Developing an Extend Theory of Planned Behavior Model to Examine Thai Consumer Response Toward Thai Green Hotels

การพัฒนาทฤษฎีแบบขยายพฤติกรรมการวางแผนเพื่อตรวจสอบการตอบสนองของผู้บริโภคชาวไทยต่อโรงแรมสีเขียวของไทย

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Abstract

This research describes the use of the extended theory of planned behavior (TPB) research model which included perceived value (hedonic and utilitarian value) to explaining characteristics of Thai consumers with hotel experience. The objectives include: 1) to examine Thai consumer perceptions and attitudes toward green hotels; and 2) to examine existing consumer behaviors toward green hotels; and 3) to determine the impact of an extended Theory of Planned Behavior (TPB) (including green attitudes, subjective norms, perceived behavioral control, and hotel perceived value) on consumer response; and 4) to provide recommendations based on the primary study and literature review to improve green hotel services in Thailand. The results of the study on the structural equation model (SEM) using a

sample of 385 people who stayed at a green hotel in Thailand found that Thai people are aware of the value received. (Value of happiness and benefits) in response to Thai green hotel as expected. In terms of attitude toward green, subjective norm and the perceived behavior control Thai consumers are not as important as they should be. This finding suggests that the development of extended theory of planned behavior (TPB), which includes the perceived value (hedonic and utilitarian value) can be used to measure and understand the response of Thai consumers to green hotels in Thailand.

Keywords: TPB, Green Hotels, Consumer Response

บทคัดย่อ

การศึกษาครั้งนี้เป็นการอธิบายถึงการใช้ทฤษฎีพฤติกรรมแบบวางแผน (TPB) แบบขยายซึ่งรวมถึงคุณค่าที่ได้รับ (ค่านิยมทางด้านความสุขและประโยชน์) โดยมีวัตถุประสงค์ดังนี้ 1) เพื่ออธิบายการรับรู้และทัศนคติของผู้บริโภคชาวไทยที่มีต่อโรงแรมสีเขียว 2) เพื่ออธิบายพฤติกรรมของผู้บริโภคชาวไทยที่มีต่อโรงแรมสีเขียวในประเทศไทย และ 3) เพื่อวัดผลกระทบของการขยายทฤษฎีพฤติกรรมการวางแผน (TPB) ในการตอบสนองของผู้บริโภค ผลการศึกษาจากการสร้างแบบจำลองสมการโครงสร้าง (SEM) โดยใช้กลุ่มตัวอย่างจากผู้ที่เคยพักแรมที่โรงแรมสีเขียวในประเทศไทย จำนวน 385 คน พบว่าชาวไทยตระหนักถึงคุณค่าที่ได้รับ (ค่านิยมทางด้านความสุขและประโยชน์) ในการตอบสนองต่อโรงแรมสีเขียวของไทยตามที่คาดการณ์ไว้ ทั้งนี้ในส่วนของทัศคติสีเขียว บรรทัดฐานอัตนัย และการรับรู้ในการควบคุมพฤติกรรม นั้น ผู้บริโภคชาวไทยไม่ได้ให้ความสำคัญเท่าที่ควร การค้นพบนี้แสดงให้เห็นว่าการพัฒนาทฤษฎีแบบขยายพฤติกรรมการวางแผน (TPB) ซึ่งรวมถึงคุณค่าที่ได้รับ (ค่านิยมทางด้านความสุขและประโยชน์) ไว้นั้น สามารถใช้เพื่อวัดผล และทำความเข้าใจการตอบสนองของผู้บริโภคชาวไทยต่อโรงแรมสีเขียวของไทยได้

คำสำคัญ : ทฤษฎีพฤติกรรมแบบวางแผน (TPB) โรงแรมสีเขียว การตอบสนองของผู้บริโภค

Introduction

Thailand is one of the world's largest travel destinations, attracting 24.81 million visitors in 2014 (World Bank, 2016). Thailand continues to be attractive despite multiple natural disasters and political unrest over the past few years, and the industry is now thought to have fully recovered from the 2014 military coup (Oxford Business Group, 2016).

