

## อิทธิพลร่วมของการดำเนินงานโรงแรมที่เป็นมิตรต่อสิ่งแวดล้อมและสิ่งจูงใจที่มีต่อความตั้งใจในการกลับมาพักโรงแรม

ดาราวรรณ ไสลมณี ภัฏฐกานต์ ณ ไพรี นิพารณณ์ แสงสว่าง ชยรินทร์ธร ธาดาศุสิตา และเอกชัย อัครเดชเรืองศรี\*

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### บทคัดย่อ

งานวิจัยนี้ศึกษาผลกระทบเชิงปฏิสัมพันธ์ของการปฏิบัติอย่างยั่งยืนและกลยุทธ์สิ่งจูงใจที่มีผลต่อความตั้งใจของผู้บริโภคในการกลับมาใช้บริการโรงแรมอีกครั้ง โดยใช้กรอบทฤษฎี Stimulus-Organism-Response (S-O-R) ในการศึกษา การวิจัยนี้ใช้การออกแบบการทดลองระหว่างกลุ่มตัวอย่างโดยใช้สถานการณ์จำลอง (between-subjects scenario-based design) ด้วยขนาดตัวอย่างทั้งหมด  $N = 502$  คน โดยใช้โครงสร้างแบบแฟกทอเรียล (Factorial design)  $2 \times 3$  เพื่อวิเคราะห์ผลกระทบร่วมของการปฏิบัติอย่างยั่งยืนแบบเลือกได้เทียบกับแบบเลือกไม่ได้ (เช่น สามารถเลือกว่าจะนำผ้าขนหนู และ/หรือ ผ้าปูเตียงกลับมาใช้ใหม่ เทียบกับการกำหนดให้ต้องนำทั้งผ้าขนหนูและผ้าปูเตียงกลับมาใช้ซ้ำในวันถัดไป) ร่วมกับโปรแกรมจูงใจรูปแบบต่างๆ (เงินสด, รางวัลแบบแต้ม, และไม่มีการเสนอสิ่งจูงใจ) จากนั้นใช้ two-way ANOVA และการวิเคราะห์ผลกระทบอย่างง่าย (Simple effect analysis) เพื่อวิเคราะห์ข้อมูล

ผลการศึกษาเผยให้เห็นผลกระทบจากปฏิสัมพันธ์ที่มีนัยสำคัญทางสถิติ ( $F(2, 496) = 3.46, p < .05$ ) แสดงให้เห็นว่าผู้เข้าร่วมศึกษาแสดงความตั้งใจที่สูงกว่าอย่างมีนัยสำคัญในการกลับมาเข้าพักในโรงแรมซ้ำ เมื่อมีการนำเสนอการปฏิบัติอย่างยั่งยืนแบบเลือกได้ร่วมกับสิ่งจูงใจแบบเงินสด ที่น่าสนใจคือการปฏิบัติอย่างยั่งยืนแบบเลือกไม่ได้ส่งผลเชิงบวกต่อความตั้งใจในการกลับมาเข้าพักเมื่อรวมกับสิ่งจูงใจทั้งสองประเภท (เงินสด, รางวัลแบบแต้ม) แสดงให้เห็นว่ารางวัลทางเศรษฐกิจสามารถชดเชยความไม่พอใจที่เกิดจากตัวเลือกของผู้บริโภคที่มีจำกัดได้อย่างเพียงพอ (ขนาดผลกระทบ = 0.014, CI = 95%) การค้นพบนี้เติมเต็มช่องว่างที่สำคัญในวรรณกรรมที่มีอยู่โดยแสดงให้เห็นความจำเป็นของการรวมกลยุทธ์ความยั่งยืนและสิ่งจูงใจเข้าด้วยกันภายในกรอบการตลาดของธุรกิจโรงแรม ความหมายของผลการศึกษาชี้ไปสู่คำแนะนำเชิงปฏิบัติสำหรับผู้จัดการโรงแรมที่เน้นการเพิ่มความภักดีของผู้บริโภคผ่านการออกแบบการดำเนินงานโรงแรมที่เป็นมิตรต่อสิ่งแวดล้อมและโปรแกรมสิ่งจูงใจที่มีประสิทธิภาพ การศึกษานี้เน้นย้ำถึงความสำคัญของการสร้างแนวทางการตลาดเชิงกลยุทธ์ที่ส่งเสริมความสัมพันธ์ระยะยาวกับผู้บริโภคในตลาดโรงแรมที่มีการแข่งขันเพิ่มมากขึ้น

