

## WHAT DRIVES THE INTENTION TO PATRONIZE GREEN-THEMED HOTELS IN MALAYSIA?

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### ABSTRACT

*In line with the thriving growth in the tourism industry and with the emergence of a vigorous group of patrons seeking for green consumption, going green is a vital move to hoteliers to ensure sustainability in the industry. Hoteliers are actively re-positioning themselves from the conventional service providers that emphasize on quality and ratings, to becoming green partakers that emphasize not only on quality, but on their obligations towards greener environment by instigating green-efforts and -activities. In addition, the enforcement from regulated and non-regulated stakeholders to comply with environment-friendly requirements have also contributed to the growing numbers of green-themed hotels. The objective of this study is to investigate into the drivers of the intention of guests to patronize green-themed hotels in Malaysia by applying the theoretical framework of the theory of planned behaviour (TPB). As an extension to TPB, this study examines the influence of environmental knowledge and past behaviour on green consumption on the intention of generations X and Y to patronize green-themed hotels in Malaysia. A total of 243 questionnaires are processed and analysed with the statistical program Statistical Analysis System 5.1, using reliability, correlation and inferential analysis. Findings indicate that environmental knowledge, past behaviour on green consumption, environmental attitude, subjective norms and perceived behavioural control are positively and significantly influencing patron's intention to choose a green-themed hotel in Malaysia. This study delivers great contribution to policy makers and hoteliers from both theoretical and practical viewpoint.*

Key words: Theory of Planned Behaviour, Green Hotels, Malaysia

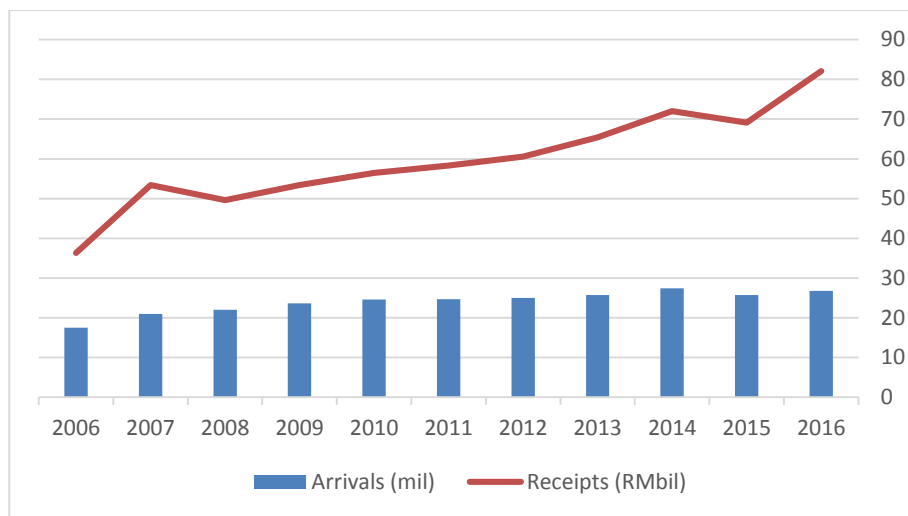
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### INTRODUCTION

Tourists, disregards of their international or domestic status, are enjoying immense attention paid to them for their contribution to the growth of a nation (Turner, 2015). According to World Tourism Organisation UNWTO (2017a), the rising trend of tourist travelling abroad or locally is apparent. The source reported that the number of international tourist arrivals worldwide has reached 1.2 billion in 2016 and for the first quarter of 2017, the arrivals have registered a growth of 6% y-o-y. The prospect to register healthy growth remains high. In comparison to 2015, additional 46 million international visitors are overnight travellers in 2016 (World Tourism Organisation UNWTO, 2017b). This increasing number of overnight travellers translates to higher opportunities to hotel industry and their services.

