages.

Last but not least, to my beloved Abah & Mak, my closest sisters, Syu & Aeda, younger brother, Mu’min and fellow friends. Thank you all for your endless support and make the dream comes true.
ABSTRACT

Over the decades, tourism industry in Malaysia has experienced continued growth due to Malaysia’s beautiful natural assets. The tourism is largely depends on the clean environment, so the issues of operational hotel waste cannot be ignored. It can be expected that consumer behaviour while staying at the hotel can produce tonnes of waste. As a result, becoming a green consumer is a step to cope with this problem. Green consumers are people who committed about going green that will help to create a better environment. This concept widely used in other countries but is still “limited” in the Malaysia perspective. There are two objectives of this study. Firstly, to identify the perception of Malaysians toward going green consumers and secondly, the Theory of Planned Behaviour (TPB) has been tested to define which factor influencing the consumer intention to practice green while staying at the hotel. The respondents are the consumers, who had experienced staying at the Malaysia hotels. The questionnaire is used and the data is analysed using Statistical Package for Social Sciences (SPSS) and Analysis of Moments Structures (AMOS). From the findings, respondents have positive perceptions towards going green but showing inconsistent behaviour. The result from TPB theory, only Perceived Behaviour Control (PBC) and Overall Image (OI) favourably affect the intention to practice green while staying at the hotel. In conclusion, the respondents possess the awareness towards environmental protection, but their intention to participate of going green is still lagging behind.
# TABLE OF CONTENT

<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>TITLE</td>
<td>i</td>
</tr>
<tr>
<td>DECLARATION</td>
<td>ii</td>
</tr>
<tr>
<td>DEDICATION</td>
<td>iii</td>
</tr>
<tr>
<td>ACKNOWLEDGEMENT</td>
<td>iv</td>
</tr>
<tr>
<td>ABSTRACT</td>
<td>v</td>
</tr>
<tr>
<td>ABSTRAK</td>
<td>vi</td>
</tr>
<tr>
<td>TABLE OF CONTENT</td>
<td>vii</td>
</tr>
<tr>
<td>LIST OF TABLES</td>
<td>xi</td>
</tr>
<tr>
<td>LIST OF FIGURES</td>
<td>xiii</td>
</tr>
<tr>
<td>LIST OF SYMBOLS</td>
<td>xiv</td>
</tr>
<tr>
<td>LIST OF APPENDIX</td>
<td>xv</td>
</tr>
</tbody>
</table>

## CHAPTER 1 INTRODUCTION

1.0 Introduction 1
1.1 Background of Study 3
1.2 Problem Statement 4
1.3 Research Questions 6
1.4 Research Objectives 6
1.5 Scope of the Study 6
1.6 Significance of Study 7
1.7 Thesis Structures 7
   1.7.1 Summary of Chapter 1 8
   1.7.2 Summary of Chapter 2 8
   1.7.3 Summary of Chapter 3 8
   1.7.4 Summary of Chapter 4 8
   1.7.5 Summary of Chapter 5 9
   1.7.6 Summary of Chapter 6 9
1.8 Chapter Summary 9
## CHAPTER 2  LITERATURE REVIEW

2.0  Tourism Industry  
2.1  Lodging Industry  
2.2  Hotel Consumer Behavior  
2.3  Green Consumer  
2.4  Perception of Going Green  
2.5  Profile of Green Consumers  
  2.5.1 Behaviour in Daily Life  
  2.5.2 Participation in Green Campaign  
  2.5.3 Behaviour While Travelling  
  2.5.4 Behaviour While Staying at the Hotel  
2.6  Typology of Green Consumer  
2.7  Developing as a Green Consumer  
2.8  Readiness of Malaysians to Become a Green Consumer  
  2.9  The Components of the Theory of Planned Behaviour  
    2.9.1 Attitude  
    2.9.2 Subjective Norm  
    2.9.3 Perceived Behaviour Control  
    2.9.4 Overall Image  
2.10  Conceptual Framework  
2.11  Green Hotel  
2.12  Hotel Greening Efforts  
2.13  Difference between Non-Green Hotel and Green Hotel  
2.14  Chapter Summary

## CHAPTER 3  RESEARCH METHODOLOGY

3.0  Introduction  
3.1  Research Design  
3.2  Stage 1 to Achieve Objective 1  
3.3  Stage 2 to Achieve Objective 2  
3.4  Assessing the Validity and Reliability (Formula)  
  For Objective 2
3.4.1 Unidimensionality 55
3.4.2 Validity 55
  3.4.2.1 Convergent Validity 56
  3.4.2.2 Construct Validity 56
  3.4.2.3 Discriminant Validity 58
3.4.3 Reliability 59
3.5 Questionnaire 60
3.6 Questionnaire Development 61
3.7 Pilot Study 64
  3.7.1 Pilot Study for Behaviour in Daily life 64
  3.7.2 Pilot Study for Participating in Green Campaign 65
  3.7.3 Pilot Study for Behaviour While Travel 65
  3.7.4 Pilot Study for Behaviour While Staying at the Hotel 66
  3.7.5 Pilot Study for Attitude 66
  3.7.6 Pilot Study for Subjective Norm 66
  3.7.7 Pilot Study for Perceived Behaviour Control 67
  3.7.8 Pilot Study for Overall Image toward Green Hotel 67
  3.7.9 Pilot Study for Intention 68
3.8 Pre-Testing the Questionnaire 68
3.9 Target Population 69
3.10 Sample Size 69
3.11 Data Collection 71
3.12 Chapter Summary 72

CHAPTER 4 PERCEPTION OF GOING GREEN 73
4.0 Introduction 73
4.1 Analysis of Respondent’s Background 73
4.2 Green Hotel in Malaysia 76
  4.2.1 Name of the Green Hotel 77
4.3 Perception of Going Green 78
  4.3.1 Situation 1- Behaviour in Daily Life 78
  4.3.2 Situation 2- Participating in Green Campaign 80
4.3.3 Situation 3- Behaviour While Travelling 81
4.3.4 Situation 4- Behaviour While Staying at the Hotel 83