**คำสำคัญ:** การดำเนินงานโรงแรมที่เป็นมิตรต่อสิ่งแวดล้อม สิ่งจูงใจ ความตั้งใจกลับมาใช้บริการโรงแรมอีกครั้ง การตลาดอุตสาหกรรมบริการ กรอบทฤษฎี สิ่งเร้า-สิ่งมีชีวิต-การตอบสนอง

## The Interaction Effects of Green Hotel Practice and Incentives on Hotel Revisit Intentions

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### Abstract

This research investigates the interaction effects of sustainable practice and incentive strategies on consumers' hotel revisiting intentions using the Stimulus-Organism-Response (S-O-R) framework as a theoretical lens. Employing a robust between-subjects scenario-based experimental design, with a total sample size of  $N = 502$ , this research utilises a  $2 \times 3$  factorial structure to analyse the impact of selectable versus unselectable green hotel practices (e.g., consumers can choose to reuse towels or/and bed linens versus consumers are required to reuse both towels and bed linens) in conjunction with various incentive programs (cashback vs. point rewards vs. no reward), then two-way ANOVA and simple effect analysis are employed to analyse the data.

Results reveal statistically significant interaction effects, specifically with ( $F(2, 496) = 3.46, p < .05$ ), indicating that participants exhibited markedly stronger intentions to revisit hotels when exposed to selectable sustainable practices paired with cashback incentives. Interestingly, unselectable sustainable practices also yielded positive effects on revisit intentions when combined with both types of incentives, cashback and point rewards, suggesting that economic rewards can adequately compensate for potential dissatisfaction stemming from limited consumer choices (effect size = 0.014, CI = 95%). These findings fill critical gaps in the existing literature by illustrating the necessity of integrating sustainability and incentive strategies within hospitality marketing frameworks. The implications point toward practical recommendations for hotel managers focused on enhancing consumer loyalty through effectively designed green hotel practice and incentive programs. This study underscores the importance of creating strategic marketing approaches that foster long-term relationships with consumers in an increasingly competitive hospitality market.

**Keywords:** Green Hotel Practices, Incentives, Hotel Revisit Intentions, Hospitality Marketing, Stimulus-Organism-Response Framework

## Introduction

Green hotel practices are becoming paramount in the hospitality sector, driven by increasing consumer demand for environmentally responsible choices. Recent research reveals that majority of travellers are inclined to choose hotels that promote sustainability initiatives, such as reusing towels and minimizing bed linen changes (Mim, Jai, and Lee, 2022). This consumer preference reflects a broader societal shift toward environmental consciousness, compelling hoteliers to incorporate sustainable measures not only out of ethical responsibility but also as a strategic business decision. Such initiatives promise not only to enhance brand loyalty but also to contribute positively to the environment by reducing waste and resource consumption.

Delving into the background of this study, there is evidence that sustainable practices in the hospitality industry correlate positively with consumer satisfaction and decision-making processes. Previous studies highlight that consumers are likely to exhibit loyalty toward brands that engage in sustainable practices (Godovykh, Fyall, and Baker, 2024; Hadassa, 2024). However, despite the evident that consumer inclination towards sustainable practices, significant gaps remain in the literature regarding the nuanced interaction between different types of sustainable practices and consumer incentives. Previous studies have primarily concentrated on the direct impact of incentives and sustainability on customer satisfaction and loyalty without thoroughly exploring how varying approaches to sustainability, such as when consumers join a sustainability programme, they can choose whether to reuse towels and/or bed linens (selectable option) versus when the programme requires to reuse both towels and bed linens (unselectable option), and different incentive mechanisms, like cashback and point rewards when consumers participate in such a programme, collectively influence consumers' intentions to revisit hotels (Oliveira Romero, Silva, and Fontenele, 2023). Understanding these dynamics is critical, as they not only inform corporate sustainability strategies but also enhance the overall consumer experience in eco-conscious hospitality settings.

This study employs the Stimulus-Organism-Response (S-O-R) framework to investigate how consumers respond to different sustainable practices and incentive strategies in the context of hotel revisiting intentions. By identifying the interactions between selectable versus unselectable sustainable practices and various consumer incentives, this research fills a crucial gap in the literature and offers valuable insights for hotel managers aiming to enhance brand loyalty and promote sustainability within their operations (Oliveira Romero, Silva, and Fontenele, 2023).