Countries around the globe acknowledge the high potential tourism industry provides to their national development (Manaktola & Jauhari, 2007; Dief & Font, 2010; Teng, 2011). In Malaysia, this is evidenced by tourism sector being registered as one of the twelve key national development areas and ranked the sixth highest contributor to the Malaysian economy ("Economic Transformation Programme," 2014). As shown in Table 1, tourist receipts in Malaysia have proved to show a robust surge to record at RM82.1 billion in 2016 from RM53.4 billion over a decade, a growth of 53.7%. This is accompanied by growing number of tourist arriving to Malaysia to register at 26.8 million in 2016, an increase by 27.6% over the same decade, with the highest number of tourists recorded at 27.4 million in 2014 ("Malaysia Tourism Statistics", 2017). Domestic tourists in Malaysia grew by 7% over a year with a total of 189.3 million in 2016. Out of the total expenditures recorded by these domestic tourists at RM74.7 million, 8.8% is accounted for accommodation within the country (Department of Statistics Malaysia, 2017). These figures are still increasing and hence, promising (Turner, 2015; Linda, 2015). Considering these facts, needs for accommodations and lodgings are expected to increase in tandem with the number of tourists travelling abroad or local.

**Table 1: Tourists Arrivals and Receipts to Malaysia by Year**



Source: “Malaysia Tourism Statistics”, 2017. Retrieved from <http://www.tourism.gov.my/statistics>

The emergence of green consumerism has brought upon a new dimension of hotels management and its sustainability. Increasing number of tourists are seeking and opting for environment friendly goods and services. The dynamic of their preferences upon purchase have also turned to firms associated with green activities (Kinneer, Taylor & Ahmed, 1974; Claver, Molina, Pereara & Lopez, 2007; Han, Hsu, Lee & Sheu, 2011; Paul, Modi & Patel, 2016). This emerging green consumers are fully aware of the capacity of their purchasing power and the impact of their purchasing behaviours to the society and community development and sustainability (Perugini & Bagozzi, 2001; Farris, Chong & Danning, 2002; Fryxell & Lo, 2003; Han & Yoon, 2015; Paul et al., 2016). Of late, the voice of this emerging green-patrons to the hotel industry is getting stronger and hoteliers are compelled to adopt green activities and marketing strategies (Dief & Font, 2010; Han & Kim, 2010; Juvan & Donicar, 2014). As public’s environmental awareness increases, patrons are increasingly seeking for green-themed hotels over conventional hotels.

The thriving growth in tourism sector has demonstrated a severe impact on environment preservation (Fryxell & Lo, 2003; Claver et al., 2007; Husted, Russo, Meza & Tilleman, 2014). According to Han et al. (2011), the heavy traffic arising from tourism efforts globally has led to environmental degradation through the emission of carbon dioxide and greenhouse effect. The heavy traffic has also brought upon rapid land possession and buildings constructions, improper waste disposal and severe water contamination. The study also stated that hotel industry is responsible for 21% of all carbon dioxide emissions. Deraman, Kassim, Ismail, Arifin and Zaini (2015) also stressed that hotel industry is harmful and poses negative impacts on environment because it produces vast amount of non-durable goods, waste, water, energy, and carbon emission. This is supported by Dief and Font (2010) that even though hotel industry may not be the primary source of environment degradation, concerns arise from the substantial consumption and wastage of energy, water and non-recyclable goods. Hoteliers, as an initial move to reduce costs, with reciprocal effect to improve profit, have taken green efforts to reduce wastages by lowering utility consumption and practicing recycling (Han & Kim, 2010). However, the need to elevate their green efforts is so intense that a minimal set of environmental compliance was established as a benchmark standard to stay competitive in the industry (Han et al., 2011). To add to the burdens of hoteliers, the intense pressures from local authorities and non-profit organizations to conserve environment on national level, have resulted in progressive enforcements to take extra efforts or activities to heighten the green initiatives (Ng & Law, 2015). As a consequence, green-themed hotels have proliferated.

In a nutshell, conventional hotels are required to re-position themselves to becoming green, or else, they will be in fear of phasing out. The term “green-themed” in this study refers to marketing or promotion of assets that associated with environmental conservation. In a similar context, “green-themed” hotels refer to the providers of lodging and services that market and perform environmental preservation practices. A green-themed hotel has environmentally friendly properties that will help to save up to 20% operation costs which include energy, water, recycle and produced foods on site (Graci & Kuehnel, 2010). According to Green Tourism’s Carbon Footprint, green-themed hotels are able to achieve 11% to 21% reduction on the carbon dioxide emissions for heating lighting and appliances. Hence, green-themed hotels yield a niche market for tourism industry and green-tourists (Han, Hsu & Sheu, 2010; Manaktola & Jauhari, 2007). In line with the growing numbers of green-themed hotels in the market, hotel patrons recognise the power of their purchase behaviour. Hence, the objective of this study is to investigate into the drivers of hotel patrons’ intentions to choose green-themed hotels in Malaysia by applying the theoretical framework of the theory of planned behaviour (TPB). This study extended TPB model by including additional constructs, namely the environmental knowledge and past behaviour on green consumption to improve the ability to predict the intention of choosing green-themed hotels in Malaysia. To the best knowledge of the study, no research has yet to integrate these variables into the TPB model to predict hotel patrons’ intentions to choose green-themed hotels in Malaysia context.