This research is concerned with a specific aspect of sustainable tourism: the green hotel. Sustainable tourism has been growing both in consumer popularity and as a government policy target since the 1992 Rio Earth Summit Conference (Yusof & Jamaludin, 2013). Sustainable tourism can be briefly defined as development of a tourism industry that provides for both

present and long-term economic growth while also protecting the needs of society and the environment (Weaver, 2006).

Green hotels (also called eco-hotels and sustainable hotels) may be defined minimally as "a lodging establishment that has made a commitment to various ecologically sound practices such as saving water, saving energy, and reducing solid waste (Manaktola & Jauhari, 2007)." However, many green hotels have a much greater commitment to environmental and social sustainability expressed in their operational practices, guest services and offerings, and even their building materials (Weaver, 2006). For example, green hotels may be constructed and furnished with local, sustainable and recycled materials, use systems that limit the energy used in environmental control (such as natural ventilation rather than air conditioning), and generate their own electricity, typically using solar PV panels (Chen & Tung, 2014; Manaktola & Jauhari, 2007; Yusof & Jamaludin, 2013). The green hotel may also modify the guest experience in order to reduce waste, for example by introducing refillable toiletry dispensers or introducing towel and linen reuse programs (Darnall, 2008; Han & Chan, 2013; Millar & Baloglu, 2008). Green hotels will also often use local, handmade and organic products in their guest services, provide organic or eco-food and cater to specialty diets, and offer environmentally friendly activities (Manaktola & Jauhari, 2007).

This research is particularly concerned with green hotels in Thailand. The Tourism Authority of Thailand (TAT) announced a sustainable tourism policy in 2010 called the 7 Greens, in which one element was promotion of green hotels (TAT, 2010). This plan promoted the Green Leaf Certification, an ASEAN-wide classification system designed to communicate about the hotel's green practices. Hotels could earn between one and five green leaves depending on their extent of green operations and practices; for example, a hotel with a basic linen reuse program and water-saving faucets may earn one green leaf, while a purpose-built green hotel utilizing energy savings and generation and employing other methods of reducing environmental impact may earn five leaves (TAT, 2010).

Objectives

The objectives are oriented toward describing and explaining characteristics of Thai consumers with hotel experience. The objectives include: 1) to examine Thai consumer perceptions and attitudes toward green hotels; and 2) to examine existing consumer behaviors toward green hotels; and 3) to determine the impact of an extended Theory of Planned

Behavior (TPB) (including green attitudes, subjective norms, perceived behavioral control, and hotel perceived value) on consumer response; and 4) to provide recommendations based on the primary study and literature review to improve green hotel services in Thailand.

Literature review

This research is concerned with consumer behavioral responses. A consumer can be briefly defined as an individual engaged in cognitions, emotions, and behaviors surrounding selection, use, and disposal of goods (Hoyer, MacInnis, & Pieters, 2012). Consumers are stimulated both by internal conditions (such as wants and needs) and external stimuli (such as marketing or advertising) (Hoyer, et al., 2012). Consumer responses can be understood as the outcomes of experience with a given product category, which can include direct experience (product or service satisfaction) or indirect experience (such as response to advertising) (Kardes, Cronley, & Cline, 2011; Oliver, 1993). Three behavioral responses were identified in the hospitality literature, including visit intention (VI), willingness to pay more (WPM), and word of mouth intention (WOMI). These intentions specifically relate to consumers acting as tourists, or individuals travelling away from home for a temporary period of time for purposes such as leisure travel, entertainment, or business (Page, 2009).

An Extended Theory of Planned Behavior (TPB) Model

The theory of planned behavior (TPB) is an attitude-behavior model, or a model that attempts to explain an individual's actions based on their attitudes (Ajzen, 2005). The components of the TPB can be defined briefly as follows (Ajzen, 1991; Ajzen, 2005). The three key attitudes include attitude toward the behavior, subjective norm, and perceived behavioral control. The attitude toward the behavior is the individual's general dispositions about the proposed behavior, particularly about its likely efficacy at achieving a given goal. Subjective norms, on the other hand, are the individual's perceptions about how socially acceptable the proposed behavior is; for example, whether it is likely to be something others would recommend or would actually do. Finally, perceived behavioral control is the individual's beliefs about how well he or she could actually perform the behavior; this could include concerns like self-efficacy or barriers such as cost.

