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**A STUDY ON PREDICTION OF CONSUMERS' INTENTION TO GREEN HOTEL  
CHOICE IN YANGON CITY**

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**ABSTRACT**

This study elaborates the application of the Theory of Planned Behavior (TPB) to predict the Consumers' Intention to green hotel choice in Yangon, Myanmar. Nowadays, the hospitality industry deals with the challenge of its negative effects on the natural environment, which need to be controlled with eco-friendly manners. The green awareness and responsibility of both hoteliers and visitors are becoming crucial as well as consumers' intention to green hotel choice is also considered important. As Myanmar is in its early stage in green hotel awareness, it is crucial to investigate the consumers' purchase intention of a green hotel. This will contribute to the Sustainability of the future of Myanmar Tourism Industry. As there is no such study in the Myanmar context to date, this study will fill the gap of predicting consumers' green hotel choice. According to the previous studies, The Theory of Planned Behavior has approved significant results in predicting the consumers' intention of green hotels choice in many kinds of research. As the research sample, the citizens of Yangon, the formal capital and current gateway to Myanmar, were chosen. The findings may help in measuring the Yangon residents' level of green awareness, and their behavioural intention of green hotel choice. A set of questionnaires was produced, based on the antecedents TPB, Attitudes, Subjective Norms, and Perceived Behavioral Control, and Environmental Concerns is also included in the study. Online survey with simple random sampling method was used to collect the data, and out of 451 responses, 398 valid forms had been collected to analyze. Data analysis was done with frequency analysis, correlation analysis, and multiple regression analysis. The findings recover that the residents of Yangon will be more willing to choose hotels which are environmentally favoured, in future, and the TPB was found to be valid in the target audience, Yangon residents. The findings of this research will contribute to the sustainability of the future of the tourism industry in Myanmar.

**Key Words:** Theory of Planned Behaviour, green hotels, Environmental concerns, subjective norms, perceive behavioural control.

**1. INTRODUCTION**

Nowadays, the hospitality industry has to face with the challenge that its negative effects on natural environment need to be controlled with more ecofriendly manners (Martinez et al, 2017). Environmental issues are becoming more and more important among the societies all over the world (Ahmad & Thyagaraj, 2015). The consumers are getting aware of the consumption-related

environmental problems and are seeking to buy environmentally friendly products (Paul et al., 2016). Being more ecologically conscious, consumers prefer the firms which favor environmental practices (Han et al., 2009). Hotel industries are following ecological initiatives such as (IHEI), the International Hotels Environmental Initiatives and are reducing energy and water consumptions. They also reduce the emissions released into the air, water and or soil (Han et al, 2009). During the process of greening hotel industry, new ways of doing business which reduce environmental harm and make use of waste streams has been developed. In fact, sustainable luxury was long considered an oxymoron, and then, recent shifts in the hospitality industry responding to trends in luxury took green travel from niche to necessary. According to the 1992 United Nations Conference on Environment and Development, it is stated that hotels can lower their environmental impact and gain attention for conservation from travelers if they install visible eco-friendly technology such as solar panels, low-flow shower heads, recycling bins and so on (Kang et al., 2012). However, it is costly to perform green initiative activities before any saving can be seen. To cover the costs, hotels have to charge premiums for hotel green practices and it is unclear whether customers are willing to contribute for green practices or not (Kang et al., 2012). So it becomes crucial to predict the consumers' intention to green hotel choice. Although there are several studies on the area, there is no such study to date in Myanmar context. This study will contribute the local tourism industry with useful knowledge on the consumer behaviour.

At present, tourism industry in Myanmar is at the point between sustainability and growth. So that, it is the moment to portray the joining hands of the government, private sector, development partners, the civil society and local residents for the purpose of identification and addressing cases in order to support the sustainable development of tourism. The power of sustainability alone can cover all the possible challenges and problems including unemployment, the incoming of future tourists from both local and from the other connection of the diversity (Thitsar, 2017). For the sake of sustainability in tourism as well as in accommodation sector, it is crucial to study the local citizens' awareness and attitude toward green issues and green products including green hotels. Thus, this study will fill the gap of local industry need as well as the gap in academic literature concerning future responsible tourism of Myanmar.

In order to narrow down the scope of the study, Yangon city and Yangon residents have been chosen as the target population and background. Yangon is the former capital, as well as the commercial city of the country, Myanmar. The green attitude of the people in Yangon, the residents of the most civilized city, is important for future planning of sustainable tourism and for introducing the green marketing of the hotel industry. In this study, the Theory of Planned Behavior, TPB is applied to predict the intention of green hotel choice. There are several previous researches on the subject (Han and Kim, 2010, Han et al., 2010, Chen and Tung (2014). TPB model (Ajzen, 1991) claims that attitude, subjective norms and perceived behavioral control influence a person's behavioral intentions. Han, Hsu and Sheu, (2010) applied TPB in hotel industry and proved that TPB was effective in predicting customers' visiting intention (Gayathree, 2016). Moreover, Paul et al, (2016) stated that the mediation analysis of Chen and Tung (2014) showed that intention to visit green hotels was indirectly influenced by environmental concerns, through attitudes towards green hotels, subjective norms, and perceived behavioral control.

