The Effect of Eco–Friendly Practices on Consumer Selection Behaviours in the Hotel Industry in Bangkok, Thailand

ผลกระทบของแนวทางปฏิบัติที่เป็นมิตรกับสิ่งแวดล้อมต่อพฤติกรรมการเลือกของผู้บริโภคในอุตสาหกรรมโรงแรมในกรุงเทพฯ ประเทศไทย

Thawit Somrak
ทวิช โสมรักษ์
Bangkok University International Programs
วิทยาลัยนานาชาติ มหาวิทยาลัยกรุงเทพ
Natwara Khotchasit*
ณัฐวรา คชสิทธิ์
Faculty of Architecture, Art and Design,
King Mongkut's Institute of Technology Ladkrabang
คณะสถาปัตยกรรม ศิลปะและการออกแบบ
สถาบันเทคโนโลยีพระจอมเกล้าเจ้าคุณทหารลาดกระบัง
*natwara.kh@kmitl.ac.th

Abstract

This research examines the effects of eco–friendly practices on hotel selection behavior in Bangkok by analyzing responses from 200 survey participants and conducting 15 in–depth interviews. Based on data collected from these 200 survey participants and 15 interviewees, the research explains how environmentally sustainable practices impact customers' hotel choices and loyalty. The analysis demonstrates that environment–conscious initiatives account for 38.9% of the variance in customer selection (R^2 = 0.389), with energy–saving measures and waste–reduction methods identified as fundamental factors. Environmental awareness shows a moderate association with customer loyalty (R^2 = 0.230), while the perception of eco–friendly practices demonstrates a stronger predictive ability for understanding barriers (R^2 = 0.326). The results from ANOVA tests demonstrate that education level and age group affect consumer choices, but gender does not have a statistically meaningful impact. The study's qualitative findings expands upon these results by showing that hotel consumers maintain their preferences for sustainable hotels despite

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concerns about greenwashing, unclear messaging, and higher price points. Customers believe that sincerity in sustainability certification, alongside an active approach to communicating sustainability practices, will make them more loyal and satisfied. The conceptual framework benefits from applying the Theory of Planned Behavior (TPB), as it shows how consumer intentions develop through attitudes, subjective norms, and perceived behavioral control. The research findings offer guidance for hotel managers and policymakers, who should launch authentic, environmentally friendly initiatives with well–defined communication and recognition systems to promote sustainable tourism in Bangkok.

Keywords : eco–friendly practice, consumer behaviour, sustainable tourism, hotel industry, environmental awareness