In order to model consumer response toward green hotels, an attitude-behavior theory called the Theory of Planned Behavior (TPB) has been selected. The TPB model has been the basis for a number of previous studies on green hotel consumer responses and consumer

responses in other green hospitality sectors, and has been generally effective in these studies (which are all discussed in more detail in the following section) (Baker, Davis, & Weaver, 2014; Chen & Tung, 2014; Ham & Han, 2013; Han & Kim, 2010; Han, 2015). In this section, the TPB model is presented and its use in previous studies is examined. Next, the inclusion of the perceived value (PV) external variable as an extension to the model is presented and justified.

This research includes perceived value (PV) as an extension of the basic TPB, acting as a fourth attitudinal factor influencing behavioral intention. PV can be briefly defined as the consumer's evaluative judgment of the suitability of a given product or service (Sánchez-Fernández & Iniesta-Bonillo, 2007). Value is a difficult concept to define and to work with, because of varying personal perceptions of value that are essentially opaque to the researcher (Gallarza, Gil-Saura, & Holbrook, 2011). However, over time it has become a more useful concept as multi-dimensional models that accommodate multiple perceptions of value have emerged (Gallarza, et al., 2011). Because perceived value can have a significant effect on perceptions and consumer responses (Gallarza, et al., 2011), it is worth considering this aspect of the consumer's cognitive and affective response here.

This research focuses on a multi-dimensional model of perceived value, which incorporates utilitarian and hedonic value. This definition of perceived value is an experiential model, which incorporates different aspects of the consumption experience, not simply evaluating the end result. The two dimensions include: "utilitarian value: instrumental, task-related, rational, functional, cognitive, and a means to an end; and hedonic value: reflecting the entertainment and emotional worth of shopping; non-instrumental, experiential, and affective (Sánchez-Fernández & Iniesta-Bonillo, 2007, p. 436)." The importance of these dimensions is hinted at in previous research into green hotels, for example Han and Chan's (2013) of green hotel perceptions, in which some aspects of the hotel such as energy saving (providing utilitarian value) were well-accepted, while others, such as lack of comfort (failing to provide hedonic value) were rejected. While this model is not as comprehensive as others, which include economic and other values (Sánchez-Fernández & Iniesta-Bonillo, 2007), it does provide an insight into one of the central conflicts in consumer values of the green hotel.

Perceived value has not been included as an extended variable of the TPB in previous studies, which have generally focused on green attitudes or other more general attitudes such as moral obligation (Chen and Tung, 2014). However, the potential conflict between utilitarian

and hedonic value is at the heart of tourist decision-making (Budeanu, 2007). Simply, individuals engage in tourism at least in part because of the hedonic experience that they cannot get at home, and do have expectations about their stays, which can even influence and reform their preferences in future (Budeanu, 2007). This expectation of hedonic value is one of the potential factors that create an attitude-behavior gap in sustainable tourism, where even tourists with high environmental awareness and positive environmental attitudes may engage in environmentally damaging behavior or reject green initiatives because they damage their experience or are too expensive (Antimova, Nawijn, & Peeters, 2012). This implies that if sustainable tourism is to become more accepted, tourism providers need to find a way to offer an experience that is both sustainable and represents utilitarian and hedonic value for the consumer (Antimova, et al., 2012). Thus, in order to fully represent the consumer attitude toward the green hotel experience as a tourism experience, PV will be included in the model.