## LITERATURE REVIEW

This study adopts the Theory of Planned Behaviour (TPB) which was developed by Icek Ajzen (1991). The core of TPB looks into individual's intention, which indicates the willingness to perform in a particular behaviour (Ajzen & Fishbein, 1975). Hence, intention is viewed to be the best predictor to a particular behaviour. In this study, intention refers to the willingness of a guest to choose a green-themed hotel. TPB also hypothesizes that intention is highly influenced by three conceptual determinants, namely an individual's attitude toward behaviour, the subjective norm encasing the execution of the behaviour, and the individual's perception of their control over the behaviour. Attitude toward behaviour refers to the degree of a person's favourable or unfavourable evaluation on the behaviour in question. Social norms are forms of social pressure that exert influences onto the person to perform the behaviour or motivation to comply. The final antecedent of intention is the perceived behavioural control which refers to the perceived ease or difficulty in performing the behaviour. A person's perceived behavioural control associated positively with the availability of resources and opportunities. In addition, it is assumed to reflect past experience as well as anticipated impediments and obstacles.

Environmental knowledge and past behaviour on green consumption are encompassed into analytical model of this study which are disregarded by past researchers in Malaysia. Teng (2011) indicated that past behaviour is an accurate and consistent predictor of consumers' behavioural intention in tourism sectors. Consumers who possess positive behaviour towards green products will have a tendency to choose to stay in green-themed hotels. This is supported by Zuriyati, Rahimah, Arifin, Farhana, Samsuri, and Munir (2014) that environmental knowledge influences the intention to purchase a green product as high level of environmental knowledge will create positive attitude towards the environment (Harun, Lim & Othman, 2011).

### *Intention towards choosing green-themed hotels*

Intention towards choosing green-themed hotels is a measure of relative strength of purpose to enforce certain behaviour (Ng & Paladino, 2009). According to Lee, Hsu, Han & Kim (2010), green intention in the context of hotel industry is the likelihood of the hotel patrons to choose and visit green-themed hotels, willingness to pay more for the services green-themed hotels provide and to offer positive word of mouth behaviour.

When hotel patrons have developed awareness on the environmental issues and green sustainable, there will be a significant impact on patron's intention towards choosing green-themed hotels (Dief & Font, 2010). Hotel management has no reservation on implementing the green activities for the reason that management comprehends that consumers have the intention towards choosing green-themed hotels. Hoteliers have to take initiatives to implement green activities in order to increase the occupancy and to cater to the patron's green needs. This helps to minimize the environmental issues to a lower level (Claver et al., 2007). Besides, this is an opportunity for hotel industry to gain competitive advantages to be green with their competitors.

### *Environmental knowledge towards the intention on choosing green-themed hotels*

Environmental knowledge refers to information concerning environmental issues and the ability to understand and evaluate its impact on society and environment (Kinnear et al., 1974). According to Fryxell and Lo (2003), environmental knowledge is the "people knowledge about environment, key relationship leading to environmental impact and collective responsibilities of individual necessary for sustainable development".

The purpose of Teng, Wu, and Huang (2014) study was to validate the relationships among consumers' knowledge towards behavioural intention in Taiwan. Questionnaire method was conducted, and the result shown that environmental knowledge significantly influences the intention to patronize a green restaurant. This outcome is supported by Chang, Lee, and Su (2013) that investigated the correlation between the same variables via questionnaire. In addition, Yadav and Pathak (2016) have examined into young consumers' intention towards purchasing green products in India and their findings revealed that environmental knowledge among the youths significantly influences their purchase intention towards green products. Similar findings are found in Wulandari, Rahyuda, and Yasa (2015) study in Denpasar, Indonesia.