The purpose of this study is to research how Yangon citizens' purchase intention (PI) on green hotels in Yangon is influenced by their environmental concerns, attitude, subjective norms and perceived behavioral control. It also aims to contribute the tourism industry in Myanmar with useful information and knowledge, and to draw implications that are useful for new green marketing strategies.

The specific objectives are:

- (1) To investigate environmental concerns(EC), the attitude(ATT), subjective norms(SN), and of the perceived behavioural control(PBC) of citizens of Yangon as hotel customers
- (2) To investigate whether Yangon citizens' EC, ATT, SN and PBC of the green Hotels have influenced their purchase intention.
- (3) To test the validity of the Theory of Planned Behaviour in Myanmar context

Research Questions are;

- Do the Yangon citizens' attitudes, subjective norms and perceived behavioral control have positive influence over their purchase intention?

- Will the citizens of Yangon be more willing to choose hotel which is environmentally favored, in future?

- Is the theory of Planned Behavior applicable in investigating the target audience, Yangon citizens?

Based on these research questions, the purchase intention of the Yangon citizens was predicted applying The Theory of Planned Behaviour (Ajzen, 1991).

## 2. LITERATURE REVIEW

### Concept of and Theories on Sustainability

Conceptually, sustainability principal refers to the environmental, economic and social aspects of tourism development, and a sustainable balance must be established between these three dimensions to guarantee its long term sustainability. According to the World Tourism Organization, sustainable tourism is defined that tourism is the business that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and the host communities. The Brundtland Commission Report defines sustainability as "meeting the needs of the present without compromising the ability of future generations to meet their needs". Similarly, the United Nation Environment Program UNEP defined sustainable consumption as "the use of services and related products which respond to basic needs and bring a better quality of life while minimizing the use of natural resources and toxic materials as well as the emissions of waste and pollutants over the life-cycle so as not to jeopardize the needs of future generations" (UNEP, n.d)

### **Sustainability in the Accommodation Sector**

During the last few decades, people's concerns on environmental degradation has been increased (Chan and Lam, 2002; Han et al.,2009). Sustainable practices are observed to be one of the essential factors in customer's hotel selection decision (Caruna, 2007). The hotel sector has been accompanied with negative environmental impacts due to the consumption of natural resources, generation of greenhouse gases and waste production. Hoteliers are trying to eliminate unsustainable choices from their daily hotel operations, as they began to notice consumers' adorations and dispositions toward sustainable hotels (Kopnina, 2014; Verma and Chandra,2017). It is also stated that, hotel's environmental image, various in-room sustainability practices like recycle-bins in hotel rooms, energy saving appliances, occupancy sensors, and green certificates were found to be influencing the customers' decision of hotel choice. In fact, the hotel industry is a major contributor to environmental problems because it consumes a substantial amount of natural resources such as energy, water, and other non-durable resources (Verma & Chandra 2017). Recently, there is an increase in the people's concern about the problems taking place in environment. As ways of the majority of the consumers notice that their buying suffer the environment, they began the discovering of ecofriendly products and purchased them even these kinds of products may be expensive sometimes (Gayathree, 2016). As a result, such behaviors of environmental concerns become ecologically favorable behaviours and ecofriendly purchasing decisions. Moreover, many studies explored the consumers' growing attention towards environmental concern and willingness to pay for sustainable products (Van Doom and Verhoef, 2011).

According to the Green Hotels Association, (2012), green hotels can be defined as “pro-environmental lodging properties which implemented different green practices such as saving water and energy, reducing the solid waste, and recycling and reusing the durable serve items (eg. bins, towels etc.) to protect the earth we live in.” (Chen and Tung, 2014). In fact, not only the hotelier, but also the consumers are responsible for the serious environmental problems caused by the hotel accommodation industry. Therefore, the successful development of green hotels needs the support of both hoteliers and consumers (Chen and Tung, 2014). Travelers need green hotel whose managers are eager to institute green programs to protect “our one and only earth” (GHA, 2006; cited in Kim, 2001). Several similar researches shows the similar gaps in other parts of the world, and TPB model is proved to be useful in finding out the results.