บทคัดย่อ

การวิจัยนี้ เป็นการตรวจสอบผลกระทบของแนวทางปฏิบัติที่เป็นมิตรกับสิ่งแวดล้อมต่อพฤติกรรมการเลือกโรงแรมในกรุงเทพฯ โดยวิเคราะห์ผู้ตอบแบบสอบถาม n = 200 คนผ่านแบบสอบถามแบบสำรวจและทำการสัมภาษณ์เชิงลึก n = 15 จากข้อมูลที่รวบรวมจากกลุ่มตัวอย่างการสำรวจ 200 คนและการสัมภาษณ์เชิงลึก 15 คน การวิจัยได้ชี้ให้เห็นว่าแนวทางปฏิบัติที่ยั่งยืนต่อสิ่งแวดล้อมส่งผลต่อการเลือกโรงแรมและความจงรักภักดีของลูกค้าอย่างไร การวิเคราะห์แสดงให้เห็นว่าความคิดริเริ่มที่คำนึงถึงสิ่งแวดล้อมคิดเป็น 38.9% ของการเปลี่ยนแปลงการเลือกลูกค้า (R^2 = 0.389) และการค้นพบมาตรการประหยัดพลังงานและวิธีการลดของเสียระบุว่าเป็นองค์ประกอบพื้นฐาน ความตระหนักด้านสิ่งแวดล้อมของกลุ่มตัวอย่างอยู่ในระดับปานกลางต่อความภักดีของลูกค้า (R^2 = 0.230) แต่การรับรู้ถึงแนวทางปฏิบัติที่เป็นมิตรกับสิ่งแวดล้อมแสดงให้เห็นถึงความสามารถในการคาดการณ์ที่จริงจังในการทำความเข้าใจอุปสรรค (R^2 = 0.326) ผลการทดสอบ ANOVA แสดงให้เห็นว่าระดับการศึกษาและกลุ่มอายุส่งผลต่อทางเลือกของผู้บริโภค แต่เพศไม่มีผลกระทบที่มีความหมายทางสถิติ ส่วนเชิงคุณภาพของการศึกษาขยายผลการค้นพบก่อนหน้านี้ผ่านการสังเกตที่แสดงให้เห็นว่าผู้บริโภคโรงแรมยังคงความชอบของโรงแรมที่ยั่งยืนแม้จะประสบปัญหาเกี่ยวกับการหลอกลวงด้านความยั่งยืน (Greenwashing) และปัญหาเกี่ยวกับข้อความที่ไม่ชัดเจนและราคาที่มากขึ้น ลูกค้าเชื่อว่าความจริงใจในการรับรองความยั่งยืนควบคู่ไปกับแนวทางที่กระตือรือร้นในการสื่อสารแนวทางปฏิบัติด้านความยั่งยืนจะทำให้พวกเขามีความภักดีและพึงพอใจมากขึ้น กรอบแนวคิดได้รับประโยชน์จากการใช้ทฤษฎีพฤติกรรมที่วางแผนไว้ (Theory of Planned Behaviour: TPB) เพราะแสดงให้เห็นว่าความตั้งใจของผู้บริโภคพัฒนาจากทัศนคติบรรทัดฐานส่วนตัวและการควบคุมพฤติกรรมที่รับรู้ได้อย่างไร ผลการวิจัยเป็นแนวทางให้ผู้จัดการโรงแรมและผู้กำหนดนโยบายที่ควรริเริ่มโครงการที่เป็นมิตรต่อสิ่งแวดล้อมอย่างแท้จริงผ่านระบบการสื่อสารและการรับรู้ที่กำหนดไว้อย่างดีเพื่อส่งเสริมการท่องเที่ยวอย่างยั่งยืนในกรุงเทพฯ

คำสำคัญ : การปฏิบัติที่เป็นมิตรกับสิ่งแวดล้อม พฤติกรรมผู้บริโภค การท่องเที่ยวอย่างยั่งยืน อุตสาหกรรมโรงแรม ความตระหนักด้านสิ่งแวดล้อม

Introduction

The study demonstrates how sustainable strategies define customer conduct and improve the market standing of Bangkok hotels. Eco-friendly operations decrease environmental impact through reduced emissions, water usage, and waste generation, which preserves nature and brings forthcoming economic gains through decreased operational expenses and profit increases (Popsa, 2023). An improving guest experience combined with sustainable initiatives is why more customers now prefer hotels (Soni et al., 2022). These factors complement the green tourism movement and customers' rising ecological awareness, thus improving brand image and market competitiveness. The choice behaviour of hotel visitors in Bangkok is affected by environmental attributes, which include service quality, brand image, strategic location and marketing dynamism (Klongsungsorn & Samphanwattanachai, 2025). The worldwide spike in sustainable tourism consumption reveals an imminent travel trend because consumers value resource optimisation, responsible tourism practices, and mindful decision–making (Tehseen et al., 2024). The awareness gap between environmental sustainability and consumer choices remains because consumers lack sufficient information about eco–friendly products (Kim & Lee, 2023) in addition to the increasing interest from Ogiemwonyi et al. (2023). This research delivers substantial progress toward sustainable tourism by discovering consumer–preferred green practices and presenting operational enhancements for hoteliers and policymakers to improve their sustainability outcomes. This research positions sustainability as a key competitive tool because of changing tourism trends. The geographic constraints of studies conducted in Bangkok and the exclusive focus on consumer insights make future research essential for including managerial perspectives with cross-regional analysis.

Proposes

1. To analyse the impact of eco-friendly practices on consumer preferences and selection behaviour.
2. To identify specific eco-friendly practices that significantly influence hotel choice.
3. To provide recommendations for improving sustainability initiatives in hotels.