H<sub>1</sub>: There is a positive relationship between environmental knowledge and the intention on choosing green-themed hotels.

### *Environmental attitude towards the intention on choosing green-themed hotels*

Environmental attitude refers to individual's attitude towards the environment and related elements. In other words, environmental attitude is a psychological reaction to the environment shown by individuals, and how it influences the behaviour of an individual (Chen, 2014). Husted et al. (2014) examined how environmental attitude influenced the willingness to pay for environmentally certified products at a premium price in Mexico. The findings of the study showed that consumer's willingness to pay at a higher cost for products with environmentally friendly attributes increases when environmental attitude of consumers increases. It can be explained that when environmental issues are concerned, intention to purchase eco-friendly products is higher. This finding is consistent with Ng and Law (2015) which conducted a study in Hong Kong.

Noor, Shaari, and Kumar (2014) explored the influence of environmental attitude and hotel attributes on tourists' intention towards choosing green-themed hotels as their preferred accommodation in Malaysia. Their result showed that environmental attitude is positively and statistically significant towards intention to choose green-themed hotels. This outcome is supported by Han et al. (2011), in their study on the correlation between the variables in U.S.

H2: There is a positive relationship between environmental attitude and the intention on choosing green-themed hotels.

**Subjective norms towards the intention on choosing green-themed hotels**

Subjective norm is a representation of social factors, where social pressure will inspire a person to think about whether they should perform a specific behaviour. The person will comply with the expectations from other people, family, friends, supervisor or society at large. It affects a person’s decision-making process and intention towards a specific behaviour (Ajzen, 1991; Chen & Tung, 2014). Liang and Chaipoopirutana (2014) investigated the consumers’ intention to purchase green electronic products in China via questionnaires and Pearson correlation coefficient analysis was applied. It showed that subjective norm has positive relationship with green electronic products purchase intention. The findings is supported by Yadav and Pathak (2016) via questionnaires. In addition, Mishra, Akman, and Mishra (2014) explored the behaviour for the adoption of Green Information Technology (GIT) using Structural Equation Modeling. It exhibited that subjective norm has a strong positive influence on the intention.

H3: There is a positive relationship between subjective norms and the intention on choosing green-themed hotels.

**Perceived behavioural control towards the intention on choosing green-themed hotels**

Perceived behavioural control defined as the perceived ease or difficulty of performing the behaviour (Ajzen, 1991). It discusses an individual’s perception on presence or absence of resources or opportunities needed to perform a specific behaviour (Han et al., 2010). The resources or opportunities can be time, money, cost and self-confident to perform behaviour.

Chen and Tung (2014) developed an extended theory of planned behaviour model in order to estimate consumers’ intention to visit a green-themed hotel in Taiwan. Online survey method was conducted and results evidenced that perceived behavioural control positively influences behavioural intention to stay in green hotel. This is supported by Han (2015) study which was carried out in United States. Besides, Paul et al. (2016) studied Indian consumers’ green product purchase intention by using theory of planned behaviour and theory of reasoned action. The finding revealed that perceived behavioural control is significant and positively related towards the intention to purchase eco-friendly product. This finding is consistent with the study conducted by Rezaei, Mohamed, Shamsudin, and Teng (2011) that explored the relationship between same variables via 1355 valid samples questionnaires.

H4: There is a positive relationship between perceived behavioural control and the intention on choosing green-themed hotels.

**Past behaviour towards the intention on choosing green-themed hotels**

Past behaviour refers to the actions or reactions of a person in response to external or internal stimuli in the past (Sommer, 2011). Past studies have identified the importance of the existence of past experiences in the formation of intention (Lam & Hsu, 2006; Oh & Hsu, 2001; Perugini & Bagozzi, 2001). Similarly, Buhalis (1999) found that tourists’ behaviour is strongly associated with a various factors, among others is their past experience.