### **Sustainability in the Accommodation Sector in Myanmar**

Although the awareness of responsible tourism practices and green initiatives as well as green commitments are raising in Myanmar, there is no research to date on the effects of hotel's green initiatives towards customer's purchase intention. Thus, it can be seen that hoteliers in Myanmar seem to have lack of awareness on the relationship between customers' green awareness and their decision-making process of choosing of hotels. It is important for a hotel management to investigate the behavioral intention of the customers to stay in green hotel. The Ministry of Hotels and Tourism recognized nearly 30 hotels throughout Myanmar for operating according to a set of environmental criteria aimed at promoting sustainable tourism in 2009. The Ministry of Hotels and Tourism, Myanmar Marketing Committee, Myanmar Hoteliers Association and

Union of Myanmar Travel Association selected 27 hotels using the criteria for ASEAN Green Standard Hotel awards. The factors include operating according to good environmental policies; use of green local products; collaboration with local communities and organizations; development of human resources; solid waste management; energy and water efficiency; air quality management; noise pollution control; toxic and chemical substance disposal management; and wastewater treatment.

In 2018, 10 hotels in Myanmar won the ASEAN Green Hotel Award or the MICE Venue Awards. Out of 10 hotels, only two are from Yangon; Grand Ballroom of Novotel Hotel and Grand Ballroom of Melia Hotel (ASEAN Green Hotel Standard, 2019). They are, however, MICE Venues, but not Hotel as a whole. In 2014, The Governor's Residence, Yangon was awarded and that award was valid for two years. In 2016, 8 hotels from Myanmar won the ASEAN Green Hotel Award out of 89 hotels and resorts. In awardees, Yangon hotels were not included. Some hotels in Yangon commit green practices, and they include Amazing Holiday Hotel, Hotel Green Lotus, Silver Green Hotel, Hotel Green, Best Western China Hotel (tripadvisor).

### **The Theory of Planned Behavior Model**

According to Ajzen (1991), The Theory of Planned Behavior model claims that attitude, subjective norms, and perceived behavioral control jointly influence a person's behavioral intention. The main basic assumption of the TPB model is that most behavior people engage in is under their own control and is rational. In addition, a person's personality, age, occupation, gender, etc. have no direct impact on his/her behavioral intention. These variables, however, can only affect behavioral intention indirectly through attitude and subjective norms (Ajzen, 1991). In one of his study, Paul et al.,(2016) validated the extended Theory of Planned Behaviour and Theory of Reasoned Action TRA to predict the Indian consumers' green product purchase intention. In this study, like the previous researches, environmental concern EC is added as the fourth factor to the components of TPB, to predict the consumers' purchase intention.

### **The Components of TPB**

The three main components of TPB are attitude, subjective norms, and perceived behavioral control (Ajzen, 1991). Environmental concern EC is the component of the extended theory of TPB. Increasing more research has used multiple measurements scales to assess consumers' environmental concern with respect to various issues (Synodinos, 1990). Chen and Tung (2014) made the extended TPB to predict consumers' intention to visit green hotels, observing that TPB variables serve as mediations in environmental concern- intention relationship. Their mediation analysis showed that intention to visit green hotels was indirectly influenced by Environmental Concern, through attitude towards green hotels, subjective norms and perceived behavioral control.

### **Environmental concern (EC)**

According to Hu et al. (2010), environmental concern (EC) is defined as "the degree to which people are aware of problems regarding the environment and support efforts to solve them

and or indicate the willingness to contribute personally to their solution.” Alibeli and Johnson (2009) defined environmental concern to be the extent to which people are aware of environmental issues and their willingness to solve the environmental problems. According to Liou (2014), consumers understanding and apprehension of various ecological problems influences their decision making process. Studies investigated the consumers’ growing attention towards environmental concern and willingness to pay for sustainable products (Van Doom and Verhoef, 2011). According to several studies, consumers may be willing to pay a small price premium for ethical product attributes (Caruana, 2007). The early EC research focus was only on ecological issues such as pollution and energy conservation (Kinnear et al., 1974), but recent focus is on overall environmental concern (Zimmer et al., 1994).

According to Schmidt (2008), “an individual’s environmental concern is a general attitude and indirect determinant of specific behaviors. It is important to investigate to what extent the effects of customers’ environmental concern can influence on consumer’s purchasing behavior. The results can be useful in planning the marketing strategies for the hotel. So, in this study, consumers’ environmental concern is added to the three antecedents of TPB, as an important antecedent to determine the consumer’s eco-friendly purchasing behavior, to better understand consumer’s intention to visit green hotels.