Research framework and hypotheses development

The conceptual framework (Figure 1) was formulated using the TPB, discussed in the previous section, as the foundational theory. The concept of Perceived Value was added as an extension to the model, which incorporates tourist beliefs about the nature and goals of tourism and an inherent evaluative judgment regarding whether the green hotel delivers the required services and facilities (utilitarian value) and experience (hedonic value). The consumer response in this model represents the behavioral intention to engage in a series of situation appropriate behaviors, which were selected based on previous research into consumer response to green hotels (Ham & Han, 2013; Han, et al., 2009). Three consumer responses are identified in this research.
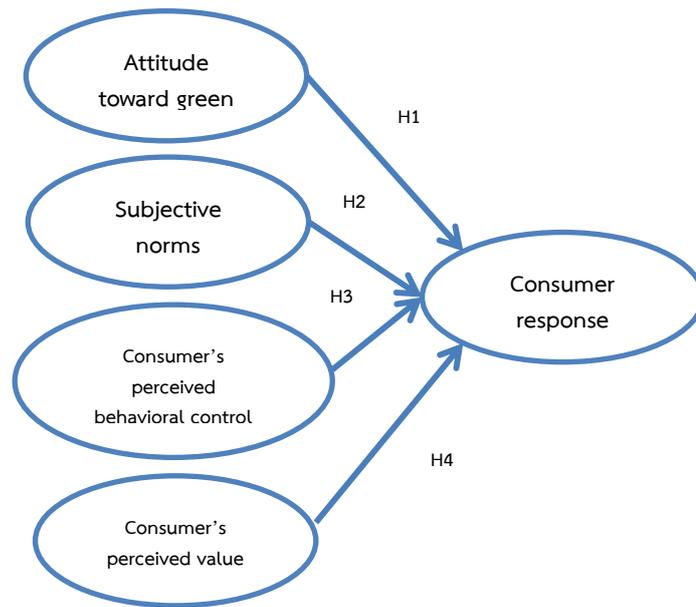
Figure 1 Research Framework

The summary of operational variables used in the conceptual framework: Independent variables are attitude toward green, subjective norms, consumer's perceived behavioral control and consumer's perceived value. Dependent variable is consumer response. As shown by following summary.

Variable Type	Variable	Definition	Sources
Independent	Attitude toward green	General beliefs and dispositions about green hotels and environmental awareness	Ajzen (2005)
	Subjective Norm	Beliefs about the social acceptability of green hotels	Ajzen (2005)
	Consumer's perceived Behavioral Control	Beliefs about ability to select green hotels, such as their availability, affordability and price	Ajzen (2005)
	Consumer's perceived Value	An evaluative judgment of the worth of the green hotel	Sánchez-Fernández and Iniesta-Bonillo (2007)
Dependent	Consumer response	The consumer's cumulative emotional, cognitive and behavioral responses to their attitudes and experience when contemplating a green hotel	Hoyer, et al. (2012) Kardes, et al. (2011)

Hypothesis 1: Attitude toward green will have a positive influence on consumer response to green hotels.

Hypothesis 2: Subjective norms will have a positive influence on consumer responses to green hotels.

Hypothesis 3: Consumers' perceived behavioral control will positively influence consumer response to green hotels.

Hypothesis 4: Consumers' perceived value will have a positive influence on consumer response to green hotels.

Research Methodology

The population of interest was Thai hotel consumers. There were two sampling frames selected for the study. The first was an age-based frame, limiting the population to adults 18+ years of age. The other frame is that consumers have had to stay overnight at the green hotel at least 385 hotel consumers. This study uses a quota sampling of 219 hotels that are registered with the Green Leaf Association. Covering various regions of Thailand. The aims of questionnaire are to understand consumer's attitude and behavior toward a green hotel and to investigate the impact of an extended TPB on consumer response toward a green hotel. The questionnaire consists of four parts. The first part gathers demographic information of the respondents such as age, gender, education level, personal income and marital status. The second part asks about consumer behavior in hotel sector such as frequency of traveling per year, companion for traveling, information channels about a green hotel and willingness to stay at a green hotel. The third and fourth parts ask questions related to all variables of an extended TPB and consumer response toward a green hotel mentioned above. The questions used in these parts were adopted from previous studies that investigated consumer behavior in a green hotel, which include Han, et al. (2009), Han, et al. (2010), Han and Chan (2013). Seven-point Likert scale (1=strongly disagree 2=disagree 3= somewhat disagree 4= neither agree nor disagree 5= somewhat agree 6= agree 7= strongly agree) was used for these questions because it is a scale that is commonly used in a study of attitude and behavior toward a green hotel (Han & Chan, 2013).

Results

Demographic questions were asked in five parts for instance: gender, age, education level, Income per month, and marital status as shown in Table 1.

