

Going Green: A Study on Consumer Perception and Willingness to Pay towards Green Attributes of Hotels

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Abstract:

Going green has become a new trend for Indian consumers. The perception towards green environment gave birth to the new insight of consumers. This study is guided by four research questions: (1) Identifying perception of Indian consumers about green attributes of hotels, (2) Identifying willingness to pay (WTP) of Indian consumers for green attributes of hotels, (3) Identifying the difference between the family income and willingness to pay of Indian consumers towards green attributes of hotels, and (4) and identifying the relationship between the perception and willingness to pay of Indian consumers towards green attributes of hotels. The current study concluded that Indian consumers have a positive perception towards green products and services but positive perception of consumers does not have positive willingness to pay. Some Indian consumers are willing to pay for green products and services but many of them are not ready to pay an extra amount for the same. So it's a big challenge for the hoteliers to come out with those green services which can attract consumers. Also, they should make aware about the usage of green services and its importance so that consumers can easily buy without any hesitation.

Keywords: Indian Consumer Perception, Willingness to Pay, Green Attributes, Green Hotel Services, Indian Consumers.

I. INTRODUCTION

Among the service sector, Indian tourism and hospitality industry has emerged as one of the important drivers of development. It is a sunrise industry, an employment generator, a source of foreign exchange for the country and an economic activity that helps nations to grow. Tourism in India is a potential game changer. India has excellence in its beauty, uniqueness, rich culture & heritage. India's wide history has been vigorously promoting tourism both internationally as well as in the domestic market. India is a tourism product and has a significant potential to become a most wanted and preferred tourist destination globally.

Hotels are the most important part of the tourism industry which contributes to the sector by offering services and facilities of extremely high standard. "ICRA Limited rating agency expected the rise in revenue of Indian hotel industry from 9-11 per cent in 2015-16." With the fast degradation of the environment, hotels are taking various initiatives to save the environment. One of the major strategies adopted by the hotel industry is to use of eco friendly products and services. This growing concern towards the environment, the hotel industry is making green efforts to attract their customers. The concept of Green hotel includes broader categories like the equipments or the infrastructure of the hotels should be green, the hotels policies and procedure should be linked with the environmental policies and the management of hotels should also include all kind of information towards green policies of the hotels. *The Green Hotel Association (2008)*, green hotels, provides a more resource oriented definition: Green hotels are environmentally sustainable properties whose managers are eager to institute programmes that save water, save energy, and reduce solid waste while saving money to help protect our one and only earth.

"The Nielsen Global Survey conducted a nine-country online study to understand how global attitudes and behaviors of consumers about engagement towards sustainability are changing. Consumers were clustered into five segments and identified that two-thirds of the 'sustainable mainstream' population will choose products

from sustainable sources over other conventional products and these consumers will buy eco-friendly products who have personally changed their behavior so that their impact on global climate change can be minimized.”

“According to Manaktola and Jauhari (2007) study, it was seen that Indian customers worry about ecological problems but they are not ready to change their lifestyles. This makes them ignore the environmentally responsible decisions as they are not ready to sacrifice luxury and convenience, nobody will accept lower quality or pay a higher price for services with green products and services.”

Hence, it can be seen that there is still a huge scope for companies to cater green consumers as these consumers are increasing at a faster rate. A little more effort by the companies can bring a huge change in the mindset of consumers and will force them to change their buying decision towards green products and services.

II. LITERATURE REVIEW

The following literature review suggests that there has been a drastic change in the mindset of consumers in today’s Green Environment that can be seen broadly among consumers as well as hoteliers. Various past studies have been conducted on green services, green consumers, consumer attitude and behavior, green marketing and consumer perception but by reviewing those previous studies, the current study has explored the research gap which established new area to study for future research.