Consequently, this comprehensive examination contributes significantly to both academic discourse and practical applications, as it explains the pathways through which sustainable practices can drive consumer engagement and retention in an increasingly competitive hospitality market. By shedding light on these dynamics, the findings of this study will inform future sustainability strategies within the tourism sector, emphasizing the critical role of effective marketing and consumer engagement in fostering environmentally responsible behaviours among travellers.

## Research Objectives

This study aims to:

1. Examine the interaction effects of sustainable practices and incentive strategies on consumers hotel revisiting intentions.
2. Examine how the sustainable options interact with incentives to influence customer decisions.

## Hypotheses

**Hypothesis 1 (H1):** There will be a significant interaction effect between the type of sustainable initiative (selectable vs. unselectable) and the type of incentive initiative (point rewards vs. cashback vs. no incentive) on consumers' intentions to revisit hotels.

**Hypothesis 2 (H2):** Consumers will exhibit higher hotel revisiting intention when provided with selectable sustainable practice paired with cashback incentives compared to no reward.

**Hypothesis 3 (H3):** Consumers will exhibit higher hotel revisiting intention when provided with selectable sustainable practice paired with point rewards compared to no reward.

**Hypothesis 4 (H4):** Consumers will exhibit higher hotel revisiting intention when provided with unselectable sustainable practice paired with cashback incentives compared to no reward.

**Hypothesis 5 (H5):** Consumers will exhibit higher likelihood of revisiting hotels when provided with unselectable sustainable practice paired with point rewards compared to no reward.

## Scope of Research

This study, firstly, focuses on the interaction between types of sustainable practices, selectable options, such as consumers can choose to reuse towels or/and bed linens, and unselectable option, such as consumers are required to reuse both towels and bed linens, coupled with three incentive mechanisms: cashback rewards, point rewards, and no incentives. Secondly, this study focuses on Thai consumers over the age of 20. Moreover, to ensure statistical significance and adequate representation of the target demographic, approximately 300 participants are required for this study. Thirdly, the geographic scope focuses specifically on Thailand, a country where tourism is a vital aspect of the economy. Finally, this study addresses current consumer attitudes and preferences, focusing on how recent changes in consumer behaviour influence the demand for sustainable practices in the hospitality industry. The study commenced in February 2025 and is expected to be finished within six months.

## Conceptual Framework

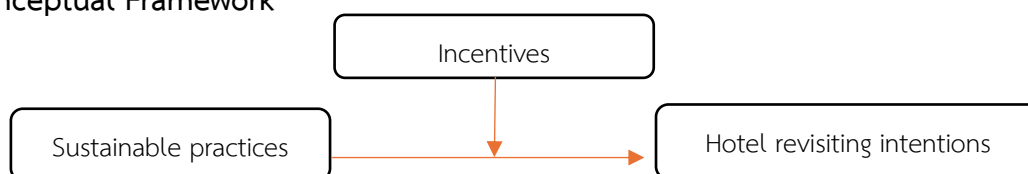


Figure 1. The Research Conceptual Framework

## Literature Review

### Stimulus-Organism-Response (S-O-R) Framework

The Stimulus-Organism-Response (S-O-R) framework offers a structured lens to analyse how various stimuli, such as sustainable practices and incentive programs, affect consumers (organisms), leading to a particular response, which, in this context, is the behavioural intention to revisit hotels. In the hospitality industry, sustainable initiatives (stimuli) serve as important signals influencing consumers' perceptions and emotions (organism), ultimately affecting their behavioural intentions (Rasoolimanesh, Iranmanesh, Seyfi, Ragavan, and Jaafar, 2022). The framework underscores the idea that positive interactions with sustainability initiatives can evoke favourable emotional responses, promoting a greater likelihood of revisiting.

Within this research context, the S-O-R framework suggests that the effective communication of sustainable practices and accompanying incentives can enhance consumer experiences. A shift towards more sustainable and inclusive tourism practices, suggesting that enhanced rewards can align closely with consumers expectations and their desire for responsible travel options. In this context, according to Cozzio, Orlandi, and Zardini (2018) food sustainability in hotels not only affects purchase attitudes but also cultivates positive behavioural intentions, reinforcing the idea that well-structured rewards can motivate repeat visits. Therefore, this growing awareness among consumers reflects broader trends towards sustainability, presenting opportunities for hotels to employ reward systems effectively to enhance consumer loyalty and promote sustainable behaviours. Fortunately, Individuals exposed to both robust sustainability practices and meaningful rewards may develop emotional connections to the hotel brand, fostering loyalty and increasing revisit intentions. This theoretical approach emphasizes the importance of understanding the connections between sustainable actions, incentives, consumer perception, and resultant behaviours.