**H1-** Customers’ environmental concern is positively related to the attitudes toward green hotel.

**H2-** Customers’ environmental concern is positively related to the subjective norms.

**H3-** Customers’ environmental concern is positively related to the perceived behavioral control.

### **Attitudes (Att)**

According to (Ajzen, 1991), attitudes towards the behavior refers to the “degree to which a person has a favorable or unfavorable evaluation of the behavior in question.” If the degree of a positive attitude towards a person’s behaviour is higher, the probability of performing a particular behavior is also higher (Varma and Chandra, 2017). Moreover, attitude includes judgment on whether the behavior under consideration is good or bad and whether he or she wants to do behavior (Paul et al., 2016) pointed that attitude includes perceived consequences associated with behavior. Attitude is psychological emotion routed through consumers’ evolutions and if positive, behavioral intentions tend to be more positive (Chen and Tung, 2014). Ajzen (1991) claims that someone’s positive attitude toward a certain behavior strengthens his/her intention to perform the behavior.

In the context of green products a positive relationship between attitude and behavioral intention has been established across many cultures (Mostafa, 2007). Birgelen et al., (2009) mentioned that consumers prefer environmentally friendly beverage packaging if they hold positive attitude towards preserving environment. In the context of hotel industry, customer’s attitude towards the environment is affected by the green hotel practices of hotels (Manaktola and Jauhari, 2017). The results of many studies have demonstrated the strong predictive power of the TPB (Teng, 2011). Thus the following hypothesis is formulated to test the relationship

between customers' attitude towards green hotel and their purchase intention, of the citizens of Yangon, Myanmar.

**H4-** Customers' attitudes toward green initiatives positively affect on the purchase intention of the hotels with green initiatives.

#### **Subjective Norm (SN)**

In the TPB model, subjective norm is a second determinant of behavioral intention (Han, et al., 2010) The term "subjective norms" is defined as the "perceived social pressure to perform or not to perform the behavior", (Han et al., (2010); Ajzen (1991). Hee, (2000) highlighted the influence of others who are close or important to the person such as "close friends, relatives colleagues, or business partners". Subjective norm captures individual's feeling about the social pressure they feel about a given behavior. Moreover, consumers having positive subjective norms towards given behavior than the concerned behavior intentions are more likely to be positive (Han et al., 2010; Taylor and Todd, 1995).

**H5-** Subjective norms positively affect on the customer's purchase intention of the hotels with green initiatives.

#### **Perceived behavioral control (PBC)**

PBC, Perceived Behavioral Control is the third determinant of TPB. According to Baker et al., (2007), "an individual's behavioral intention is significantly and positively influenced by perceived behavioral control to act in a particular way". The term "perceived behavior control" refers to "the perceived ease or difficulty of performing the behavior" (Ajzen,1991), and reflects the past experiences and predicted obstacles. According to Li et al., (2002) consumers used to evaluate products before purchasing. Besides, many other studies also state that there is a positive relationship between the consumer's perceived behavioral control and his or her intention to visit (Han et al., 2010; Han and Kim, 2010). Based on these evidences, the following hypothesis is proposed for this study as H6.

**H6-** Customers' Perceived behavioral control positively related to the customers' purchase intention.

#### **The relationship between subjective norms and attitude**

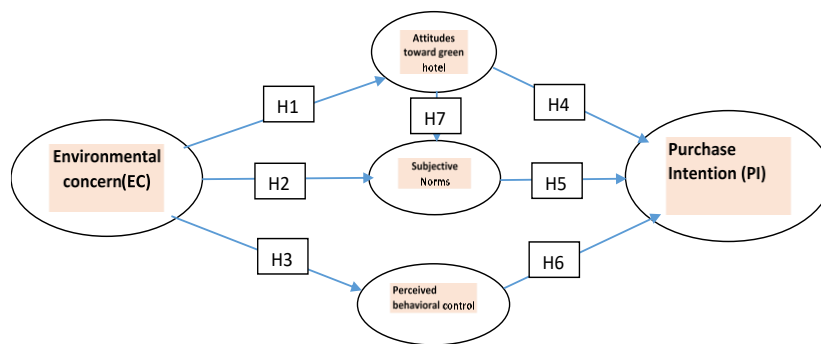
According to Yu et al., (2005), attitude has a mediating effect on a person's behavioural control and subjective norms. Similarly, Ryu and Jang (2006) also stated that subjective norms are positively associated with a person's attitudes to a particular type of behaviour (2007). Han et al. (2010) also stated that a visitor's attitude towards a green hotel is positively associated with his or her subjective norms. Similarly, Tsai (2010) determined that there exists a significant relationship between the subjective norms and the attitudes of tourists. Peng et al., (2016) stated that Subjective norm is influenced by the increase in environmental concerns which reduces the perception of difficulty in terms of resources, time, and other factors. So, environmental concerns influence behavior through the encouragement from family and/or friends who accept

or reject the green purchase behavior. Based on these previous findings and theoretical background, the hypothesis 7 is proposed as follows;

**H7-** Customers’ attitudes toward green initiatives positively affect on the subjective norms.

**Research Conceptual Framework**

Using the evidences mentioned above, the conceptual framework is formulated for the study as follows.