Table.1

S.No	Author Name	Year	Title	Result
1.	Laroche et al.,	(2001)	“Targeting consumers who are willing to pay more for environmentally friendly products”	57% of the females would pay more for green products as compared to males which showed that females are more environmentally Consumers were willing to pay more because they are aware and concerned about the ecological problems.
2.	Muñoz and Rivera	(2002)	"Tourists' willingness to pay for Green Certification of Hotels in Mexico"	53% of tourists in Mexico rate water conservation and reducing water pollution as the most important topic and nearly 2/5 of the tourists would be willing to pay a higher rate to stay at an environmentally friendly hotel. It was also seen that tourists preferred environmentally certified hotels over those that are not, and also ready to accept less luxury or comfort amenities.
3.	Kasim	(2004)	Socio-environmentally responsible hotel business: do tourists to Penang Island, Malaysia care?	Tourists were knowledgeable and cared about the environment The study concluded that tourists approved those room attributes that were environmentally friendly and were willing to accept rooms with water saving features, recycling bins, fire-safety features, energy saving features, and information on local ecotourism attractions but did not consider as a sole reason of staying in a hotel.
4.	Kasim	(2006)	“The need for business environmental and social responsibility in the tourism industry	There was a link between tourism activity with both physical and social environment. Hotel sector is the major of tourism and the key area of hotel which majorly has environmental impact i.e. energy consumption, solid wastes and polluted water. These areas were prioritize and to be considered for sustainability of the industry.

5.	Manaktola and Jauhari	(2007)	Exploring consumer attitude and behavior towards the green practices in lodging industry.	<p>22% of the respondents seek information and use it while taking decision regarding hotels. Also 55% pay attention towards the environmental initiatives and 23% do not bother about the any information related to ecofriendly practices.</p> <p>It showed that consumers were concern about the environment. But when it comes to pay for green practices adopted by lodging industry, only 15% of the consumers were willing to pay for environmental initiatives and 33% of the respondents feel that the environmental costs should be shared by consumers and hotels which can be analysed that Indian consumers are not ready to pay premium amount for the green services.</p>
6.	Budeanu	(2007)	A study on sustainable tourist behavior – a discussion of opportunities for change	<p>Despite of positive attitudes towards sustainable tourism, only few of the tourists act positive in buying tourism product.</p> <p>the people have intrinsic reasons for not behaving in a responsible manner like habits of consumers, convenience, personal preferences etc.</p>
7.	Yesawich.P.C	(2008)	Turning Green Practices into More Green	<p>Identified that 8 out of 10 Americans claimed to be green by turning off lights and composting. “This study also stated that 4 out of 10 leisure travelers would pick an environmentally friendly hotel over one that was not.</p> <p>Only half were willing to pay more to the environmentally friendly hotel as compared to its non-green competitors, because they felt it was more of an obligation besides being important for the environment.</p>
8.	W.Young et al.	(2009)	Sustainable Consumption: Green Consumer Behavior when Purchasing Products	<p>The results concluded that 30% of consumers were concerned about environmental issues but they were not able to translate this into purchases.</p> <p>The consumers who were interviewed have shown that they were ready to buy the green products which are eco friendly like product made up of recycled material, energy efficiency, durability etc.</p>
9.	Lee, Kim et al.	(2010)	Understanding how consumers view green hotels: how a hotel’s green image can influence behavioral intentions	<p>The major findings showed that consumers evaluate green hotel’s image more on quality basis than on the basis of value. It was also found out that green hotels guests were willing to spread positive recommendations and word of mouth and also revisit the green hotel but they indicated lower willingness to pay more for green hotels. It has concluded that green hotel image gave favorable rise to behavioral intentions.</p>

10.	Kim and Han	(2010)	Intention to pay conventional hotel prices at green hotel- a modification of the theory of planned behavior	Consumers have favorable attitude towards paying conventional hotel prices for a green hotel as consumers were ready to pay prices similar to those at a comparable non-green hotel. The social pressure, attitude and perceived ease of engaging in the behavior results in the enhancement of intention to pay price for green hotels similar as the non green hotel. It can be seen that consumers would not always sacrifice their comforts and convenience.
11.	Datta	(2011)	Pro-environmental concern influencing green buying: A study on Indian Consumers	The results concluded that 98% of the respondents were aware about the eco friendly products and 95% were aware of the fact that the eco friendly products will contribute in saving the environment.
12.	Ogbeide	(2012)	A study on Perception of green hotels in the 21 st century	The study revealed that there was a positive perception of consumers towards green hotels as 88% of respondents felt that the green practices which were being used by the hotels were very important. In regard to the cost, 46% of the consumers believed that hotels should pay the initial cost of going green and about 75% of the consumers were willing to pay less or same amount as compared to conventional hotels.
13.	Kang et al.	(2012)	Consumers' willingness to pay for green initiatives of the hotel industry	European Commission (2013) study reveals that 77% of European Union people were willing to pay more for environmental products, but only 55% of European Union citizens are informed about the environmental impact of the products they use and buy. This shows that consumers are willing to pay more for the green products and they use it but there are still few consumers who do not have information about the usage and impact of green products.
14.	Mensah and Mensah	(2013)	International Tourists' Environmental Attitude towards Hotels in Accra	The results of the study indicated that a majority of respondents felt that hotels do not destroy the environment but contribute to the global environmental problems which implied that 72.2% did not believe that hotels impact negatively on the environment. Majority of respondents were willing to pay more to stay in a hotel with a responsible environmental attitude.
15.	Noor et al.	(2014)	Exploring tourist intention to stay at green hotel: the influences of environmental attitudes and hotel attributes	This survey was based on Malaysian consumers and the results that they found was that there was a positive relationship between green hotel attributes and intention to stay in a green hotel i.e. tourist with high environmental attitudes were willing to stay in a green hotel. This implied that tourists who have greater