Consumers' behaviour concerning eco-friendly practices involves several demographic variables, including age, income, education, and level of awareness and trust. Regarding identification–consumption intention, the Theory of Planned Behaviour postulates that actual selection behaviour is determined through some level of the target consumer's environmental consciousness and deals with the relationships between attitudes, subjective norms and perceived behavioural control. However, there are hindrances to implementing these practices in that they may not be widely known, cost more, and are comparatively challenging. These challenges must be addressed to improve the organisation's sustainability development efficiency. This conceptual framework gives a guideline to establish how

sustainable practices affect consumers' decision–making in the Bangkok hotel industry based on the research objectives and hypotheses and the dynamic nature of factors influencing consumers' decision–making process.

Literature Review

The sustainability of the hospitality industry combines environmental protection with technological progress and cultural acceptance alongside business optimisation measures. The implementation of IoT and AI–managed energy–saving systems alongside anaerobic digestion and resource–based food waste control methods in the hospitality industry reduces its environmental impact (Ashton et al., 2024; Irshad & Singh, 2024; Iyengar & Venkatesh, 2024). Sustainable sourcing and circular supply chain approaches advance ecological sustainability through waste reduction efforts while integrating eco–friendly materials, although technological limitations, societal traditions, and equipment deployment expenses pose difficulties (Singh et al., 2024). Due to the potential labour elimination from AI systems, the government should make progressive policies with training initiatives to facilitate ethical workforce transitions. Adopting green strategies in hospitality businesses worldwide remains insufficient because many organisations still follow weak sustainability models that do not meet environmental and social needs alongside economic goals (Sharma, 2023). Implementing holistic sustainability practices has succeeded in Kandy, Sri Lanka, and high–end hotels that welcome eco–conscious customers (Iddawala et al., 2024). Cultural and community integration elements demonstrated through the Hilton Hotel in Bali and eco–lodges in Gulmarg, Kashmir, serve to boost guest satisfaction while developing guest loyalty (Bihari et al., 2023). Small operators in developing regions experience structural difficulties that need joint actions by governments and businesses to work with communities (Budarma & Erawati, 2022). Future development of the hospitality sector requires organisations to implement more substantial sustainability commitments and institutionalised green policies along with incentives that drive the implementation of sustainable measures for achieving sustainable growth.

Various psychological factors, social aspects, and situational conditions determine how consumers make decisions in the hospitality sector. The Theory of Planned Behaviour (TPB) is a strong theoretical base for explaining hotel selection through its three elements: attitudes, subjective norms and perceived behavioural control. Consumer decisions and loyalty are strongly influenced by psychological factors, which include branding, reputation, and online reviews (Milawati et al., 2023). Consumer decisions for luxury accommodations heavily depend on social class backgrounds, reference group members, and cultural influences since peer evaluations and social prestige play significant roles. Critical factors impacting hotel decisions include service reliability, rates, and placements, especially during economic disturbances or health emergencies (Kindangen & Pandowo, 2022).

The growing awareness about environmental sustainability and responsible consumption habits drives decision–making processes that highlight the rising importance of green hospitality. Environmental change demands education and awareness campaigns that modify consumption behaviours and create pro–environmental action (Jaya, 2024). People with sophisticated knowledge of ecological systems tend to connect environmental costs with their behaviours and become supporters of sustainability, stabilising both the economy and nature (Busato et al., 2022). The factors influencing green purchasing decisions include demographic elements, cultural factors, and economic conditions according to research in China, Pakistan and Sri Lanka (Bansal & Agarwal, 2022). Consumers must require demographic–specific and culturally adjusted approaches to achieve effectiveness in green hospitality marketing strategies.