4.4 Discussion of Research Objective 1 85
4.5 Chapter Summary 87

CHAPTER 5 CONSUMER DECISION MODEL 88

5.0 Introduction 88
5.1 The Assessment of Normality for the Data 89
5.2 The Measurement Model 90
5.3 The Structural Model 93
5.4 Hypotheses Testing 95
   5.4.1 Attitude and Intention 96
   5.4.2 Subjective Norm and Intention 96
   5.4.3 Perceived Behaviour Control and Intention 97
   5.4.4 Overall Image and Intention 98
   5.4.5 The Findings 99
5.5 Discussion of Research Objective 2 100
5.6 Chapter Summary 103

CHAPTER 6 CONCLUSION & RECOMMENDATION 104

6.0 Introduction 104
6.1 Research Contributions 104
   6.1.1 Managerial Implications 105
   6.1.2 Academician Implications 106
6.2 Research Limitations and Directions for Future Research 107
6.3 Conclusion 108

REFERENCES 110
APPENDIX 124
VITA
LIST OF TABLE

2.0 Non-hazardous waste that released from hotel operation 13
2.1 Hazardous waste that released from hotel operation 14
2.2 Several studies on profiling green consumer 20
2.3 Green practices of hotel in Malaysia 38
3.0 Interpretation of the mean score 49
3.1 Hypotheses testing 51
3.2 Three categories of model fitness indexes 57
3.3 Sections of the questionnaire 64
3.4 The Result for Behaviour in Daily Life 64
3.5 The Result for Participating in Green Campaign 65
3.6 The Result for Behaviour While Traveling 65
3.7 The Result for Behaviour While Staying at the Hotel 66
3.8 The Result for Attitude 66
3.9 The Result for Subjective Norm 66
3.10 The Result for Perceived Behaviour Control 67
3.11 The Result for Overall Image toward Green Hotel 67
3.12 The Result for Intention 68
3.13 The minimum sample size required for SEM 70
4.0 Profile of the respondents 75
4.1 Green hotel in Malaysia 77
4.2 Name of green hotels given from 16 respondents 77
4.3 Consumer perception of going green in daily life 79
4.4 Consumer perception of going green in participating green campaign 81
4.5 Consumer perception of going green behaviour while travelling 82
4.6 Consumer perception of going green behaviour while staying at the hotel 84
<table>
<thead>
<tr>
<th>Section</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.0</td>
<td>The normality test after removing A2 and A3</td>
<td>89</td>
</tr>
<tr>
<td>5.1</td>
<td>The CFA results for the measurement model</td>
<td>92</td>
</tr>
<tr>
<td>5.2</td>
<td>The discriminant validity index summary</td>
<td>93</td>
</tr>
<tr>
<td>5.3</td>
<td>The regression coefficient for attitude in predicting intention</td>
<td>96</td>
</tr>
<tr>
<td>5.4</td>
<td>The regression coefficient for subjective norm in predicting intention</td>
<td>97</td>
</tr>
<tr>
<td>5.5</td>
<td>The regression coefficient for perceived behavior control in predicting intention</td>
<td>98</td>
</tr>
<tr>
<td>5.6</td>
<td>The regression coefficient for overall image in predicting intention</td>
<td>99</td>
</tr>
</tbody>
</table>
## LIST OF FIGURES

<table>
<thead>
<tr>
<th>Figure</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.0</td>
<td>The main components of the tourism industry</td>
<td>11</td>
</tr>
<tr>
<td>2.1</td>
<td>A diagram typology of green consumer</td>
<td>27</td>
</tr>
<tr>
<td>2.2</td>
<td>Ways to become a green consumer</td>
<td>29</td>
</tr>
<tr>
<td>2.3</td>
<td>Conceptual framework</td>
<td>35</td>
</tr>
<tr>
<td>3.0</td>
<td>Research design</td>
<td>47</td>
</tr>
<tr>
<td>3.1</td>
<td>Step to achieve Objective 1</td>
<td>48</td>
</tr>
<tr>
<td>3.2</td>
<td>Step to achieve Objective 2</td>
<td>50</td>
</tr>
<tr>
<td>3.3</td>
<td>The Structural Model in AMOS for the Schematic Diagram</td>
<td>54</td>
</tr>
<tr>
<td>5.0</td>
<td>The measurement model for pooled constructs</td>
<td>91</td>
</tr>
<tr>
<td>5.1</td>
<td>The standardized regression weights for the model (all units are in standard deviation)</td>
<td>95</td>
</tr>
</tbody>
</table>
LIST OF SYMBOLS

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMOS</td>
<td>Analysis of Moments Structures</td>
</tr>
<tr>
<td>AST</td>
<td>Asean Tourism Standard</td>
</tr>
<tr>
<td>AVE</td>
<td>Average Variance Extracted</td>
</tr>
<tr>
<td>CB-SEM</td>
<td>Covariance based Structural Equation Modeling</td>
</tr>
<tr>
<td>CFA</td>
<td>Confirmatory Factor Analysis</td>
</tr>
<tr>
<td>CO₂</td>
<td>Carbon dioxide</td>
</tr>
<tr>
<td>CR</td>
<td>Composite reliability</td>
</tr>
<tr>
<td>DV</td>
<td>Dependent variables</td>
</tr>
<tr>
<td>GAHS</td>
<td>Green ASEAN Hotel Standard</td>
</tr>
<tr>
<td>GBI</td>
<td>Green Building Index</td>
</tr>
<tr>
<td>GDP</td>
<td>Gross Domestic Product</td>
</tr>
<tr>
<td>IV</td>
<td>Independent variables</td>
</tr>
<tr>
<td>MLE</td>
<td>Maximum Likelihood Estimator</td>
</tr>
<tr>
<td>MI</td>
<td>Modification Indexes</td>
</tr>
<tr>
<td>PLS</td>
<td>Partial Least Squares</td>
</tr>
<tr>
<td>SEM</td>
<td>Structural Equation Modeling</td>
</tr>
<tr>
<td>SPSS</td>
<td>Statistical Package for Social Sciences</td>
</tr>
<tr>
<td>TPB</td>
<td>Theory of Planned Behaviour</td>
</tr>
<tr>
<td>TRA</td>
<td>Theory of Reasoned Action</td>
</tr>
<tr>
<td>US</td>
<td>United States</td>
</tr>
<tr>
<td>UTHM</td>
<td>Universiti Tun Hussein Onn Malaysia</td>
</tr>
<tr>
<td>VB-SEM</td>
<td>Variance based Structural Equation Modeling</td>
</tr>
<tr>
<td>WTO</td>
<td>World Tourism Organisation</td>
</tr>
</tbody>
</table>
# LIST OF APPENDIX