				interest in green hotels would like to identify that which hotels conduct a green practices which will be able to fulfill their green practices perceptions.
16.	Chen, W. J.	(2014)	A comparative analysis of consumers' attitude and behavior toward Green Practices of hotel industry of Taiwan and china	It implied that Consumers in Taiwan were found to have more positive environmental attitudes, more environmentally conscious behaviours and a higher willingness to stay at environmentally friendly hotels. Conversely, in China, there was no relationship between environmental responsive behaviour and the willingness to stay at environmentally friendly hotels.
17.	Punitha et al.	(2015)	Consumers' Perceptions of Green Marketing in the Hotel Industry	The study found out that both local and international tourists have different perspectives towards green marketing as Malaysian consumers were getting themselves more involved seriously with the recycling campaigns which had been carried out extensively in the country, whereas international tourists felt that objective of green marketing was to achieve minimal detrimental impact on the environment.
18	Kasliwal and Agarwal	(2015)	A Study on Indian Consumers' Attitude and Choice of Preferences for Green Attributes of the Hotel Industry	The results found out that the majority of the consumers were aware about the term "green". The green attributes like training employees, use sensors for save electricity; establishing recycling program and saving light bulbs were perceived as very important attributes for the consumers. It was also seen that the using key cards used for saving energy was the most preferred green attributes for the consumers.
19.	Verma and Chandra	(2016)	Hotel guest's perception and choice dynamics for green hotel attribute: a mix method approach	It was found out that there are various green practices implemented by hotels and few of them like energy efficient light bulbs in guest rooms, recycle bins in the room as well as hotel lobby, and green certification were perceived favorably by the consumers. It was seen that "the perception of Indian consumers towards hotels pertaining to inconvenience such as high cost and lost in luxury have a significant impact on their willingness to pay for the green practices, as only 29.8 % guest were willing to pay for the green practices incorporated by the hotels."

Source: Author's Compiled

III. RESEARCH METHODOLOGY

For the collection of data, standardized questionnaires were distributed to 700 Indian Tourists where overall responses came out to be 463. The database of these consumers are Indian tourists who visited within the states of India can be either business or leisure travelers. This study tried to make the sample a true representative of pan Indian consumers. Random sampling was used where the sample are chosen out of those population who are Domestic tourists. Once the data was collected, appropriate statistical tools have been used.

The statistical tools i.e. Cronbach’s Alpha for reliability test, Multiple Correlation Analysis and Multiple Regression Analysis are used to examine the relationships among the consumer perception and willingness to pay and impact of variables on one another. For all demographic data frequencies, means and standards deviations were run in SPSS. The SPSS 20.0 software was used for data analysis and interpretation.

Objective of the current study

The objectives of the research are as follows:

1. To identify the perception of Indian consumers about green attributes of hotels.
2. To identify the willingness to pay of Indian consumers for green attributes of hotels.
3. To identify the difference between the family income and willingness to pay of Indian consumers towards green attributes of hotels.
4. To identify the relationship between the perception and willingness to pay of Indian consumers towards green attributes of hotels.

The objective of the study is to know about the Indian consumer’s perception and their willingness to pay towards green attributes of hotel. Also, to identify the relationship between the family income and willingness to pay of Indian consumers towards green attributes of hotels. Pricing is the major factor which restricts Indian consumers to spend more on green products and services. “Singh and Pandey (2012) said that pricing was a critical factor in green marketing as compared to conventional marketing.” Therefore, the current study has focused more towards the Indian consumers’ perception and willingness to pay for green attributes followed by hotels where researcher can get to know about the mindset of Indian consumers towards consumption pattern of green products and services.