The Integrated Duality Theory Framework (IDTF) serves as an advanced behavioural model that provides complete insight into sustainable tourism decision–making processes through its combination of intuitive and systematic thinking approaches, according to Stylos (2022). Puiu et al. (2022) present models demonstrating how technological enablers and sustainability attitude integration strengthen tourism experiences through advanced decision–making efficiency. The connection between tourist willingness to pay for environmental beliefs at sustainable destinations enables destination managers to match their offerings with consumer needs (de Araújo et al., 2022). Sustainable tourism consumer decision processes show active change over time because they result from subconscious and conscious factors, cultural differences, and financial limitations. The intricate nature of sustainable decisions in tourism and hospitality requires ongoing theoretical improvement and adaptable management approaches to boost sustainable consumer choices.

Studies conducted in recent years about hospitality in Bangkok reveal that green approaches involve improving resources, using nature as an edge in the business, educating tourists and running core operations sustainably. Boonsuwan & Zhu (2022) add that by having intrapreneurial workers come up with new ventures, new ideas for offerings and services and new ways of doing business, using closer ties with suppliers and engaged customers ensures these practices succeed. The study further reveals that these main strategies move guests in the budget segment to stay at places that are well-positioned for travel, use neither expensive nor cheap environmental pricing and get strong reviews for their green efforts, according to how effectively the management team keeps everyone informed, trains workers well and makes energy, water, waste and community tasks an ongoing priority with its staff and partners. The study points out that eco–innovation in Bangkok relies on different strategies like planning, an entrepreneurial attitude, collaboration and attention to guests (Tarateeraparb & Adarsh, 2025).

Hypothesis

1. H1. Eco–friendly practices have a positive impact on consumer selection behaviour in Bangkok's hotel industry

2. H2. Demographic factors such as age, income, and education significantly moderate the relationship between eco–friendly practices and consumer selection behaviour.

3. H3. Awareness of eco–friendly practices is positively correlated with consumer loyalty toward eco–friendly hotels.

Research Methodology

Research designed its method using quantitative and qualitative approaches to examine eco–friendly practices on hotel customer choices within Bangkok. Laboratory questionnaires served as the quantitative method to obtain numerical statistics for statistical investigation, and semi-structured interviews operated as the qualitative method to extract consumer perception insights (Papavasileiou & Stergiou, 2024). Purposive sampling yielded participants: 15 guests (150) and 5 personnel (50) in different departments and positions per hotel (budget, middle–class and luxury hotel categories) during June–December 2024, 10 hotels in total. A sample size of 200 respondents (Raosoft, 2004). The research selected 15 purposefully chosen participants (interviewing 3 guests within 5 hotels – "budget, middle–class and luxury hotels") to understand different customer perspectives. Structural Equation Modelling (SEM) improved the analysis by examining how hypothesised constructs related to each other (Deng et al., 2018). The research used questionnaires developed with Likert scale items that were distributed through internet platforms as well as traditional methods (Chang et al., 2022). Analysis of interview data generated elaborate narrative findings according to Hansen & Laursen (2024), while statistical analyses included descriptive statistics (Abubaker, 2024) and tests such as ANOVA, regression and correlation (Abraham & Dai, 2023).

The study employed thematic analysis to uncover patterns in qualitative feedback per Ogawa et al. (2022). Manual and software-assisted coding supported this analysis, according to Pratt (2023). Instrument validation success depended on pilot testing through cognitive testing and reliability assessments, according to Ambalavanar et al. (2024), Internal consistency of the instrument was proven very high, with a Cronbach's alpha value of 0.958 across its twenty items. The instrument underwent multiple iterations, which enhanced its clarity and navigational elements, according to Hachem et al. (2024), who identified sampling and diversity constraints during the pilot phase. The study implementation followed a strict ethical framework, including necessary approvals from subjects and authorities and data protection measures. The study adopts a rigorous methodology, strengthening its reliability, validity, and usefulness for sustainable tourism decision analysis.

Results

General Awareness and Perceptions: From the interviews with 15 guests from 5 different hotels (budget, middle–class and luxury hotels), it appears that Bangkok hotel guests have a good grasp of green hospitality steps and are eager, but concerns about costs and incomplete action hinder them. While guests care about eco–certificates and sustainable services, they do not always have the details they need from the hotel. Visitors have suggested that educational programmes should be clearer, their qualifications should be noticeable and eco–related activities should be more engaging to motivate people to act. Next, impact on hotel selection behaviour proves that using sustainable practices satisfies guests more and improves a hotel's reputation, especially since cutting down on energy use and waste is most powerful—yet sometimes, guests and customers still prioritise the price and how comfortable they are. Next, barriers and challenges point out that some obstacles (less affordable stays, few true ecological hotels, unclear information and doubts over "green claims") need to be resolved by stronger messaging, collaborations with influencers and trustworthy reporting.