<table>
<thead>
<tr>
<th>APPENDIX</th>
<th>TITLE</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Questionnaire</td>
<td>124</td>
</tr>
<tr>
<td>B</td>
<td>Sample size</td>
<td>129</td>
</tr>
<tr>
<td>C</td>
<td>Questionnaire items</td>
<td>130</td>
</tr>
</tbody>
</table>
CHAPTER 1

INTRODUCTION

1.0 Introduction

The tourism industry has become one of the main contributors to the economic growth, especially in the less developed countries such as Malaysia (Jaafar, Abdul Aziz, Maideen & Mohd, 2011). The scope of the tourism industry consists of travel, conventions, meetings, lodging, restaurant and recreation, which is aimed to provide the needs and wants of people when travel away from home (Walker, 2007). Since the lodging industry was being focused for this study, so the component of the lodging industry should be known which are hotels, resorts and chalets. Malaysia is blessed with beautiful natural assets. For example, Tioman Island has been recognised as one of the most beautiful islands in the world. This will in turn contribute to potential beneficial efforts to promote Malaysia tourism at the national and international level.

The number of tourist arrivals in Malaysia has been increasing year by year. Referring to the findings data on tourist arrivals which had been done by the Malaysian Immigration Department in 2013, from January to May, there were 10.48 million tourists visited Malaysia. To accommodate the growing number of tourist arrivals, the government promoted the building of hotels, resorts and chalets in Malaysia (Aminudin, 2013). From the economic perspective, Malaysia tourism industry has been very successful. In 2013, tourism ranked sixth (6th) largest contributor with a Gross National Income (GNI) total of USD 51.5 billion (Ministry of Tourism and Culture Malaysia, 2014c). With the theme “Celebrating 1 Malaysia Truly Asia”, Malaysia celebrated its fourth Visit Malaysia Year in 2014. In promoting Malaysia as a popular destination, the
government target to receive 36 million tourist arrivals and RM 168 billion in receipts by 2020, as outlined in the Malaysia Tourism Transformation Plan (MTPP) 2020 (Ministry of Tourism and Culture Malaysia, 2014c). In terms of the number of hotels and rooms in Malaysia, this will contribute to the government’s target to 37,000 additional four and five hotel rooms are required by 2020 (Ministry of Tourism and Culture Malaysia, 2014a). This project will involve so many construction activities in order for the hotels, resorts and chalets to grow prosperously.

The influence of the tourism industry can generate both positive and negative impacts. The positive impact of tourism brings the job availability, economy income, the exchange of social-culture and foreign currency which in turn provide for economy development (Beccali, La Gennusa, Lo Coco & Rizzo, 2009). The tourism industry can also generate negative impacts which comes from the several tourism activities such as over 90% of carbon emissions released from aviation, while 5% has been expected comes from the hotel operation and 3% from the tourism transportation (Stohl, 2008). Ironically, the tourism industry is highly dependable on the physical environment; which tourists travel just to see the environments that are beautiful, clean and unpolluted (Kasim, 2004). Therefore, the impact of waste generated from the hotel operation cannot be ignored. Since it is now Malaysia had been facing limited space of landfills, which is most commonly used to dispose the waste and several studies mentioned that the landfills would become scarce (Syafalni, Lim, Ismail, Abustan, Murshed & Ahmad, 2012; Syed Abd Kadir, Yin, Sulaiman, Chen & El-Harbawi, 2012; Moh & Abd Manaf, 2014). Thus, the solid waste generated from hotels operation should be reduced to overcome the growing problem of limited space for landfills.
1.1 Background of Study

According to Kasim (2004), there are two stages (during construction and operation) that hotels may cause the negative impacts to the environment. Many of these impacts are related during construction such as renovating the existing and building of a new hotel, which may cause destruction of habitat, land erosion and increased demand on the water and energy supply (Kasim, 2006; Beccali et al., 2009). Since the hotel businesses are opened 24 hours per day and 365 days per year, the series of daily hotel operations used large consumption of water, energy and produce tonnes of waste such as non-disposable plastic containers, cleaning agents and non-recyclable packaging will generate a ton of waste if not manage properly (Alvarez Gil, Burgos Jimenez & Cespedes Lorente, 2001; Walker, 2007). Based on the findings from Hanafiah, Jamaluddin & Zulkifly (2013), Tioman Island residents agreed that the tourism activity brings pollution which can destroy the beauty of their island. Therefore, the occurrence of this problem is expected to rise if the planning for both tourism and environment is uncontrolled and unsustained which will result in threatening the environment.

However, not all the activities of the tourism caused those problems (Newsome, Moore & Dowling, 2006). It can be expected that the impact of small individual operations while staying at the hotel when combine together may cause the significant effects to the environment (Kirk, 1995). The most visible impact is waste which comes from the human activities (Rahman, Reynolds & Svaren, 2012). Food waste is part of hotel waste, which had shown the most noticeable effect to the environment (Pirani & Arafat, 2014). Realising to that, the consumer behaviour while staying at the hotel cannot be ignored. Chen & Tung (2014) agreed that hotel consumers also should take the responsibility for environmental protection. In order to accomplish the successful protection of the environment, especially in popular tourism destination, it really needs the support from both hotels and consumers (Dalton, Lockington, & Baldock, 2008).

The definition of consumer behaviour and its role in the consumption of hotel industry should be highlighted first. According to Morrison (2002), consumer behaviour is the process of consumer to select, use and behave after purchasing the hospitality and travel services and the factors that influence the individual behaviour will depend on
personal and interpersonal factors. So, the question about the implications of consumer behaviour in the hotel industry is remained here. Hence, the problem statement associated with the role of consumer behaviour in the hotel industry would be addressed in the next section.

