An investigation on green attitudes and demographics:
Understanding the intention of international tourists in Malaysia to
pay a premium for green hotels  Hadi Eslaminsratabadi1*

Received: 16/03/2013 Accepted: 02/08/2013

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Abstract

Lodging industry is one of the most crucial segments that consume a large amount of
non-renewable resources. The extant literature shows that a large number of hotels are
conducting green performances to offset the shift in customers’ buying behaviour from
conventional hotels towards green hotels. Thus, an empirical investigation on hotel customers’
demographic as well as eco-friendly attitudes and intentions can help hotel operators better
predict green buying behaviour of their potential/current customers. In this regard, the author
conducts a series of multiple regression analyses in order to find any relationships between
green attitudes and the intention to pay a premium for green hotels in Malaysia. A total of
usable responses were used for data analysis. In general, findings reveal that except for
seriousness of environmental problems (SEP), all other green attitudes, applied in this study,
have a significant impact on the intention to pay a premium for green hotels. In addition, results
of ANOVA indicate a variety of differences in intention to pay a premium for green hotels across
different demographic characteristics. Finally, findings of this study not only affirm the Theory of
Reasoned Action (TRA) by Ajzen (1975), but also provide managerial implications for hoteliers,
marketers, and tourism ministries for better sustainability, segmentation, positioning, and
resource allocation.
Keywords: Green hotels; green attitudes; intention to pay a premium

Citation: Eslaminosratabadi, H. (2014) An investigation on green attitudes and demographics: Understanding the intention of international tourists in Malaysia to pay a premium for green hotels. European Journal of Tourism Research 7, pp. 92-108