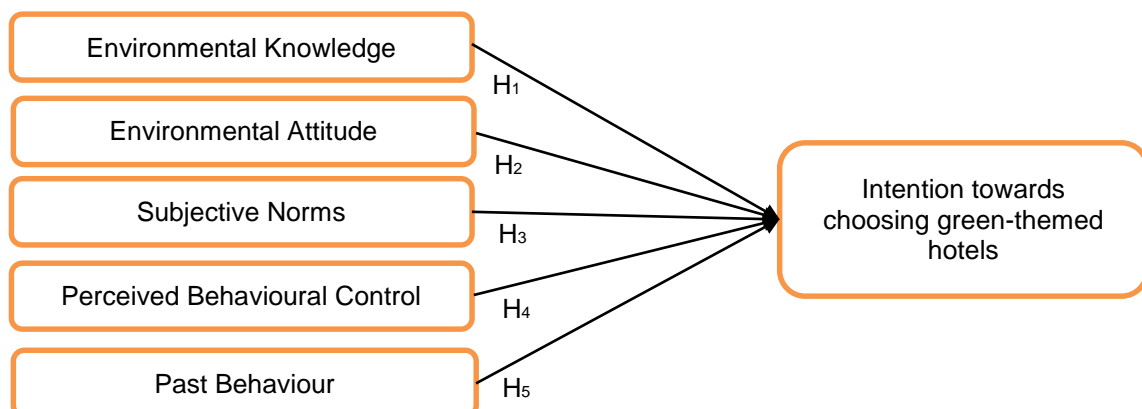
Han and Yoon (2015) study was to determine guests’ intention formation when selecting an environmentally responsible hotel in Republic of Korea and concluded that past behaviour has positive influence towards purchase behavioural intention. The finding is consistent with Teng (2011).

H5: There is a positive relationship between past behaviour and the intention on choosing green-themed hotels.

**CONCEPTUAL FRAMEWORK**

Based on the preceding discussion, a conceptual framework is constructed and outlined in Figure 1. The framework shows that this study extended the TPB model with the inclusion of environmental knowledge and past behaviour on green consumption as additional constructs to predict hotel patrons’ intention towards choosing green-themed hotels in Malaysia.

**Figure 1: Conceptual Framework of the Study**



## RESEARCH METHODOLOGY

Quantitative research approach was applied to this study to investigate the relationships between the drivers that affect hotel patron's intention towards choosing green-themed hotels in Malaysia. Hotel consumers who are from generation X, whom are born in the 1960s to 1980s and generation Y, whom are born in the 1980s to 2000s, were the target respondents in this study as they have better understanding on the service and quality of hotel industry when travelling. Besides, both generations X and Y have high purchasing power (Farris et al., 2002) and generation Y consumers are likely the fore coming leaders of the modern-day green evolution (Ottman, 2011). Pilot test was carried out to identify any issues with the test instructions, in order to reduce unclear items and other typographical errors. 32 sets of questionnaires were collected from academicians, generation X and generation Y in Cameron Highland, Perak, Malaysia under the pilot test. A total of 214 sets of questionnaires were disseminated to generation X and Y in five states with highest percentage of hotels in Peninsular Malaysia covering Selangor, Melaka, Johor, Pahang and Kuala Lumpur (WP) (Table 2) in order to signify Peninsular Malaysia in this study.

**Table 2: Total Number of Hotels in Peninsular Malaysia**

States	No. of hotels	Percentage (%)
Kuala Lumpur (WP)	218	15.92
Pahang	160	11.69
Johor	151	11.03
Selangor	145	10.60
Melaka	141	10.30
Perak	124	9.06
Terengganu	103	7.52
Kelantan	84	6.14
Pulau Pinang	82	5.99
Negeri Sembilan	73	5.33
Kedah	71	5.19
Perlis	17	1.23
Total	1,369	100

Sources: Malaysia associations of hotels as at 2014. <http://www.hotels.org.my/hotel-statistics.html>

## DATA ANALYSIS

SAS Enterprise Guide 5.1 and Microsoft Excel were used to interpret the data collected. Reliability test was applied in this study to examine the internal consistency reliability and measure homogeneity of items (Wells & Wollack, 2003).

**Table 3: Reliability Statistics**

Constructs	Cronbach's Alpha ( $\alpha$ )
Intention Towards choosing Green-themed Hotel (INT)	0.7761
Environmental Knowledge (EK)	0.7390
Environmental Attitude (EA)	0.8780
Subjective Norm (SN)	0.8292
Perceived Behavioural Control (PBC)	0.7533
Past Behaviour (PB)	0.6297

Table 3 shows that the constructed Cronbach's alpha values in this study ranged between 0.6297 and 0.8780. Bagozzi and Yi (1988) and Fornell and Larcker (1981) recommended that the composite reliability of each construct should be at least of 0.6, while Nunnally and Bernstein (1994) recommended that Cronbach's alpha value of each item should be at least of 0.7. Hence, the constructs of this study are confirmed to be reliable and consistent.