### Effects of Sustainable Initiatives on Hotel Revisiting Intention

Sustainable initiatives, particularly related to towel reuse and infrequent linen changes, can have profound impacts on consumers' revisit intentions. Positive effects include the enhancement of brand loyalty among environmentally conscious guests, as these practices often signal the hotel's commitment to sustainability (Tanveer, Ahmad, Mahmood, and Haq, 2021). For instance, providing options for guests to select sustainability practices allows customers to feel a sense of autonomy and engagement, thereby heightening their satisfaction (Eichelberger, Heigl, Peters, and Pikkemaat 2021). Conversely, potential negative effects may arise from guests perceiving such initiatives as inconvenient or detracting from their overall comfort. For instance, when consumers feel empowered to select environmentally friendly practices, their behavioural intentions align more closely with their values, leading to a greater likelihood of revisiting establishments that support sustainability. Conversely, a lack of choices regarding sustainable practices may diminish this sense of control, potentially leading to

consumer dissatisfaction or disengagement from brands that fail to provide adequate options. Consequently, enabling consumers to exercise their autonomy in making sustainable choices fosters a stronger commitment to eco-conscious behaviours and enhances the overall effectiveness of sustainability initiatives in shaping consumer attitudes and intentions (Eichelberger, Heigl, Peters, and Pikkemaat 2021). By recognizing the relationship between consumer autonomy and the ability to select sustainable options, businesses can better strategize their marketing and operational approaches to meet evolving consumer preferences in a competitive market focused on sustainability.

In a competitive market, hotels that effectively communicate the benefits of their sustainable practices can differentiate themselves by creating a compelling value proposition for eco-conscious travellers. However, if environmental practices are enforced without offering choices, guests may experience frustration or feel restricted, potentially undermining their revisit intentions (Mim, Jai, and Lee, 2022). This dynamic illustrates the importance of not only implementing sustainable initiatives but also ensuring they resonate positively with guest expectations.

### **Effects of Incentive Initiatives on Hotel Revisiting Intention**

Incentive initiatives such as point rewards, and cashback offers play a crucial role in influencing consumers' intentions to revisit hotels. Many studies indicate that financial incentives can significantly drive customer loyalty, particularly when they are clearly communicated and perceived as valuable by consumers (Wut, Lee, and Lee, 2023). Cashback offers can enhance consumer satisfaction and perceived value, especially when linked to sustainable practices (Hadassa, 2024).

However, the value of incentives may be diminished if consumers perceive them as insubstantial or inadequately aligned with their expectations of service quality. For example, while point rewards can promote engagement with sustainable initiatives, they may not effectively drive revisiting behaviour if the rewards are perceived as below consumer expectations (Bai and Zhang, 2021). Therefore, the presence of incentive initiatives must be carefully integrated with the hotel's sustainability message to maximize their effectiveness and ensure aligned perceptions among consumers.

### **The Interaction Effects of Sustainable practice and Incentives on Revisiting Intentions**

An increasing amount of research indicates that financial incentives and sustainable measures have a major influence on consumer behaviour in hotel environments. Hotels that adopt sustainability projects are probably going to draw a more environmentally concerned consumers given rising consumer knowledge and worry about environmental concerns. Including appropriate incentive policies would help to increase the efficacy of these programs even more (Cozzio, Orlandi, and Zardini, 2018; Boronat-Navarro and Pérez-Aranda, 2020). Thus, we suggest the research hypotheses, as shown earlier, depending on the expected interaction impacts between incentive programs and sustainable practices.

Furthermore, a more noticeable effect on revisit intentions will result from the mutual reinforcement of sustainability practices and the incentives offered. Previous studies show that when internal incentives (like eco-consciousness) and external motivations (like rewards) are in sync, consumers are more likely to create a favourable affinity toward a hotel (Rasoolimanesh, Iranmanesh, Seyfi, Ragavan, and Jaafar, 2022). Therefore, this combination of selectable green initiatives and incentives will give a dual encouragement for customers to evaluate their future stays at the hotel.

However, unselectable practices could be seen as a compromise on consumer choice; therefore, the offering of point reward as well as cashback incentives can reduce unfavourable feeling linked with the lack of autonomy. Many consumers want for value in their purchases; especially cashback and point incentives can improve perceived value and satisfaction, so strongly encouraging plans to come back (Boronat-Navarro and Pérez-Aranda, 2020). Hotels could maybe reduce any unhappiness resulting from the unselectable character of environmental projects by tying economic incentives to sustainable practices.