Social and Demographic Influences: Although marketing and false information still cause difficulties, social media, as well as reviews by other tourists, shape opinions on sustainability; young, well–off and educated vacationers, particularly Western tourists caring about the environment, favour green places to stay the most. The studies indicate that eco–hotel guests are more likely to return and spread positive comments when they feel valued and will also be willing to pay extra money if eco–friendly measures are rewarded (such as a linen reuse incentive). Because of their authenticity, openness and meaningful rewards, eco–certified hotels now head the field of sustainable tourism in Bangkok.

The majority (46%) of the sample (N = 200) were youth between 18 and 25, followed by 22% for those between 26 and 35, while few were 56 years old or above (1.5%). Only 33% of the participants were males, 6% were other identities, and females made up 61%, most of whom had completed higher education. Younger respondents, along with ones who are highly educated, account for almost half (54%), reflecting the application of rules that suggest these groups are more conscious of the environment. About 49% of users chose middle–class hotels, and 37% opted for budget–friendly options, and the percentage for luxury and everything else was 14%. Most travellers were only in Bangkok once or twice per year, with very few visiting more times. As a result, we see that mostly female tourists who are young and educated prefer budget friendly hotels, and hotels should use this information for eco–friendly marketing.

In the ANOVA and post hoc tests, we found that age did not have any effect on thinking about sustainability or staying in a hotel; however, compared to the younger age group (18–25), older adults (46–55) rated environmentally friendly aspects as more significant ($p = 0.016$). Neither gender nor education had any impact on people's perceptions or the criteria they

used to pick an eco–friendly product (both F = 0.493, p = 0.614), except for postgraduates and undergraduates, who showed differences in their eco–practice evaluations (p = 0.024). It seems that people from different demographics have generally similar attitudes toward sustainability, while there are slight differences in actions between older and better–educated guests.

Eco–friendly Practices influence Consumer Selection Behaviour

Results from regression suggest that there is a medium–strong relationship between environmentally friendly behaviour and choosing a hotel (R is 0.623). These two variables can explain nearly 40% of the decisions in hotel selection (the adjusted R^2 is 0.386 and the standard error of estimate is 0.644). It is important to point out that the model as a whole is highly significant (ANOVA F = 125.884, p < 0.001), and the scores for eco-practices produce a strong and positive effect (B = 0.627, SE = 0.056, β = 0.623, t = 11.220, p < 0.001), with an initial level of 1.533. The research indicates that guests are highly influenced by a hotel's concerns for the environment when choosing where to stay.

Influence of Environmental Awareness on Consumer Selection Behaviour

Being aware of the environment was found to explain 23% of why and how people choose a hotel (R^2 = 0.230; adjusted R^2 = 0.226; SEE = 0.723). The model holds great significance (ANOVA F = 59.149, p < 0.001), and for every unit increase in environmental awareness, there is a 0.398 unit increase in acting eco–friendly (B = 0.398, β = 0.480). Believing in ecofriendly practices is strongly linked to understanding the problems that stand in the way of sustainability, accounting for one–third of the difference (R^2 = 0.326; adjusted R^2 = 0.323; SEE = 0.724). Perception also plays a noticeable role in the regression (F = 95.797, p < 0.001), as feeling improvements helps to reduce perceived barriers by 0.583 points (B = 0.583, β = 0.571). The research reveals that perception plays a part in influencing consumer actions and how well people recognise the difficulties involved.