Table 1: Demographic data

Demographic data	Frequency	Percentage
Gender		
Female	199	51.70
Age		
26 - 33 years	161	41.80
Education		
Higher than Bachelor Degree	256	66.50
Income per month		
30,001 - 50,000 baht	153	39.70
Marital status		
Married/ Couple	202	52.50

From Table 1: The majority of respondents were female (51.70 percent), aged between 26-33 years old (41.80 percent), graduated higher than bachelor degree (66.50 percent), had income per month between 30,001-50,000 baht (39.70 percent), and married or couple (52.50 percent)

Table 2: Hotel consumer behavior

Hotel consumer behavior	Frequency	Percentage
How many times do you usually travel within the country per year?		
4-5 times	184	47.8
Who do you usually go to travel within the country with?		
Family	235	61.0
How much are you willing to pay per night when travelling domestically?		
5,001-7,000 baht	150	39.0
Where do you receive information about a green hotel?		
Friend and family	331	86.0

From Table 2: Generally, most of respondents had opinion for hotel consumer behavior as follow them usually travel 4-5 times within the country per year (47.8 percent), traveled with

family (61 percent), had paid 5,001-7,000 baht per night when traveled domestically (39 percent). Most consumers get information about green hotels from friends and family (86 percent), hotel websites (53.2 percent), and social media (70.6 percent). While consumers think they did not received information from television and radio, the magazine, and the Green Leaf Foundation.

Measurement model shown Factor Loading, R^2, Composite Reliability, Average Variance Extracted, SQRT (AVE), and Cronbrach's alpha of Variable. The values from the convergent validity test on factor loading were above 0.6 except subjective norms, perceived behavioral control, and WPM where the loading ranged from 0.094 to 0.1.132, and each was more than 0.6 indicating that the result was accepted. The value of R^2 from the test ranged from 0.008 to 1.281 which were an acceptable value. Composite reliability ranged from 0.4229 to 0.8452, which suggested the acceptability of the construct reliability. Regarding the AVE, it was more than 0.5 and was also an acceptable value. The AVEs according to the test ranged from 0.236 to 0.732. The Cronbrach's alpha ranged from 0.416 to 0.844, which indicated the acceptability.
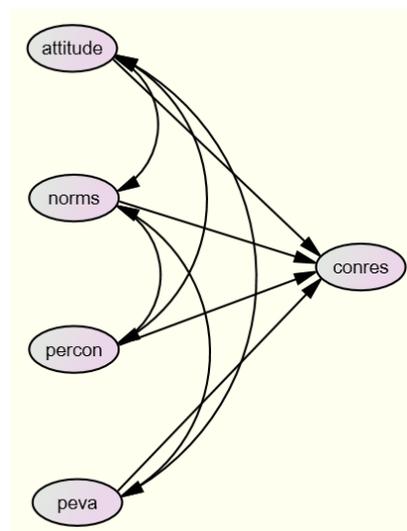

Figure 2: Construct measurement model

From figure 2 Construct measurement model after modification indices. The results of the model fit testing were as follows: Chi-Square/Degree of freedom = 1.852, p-value = .000, GFI = 0.956, AGFI = 0.928, RMR = 0.018, RMSEA = 0.047 (PCLOSE = 0.635), NFI = 0.951, and CFI = 0.976.

Conclusions and Discussion

Hypothesis 1: Attitude toward green will have a positive influence on consumer response to green hotels.

The research results: the standardized regression weight was 0.059, critical ratio was 1.940, p-value was 0.052 and standardized factor loading was 0.084. It showed that attitude toward green did not have significant relation with consumer response. Thus, it could be concluded that H1 was not supported.

This research proposed to examine Thai consumer perceptions and attitudes toward green hotels. The results that there was not significant between attitude toward green and consumer response. Consistent with Han and Kim (2010) took a slightly different approach, basing their model of attitudes toward green hotels on behavioral beliefs and service quality. They found that service quality actually had a higher influence on attitudes toward green hotels than behavioral beliefs (for example, about whether the individual should stay in a green hotel). When the researcher has followed the information on environmental conservation in Thailand. It was found that every organization has paid attention to environmental protection. People in the country are taught to conserve the environment, but they are not aware of the true significance. There is a conflict between Consumer protections the environment but society still has problems with the amount of waste.