Hypothesis

H₀1: There is no relationship between consumer perception and willingness to pay towards green attributes of hotel

H₀2: There is no significant difference between family income and willingness to pay more towards green attributes of hotels

Data Analysis and Interpretation

Table 2 Pilot Testing

Reliability Statistics	
Cronbach's Alpha	N of Items
.889	84

From Table 2, it can be seen that the value of Cronbach's alpha is **0.889**, which indicates a high level of internal consistency for scale. According to the current study data collected is reliable. After pilot testing, further data was collected and suitable statistical testing was used.

Consumers’ Willingness to Pay

Consumers’ opinion towards Willingness to Pay

Table. 3

STATEMENTS	Mean Score (M)	Std. Deviation(SD)
Practicing green attributes is tedious and less comfortable	3.15	1.169
Green products are fooling consumers	2.59	.998
Green products & services are unnecessary charging higher.	2.89	1.119
Environmental messages are perceived as unnecessary	2.91	1.123
Green practices are not possible to be done on a daily basis	2.93	1.135

Source: Author’s own

From the Table 3, it can be interpreted that 198 out of 463 respondents ($M=3.15$) are agreed that practicing green attributes is tedious and less comfortable whereas majority of the respondents are disagreed with the statements that ‘green products are fooling consumers’, ‘green products & services are unnecessary charging higher’, ‘environmental messages are perceived as unnecessary’ and ‘green practices are not possible to be done on a daily basis’. This implied that consumers are willing to accept and pay for the green products and services. For them, taking green initiatives, showing concern towards the environment and gradually building trust towards green products and services have become more important these days for which they can afford to pay extra amount for the same.

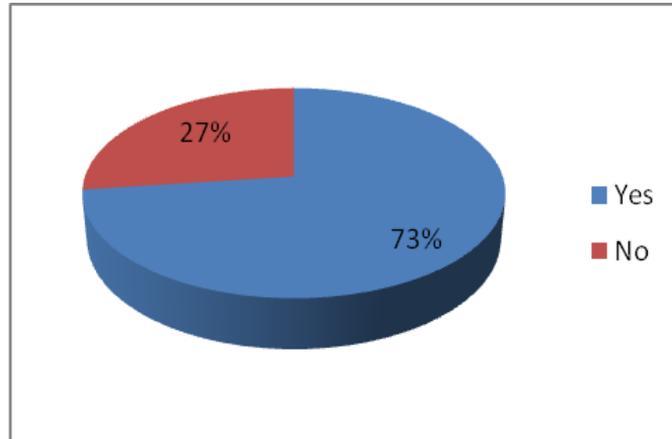


Fig.1 Willingness to Pay Extra Amount

Source: Author’s own

From the Fig.1, it can be seen that 73% of the Indian consumers are willing to pay extra amount for the green attributes followed in a hotel whereas only 27% of the Indian consumers are not willing to pay extra amount towards the green attributes of a hotel.

How much more consumers are willing to pay for the green practices?