Table 4 provides the results of correlation analysis. The Pearson correlation coefficient analysis was performed to obtain the association and its strength between two variables. The Pearson correlation matrix showed that all the independent variables of this study (environmental knowledge, environmental attitude, subjective norm, perceived behavioural control and past behaviour on green consumption) are significant and associated positively towards hotel patrons' intention on choosing green-themed hotels. The p-values for all variables are less than 0.05 indicate weak associations between variables.

**Table 4: Pearson Correlation Matrix**

	INT	EK	EA	SN	PBC	PB
INT Correlation	1	0.5222*	0.5219*	0.4699*	0.3757*	0.5660*
Sig. (2-Tailed)		<.0001	<.0001	<.0001	<.0001	<.0001
N	214	214	214	214	214	214

\*Significant at 0.05 level (2-tailed)

Table 5 provides evidence of an inferential analysis. Multiple Linear Regression is a regression model that involves multiple independent predictor variables and a single dependent outcome variable (Marill, 2004). This inferential analysis is to predict the effect of relationship between independent variables (environmental knowledge, environmental attitude, subjective norm, perceived behavioural control and past behaviour on green consumption) and dependent variables (consumers' intention towards choosing green-themed hotel).

**Table 5: Coefficient for Multiple Regression Model**

Model	R	R <sup>2</sup>	(VIF)	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
				Beta	Std. Error	Beta		
Intercept	0.4717	0.5077	0	-0.4947	0.2861	0	-1.73	0.0853
EK			1.6059	0.1871	0.0668	0.1726	2.80	0.0056
EA			1.4498	0.2244	0.0629	0.2091	3.57	0.0004
SN			1.3546	0.1703	0.0492	0.1961	3.46	0.0006
PBC			1.2321	0.1289	0.0518	0.1345	2.49	0.0136
PB			1.4063	0.3886	0.0765	0.2930	5.08	<.0001

This finding conveyed that environmental knowledge has a significant positive relationship towards hotel patron's intention on choosing a green-themed hotel. According to Mohamad, Rahimah, Arifin, Samsuri, Farhana and Munir (2014), environmental knowledge associates closely to the intention to engage a green product. Environmental knowledge provides adoption of information on environmental friendly by hotel patrons when they plan to choose green-themed hotels. Hence, when environmental knowledge of hotel patron increases, the intention towards choosing green-themed hotels will increase significantly. In a nutshell, it is important for the related parties to disseminate the knowledge and the importance of environmental friendly information via organizing seminars or talks to the citizen of the country.

This study emphasizes that environmental attitude has significant and positive relationship towards hotel patron's intention towards choosing a green-themed hotel. Environmental attitude is an enduring organization of motivational, emotional, perceptual and cognitive processes with respect to environmental issues, where individual who has strong environmental attitude will take responsibility in protecting the environment (Noor et al., 2014). Hoteliers should convince and encourage patrons to take higher responsibility towards environment protection and preservation. The authors also stated that each individual is responsible to carry out his/her duty, however, it is not depending on sole responsibility of business entities. This concluded that when patrons' environmental attitude improves, the higher the intention towards choosing a green-themed hotel.

Subjective norm interpreted that there is a significant positive relationship with patron's intention to choose a green-themed hotel. Thus, it is essential for current society to influence a person subjectivity in order to increase the patron's intention to choose a green-themed hotel. Hoteliers can strengthen their marketing and advertising strategy to spread the hotel's green efforts. Hoteliers can offer gift card to patrons as it allows people to share the company's brand and products with their friends and family. In addition, hoteliers can use e-marketplace to boost their sales and create awareness. Facebook, Agoda, and Instagram are a few pathways explored by hoteliers in order to attract potential patrons, thus creating familiarity and larger social network around the world. This helps to increase the awareness about the hotel and to strengthen the subjective norm factor.