**Fig. 2.1** Research Conceptual Framework

**The Overview of Yangon city, the Geographical Area for Target Population.**

Yangon is the former capital of Myanmar and currently it is the commercial city in the country. The area of Yangon is 10,171 km<sup>2</sup> and has 45 townships with respective administration. Although the land mass of Yangon is the smallest among other states and divisions in Myanmar, Yangon is the most densely populated with 7.8 million people. 67% of Yangon region’s population live in urban areas, and the remaining 33% live in rural area. Thus, population of Yangon city is 4.4 million. In fact, Yangon is the most exciting place in the country that many Asian investors and foreign adventurers come to the city (Absolute Asia n.d). Yangon is regarded as the gateway to Myanmar.

Since the country reopened to the world, there has been many changes in Myanmar, but public awareness on green issues has still been in need to be measured. According to Board (2017), Myanmar has lingered behind when green technological awareness has become common in many developed nations. However, Yangon is expanding and has many green movements happened that, the citizens of Yangon city should be empirically tested if they have desire to stay in green hotels, which may cost more, but may have less facility for luxury, when they are travelling.



### **3. METHODOLOGY**

This section consists of research design, research variables used, analytical methods and tools used in this study. The sampling scheme, the measuring instrument and the process of data collection are highlighted. After that it continues to discuss the data analysis techniques used in details.

#### **Research Design and Research Methods**

There are four main parts in research design: research variables used in this research, sampling technique, data analysis, and multiple linear regressions. The method adopted by this study was explicitly surveyed research. This study collected the data using Tang's Heaven (Via Google form) online web survey.

#### **Questionnaires Development**

A set of closed-ended questionnaires has been developed. The measurement scales for the studied constructs and the indicators were validated in previous studies. The researcher used the original questionnaire items developed by Ajzen, (1991) for the TPB model and Han et al., (2010) for predicting consumers' intention to visit green hotels. All items will be answered on a five-point Likert-type scale ranging from "strongly disagree" to "strongly agree". A total of eight measurement indicators were used to measure environmental concern in this study. Five of them were developed by Kim and Choi (2005) and the remaining was developed by Fujii (2006).

The questionnaires set was comprised with two sections; the first section is on a customer demographic profile. The second section includes 26 items finding out a consumer's attitudes towards Green hotels, subjective norms and perceived behavioral control which are the antecedents of Theory of Planned Behavior. The environmental concerns of consumers, which is an extended part of the antecedent attitude, is also included and the consumers' intention to visit green hotels.

#### **Sampling Technique**

Sampling is the selection of a subset of individuals or sample from a population for inclusion in the study (Daniel, 2012). A simple random sample is an unbiased surveying technique, and the principle of simple random sampling is that every one of the examples has an equal chance of being drawn or has the same probability of being chosen (Cochran, 1977). In this study, simple random sampling was used to select the respondents from Yangon citizens. The required sample or the respondents were chosen through an online survey from 26 November to 8th December 2019. As the questionnaires are posted on website and the link is shared on the social media, there are enough respondents for the project. For getting Yangon citizen respondents the researcher sent the link to the potential participants via e-mail randomly, as well as invites the participants via social media by giving link to the particular pages and groups. Once the calculated figure has been collected, the data collecting procedure is ended.

By giving equal chances to all citizens, they can express their different perceptions about the essential factors of Environmental Concern, Attitude towards visiting green hotels, Subjective Norms, Perceived Behavioral Control and Intention to visit green hotels. According to the world population review (2019), the population of Yangon City 4,477, 683.

The sample size will be calculated using Taro Yamane (1973) formula as follows.

$$n = \frac{N}{(1 + Ne^2)}$$

$$N = \text{Population size} = 4,477, 683$$

e = the level of precision (95% confidence level or 5% level of precision was assumed)

$$n = \frac{4,477,683}{1 + (4,477,683 \times 0.05^2)}$$

$$n = 399.9627 = 400$$

### Data Analysis

Data analysis was carried out using statistical package for the social science, SPSS 22.0 version. Descriptive analysis with frequency analysis, factor analysis and multiple regression method are applied for analyzing data. As it mentioned in the conceptual framework, the relation between customers' environmental concern EC (independent variable) and Attitudes toward green hotel ATT (dependent variable) was analyzed with Pearson Correlation coefficient. Similarly, the relation between EC (independent variable) and subjective norms SN (independent variable); that of EC and Perceived Behavioral Control PBC were analyzed in the same way. On the other hand, the relation between EC and ATT, SN, PBC and, between ATT, SN, PBC and the Purchase Intention PI (dependent variable) were analyzed using multiple regression method. The customer demographic factors such as gender, age, occupation, and highest level of education are analyzed with frequency analysis.