1.2 Problem Statement

Many studies in the world revealed that hotel operations can cause negative impact to the environment. Radwan, Jones, & Minoli (2012) stated that the most negative impacts of hotels on the environment is solid waste generation and disposal. The solid waste generated from the hotels can be classified as wet waste includes (food waste, garden waste and cooking oil waste) and dry waste involves recyclable waste such as metals (cans), plastic, paper, linen and others (Singh, Cranage, & Lee, 2014). It has been realised that if the solid waste management in hotels is not handled properly, it can cause a great deal of greenhouse gas (GHG) emitted to the environment. Zografakis, Gillas, Pollaki, Profylienou, Bounialetou & Tsagarakis (2011) stated that hotels are among the major contributors of the most energy consumers in the tertiary building sector. Another study from Wu, Priyadarsini, & Lee (2010), Singapore’s weather condition received 12 hours of daily sunlight, the air condition is needed to be installed in the hotels for guest comfort hotel. It can be expected that rising temperature could increase energy demands for cooling. As a result, this energy use can be very wasteful and consume huge amount of energy will contribute to global warming.

Several studies in Malaysia also confirmed that the hotel industry consumes a large amount of water, energy and waste (Kasimu, Zaiton & Hassan, 2012; Tang, 2012; Yusof & Jamaludin, 2013). A typical hotel produces in excess of 1 kg of waste per guest per day, which results in tons of waste each month (Bohdanowicz, 2005). Since Malaysia tourism industry has become national income, government encouraged to build more hotels in the future. Hotel development should continue to be implemented for Malaysia economic growth and at the same time, consumer behaviour should be addressed. In other words, both hotels and consumers should work together in creating a healthy tourism environment. One solution to overcome this problem is that consumer
should behave with green consumer while staying at the hotel. Hence, solid waste generation can be reduced, if the hotel consumers ready for reuse hotel towels, not actively using disposable toiletries or not changing the bed sheets daily (Huang, Lin, Lai & Lin, 2014). These behaviours can help hotel to conserve environmental resources by reducing the amount of detergents that will threaten the environment (Goldstein, Cialdini & Griskevicius, 2008). As a result, their decision behaviour will control the hotel waste generation. Nevertheless, there is a lack of study conducted regarding the hotel consumers behaviour. Hence, in such situations, understanding the hotel consumer behaviour is crucial in the Malaysian context hotel industry.

Therefore, there are two issues for this study. The first issue, the emerging of green consumers in Malaysia. It can be concluded that only green consumers is the promising behaviour that will help to reduce the negative impact to the environment. Hassan, Noordin & Sulaiman (2010) found that even though Malaysians had higher environmental concerns, they felt difficult about going green consumers. Paim, Othman, Hashim, Haron, Osman & Masud (2013) highlighted those consumers might not going green because they cannot see the impact of their behaviour. However, there are limited studies in Malaysia that focus on the findings about the emerging of green consumer. The profile of green consumer could be identified through the perceptions of going green. By doing so, the consumers might realise the importance of green behaviour that will help the hotel to reduce the negative impact to the environment.

Moreover, it has been realised that consumer behaviour while staying at the hotel can produce tonnes of waste that will generate negative impact to the environment (Pirani & Arafat, 2014). There are several factors that should be considered to identify the intention of green behaviour, so this is the second issues for this study. In particular, this study attempted to find out which factor will led to consumer intention to practice green while staying at the hotel by using the Theory of Planned Behaviour (TPB). Thus, this study was conducted based on that gap.
1.3 Research Questions

The problem statement has led to a number of research questions, namely:

(i) What is the perception among Malaysian toward going green consumer?
(ii) Which factors can influence the consumer intention to practice green while staying at the hotel?

1.4 Research Objectives

To achieve this goal, two objectives were identified as follow:

(i) To identify the perception of Malaysians towards going green consumer.
(ii) To investigate the factors that led to consumer intention to practice green while staying at the hotel.

1.5 Scope of the Study

This study aims to the development of consumer decision making behaviour within hotel perspective and the emerging of green consumer. The scope of this study is as below:

- Both objectives of this study using the questionnaire to obtain the accurate information about green consumerism in Malaysia.
- The study was carried out within Malaysia only. Thus, the findings might only be generalising the perception and decision making of Malaysian people.
- This study focus on hotel consumers. Hotel consumers were targeted because it will represent the growth of green consumer to reduce hotel waste while staying at the hotel.
- Green hotel is also being focus as an additional variable in the TPB model. The finding would help the government and hotel operator in Malaysia to understand the
current consumer’s perception of green hotel. Thus, both parties could plan the appropriate programs to provide awareness to protect the environment within hotel perspective.

- This study only conducted in the cross-sectional design, which the respondent’s perception and decision making behaviour is only measured once. This is because the researcher have limited time and money throughout the study. Therefore, future studies should be conduct in the longitudinal design as the perception might provide the difference findings at different time.

1.6 Significance of Study

Based on the factors such as the potential of consumer behaviour, it should be promoted to Malaysian to continue making green habits, especially while staying at the hotel. Therefore, the categories of green consumer could be identified at the end of this study. It may help the hotel operator to be aware about the types of green consumers in Malaysia. This study used TPB theory to explain the consumer intention to practice green while staying at the hotel. Several factors of TPB should be focussed on the factors that most respondents chosen that led to the individual thoughts and behavioural. Hence, the promotion of green consumer among Malaysian should be addressed to ensure that the functions and services of the hotels managing its waste will support reducing the negative impact onto the environment.

1.7 Thesis Structures

This study is structured into six chapters and each chapter was discussed as the details and more specific as referred below:
1.7.1 Summary of Chapter 1

The beginning of this chapter introduced the background of the gap that had been found from previous studies. It also includes an introduction, background of the study, problem statement, the question of the problem, objectives, scope of the study, significance of study and summary.

1.7.2 Summary of Chapter 2

This chapter provides the evidence of literature related to the study of the concept of green consumer in the Malaysian hotel industry. This encompassed the perception towards going green consumer based on four situations (behaviour in daily life, participation in green campaign, behaviour while travel & behaviour while staying at the hotel). Next, the TPB theory has been applied in the model of this study to investigate the factors for consumer intention to perform behaviour will be explained further.