Eco–Friendly Practices and Barriers and Challenges in the Context of Eco–Friendly Hotel Implementation

For every additional step forward in understanding eco–friendly behaviours, people tend to notice more challenges in putting them into practice (B = 0.583, β = 0.571, p < 0.001). As a result, when guests realise more about eco–friendly choices, they choose differently and begin to notice what stands in their way. Most guests rate waste management as the most important sustainability factor (mean of 4.00), followed by understanding the hotel's initiatives (mean of 3.99) and sustainability in materials (mean of 3.92). Energy–saving technologies rated 3.70 out of 5, indicating that, for most, they have a strong influence, even though a majority stayed neutral. Most certifiers judged eco–labels to be highly effective, suggesting 63% of them believed they were very or extremely influential. However, one in four didn't feel they were clear about this. The score average for social and community engagement was 3.69, with 60%

of outlooks positive and 31% unsure. Interestingly, both handling waste that guests leave behind and communication received high scores as well since these practices tended to earn positive reviews.

Conclusion and Discussion

The research showed that environment–conscious practices strongly impact how consumers choose hotels in Bangkok, thus supporting Hypothesis 1 (H1). Consumer behavioural changes showed a 38.9% relationship ($R^2 = 0.389$, $p < 0.001$) with eco–friendly practices such as waste management and energy efficiency, thus confirming findings from Irshad & Singh (2024) and Iyengar & Venkatesh (2024). The relationship between accurate environmental operations and consumer experiences and retention received additional evidence from interview–based qualitative data, which showed that customers preferred concrete sustainability practices beyond abstract statements.

The relationship between eco–friendly practices and consumer behaviour was partially confirmed by the demographic factors in Hypothesis 2 (H2). Results from ANOVA, along with post hoc tests, demonstrated that consumer selection behaviour differed based on both age level and educational qualifications. The study revealed that people between 46 and 55 years old and those holding postgraduate degrees chose green hotels more often ($p = 0.016$ and $p = 0.024$, respectively). Studies by Ashton et al. (2024) and Budarma & Erawati (2022) validate the strong link between environmentally conscious actions and life maturity and higher education attainment, along with demonstrating that gender holds no meaningful effect on this behaviour (Bansal & Agarwal, 2022).

According to H3 analysis, environmental awareness moderately influences consumer selection behaviour, which recorded an R^2 value of 0.230 and a statistically meaningful p–value (< 0.001). Research results indicated that environmental awareness has an effect of 0.398 on values, and its standardised beta value of 0.480 demonstrates a significant influence. The collected data validates that sustainability consciousness defines customer purchase preferences (Jaya, 2024), yet other variables also contribute to product selection. According to survey data, interviewees who received information displayed a greater understanding of eco–practices and showed increased support for environmental actions.

Statistical results gained depth from qualitative findings, which showed that guests continue to doubt sustainable hotel services because they worry about greenwashing, fear prices will be higher, and need more information before making decisions. The scholars Sharma (2023) & Milawati et al. (2023) confirm that barriers exist between guest interest and action due to a lack of clear communication and transparency. Guests acknowledged third–party certifications, influencer marketing, and storytelling–based campaigns as essential elements to establish trust, increasing eco–hotel visits.