## Research Method

This section details the research method employed to investigate the interaction effects of sustainable practices and incentive programs on consumers' hotel revisiting intentions. The method is organized into three subsections: Sampling, Research design, and Measures that were employed in this study. Moreover, we would like to acknowledge the use of ChatGPT for its assistance in proofreading and correcting grammatical errors in this work. It served as a resource for refining language and ensuring coherence in the presentation of our study. we emphasize that no part of the research was generated by the tool.

### Sampling with Screening Criteria

According to Wu, Mattila, and Hanks (2015), a  $2 \times 3$  between-subject design and the rule of thumb of 30 participants per cell, this study need at least 180 participants. The sample for this study consisted of 502 participants who were recruited through various social media platforms in April 2025, and the data was collected in Thailand by using online surveys. The selection criteria included participants aged 20 years and older as this demographic is significantly more likely to engage in travel and has the financial capacity to influence hotel bookings, reflecting a more mature understanding of sustainability and its implications in hospitality. This age restriction ensures the study captures the perspectives of a consumer segment that is capable of making informed decisions regarding hotel accommodations. Additionally, all participants needed to have prior experience with online hotel booking systems, allowing for a more informed understanding of sustainable hotel practices and the potential incentives associated with them.

## Research Design

Using a between-subjects approach, this article applied a 2 (environmental practices (towel reuse and decreasing linen changes): selectable vs. unselectable) x 3 (incentive initiatives: point reward vs. cashback vs. no incentive) factorial design. Participants were presented a hypothesised hotel stay scenario including adverts detailing the various incentive offers as well as the sustainable practices of the hotel. This approach not only permits the study of personal effects of every variable but also helps to understand the interaction effects between them on consumers' intention to return to hotels

By means of asking people to imagine a stay at a hotel with certain sustainable practices and incentive programs, the study assured that participants could tie these circumstances to their potential booking experiences. A well-known method in behavioural research, the use of hypothetical scenarios helps researchers examine intentions in a controlled context (Wu, Mattila, and Hanks, 2015).

## Measures

To assess the reliability of the dependent variable measure, hotel revisiting intention, a three-item measure adapted from Yu (2022). The items were designed to capture consumers' intentions with statements such as, "I plan to revisit this hotel," and were rated on a seven-point Likert scale ranging from 1 (strongly disagree) to 7 (strongly agree). A reliability test was run, and the result showed a high reliability coefficient ( $\alpha = 0.96$ ), indicating strong internal consistency among the items.

## Results

### Demographics Profile of Participants

Descriptive analysis is employed to analyse the demographic data, and the demographic profile of the participants in this study is outlined as follows: Participants averaged 42 years old ( $SD = 9.73$ ), so offering a mature viewpoint on hotel sustainability measures. Gender distribution showed a 54% majority of female participants. With 61% possessing a postgraduate degree, the sample's educational background pointed to a highly educated group, implying that participants probably have more knowledge and awareness of hotel practices and sustainability ideas. Especially, 70% of the participants reported that they have stayed at hotels encouraging towel reuse, which helped to frame their comments on sustainable practices.

Consistent with Wu, Mattila, and Hanks (2015), scenario realism in this work was evaluated using two measured variables. To test reliability for two-item measure, Pearson correlation was run, the result showed a robust statistically significant link ( $r = 0.75, p < .001$ ). On a 7-point scale, the mean realism score was 5.77, suggesting that participants mostly saw the scenarios as realistic.

A two-way ANOVA was then run to investigate the primary impacts of the independent variables, sustainable practices and incentive initiatives, on perceived scenario realism. The study found that neither main effect was statistically significant: sustainable practices ( $F(1, 496) = 2.81, p > .05$ ) and



incentive initiatives ( $F(1, 496) = 0.24, p > .05$ ). Moreover, the interaction effect on scenario realism between sustainable practices and incentive programs was likewise non-significant ( $F(2, 496) = 1.08, p > .05$ ). These results taken together imply that the impression of scenario realism stayed rather high throughout all experimental settings, hence supporting the strength of the scenarios used in this study.

## Manipulation

To evaluate the effectiveness of the manipulations in this study, cross-tabulation and chi-square tests were performed to analyse the relationship between the experimental conditions and the outcomes of the manipulation checks. The analysis yielded significant associations between the sustainable practice conditions and their respective manipulation checks ( $\chi^2(1) = 342.78, p < .001$ ). A notable relationship was observed between the reward initiative conditions and their respective manipulation checks ( $\chi^2(4) = 504.16, p < .001$ ). The findings illustrate the extent to which the manipulations align with the specified experimental conditions, thereby enhancing the validity of the study's experimental design.