1.7.3 Summary of Chapter 3

Chapter 3 describes the methodology of what methods were used for data collection. This chapter also includes the details about how this study was conducted and how to analyse that data. Further discussion about Structural Equation Modeling (SEM) is also explained later in this chapter.

1.7.4 Summary of Chapter 4

For this chapter, further discussion about the findings of respondents’ background and their perceptions towards going green consumer (Objective 1) was focused. The discussion about the results of this study is also specifically explained in this chapter.
1.7.5 Summary of Chapter 5

Chapter 5 provided the results from the SEM analyses which consist of how the final data of this study fits well with the measurement model based on two steps in the monitoring SEM model. Then, the hypotheses which based on the model that can identify the inter-relationships between latent constructs and further discussion about the findings are explained further in this chapter.

1.7.6 Summary of Chapter 6

Finally, Chapter 6 summarises the conclusion of the data collected and recommendation for the future study. The limitations of this study also will be discussed in this chapter.

1.8 Chapter Summary

This study outlined the list of the gap from previous studies, the problem statement and research questions. The objectives have been set through the research questions. The significance of this study is to promote green behaviour and to make Malaysians becoming more environmentally conscious while staying at the hotel. The scope of this study focused on hotel consumers in Malaysia and since the sample was targeted on a large sample, so the questionnaire was perfectly fits the criteria.
CHAPTER 2

LITERATURE REVIEW

2.0 Tourism Industry

The World Tourism Organisation (WTO) defined the tourism industry as the activities of persons comprising travelling and staying in places outside their usual environment (Walker, 2007). According to Ninemeier & Perdue (2008), there are three main components of the tourism industry, which are shown in Figure 2.0. Firstly, lodging, food services and other hospitality operations are placed under the hospitality component. In other words, the hospitality in an organisation that provides lodging and food services for people, who are away from their homes. Next, transportation services is the second component within the tourism industry such as car rental, airplanes, trains and ships which enable the people to travel effortlessly to different destinations.

In the last components in the tourism industry, destination alternatives comprise of both activities and retail shops (Hayes & Ninemeier, 2007). Activities such as sports, cultural, recreation and other events are offered to the tourists. Eventually, a specific location like island visit provides some natural activities such as scuba diving, swimming, island hopping and much more will attract more tourists. Next, retail (shopping stores) is the second part within destination alternatives. The variety of souvenir shops, markets, shopping complex and other business is part of the retail (shopping stores). For example, retail shops in some tourist spots provide souvenirs such as keychain, shirts and many more that offers the special attraction in that area for the locals and international tourists.

Hence, the lodging industry is also part of the tourism industry. Since this study is focusing more to the lodging industry, the details of segmentations in that industry are clarified in the next sections.
2.1 Lodging Industry

Business travel and pleasure are the most reasons on why people travel and they need a place that will let them rest (Walker, 2007). The basic definition of hotels is a building that contains guest rooms for sleep and one of the main scopes in the lodging industry. According to Hayes & Ninemeier (2007), the hotels can be classified into sizes of small hotels (not more than 75 rooms), large hotels (350 rooms) and mega hotels (more than 3,000 rooms). Hotels play a major trading component in the Malaysia’s prosperous tourism industry. There were 2072 registered Malaysia rated (1-5 stars) hotels in September, 2015 and it can be expected that the development hotels will continue to growth of various types and sizes of hotels in the future (Ministry of Tourism and Culture Malaysia, 2015). According to Manaktola & Jauhari (2007), the daily operation of hotels may exert consumption of resources due to their usage. Different types of solid, liquid and gas emission are released from the hotels. As a result, these processes cause hotels to
turn into more wasteful units than other buildings if not well planned develop and manage.

The daily hotel operation was highlighted as the greatest factor that contribute into negative impacts to the environment. There are two types of waste being released from hotel operation as shown in Table 2.0 and 2.1, which it is non-hazardous and hazardous waste in the hotel industry (Zein, Wazner & Meylan, 2008). Non-hazardous is a waste that has a nature and composition which is similar to the household waste and comprises items with longest dimension (not exceeding 60 cm). Referring to the Table 2.0, the components of household waste such as food waste, cardboards, papers, plastics, metals, glasses, clothes, wood and organic waste are the examples of non-hazardous types of waste in the hotel industry. Furthermore, the hazardous waste is the types of waste that contained significant quantities of substances which can be dangerous to the human life and environment. For example, toxicity, mutagenicity or carcinogenicity are the categories of dangerous properties which are released from hotel activities, which it is shown in Table 2.1.

Ball & Abou Taleb (2010) reveals that proper management of waste can lead to implement a recovery, reduced carbon emissions from the decreased transportation of waste, health and safety benefits, prevent risks and liabilities. Waste mapping is the best method to organize all the waste because this method involves monitoring waste generation in terms of which types of waste are generated, in what amounts and in which locations (Singh et al., 2014). However, the hotel operation is not the only one that should be responsible for environmental problems, but in fact consumer should also play a role (Chen & Tung, 2014). Another study from Huang et al. (2014), hotels produce other types of waste, which used a large amount of water and detergents to wash such as towels and bed sheets. These activities come from the demanding and hotel consumer behaviour such as change the towels and bed sheets, using non-disposable toiletries and asking for hotel housekeeping room to clean their room. It is also clear from Table 2.0 and 2.1 which show that multiple types of waste tend to be generated from individual behaviour while staying at the hotel. Thus, hotel consumer behaviour simply cannot be ignored and there are ideas of how these problems can be solved, which will be explained in the next sections.
Table 2.0: Non-hazardous waste that released from hotel operation
(Zein et al., 2008)