Hypothesis 2: Subjective norms will have a positive influence on consumer responses to green hotels.

The standardized regression weight was -0.484, critical ratio was -1.641, p-value was 0.101 and standardized factor loading was -0.405. It showed that subjective norms did not have significant relation with consumer response. Thus, it could be concluded that H2 was not supported.

This study proposed to examine existing consumer behaviors toward green hotels and to determine the impact of an extended Theory of Planned Behavior (TPB) (including green attitudes, subjective norms, perceived behavioral control, and hotel perceived value) on consumer response. The results that there was not significant between subjective norms and consumer response. This result conflicts with past research. Mostly found that subjective norms had stronger than attitudes toward green for example, Chen and Tung (2014) found that subjective norms had a significant positive influence on the VI for green hotels in Taiwan,

although attitudes had a stronger influence. Han and Kim (2010) found that subjective norms were a significant factor in behavioral intentions for green hotels, although the factor loading was lower than attitudes, perceived behavioral control or any of the other factors that were included in their extended model. Therefore, based on the TPB and the empirical evidence from studies employing the TPB in green hotel and similar consumption contexts.

Hypothesis 3: Consumers' perceived behavioral control will positively influence consumer response to green hotels.

The standardized regression weight was 0.082, critical ratio was 1.334, p-value was 0.182 and standardized factor loading was 0.088. It showed that consumers' perceived behavioral control did not have significant relation with consumer response. Thus, it could be concluded that H3 was not supported. Consistent with Kim, et al., (2013) found that the path coefficient between perceived behavioral control and VI was only 0.05 in their proposed model and 0.04 in the standard model, and was significant in neither case.

Hypothesis 4: Consumers' perceived value will have a positive influence on consumer response to green hotels.

The standardized regression weight was 1.221, critical ratio was 4.034, p-value was < 0.001 and standardized factor loading was 0.817. It showed that consumers' perceived value had significant relation with consumer response. Thus, it could be concluded that H4 was supported. This study proposed to determine the impact of an extended Theory of Planned Behavior (TPB) (including green attitudes, subjective norms, perceived behavioral control, and hotel perceived value) on consumer response. The results that there was not significant between perceived value and consumer response. Consistent with Han, et al., (2009) the authors did find that green attitudes influenced overall image, but did not completely mediate it; therefore, the functional attributes of the hotel particularly continued to influence the consumer responses toward the hotel even for consumers with high environmental awareness.

Suggestion

The tourism policymaking and marketing. The consumer descriptive statistics showed that social media, followed by company websites and travel websites, were the most important sources of information about green hotels. This is consistent with the green hotel's current position as a niche market, and it offers insights into how marketing can be most effectively accomplished. Thus, policymakers and marketers should focus on online marketing as a means

of communicating effectively with potential tourists. The theory of planned behavior (TPB) model has been the basis for a number of previous studies on green hotel consumer responses and consumer responses in other green hospitality sectors, and has been generally effective in these studies. However behavioral intention does not perfectly predict behavior; for example, individuals may forget their intentions, like lack of availability. Therefore, most studies using the TPB actually assess self-reported behavioral intentions instead of behavior.

Future Research

While the discussion above identified some specific questions that could be explored in further research, the literature also turned up two broad areas where there are gaps in the academic understanding of green hotels and consumer choice.

The future research should be conducted under normal circumstances for the long time period or on a longitudinal study with the use of the same model as in this research in order to confirm that the model is consistent with empirical data.

This study has begun to fill the gap by focusing on domestic tourists, but there is still much more information to be collected before the domestic tourist can truly be understood. In particular, it is not always clear how domestic and international tourists may vary in their preferences and decision bases. This could be an opportunity for comparative research, either in Thailand or elsewhere that examines differences between domestic and international tourists.

Another area where there is a noticeable void in the literature that remains after this study is a comprehensive explanation for the attitude-behavioral gap in relation to green hotels and other sustainable tourism activities, or indeed to other environmentally influenced decisions.

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