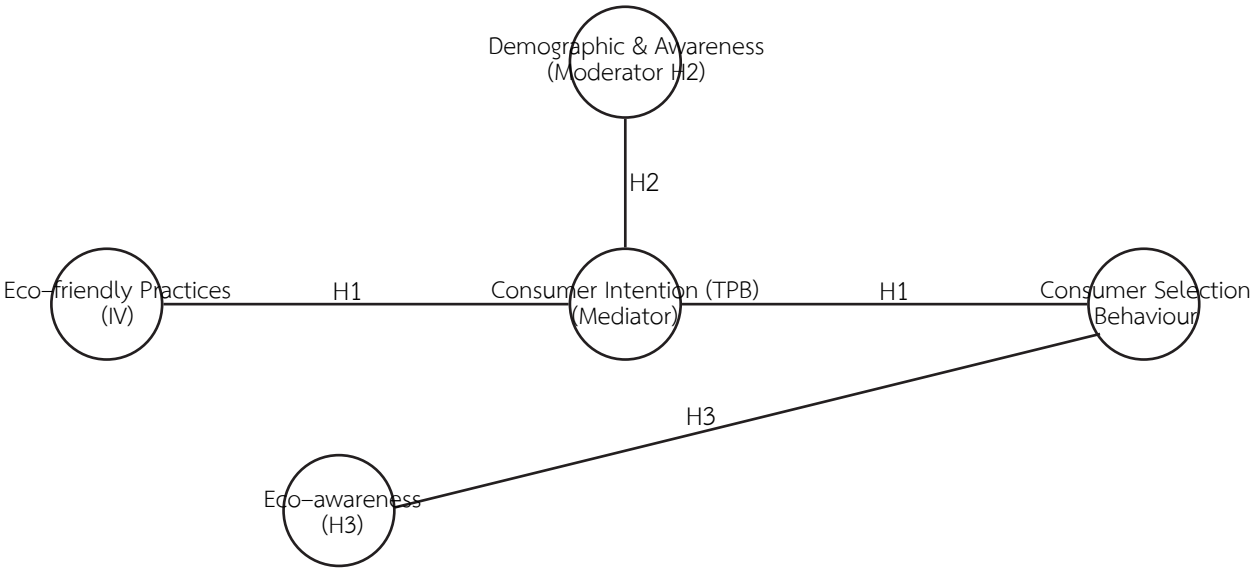


Figure 1: Eco**–**Friendly Practices and Consumer Selection Behaviour

Source: Researchers contributed

The research investigation produced significant findings about eco–friendly practice understanding and corresponding implementation obstacles, exhibiting a robust 0.326 relationship ($p < 0.001$). According to the research results presented through the beta value of 0.571, people with better sustainability knowledge tend to identify additional practical barriers. The results highlight the behavioural complexity by showing that effective environmental management requires ongoing customer training since knowledge drives perception (Busato et al., 2022).

Consumer selection behaviour is influenced by social and cultural aspects that function as vital factors. The hotel selection preferences of Western tourists focused on environmental concerns, but Asian tourists chose establishments that combined comfort with sustainable elements. The results match those of Stylos (2022) & Puiu et al. (2022) because they showed how heuristic and analytic decision processes shape tourism choices. Social elements demonstrated their power to impact hotel choices through peer advice and online review content, as the data analysis pointed out along the lines of Milawati et al. (2023).

The level of customer loyalty directly correlated with how satisfied customers felt about sustainable measures. Living visitors who experienced truthful green initiatives felt motivated to visit again and told others about their hotel experiences. Customers embraced reward-based loyalty programmes, which provided incentives for reusing linens and opting out of housekeeping services. The research data indicating that the Theory of Planned Behaviour (TPB) explains how behavioural intention depends on attitudes and subjective norms and perceived behavioural control supports both Sun et al. (2024) & Wibowo et al. (2024).

Authentic sustainability practices and population statistics drive consumer choices about eco–friendly products alongside environmental–related knowledge according to quantitative and qualitative research findings. Success in sustainable practices for Bangkok hotels requires the implementation of meaningful environmental activities and strong communication programmes, according to the research findings. Business success and sustainable tourism goals and SDG 12 targets arise from hotels implementing genuine green initiatives and marketing them correctly (Klongsungsorn & Samphanwattanachai, 2019; Popsa, 2023).

Research Limitations

Due to the study focusing on Bangkok hotels, its results are likely not valid elsewhere, and the interviews and surveys in a handful of districts may overlook many different practices. Focusing on hotel employees and guests, it does not consider feedback from residents, suppliers or those involved in regulations. Also, since people provide their own answers in one moment, this design can result in biased results and does not show long-term patterns.

Recommendation

Future research

Further studies should use cultural orientation, a range of income levels and knowledge about sustainability, use methods that observe behaviour over time and investigate differences between cities and towns. If hotel managers and operational staff participate, they share firsthand experiences; exploring AI and games in sustainability, as well as demographic psychology, gives ideas for smart hotel strategies.

Practical Recommendations

Green certificates and sustainability ideas should be incorporated into all areas of hotels, including online sites and while guests are on the property. To encourage all hotels to embrace sustainability, government policymakers can offer economic support and set suitable, consistent standards just for the hospitality industry.

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