The remarkable precision of responses among participants regarding the manipulation checks is particularly noteworthy. Among the 458 participants, 91.23% accurately responded to the manipulation check question regarding the sustainable practices, indicating a clear understanding of the presented situation. In a similar vein, 403 individuals (80.27%) provided appropriate responses regarding the manipulation of incentive programs. The elevated percentages of correct responses indicate that participants comprehended both the manipulations related to sustainability and incentives, thereby affirming their relevance within the given context.

## Findings

The assessment of hypotheses related to the influence of sustainable practices and incentive structures on the intentions of consumers to revisit hotels reveals substantial insights into consumer behaviour through a thorough analysis employing a two-way ANOVA. The findings of the research demonstrate a complex interaction among the variables at play, which is essential for comprehending their potential impact on consumer intentions.

According to Table 1, the analysis reveals that the main effect of sustainable practices did not reach statistical significance ( $F(1, 496) = 1.23, p > .1$ ). This finding indicates that the mere implementation of a sustainable practice, irrespective of its nature, may not intrinsically encourage consumers to return to hotels. Conversely, the main effect of incentive programs was determined to be significant ( $F(1, 496) = 21.60, p < .001$ ), highlighting the crucial role that financial incentives have in shaping consumer behaviour and decision-making.

**Table 1** The Result of Two-way ANOVA

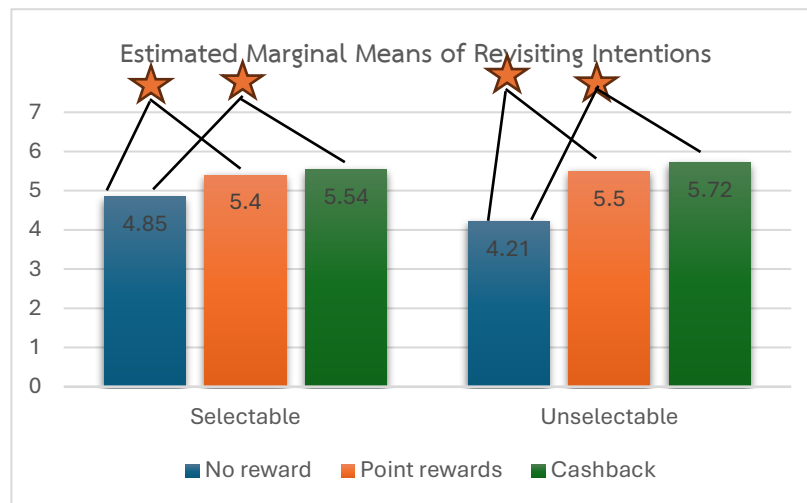
Tests of Between-Subjects Effects						
Dependent Variable:	Hotel Revisiting Intention					
Source	Type III Sum of Squares	df	Mean Square	<i>F</i>	<i>p</i>	$\eta^2$
Corrected Model	129.315 <sup>a</sup>	5	25.863	10.678	<0.001	0.097
Intercept	13538.120	1	13538.120	5589.619	<0.001	0.918
Sustainable Practices	1.906	1	1.906	0.787	0.375	0.002
Incentives Programs	115.510	2	57.755	23.846	<0.001	0.088
Interaction Effects	16.806	2	8.403	3.469	0.032	0.014
Error	1201.318	496	2.422			
Total	14997.778	502				
Corrected Total	1330.632	501				

Interaction Effects: Notably, a significant two-way interaction was identified between sustainable practices and incentive programs ( $F(2, 496) = 3.46, p < .05$ ). This finding provides robust support for Hypothesis 1 (**H1**), as illustrated in Table 1, suggesting that the interplay of these factors collectively influences the intentions to revisit hotels.

To delve deeper into this interaction, an analysis of simple effects was conducted (please see Figure 2), providing targeted insights into how specific combinations of initiatives and incentives affect consumer behaviour. For the selectable condition, when paired with cashback incentives, participants exhibited a higher hotel revisiting intention ( $M = 5.54$ ) compared to the condition where incentive was not offered ( $M = 4.85; F(2, 496) = 7.43, p < .01$ , partial  $\eta^2 = .022$ ), thereby supporting Hypothesis 2 (**H2**). This demonstrates that financial incentives significantly enhance the likelihood of consumers returning when they perceive themselves as having the autonomy to select sustainability options. In a similar vein, the responses associated with the point reward incentive indicated a heightened intention to revisit ( $M = 5.40$ ) in contrast to the absence of an incentive ( $M = 4.85; F(2, 496) = 5.04, p < .01$ , partial  $\eta^2 = .015$ ), thereby providing support for Hypothesis 3 (**H3**). This reinforces the premise that positive incentives are vital when paired with options for sustainability.