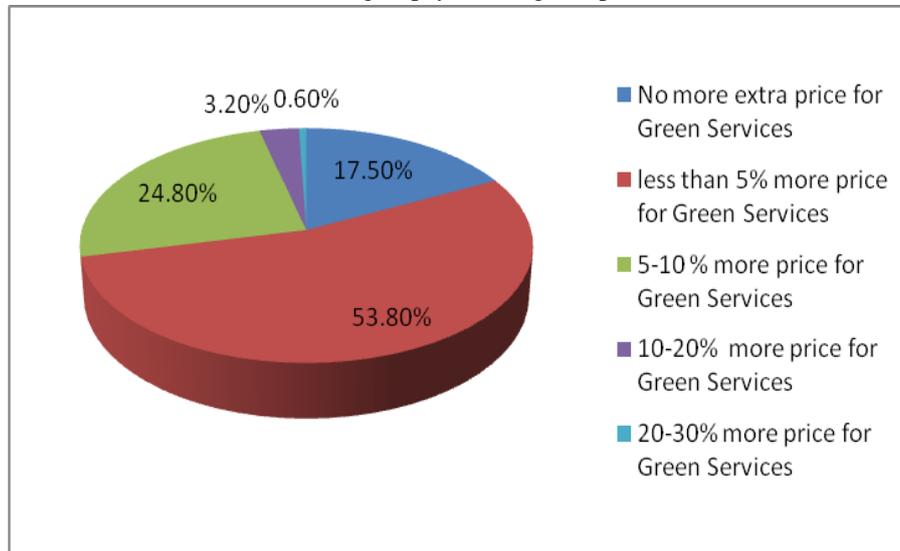


Fig. 2

Source: Author’s own

From the Fig. 2, it can be analysed that 53.8% of the respondents are ready to pay but only less than 5% extra price for green services whereas 24.8% of the respondents are ready to pay 5-10% more prices for the green attributes followed in a hotel and 17.5% of the respondents will not pay any extra price for the green services. This can be analysed that paying less than 5% extra amount for the green services does not make any big differences in the contribution towards saving environment. It is negligible when environmental issues are the major concern even if Indian consumers are willing to pay.

Consumers' opinion against the following statements w.r.t. Willingness to Pay

Table 4

STATEMENTS	Mean Score (M)	Std. Deviation (SD)	Importance Level
In today's scenario, lodging industry is really green	3.17	1.063	I
Hotels should utilise the extra funds that you are willing to pay for greening	4.02	.744	VI
Charging of premium price for the green management by the hotels is a right decision	3.56	.946	I
Hotels are themselves investing huge amount for the green management	3.46	.954	I
I will be happy in staying a conventional hotel without paying extra charges	3.63	.906	I
Hotels charges extra amount only for their profits	3.53	1.002	I
Hotel charge extra amount for the environment friendly services without providing quality services	3.38	1.021	I
Convenience and comforts matters more than the green efforts taken by the hotels	3.38	.997	I
Green management costs higher, so prices for the green services will be high.	3.52	.944	I
I have no interest in hotels's green practices	2.55	1.003	LI
I don't trust in green practicing followed by the hotels	2.73	1.051	I
I don't see any action taken by the hotels for saving environment.	2.99	1.043	I
My financial position will decide to pay extra amount for green services or not.	3.77	.958	I

Source: Author's own

Mean Score: VI- As very important, I- as important, LI- as least important

From the Table 4, it can be analyzed that Indian consumers are willing to pay premium amount for the green practices followed in a hotel. Out of 463 respondents, 323 (M=3.77) have said that their financial position will decide to pay extra amount for green services and 380 respondents (M=4.02) claimed that hotels should utilise the extra funds which were paid by the consumers for greening, 292 respondents (M=3.56) have opinion that charging premium price for the green management by the hotels is a right decision, 289 respondents (M=3.52) have opinion that green management costs higher, so prices for the green services will be high. This means that Indian consumers are willing to pay extra price for the green services and they are also aware with the fact the green management is a costly affair so prices will be high. On the other hand, 275 respondents (M=3.63) have opinion that they will feel happy in staying a conventional hotel without paying extra charges because 266 respondents (M=3.53) have opinion that hotels charges extra amount only for their profits and 233 respondents (M= 3.38) have opinion that hotel charge extra amount for the environment friendly services without providing quality services. This implies that consumers are willing to pay for the green services followed in a hotel and more than half of the consumers are paying less than 5% extra amount but they do not want to compromise with the quality and comforts while staying in a hotel. They have their misgiving that hotels are charging high prices only for their own profit and not providing the quality services, hoteliers need to retain their consumers by eradicating these misconceptions.

Consumer Perception towards Green Attributes

Consumer perceive the level of importance to the following Green Attributes Mean Score