### 4. FINDINGS AND DISCUSSIONS

This section presents the findings of the study of the prediction of the Yangon citizens' green hotel choice based on the theory of Planned Behavior. First, the data of participants' demographic factors; gender, age, the highest level of education, occupation and the place they

live are presented. Then the outcomes of reliability and validity tests, and the correlation are shown. Finally, the hypotheses testing results are mentioned

### Demographic Factors of Respondents

The initial phase of analysis is to determine the characteristics of the respondents involved in the study. A profile of the respondents developed in terms of background information of the personal characteristics including gender, age, the highest level of education, occupation and the place they live. Each component has been analyzed in terms of absolute value and percentage. The result of the analysis of gender showed that among the respondents of 398 citizens, the male is 28.6%, the female is 71.4%, indicating the gender imbalance. In the age group, the age between 18-25 is the most common group, the result of 66.3% showing that youths of Yangon citizens are more willing to take part in the survey. The other notable fact is that the age above 50 showed only 5.3%, that, people of that age has less interest in visiting behavior of green hotel than that of youth. In the highest level of education question, the highest percentage, 42.5 % of respondents are the university students and this showed the notable fact that, out of 398 respondents, university students are interested most in the subject. 27.6% of respondents are graduate, and 28.1% of the respondent are postgraduate respectively. There are 48.9% of the students, 31.9 % of the employees, 13.1 % of private enterprise and only 4.4% are unemployed, that students and employees have more interest and desire to deal with green issues. The data showed that 38.4% of the respondents are from East Yangon District, 29.9% from west Yangon district, 19.8% from south Yangon district and 11.8% from north Yangon district respectively. This result showed that the participants were considered to be heterogeneous group. The results of the analysis of the demographic factor are shown in the table (4.1).

**Table (4.1) The Summary of the data of demographic factors of respondents**

Items	Classification	Sample Amount	Percentage %
<b>Gender</b>	Male	114	28.6
	Female	284	71.4
<b>Age</b>	18-25	264	66.3
	25-40	69	17.3
	40-50	44	11.1
	50 and above	21	5.3
	<b>Highest level of education</b>	High School	4

<b>Occupation</b>	University Student	172	43.2
	Graduate	110	27.6
	Post Graduate	112	28.1
	Student	198	49.7
	Employee	129	32.4
	Own Business	53	13.3
	Unemployed	18	4.5
<b>Where do you live?</b>	East Yangon District	153	38.4
	West Yangon District	119	29.9
	South Yangon District	79	19.8
	North Yangon District	47	11.8
<b>Total</b>		398	100

Source Survey data (2019 )

### Reliability and Validity Test

In this analysis, eight items of Environmental Concern, seven items of Attitude towards visiting green hotels, three items of Subjective Norms, five items of Perceived Behavioral Control and 3 items of Intention to visit green hotels were tested for their validity and reliability through Confirmatory Factor Analysis. For each item, the factor loading less than 0.60 were removed from the analysis. This test showed that all the questionnaires items set for the survey data collecting process were absolutely reliable and valid that the outcomes of the whole project were also reliable. The detail analyses of the factors are shown in Table (4.2)

**Table (4.2) The Summary of Reliability and Validity Test**

Construct	Items	Factor Loading	Chronbach's Alpha	AVE	KMO
Environmental Concern(EC)	EC1	.775	.911	62.111	.916
	EC2	.723			
	EC3	.725			
	EC4	.646			
	EC5	.790			
	EC6	.878			
	EC7	.849			
	EC8	.887			
Attitudes towards visiting green hotels(A)	A1	.803	.907	64.533	.904
	A2	.691			
	A3	.840			
	A4	.788			
	A5	.840			
	A6	.835			
	A7	.816			
Subjective Norms(SN)	SN1	.907	.855	77.573	.719
	SN2	.879			
	SN3	.856			
	SN3	.856			
Perceived Behavioural Control(PBC)	PBC1	.773	.843	61.634	.794
	PBC2	.847			
	PBC3	.713			
	PBC4	.803			
	PBC5	.783			
Intension to visit Green Hotels(I)	I1	.852	.820	73.564	.720
	I2	.859			
	I3	.862			

Note: AVE= Average Variance Extracted

Source: SPSS Output

**Correlation**

Correlation test was used to learn the relationships between the variables of the study. To understand the strength and the direction in the linear relationship between variables, i.e. Environmental Concern, Attitude towards visiting green hotels, Subjective Norms, Perceived Behavioral Control and Intention to visit green hotels were measured with the Pearson's of coefficient correlation method as shown in the table.