For the unselectable condition, participants reported a higher intention to revisit hotels with cashback incentives ( $M = 5.72$ ) compared to no incentive ( $M = 4.21; F(2, 496) = 33.20, p < .001$ , partial  $\eta^2 = .081$ ), which supports Hypothesis 4 (**H4**). This indicates that even when options are limited (non-selectable), financial incentives significantly enhance revisit intentions. Furthermore, the point reward condition again demonstrated increased revisiting intentions ( $M = 5.49$ ) compared to no incentive ( $M =$

4.21;  $F(2, 496) = 27.17, p < .001$ , partial  $\eta^2 = .076$ ), thereby supporting Hypothesis 5 (H5). This suggests that rewards can mitigate the impact of limited choice, reinforcing consumer loyalty (see Figure 2).



**Figure 2.** The Interaction Effects of Sustainable practice and Incentives

The research findings reveal important insights into the interplay between sustainable practices, financial incentives, and consumer behaviour in the hospitality industry. By utilizing a two-way ANOVA, the study discovered that while sustainable practices alone may not significantly enhance consumers' intentions to revisit hotels, the presence of attractive financial incentives, such as cashback and point rewards, can significantly increase these intentions. This significant interaction highlights the necessity for hospitality brands to adopt a dual approach: integrating effective sustainability measures with appealing incentive strategies.

The significance of these findings lies not only in their statistical value but also in their practical application. Consumers today are more environmentally conscious and value sustainability; they also respond positively to incentives that enhance their experience. When hotels offer a choice of sustainable practices coupled with financial rewards, they empower guests, giving them a sense of autonomy and control over their choices. This empowerment can lead to stronger emotional connections to the brand and increase loyalty.

In conclusion, the observed significant interaction indicates that financial incentives can serve as a powerful mechanism to enhance the effectiveness of sustainable practices in boosting hotel revisit intentions. As hospitality brands navigate the evolving landscape marked by heightened consumer expectations regarding sustainability, the strategic integration of these two elements will be crucial. Hotels should invest in marketing strategies that highlight both sustainable practices and the rewards consumers can gain from them, thereby fostering a loyal and engaged customer base. Understanding that consumer autonomy and the ability to choose sustainable options, enhanced by attractive incentives, can lead to deeper consumer relationships which is critical for the long-term success of hotel operators.

## Conclusion and Discussion

This section summarizes the findings, interprets them in light of existing literature, and identifies how the results align or contrast with previous research.

The research findings demonstrate that consumers' intentions to revisit hotels are highly influenced by the interplay between sustainable practices and incentive initiatives. More specifically, it was observed that consumers exhibited stronger revisiting intentions when presented with selectable sustainable practices paired with cashback incentives, supporting Hypothesis 2. Moreover, Hypothesis 3 was confirmed as consumers also showed increased intentions when selectable sustainable options were combined with point reward incentives. This aligns with existing literature, whereby the provision of options coupled with effective incentives enhances consumer engagement and satisfaction (Godovykh, Fyall, and Baker, 2024).

Hypotheses 4 and 5 further reinforced the idea that financial incentives can mitigate the potentially negative perceptions associated with unselectable sustainable initiatives. Participants indicated higher revisiting intentions when unselectable practices were backed by cashback and point rewards, indicating a strategic approach where economic incentives can offset the perceived drawbacks of limited choices. This finding complements the assertions made by Boronat-Navarro and Pérez-Aranda (2020) on consumer behaviour, suggesting that perceptions of value can be enhanced when positive incentives accompany eco-initiatives.

Key research issues were addressed through the variables examined in this study, and the objectives were successfully met. Notably, the hypothesis regarding interaction effects was validated, highlighting that the combination of sustainability practices and incentive structures leads to amplified consumer intentions, which underscores the interconnectivity of these elements in consumer decision-making. Thus, this study contributes to the understanding of consumer behaviour in the hospitality industry by framing sustainable practice and incentive programs as complementary strategies rather than isolated activities.