Table 5

Green Attributes followed by hotel	Mean score	Std. Deviation	Importance level
Train employees for better environmental performance	4.51	.620	VI
Inform you about environmental practices followed by hotel	4.18	.694	I
Participate in environmental partnership or certification	4.18	.720	I
Use sensors or timers to save electricity	4.53	.660	VI
Establish active recycling program for materials	4.46	.632	I
Establish system for prompt disposal of packaging materials	4.37	.685	I
Utilise environmentally responsible cleaners throughout the property	4.31	.661	I
Having energy saving light bulbs in all rooms	4.64	.588	VI
Offer a linen reuse option to multiple night guests	3.64	1.189	LI
Have an active system to detect and repair water leakage in toilets, faucets and shower heads	4.46	.682	I
Provide environmentally friendly products (i.e. low toxicity, organic or locally grown/made)	4.47	.630	I
Encourage business with environmentally friendly service providers	4.38	.659	I
Cultivating a physical environment with plants or green decorations	4.26	.706	I
Environmental publicity	4.09	.842	I
Set up smoke free rooms or smoke free floors	4.34	.732	I
Adopting a comfortable and humanistic design	4.22	.716	I
Educating customers on benefits of environment friendly practices	4.30	.717	I
Purchase ethical environment friendly products	4.40	.656	I
Paper less policy including use of electronic software or systems	4.48	.738	I
Recycling (cardboards, papers, cans, plastic, bottles etc)	4.62	.613	VI
Using reusable utensils rather than disposable ones.	4.34	.780	I

Source: Author's own

Mean score : VI- As very important, I- as important, LI- as least important

By using mean method, Table.5 has shown the level of importance perceived by consumers towards green attributes and most preferred green attributes by the consumers while choosing a hotel respectively. Green attributes like train employees for better environmental performance (4.51), use sensors or timers to save electricity (4.53), having energy saving light bulbs in all rooms (4.64) and recycling (cardboards, papers, cans, plastic, bottles etc) (4.62) are perceived as very important attributes by the consumers.

ANOVA testing w.r.t. Family Income and Willingness to Pay

Table 6 Relationship of Family Income among variables ANOVA

Relationship of Family Income among variables							
			Sum of Squares	D f	Mean Square	F	Sig.
Willingness to pay	Between Groups	(Combined)	.141	3	.047	.181	.909
	Within Groups		119.146	459	.260		
	Total		119.287	462			

Source: SPSS output

From the analysis of Table.6, the *p value (sig. value)* of willingness to pay is .909, which is more than 0.05. This means that null hypothesis is accepted and study proves that there is no significant difference between family income and ecoliteracy, consumer perception, consumer preference, willingness to pay and consumer green acceptance behaviour towards green attributes of hotels. This implies that family income of consumers does not influence their awareness, perception, consumer preference, willingness to pay and green acceptance behaviour of consumer.

Table. 7 Correlation Analysis

		Willingness to Pay
Consumer Perception	Pearson Correlation	-.117*
	Sig. (2-tailed)	.012
	N	463

Source: SPSS output

** Correlation is significant at the 0.01 level

From the Table 7, correlation analysis shows that there is a degree of relationship between consumer perception towards green attributes and consumer preference towards green attributes and willingness to pay. It has found that Pearson correlation value of willingness to pay is -0.117 with the *p value (sig value)* is less than 0.05 ($p < 0.05$). This indicated that there is a negative correlation between the consumer perception towards green attributes and willingness to pay. This means that positive consumer perception towards green attributes shows less willingness to pay towards green attributes followed by the hotels.

IV. DISCUSSION

From the current study it has been analyzed that 72.6% of Indian consumers are willing to pay extra amount for green practices followed in a hotel and 53.8% of the respondents are paying less than 5% more price for green services. Despite higher willingness to pay for green services, consumers still have doubt towards hotel management towards execution of green services. From the Table.4, it can be seen that, consumers agreed with the statements that they will be happy in staying in a conventional hotel without paying extra charges ($M=3.63$), consumers also agreed that hotels charges extra amount only for their profits($M=3.53$), hotel charge extra amount for the environment friendly services without providing quality services($M=3.38$), and for them convenience and comforts matters more than the green efforts taken by the hotels(3.38). This shows that for Indian consumers, comforts and convenience are more important, also they have misconception that hotels do not provide quality services even after charging higher amount. Consumers might be willing to pay but their perception towards implementation of green services in hotels stops them to take action towards payment. As consumers know that Green management costs higher, so prices for the green services will be high ($M=3.52$) that is why they are willing to pay and that is only less than 5% of amount which does not have any effect on overall payment. It might be the reason that consumers were less likely to willing to pay more for their stay as customers view green practices as cost-cutting measures for a hotel Baker, M.A et.al. (2013). Consumers' willingness to pay is dependent upon the comforts, quality and price. Indian consumers are more skeptical towards green products and services as they think that they are being cheated by offering green products and services with higher prices. "Singh and Pandey (2012) concluded that pricing was a critical factor in green marketing as compared to conventional marketing. It is very true that green products and services costs higher than the non green products which generally consumers resist to buy it. Concerns about the overpricing have made consumers skeptical about certain green claims. But instead of strong positive behavior and attitude customer would not pay much for this. The most important factor that stops consumers to buy green products is quality, lack of comforts and convenience. Consumers do not want to sacrifice quality even after paying higher amount, because Consumers focus on the credibility of a hotel's green promotions (Chan, 2013) and Consumers consider premium pricing, lower comfort level and inconvenience the most important negative green hotel attributes (Han and Chan 2013). Consumers will not always sacrifice their comforts and convenience Kim and Han (2010). Hence, Rao et al. (2011) suggests that if business offer environmental friendly products to