<table>
<thead>
<tr>
<th>Non-hazardous waste type</th>
<th>Components</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Household waste</td>
<td>Food/ kitchen waste, used or dirty paper and wrapping, plastic wrapping or bags, composite wrappers.</td>
<td>Hotel different departments.</td>
</tr>
<tr>
<td>Cardboard</td>
<td>Packaging</td>
<td>Hotel purchasing and other departments.</td>
</tr>
<tr>
<td>Paper</td>
<td>Printed documents, brochures, menus, maps, magazines, newspaper.</td>
<td>Administration, reception, guest rooms, restaurants.</td>
</tr>
<tr>
<td>Plastic</td>
<td>Bags, bottles (did not contain hazardous material), household goods, individual portion wrappers for various products.</td>
<td>Kitchen, restaurants, bars, guest rooms, administration.</td>
</tr>
<tr>
<td>Metal</td>
<td>Tin cans, jar, lids, soda cans, food containers, mayonnaise, mustard and tomato puree tubes, aluminium packaging.</td>
<td>Kitchen, restaurants, bars, guest rooms.</td>
</tr>
<tr>
<td>Glass</td>
<td>Bottles, jars, flasks.</td>
<td>Kitchen, restaurants, bars, guest rooms.</td>
</tr>
<tr>
<td>Cloth</td>
<td>Tablecloths, bed-linen, napkins, clothes, rags.</td>
<td>Kitchen, restaurants, bars, bathrooms, guest rooms.</td>
</tr>
<tr>
<td>Wood</td>
<td>Wooden packaging, pallets</td>
<td>Purchasing department.</td>
</tr>
<tr>
<td>Organic waste</td>
<td>Fruit and vegetable peelings, flowers and plants, branches, leaves, grass.</td>
<td>Kitchen, restaurants, bars, guest rooms, gardens.</td>
</tr>
</tbody>
</table>
Table 2.1: Hazardous waste that released from hotel operation
(Zein et al., 2008)

<table>
<thead>
<tr>
<th>Hazardous waste type</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frying oil</td>
<td>Kitchen, restaurants</td>
</tr>
<tr>
<td>Mineral oil</td>
<td>Maintenance service</td>
</tr>
<tr>
<td>Pain and solvent residues</td>
<td>Maintenance service</td>
</tr>
<tr>
<td>Flammable material (gas, petrol, etc.)</td>
<td>Kitchen, garden, maintenance service</td>
</tr>
<tr>
<td>Fertilizers and chemicals (insecticides, fungicides, herbicides)</td>
<td>Garden</td>
</tr>
<tr>
<td>Cleaning chemicals</td>
<td>Maintenance service</td>
</tr>
<tr>
<td>Ink cartridges</td>
<td>Administration</td>
</tr>
<tr>
<td>IT disks and CD</td>
<td>Administration, guest rooms</td>
</tr>
<tr>
<td>Batteries</td>
<td>Maintenance service, administration, guest rooms</td>
</tr>
<tr>
<td>Cleaning chemicals and solvents used in dry cleaning</td>
<td>Laundry room</td>
</tr>
<tr>
<td>Fluorescent lights, neon tunes and long life bulbs</td>
<td>Maintenance service</td>
</tr>
</tbody>
</table>
2.2 Hotel Consumer Behaviour

It is useful to begin by defining the term of ‘consumer behaviour’ where this term is used in the consumption of the hotel industry. There is a difference between the terms of customer and consumer that often used interchangeably. According to Williams (2002), basically customer is described as the person that makes a purchase (direct financial exchange), while the concept of a consumer is used widely term, which is not based on form of financial exchange. For example, in the restaurant the person who buys the foods and drinks could not the same person who consumes them. Therefore, there is a different meaning between customer and consumer and the term of consumer behaviour to hotel contexts will be focused next. Gabbott & Hogg (1998) define consumer behaviour as the process that comprises when both parties (individual and groups) select, purchase, use or dispose of products, services, ideas or experiences that meets the satisfaction of their needs and wants. It is clear that in the hotel industry, the person who makes hotel room purchase might take their family or friends to stay that offers a larger group using the room. Hence, the term of consumer behaviour is suitable for this study.

2.3 Green Consumer

For the last few decades, the public becomes more aware that everything they do has contributed to the “footprint” impact to the environment. According to Hill & O Neill (2008), the “footprint” is known as the measure of how our lifestyles affect the earth and its ability to regenerate resources. As a result, more and more people are looking for green products and services and these steps have become increasingly changes in consumer behaviour (Han & Kim, 2010). The term of “green products” refers to a product that made with sustainable ways and recycled materials, simple packaging like a paper, and using no pesticide ingredients. This gives green product an environmental advantage (Ottman, 1998). Referring to the International Institute for Sustainable Development, green consumers are the type of people that committed to green lifestyles, serious about their own green practices and impact to the environment and support companies that incorporate green practices (Ryan, 2006). In term of the hotel industry, consumers should reuse the hotel towels, not actively
using disposable toiletries and not changing the bed sheets daily (Huang et al., 2014). These behaviours can help the hotel to reduce the amount of water, energy and detergents released into the environment and this is what green consumers mean. Hence, consumer should act as a green consumer while staying at the hotel and that is the solution to reduce waste and conservation in hotels.

The existence of green consumer has been debated on most previous studies. An extensive literature describes a variety of substantial research to identify these consumers (Gilg, Barr & Ford, 2005). The most convincing way to describe a green consumer is based on the works from McDonald, Oates, Alevizou, Young & Hwang (2006). They had discovered three types of green consumer (translator, exceptor and selector) which can be viewed as the grey or green behaviour. Their model also provides a different way of understanding and approaches those consumers to behave as green behaviour. Bergin-Seers & Mair (2009) also used this model to develop a profile of green consumer by focusing on Australia tourism industry.

The literatures of green behaviour in Malaysia also have been conducted to profile a green consumer by using a different segmentation profiles. For example, Mas’od & Thoo (2014) identified green consumer in demographic terms which shows contradictory results. While Aman, Harun & Hussein (2012) tried to characterise people by focusing on environmental knowledge and concern. However the findings also proved that the environmental knowledge does not affect the attitude of green consumers. It can be concluded that to define a green consumer by labelling them through their demographic and environmental knowledge produce unclear evidence to support. This is because the inconsistent behaviour of green consumer showing from those studies, making it more difficult to identify them.