While the findings are largely consistent with previous research demonstrating the positive impact of sustainability on consumer emotions (Godovykh, Fyall, and Baker, 2024), contradictions were noted in contexts where consumers displayed scepticism towards hotel motives behind sustainability promises. For instance, some studies have reported consumer distrust when sustainability is seen as a marketing gimmick (Chen, Mao, and Morrison, 2021). This indicates a nuanced consumer landscape where genuine engagement with sustainability translates into positive revisiting intentions, whereas insincere practices may lead to brand erosion.

In terms of theoretical contributions, this research significantly reinforces the application of the Stimulus-Organism-Response (S-O-R) framework within the hospitality sector by elucidating how various stimuli, namely sustainable practices and financial incentives, interact to shape consumer behavioural intentions. The S-O-R framework posits that external stimuli affect internal cognitive and emotional

processes (the organism), which subsequently lead to consumer responses or behaviours. This paradigm is particularly relevant as it highlights that while sustainable practices serve as stimuli by activating consumers' environmental awareness and ethical considerations, their effectiveness is enhanced when paired with attractive financial incentives like cashback or reward points.

The compelling evidence from this study suggests that consumers' emotional engagement with sustainability initiatives increases significantly when they perceive additional value through incentives, leading to greater intentions to revisit hotels. Notably, previous research by Sun, Hu, Lou, and Li, (2023) supports the notion that understanding consumers' motivations and emotional responses is critical for promoting sustainable behaviours in contexts aligned with the S-O-R framework.

The findings from this research provide critical insights into the future implications for sustainability, consumer motivation, and loyalty within the hospitality industry. Specifically, the significant interactions identified through the two-way ANOVA emphasize that the integration of sustainable practices with effective financial incentives can lead to heightened consumer intentions to revisit hotels. This synergy is vital, suggesting that the presence of incentives, such as cashback offers and rewards points, can enhance consumer engagement and loyalty, even in scenarios where sustainable options are limited. As customers increasingly seek environmentally responsible choices, the ability for hotels to offer these choices along with tangible rewards will likely cultivate a deeper commitment to sustainable behaviours and strengthen guest loyalty. This research indicates that as hotel operators adopt these dual strategies, they can improve their immediate business outcomes while also contributing to long-term sustainability goals. Consumers who feel empowered by their choices are more likely to advocate for brands that align with their values. Thus, the implications extend beyond mere transactional relationships; they foster a culture of sustainability that can positively influence consumer behaviour and the brand's overall reputation in a competitive market.

## Recommendations

The findings of this study highlight the significant interaction effects between sustainable initiatives and incentive programs on consumers' hotel revisiting intentions. Based on these results, hospitality managers should consider implementing a range of strategies that not only promote sustainability but also incentivize consumer participation in these initiatives. Specifically, hotels should offer selectable sustainable practices such as towel reuse and reduced linen changes, allowing guests the autonomy to choose their level of participation. Coupling these options with effective incentive programs, like cashback offers and point rewards, could substantially boost guests' intentions to return.

Further, it is crucial for hoteliers to communicate the benefits of engaging in these sustainable practices to guests. Clear messaging regarding how these initiatives contribute to environmental conservation and their personal savings can enhance consumer perception and willingness to participate. Additionally, implementing loyalty programs that reward sustainability efforts can create a

strong value proposition, making hotels more competitive in a market where consumers are increasingly environmentally conscious.

In light of rising consumer awareness of sustainability, aligning marketing strategies with these findings can also provide hotels with a distinct competitive edge. Encouraging positive word-of-mouth through social media channels and engaging consumers with informational campaigns about the positive impacts of their participation in sustainability can create a sense of community and foster customer loyalty. By emphasizing both the individual and collective benefits of sustainable practices, hoteliers can build a loyal customer base that values and returns to their establishment.

Additionally, future studies should consider including a wider demographic scope to explore how cultural factors may influence consumer behaviour in response to sustainability initiatives and incentives in hospitality. Understanding whether different consumer segments (e.g., age groups, income levels) respond variably to these initiatives could help tailor strategies that maximize engagement across diverse markets.

Another key area for future investigation is the qualitative aspects of consumer motivations related to sustainability. Qualitative research could help elucidate the underlying psychological factors impacting decision-making and revisiting intentions when consumers engage with sustainable practices. This aligns with studies exploring the Stimulus-Organism-Response framework, which focus on the responses or behavioural intentions that is influenced by stimulus, external cues and organism, internal emotions.

In summary, by bridging empirical findings with pressing questions in sustainability and consumer behaviour, future research can continue to advance the discourse around effective strategies for fostering sustainable practices within the hospitality industry.

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