consumers with affordable prices and high quality as compared to traditional products, along these consumers have positive intentions to purchase green products, green product purchase will be high

The analysis also shows that there is no significant difference between family income and willingness to pay towards green attributes of hotels. This implies that consumers with different family income will not have any influence on willingness to pay. It was seen in the study of "Gupta and Abbas (2012) examined that richer consumers have less favorable attitude towards green products. More the income of consumers, the less would be favorable attitude of consumers towards green product. Sahu (2013) explained that Income level has positive relation with the eco concern which means that concern for the environment increases with the increase in income of the consumers. So the past studies showed the favorable impact of income on consumer attitude and behavior but the result of the current study identified that family income did not influence these variables.

In the past two to three years, in the supervision of honorable Prime Minister Shri Narendra Modi, have brought drastic change in the Indian economy towards the sustainable issues. The government has proposed various models, campaigns and advertisement like 'Incredible India campaign', 'Atithi Devo Bhavah' to bring awareness about sustainable tourism. A drastic change has been seen in the awareness level of consumers and perception, their preferences and their behavior are also changing irrespective of their income. A report from IBEF(2014), 'Tourism and Hospitality' analysed a strong growth in per capita income in the country is driving the domestic tourism market. A report in IBEF(2016), 'Tourism and Hospitality' where a recent study by the Boston Consulting Group (BCG) and the Confederation of Indian Industry (CII), India's robust economic growth and rising household incomes would increase consumer spending to US\$ 3.6 trillion by 2020." This shows that households' income of the consumers is accelerating fast and by near future the drastic change can be seen. With respect to hotel industry, today many of 4-5 star hotels are implementing green initiatives to attract more consumers. Hoteliers are trying to attract more consumers by initiating new green services. So they would put efforts by giving more offers to attract their consumers to sustain in the market.

V. CONCLUSION

There are evidences in various researches to suggest that consumers are increasingly choosing or avoiding products based on their environmental impact (Coddington, 1993; Davis, 1993; Grove et al, 1996; McDougall, 1993; Ottman, 1992). A study established that 69 percent of the general public believes that pollution and other environmental damage are impacting their everyday life (Schlegemilch, 1996).

Hence, the impact of environmental problems now more clearly visible to one and is resulting into desire to do something in one form or the other.

The current study concludes that the increasing ecoliteracy of consumers have led to favourable perception but they are not willing to pay for the green products and services. On the other hand it is also analyzed that 72.6% of Indian consumers are willing to pay extra amount for green practices followed in a hotel and 53.8% of the respondents are paying less than 5% more price for green services. This means that despite of higher willingness to pay for green services, consumers still have doubt towards hotel management for execution of green services. Because comforts and convenience are the prominent factor for Indian consumers, also they have misconception that hotels do not provide quality green services even after charging higher amount. Also, there is no difference between family income and willingness to pay towards green attributes of hotels. The increased income of consumers, increased awareness among consumers towards environmental issues, attractive offers for consumers by the hotels, increased programs by government have led consumers to perceive, prefer, behave and willing to pay in a same manner.

VI. FUTURE SCOPE

The study of expectations of hotel consumers towards service quality and green services can give a new insight about this untapped market to the hotel managers. The survey on different demographic variables of the guest would be an interesting area of study that can be included for the extensive survey. Such attempt would give more clarity in knowing the views towards eco friendly attitudes and behavior of the consumers. Further studies can also be included that how new changing role of females and youths can affect green behaviour. The hoteliers should examine the best strategies to transform consumers' environmental knowledge into more positive attitude toward the environment so that consumers can convert their concern into buying decisions.

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