Although green consumer has been known as a promising behaviour that will help reducing the negative impact to the environment, but little research has been done in Malaysia tourism industry to provide a profile of green consumer. For example, while travelling green consumer will choose the least polluting transit option such as the bus, ferry or train as they are better choices rather than driving alone which can contribute more carbon monoxide gas being emitted (Hill & O’Neill, 2008). Moreover, the numbers of people searching for green hotel while travelling or on vacation are increasing worldwide (Manaktola & Jauhari, 2007; Han, Hsu, Lee & Sheu, 2011; Kang, Stein, Heo & Lee, 2012; Chen & Tung, 2014). Therefore, green consumers will look for green hotel and continue choosing greener
concept in services to avoid the products and services that will threaten the environment especially in the popular tourism destination.

Since green hotel is also emerging in Malaysia, the number of people who book for green hotel are still unknown (neither increase nor decrease) (Chong & Verma, 2013). This implies that the emerging of green consumer while staying at the hotel in Malaysia is still ambiguous. Hence, there is an unresolved question to find the emerging green consumer to raise awareness on the impact of their behaviour in tourism destination. In addition, by recognising this group can make other green marketers positively enhancing their marketing strategy toward green products and services. In order to do that, consumer perception is crucial for marketers to understand how well consumers perceive towards going green (Williams, 2002). Thus, consumer perception towards going green would be addressed in the next sections.

2.4 Perception of Going Green

Perception is one of personal factors that influence the individual behaviour. Consumers use their five senses (hearing, sight, taste, smell and touch) when interpreting the environment within the discipline of hospitality and travel services and this process were called as the perception (Morrison, 2002). Morrison (2002) also explained that consumer decisions are made based on how they perceive the facts than on the facts themselves. According to Williams (2002), marketers realised the importance of consumer sensory processes before making decisions to use the products and services. For example, the most important attribute for consumer in hotel selection was the cleanliness of hotel rooms (Mohd Yusoff & Abdullah, 2010). Apart from that, good hotel services is also important for consumer satisfaction (Nurul Syaqirah & Putra Faizurrahman, 2014). In turn, the consumers may come back to that hotel again and engage in positive perception if they were satisfied with the hotel facilities and management.

Many terms have been used to clarify the term of going green. To avoid some confusion, this study is referred to Becker (2010), he defines going green is the term commonly used to describe lifestyle changes that are intended to protect the environment, save energy, reduce pollution and conserve natural resources like
water, land and trees. Several studies have been exploring the importance of local residents perception in the development of going green (Rezai Teng, Mohamed, & Shamsudin, 2013; Barau, 2015; Jaafar, Noor & Rasoolimanesh, 2015). However, those studies were not focusing on the development of going green within the tourism perspective. Therefore, for this study, the perception of Malaysians toward going green consumer must be taken into account if the capability to protect the environment needs to be effectively managed and sustained especially in tourism destination.

According to Stefanica & Butnaru (2015), consumer can contribute to the improving environmental efforts by adopting green behaviour while travelling and all these steps could be improved as the results of their awareness of protecting the environment. Therefore, the emerging of green consumer in Malaysia is critical to find. As highlighted by McDonald et al. (2006), it depends on the consumer personal orientations to change and information seeking in order to perform green behaviour. Realising that problem, profiling green consumer was used for this study to find those individuals who are committed practice in green daily life might continue showing green behaviour while travelling and staying at the hotel. This is because if they perceived positive perception toward going green in daily life, this can influence them to get involve of going green consumer while travelling and staying at the hotel and vice versa. Thus, the next section highlighted several studies to define green consumers.

### 2.5 Profile of Green Consumers

Others studies revealed that green consumers could be identified through their environmental practices at home or daily life, might expect that they would carry across into green behaviour while travelling and holiday (Miller, 2003; Bergin-Seers & Mair, 2009; Barr & Prillwitz, 2012). Table 2.2 presents a compilation of previous studies to measure respondent levels of green consumerism and environmental practices to develop a profile of green consumers. It can be concluded that there are four situations which are behaviour in daily life, participating in green campaign, behaviour while travelling and behaviour while staying at the hotel will determine the commitment level of consumer perception. Translating environmental concern
into green behaviours might also influence the different findings. Therefore, the perception of going green based on four situations (behaviour in daily life, participating in green campaign, behaviour while travelling and behaviour while staying at the hotel) has been outlined in the sub topic.
Table 2.2: Several studies on the profiles of green consumers

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Situation 1:</strong> Behaviour in daily life</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td><strong>Situation 2:</strong> Participating in green campaign</td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td><strong>Situation 3:</strong> Behaviour while travelling</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td><strong>Situation 4:</strong> Behaviour while staying at the hotel</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>
2.5.1 Behaviour in Daily Life

Becker (2010) suggested that consumer behaviour in daily life cannot be ignored since it can give the negative impact to the environment. For example, throwing the plastic bag in the trash may not seem too important, but when combine with the actions of others can double up to huge impact on the environment. It has been reported that the average amount of waste for every person was 0.5-0.8 kg per day in Malaysia (Ramayah, Lee & Lim, 2012). It can be expected that the amount of waste would be increased in the future, if the proper actions to address this problems still be ignored. In addition, the choice of daily behaviour such as using public transportation, carpooling with family and friends, turn the lights off when leaving the house, turn off the television when not using them, practice recycling as much as possible and buy or take only needs to avoid becoming waste are green choices (Clark, 2006; Hill & O’Neill, 2008; Becker, 2010).

Moreover, saving water and energy often encounter a great deal of green issue today. One person may think that saving water and energy, is not necessary as we pay for it and the more water and energy you use; the more you pay for it (Pike, 2008). But to another person, it is the fact that saving water and energy is the cheapest ways to reduce carbon emitted to the environment (McKibben, 2008). This is because every water drop consume has been treated requires energy which results in greenhouse gas emissions (Clark, 2006). Thus, reducing the daily water is important to protect the environment. Nevertheless, this issue is lack of clear definitions and there are different individual perceptions about going green (Croston, 2009). As a result, people will find that going green can be confusing. Therefore, behaviour in daily life is the first situation in order to measure the level of perception towards going green.