**Table (4.3) Summary of Correlations among the constructs**

	EC	A	SN	PBC	I
EC	1				
A	0.566**	1			
SN	0.423**	0.639**	1		
PBC	0.595**	0.690**	0.541**	1	
I	0.541**	0.740**	0.567	0.660**	1

Source: SPSS Output

**Regression Analysis**

Multiple regression analysis was performed to observe the relationship between the independent variables and the dependent variable. Hypotheses of this study were tested and supported. Table provides the details about all Hypothesis Tests Results and Their Status.

The empirical results reveal that Environmental Concern ( $\beta = 0.566, t = 13.615, p < 0.05$ ) was also found significantly influencing the consumers' Attitude towards visiting green hotels while traveling. This supports the H1, Customers' environmental concern is positively related to the attitudes toward green hotel. Next, Environmental Concern ( $\beta = .423, t = 9.23, p < 0.05$ ) was also found significantly influencing the consumers' Subjective Norms. This also support H2- Customers' environmental concern is positively related to the subjective norms. Moreover, Environmental Concern ( $\beta = .595, t = 14.740, p < 0.05$ ) was also found significantly influencing the consumers' Perceived Behavioral Control. Therefore, hypothesis H3, Customers' environmental concern is positively related to the perceived behavioral control, was supported. Furthermore, Attitude ( $\beta = .485, t = 9.888, p < 0.05$ ), Subjective Norm ( $\beta = .115, t = 2.716, p < 0.05$ ), and Perceived Behavioral Control ( $\beta = .263, t = 5.869, p < 0.05$ ), were positively and significantly related to consumers' green hotel visit intention. Hence, the following hypothesis H4, Customers' attitudes toward green initiatives positively affect on the purchase intention of the hotels with green initiatives, H5, Subjective norms positively affect on the customer's purchase intention of the hotels with green initiatives, and H6 Customers' Perceived behavioral control positively related to the customers' purchase intention, were supported. The additional constructs integrated into the TPB model, Attitude towards visiting green hotels ( $\beta = .639, t = 16.536, p < 0.05$ ) is significantly influencing the consumers' Subjective Norms which supported hypothesis H7, Customers' attitudes toward green initiatives positively affect on the subjective norms. It is clear that the estimates of the standardized coefficients and t-values which showed that the direct effect of attitude on green hotel visit intention was greater than the subjective norm and perceived behavioral control. After multiple regression analysis, the following model can be drawn due to hypotheses testing results.

**Table (4.4). Hypothesis testing result and their status**

Paths	Hypothesis	Standardized Estimate ( $\beta$ )	t-value (t)	P-value(p) Significance	Hypothesis Status
Environmental Concern → Attitude towards visiting green hotels	H <sub>1</sub>	0.566	13.651	.000	Supported
Environmental Concern → Subjective Norms	H <sub>2</sub>	0.423	9.23	.000	Supported
Environmental Concern → Perceived Behavioral	H <sub>3</sub>	0.595	14.740	.000	Supported

Control					
Attitude towards visiting green hotels → Intension to visit Green Hotels	H <sub>4</sub>	0.485	9.888	.000	Supporte d
Subjective Norms → Intension to visit Green Hotels	H <sub>5</sub>	0.115	2.716	.007	Supporte d
Perceived Behavioral Control → Intension to visit Green Hotels	H <sub>6</sub>	0.263	5.869	.000	Supporte d
Attitude towards visiting green hotels → Subjective Norms	H <sub>7</sub>	0.639	16.536	.000	Supporte d

Source: Survey data (2019)

After multiple regression analysis, the following model can be drawn due to hypotheses testing results. Thus, it showed that the Yangon citizens’ attitudes, subjective norms and perceived behavioral control were shown to have positive influence over their purchase intention. It also showed that the citizens of Yangon will be more willing to choose hotel which is environmentally favored, in future. Finally, it also revealed that the theory of Planned Behavior is valid in investigating the target audience, Yangon citizens.