According to the findings, it signified that perceived behavioural control has the least significant and positive relationship with patron's intention to choose a green-themed hotel. Perceived behavioural control has significance impact on intentions as it deals with an individual's perception of comfort or hardship of performing the behaviour. Thus, the individual is able to have control over the opportunities and resources to perform a specific behaviour. If green-themed hotel is considered to be easily accessible to consumers, it tends to increase the probability of patron's intention to choose a green-themed hotel. Therefore, hoteliers should shift their status from merely a conventional service provider to eco-green hotel. Furthermore, hoteliers can offer incentive strategies such as giveaways and contests offering time-based discount, special gifts and attractive accommodation package in order to increase the patron's intention towards choosing a green-themed hotel. When the price of green-themed hotel is affordable, it will increase the patrons' belief that they can enjoy the green-services and -products over the conventional hotels with the price they are paying.

Based on the analysis, the outcomes indicated that past behaviour or experience on green consumption has the most significant positive relationship with patron's intention on choosing a green-themed hotel. Positive past experience on purchasing green product or engage in any green activities tends to have greater chances in the intention on choosing a green-themed hotel. When a person has a preference of purchasing a green product, the possibility for the person to choose a green-themed hotel is high.

Occasionally, people can learn the effects of their actions and behaviour through experiences. In this case, government plays a vital role in supporting green product and services in order to promote the importance of green concept. Hence, public will be more concerned on engaging in green-themed activities when making the choices. In order to improve consumers' environmental attitude, government should strongly encourage public to involve themselves in green activities such as earth day on 22nd of April, energy saving event and recycle activities in Malaysia. Besides that, government can conduct seminars on the importance and benefits of green concept to draw the public's attentions. The more positive the consumers' attitude towards environmental issues, the higher the chance they will change their purchasing behaviour and perception.

In a nutshell, all the factors have significant positive linkages towards patron's intention to choose a green-themed hotel. Therefore, all the hypotheses are supported in this study and multiple linear regression equation is formulated as follows:

$$Y = -0.4947 + 0.1871 EK + 0.2244 EA + 0.1703 SN + 0.1289 PBC + 0.3886 PB + \varepsilon$$

Where:

Y	= Intention towards choosing green-themed hotel
EK	= Environmental knowledge
EA	= Environmental attitude
SN	= Social norm
PBC	= Perceived behavioural control
PB	= Past behaviour
$\varepsilon$	= Error term

## CONCLUSION AND DISCUSSION

With this study, the significance of the relationships between the constructs suggested under TPB model and its extension (Environmental Knowledge, Environmental Attitude, Subjective norm, Perceived Behavioural Control and Past Behaviour on Green Consumption) and patrons' intention towards choosing green-themed hotels in Malaysia are examined.

In practical perspective, this study contributes to hotel industry as the management will have better understanding on patrons' intention towards choosing green-themed hotels in Malaysia. This will assist hoteliers to attract a higher crowd of patrons and also to ensure sustainability in such competitive market. This study provides a platform for those conventional hoteliers to re-position themselves in the market. In addition, it helps to enhance the management to understand the factors influencing the patron's intention towards choosing a green-themed hotel. Therefore, hoteliers can look into areas that require improvements to accustom to patrons' opinions and suggestions. By taking green-activities, hoteliers can minimize resources consumption, hence reducing operational costs while contributing to environmental preservation. It also poses opportunities for hoteliers to engage in innovative development to gain competitive advantage in the market.

This study delivers great contribution to government as the green-themed hotels are expected to contribute healthily to a country's income, after taking into account of the increasing number of green-patrons in the hotel and service industries. In order to increase the income of hotel industry, government has to enhance consumers' awareness on green concepts which involves green technology, green business and environmentally friendly events. The increase in environmental awareness will lead to the intention to choose green-themed hotels instead of conventional hotel. In summary, increasing demand to patronage green-themed hotels will directly and positively contribute to a country growth.

In theoretical perspective, this study extends prior research on the determinants of personal traits on green consumption towards consumers' intention on patronising green-themed hotels in Malaysia. At current and moving forward, individuals are more concerned with greener environment, thus, environmental knowledge and past behaviour had been incorporated into this study which most of the past researchers had not adopted. The results specified that environmental knowledge and past behaviour had positive influence towards green consumption. Thus, it can be concluded that both variables are good predictors for consumers' intention in patronising green practices hotel.

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