2.5.2 Participation in Green Campaign

The same thing goes for government as now green businesses is becoming a priority to strengthen the sustainable developments in Malaysia. According to Croston (2009), the green revolution in our life and works would try to get the balance between living well with reducing as many the negative impacts to the environment
as can for allowing the future generations can also live as well as today. Realising that individual action may give the impact to the future generation, the Malaysian government and non-government organization (NGOs) showed the serious involvement and commitments to motivate and encourages the public to perform a green behaviour by avoiding the products and services that potentially can threaten the environment (Rezai et al., 2013). For example, Malaysia launched “earth hour” campaign to encourage the public to switch off the lights just for one hour. Therefore, the main objective of launching the earth hour was to call intention to environmentally sustainable action through the collective impact made when individuals, businesses, governments and communities voluntarily conserve energy to save the environment (Olexsak & Meier, 2014). It may also encourage Malaysians to consider to join this campaign as a way of sustaining the energy reductions.

Another green campaign that has been launched in Malaysia which is conducted every Saturday in the theme of “Campaign no plastic bag” to reduce excessive consumptions of plastic bags. This indicates that as part of a government effort to create a sustainable consumption society embedded in consumer shopping habits and the campaign imposes a RM 0.20 cents charge of plastic bag to avoid consumer paying for plastic bag, instead they will have to bring his/her own grocery bag (Zen, Ahamad & Omar, 2013). Membership of environmental charities such as Malaysian Nature Society and donate the stuff to a place that will need it is another example for green campaign in Malaysia. Thus, the message of green campaign towards perception of Malaysians is important so that they will increase the environmental concern and changing their behaviour towards the acceptance of going green living. Thus, the level of perception toward going green in participating green campaign is the second situations.

### 2.5.3 Behaviour While Travelling

Lee & Brahmasrene (2013) stated the development of the tourism industry, which involve the variety of services, transportation and infrastructure such as the roads, airports, train roads and also the availability of telecommunications. As a result, these tourism activities lead to increase the economic growth but at the same time has the potential in giving high demand for land, water, and energy that contribute to
the emitted CO₂ emissions. Therefore, many hotels and resorts are beginning to offer hotel consumer sustainable travel that helps to support environmental conservation, cultural heritage, awareness and economic development in the places their visit (Hill & O’Neill, 2008). While hotels are gaining momentum to implement green practices through their hotel operation, consumer participation in hotel environmental efforts is significantly passive (Bader, 2005). Thus, understanding consumer behaviour is crucial to mobilize Malaysian consumer environmental awareness and convert it into actual behaviour.

Another approach of going green is staying green while travelling. This focus was chosen because many Malaysian people plan to travel inside or outside of Malaysia each year. Thus, transportation is needed to get the destination of choice and it will contribute greatly to global climate change as well as causing pollution (Croston, 2009). For example, it is revealed that air travel caused more than 90% of the emissions, ground travel caused 3% and hotel usage caused 5% (Stohl, 2008). According to Hill & O’Neill (2008), choosing the least polluting transit option can help reducing CO₂ emissions by considering alternative ways of travelling. For example, mass transits such as the bus, train or ferry are better options than driving alone. For people concerned about global warming, cutting back on air travel especially for short distances, will be producing carbon emissions to fly than to drive (Clark, 2006). Therefore, transit option decisions can have significant impact on the amount of emissions and energy consumptions while travel.

To reduce environmental impact of waste, there are also greener options while travelling which is to bring own food and drink (Hill & O’Neill, 2008). Although greener choices while travel may not seem like a big deal, bringing own food and drink can provide a number of benefits, particularly can cut down on packaging waste. Buying water in disposable plastic bottles is another spent on the collection of waste. Thus, an easy alternative is to bring own water during travel, which can lead to greater elimination of waste, clean water and allow to stop spending money on bottled water (Croston, 2009). Overall, by taking greener steps such as bringing own food and travel while travelling helps build as one part of sustainability efforts.

The alternative ways to make greener choice while travelling are enjoying the outdoors, refuse to collect natural souvenirs from wilderness areas and take free brochures and maps as necessary was undertaken for this study (Clark, 2006; Hill &
Because most of people have been working hard and sitting at a desk all year, walking holiday is the perfect ways to release strain and stress. Being away from traffic and noise enjoying great outdoors while travel will let them to breathe the fresh air and enjoying wildlife that they wouldn’t normally see from a car (Hill & O’Neill, 2008). Don’t collect natural souvenirs from wild areas which could disrupt the natural ecosystems and take free brochures and maps only necessary can cut down on waste as suggested from Hill & O’Neill (2008), is another option should be considered taken while travelling. Therefore, if the consumers want to avoid negative impact to the environment while travelling, the best way to make the greener trip is by doing some research using the internet. For example, instead of taking free brochures and maps, consumers should check out via internet to a place that interest which can reduce usage of paper (Hill & O’Neill, 2008).

As part of the overall sustainability effort while on holiday, greener choices while travelling can also help consumers. With some greener tips covering some aspects while travelling (as mentioned before), there are many simple things consumers can do to protect the natural environment, improved health and save money at the same time. Thus, behaviour while travelling is the third situation to define of level perception toward going green.

2.5.4 Behaviour While Staying at the Hotel

Many hotels have been adopted a “green” imperative in recent years as hotels taking seriously for protecting the environment as they realized that their operating system can contribute the risky waste and unhealthy gas emission (Rahman et al., 2012; Miao & Wei, 2013). According to Lee, Hsu, Han & Kim (2010), this environmental awareness has translated into a green hotel movement that generally aims to achieve the excessive of energy and water wastage, non-durable products and the release of gas and pollutants into water, air and soil to reduce the environmental effects. However, consumer behaviour in the hotel industry also generates negative influences on the environment (Bohdanowicz, 2006; Chen & Tung, 2014).

Given this, the intangible characteristics of the hotel industry, the relationship between individual habits and consumer behaviour has an even greater impact on the hotel business. The consumer may depend significantly on the green choices in their
REFERENCES


Hassan, A., Noordin, T. A. & Sulaiman, S. (2010). The status on the level of environmental awareness in the concept of sustainable development amongst...