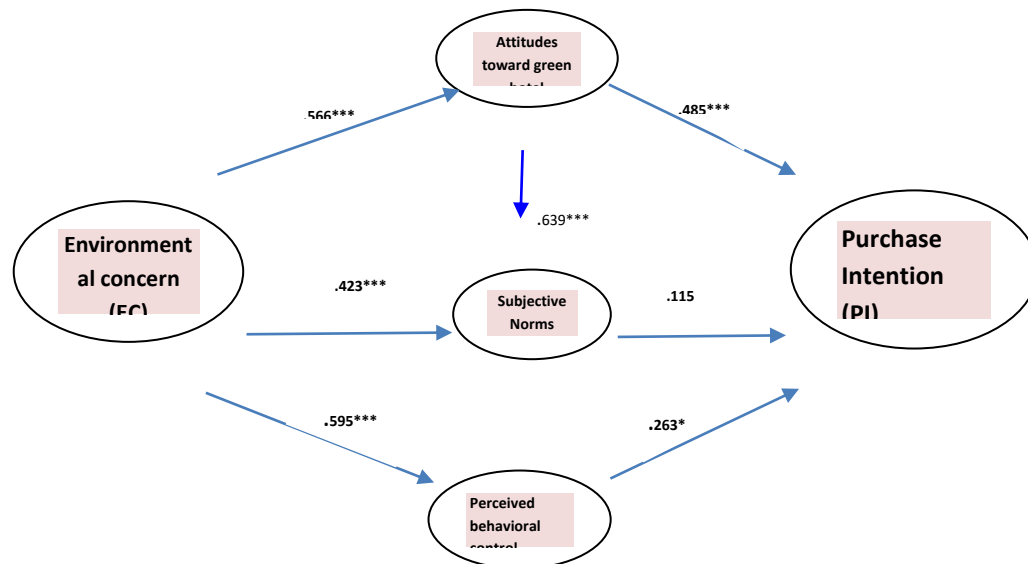


Figure (4.1) Hypotheses Testing Results

5. DISCUSSION

The analysis of the findings of this study revealed the strong validity of the sufficiency of TPB model in predicting green hotels. According to the outcomes, it was clearly seen that all of the

antecedents of TPB and environmental concern distinctly attribute to the development of behavioral intention as expected.

As this study predicted the Yangon citizens' behavioural intention on green hotels, the clear image of presence green customers and their level of environmental awareness was resulted. As this study introduced green issues and knowledge with Yangon residents, at least about 400 sample people of Yangon citizens became aware of environmental issue. Similar researches can be done on other big cities in Myanmar, and comparative studies can also be carried out as follow up research. It also helps the hotel customers to notice to be responsible individuals by contributing green hotels' projects and green initiatives, and to buy green products. The future development of green tourism can certainly be seen. If more customers go to the hotels which follow green initiatives and measures, more hotels would become green relatively. So, every hotel and motel will follow the green initiatives to keep abreast with rivals. In this way, the future of Myanmar Tourism industry will create more responsible as well as sustainable atmosphere. This is the contribution of this research project to the responsible tourism.

## 6. LIMITATIONS

Although getting good results, this study has some limitations in using TPB model. First, TPB can only predict the consumer behaviour and behavioural intention. Other crucial area like measuring customer satisfaction level and/or precise information and implications for drawing green marketing strategies, were not included. Moreover, one important criteria, the respondent's level of income was left out in the demographic factors that the relation between level of income and purchase intention for green hotel was unable to be measured. Next, in the analysis of survey results, the frequency level can only be measured, that, the relation between respondent's education, age and gender and the hypotheses results were not analyzed. Similarly, concerning the question for the four districts residents, only the fact that they were heterogeneous group. The follow up researches can continue these parts.

Besides, although the demographic factors varied among the respondents, the most common group is within the age group of 18-24, meaning that the results will be dominated by the vision of young people. This also means that there is a doubt if the visions of young generation really represent the overall citizens of Yangon. Other follow up research must consider it as an important factor and should undertake other method of sampling, to get more heterogeneous age group to participate.

In addition, the focus of the study is only limited on Yangon citizen. This cannot represent the other demographic population of Myanmar. More research should be done on other parts of Myanmar, that it will be helpful in drawing implications on overall Myanmar. Next, the sampling technique used in the study was simple random sampling method that every citizen, regardless of his /her knowledge on green hotels, could participate in the survey. This means that, not all the answers of the respondents based on their actual visiting behavior, but only predicting behaviour, based on TPB. The future researcher should use stratified random sampling



method or the convenience sampling. So that those who are from the hotel and accommodation industry and/or real visitors of green hotels in Myanmar, can take part in the research.

## 7. CONCLUSION

A critical challenge for hotel marketers is to gain a better understanding of customers' desire for green consumption alternatives. As consumers become more aware of their consumption-related environmental problems, they seek to purchase environmentally friendly products. Hotel managers can increase the understanding of customers' eco-friendly attitudes so that they can benefit strategically. As the issues of hotel guests' concern for environmental degradation and willingness to pay for hotel green practices are of great industry concern, it is the crucial need to conduct research on these matters. Likewise, perceived barriers to guests' participation in green programs have also need to pay more attention. As this study investigated the positive relationship between consumers' behaviour and green hotel choice, it will become a good contribution for planning strategies for customer satisfaction, marketing and sustainable issues. Thus it is sure that this study can contribute the hotel and tourism industry to some extent.

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