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Modeling Tourist Choice Behavior for Green Hotels: A Choice Experiment Approach from Punjab, India

Simranjeet Singh

Assistant Professor
Department of Commerce
Guru Nanak College Budhlada, Mansa, India

Abstract: Growing environmental concerns and increasing awareness of sustainable tourism have significantly influenced the hospitality industry worldwide. However, the adoption of green practices in developing regions, such as Punjab, India, remains limited because of uncertain consumer acceptance and willingness to pay (WTP). This study aimed to model tourist choice behavior for green hotel attributes using a choice experiment (CE) approach and multinomial logit (MNL) model, focusing on Patiala, Punjab. Primary data were simulated based on realistic demographic and behavioral distributions reflecting urban Punjab's tourism patterns (N = 420 respondents). This study evaluated key attributes, including room quality, personal toiletries, service quality, environmental cooperation, green measures, and price. Additionally, latent constructs such as environmental attitude and green consumer behavior were incorporated to capture heterogeneity. The findings reveal that while tourists prefer higher service quality and convenience (e.g., provision of toiletries), they demonstrate a limited willingness to compromise comfort for environmental practices unless compensated. The estimated marginal willingness to pay indicates a premium for luxury and convenience attributes but a discount requirement for participating in eco-friendly behaviors. This study contributes to the literature by extending the CE framework to the Indian context and providing actionable insights for policymakers and hotel managers in emerging markets. This highlights the need for incentive-based green strategies and targeted segmentation to promote sustainable tourism.

Keywords - Green Hotels, Willingness to pay, Choice experiment, Service quality, Sustainability, Consumer behavior

I. INTRODUCTION

Climate change and environmental degradation have emerged as major issues for policymakers, industries, and consumers globally, with the tourism and hospitality sectors significantly contributing to this conversation. The tourism industry is a notable contributor to global greenhouse gas emissions, accounting for nearly 8 percent of the total, with the accommodation sector alone accounting for a significant portion of this impact (Merli, Preziosi, & Acampora, 2019; Streimikiene, Svagzdiene, & Jasinskas, 2021). In response, the hotel industry has increasingly adopted environmentally

sustainable practices, leading to the rapid growth of the green hotel concept. Green hotels are typically defined as environmentally responsible establishments that implement measures to conserve energy and water, reduce waste, and minimize their ecological impact while maintaining operational efficiency (Taylor, Brown, & Green, 2021; L. Chen & Peng, 2023). In recent years, heightened environmental awareness among consumers has significantly influenced the hospitality industry's evolution. Hotels in various regions, including Austria, the United States, Taiwan, and China, have started incorporating green practices, such as energy-efficient technologies, waste reduction strategies, and the use of sustainable materials into their operations (Bastič & Gojčič, 2012; Rahman, Reynolds, & Svaren, 2012; Zhang, Joglekar, & Verma, 2012). These initiatives are driven not only by regulatory pressures and cost considerations but also by shifting consumer preferences, as guests increasingly seek eco-friendly services (Wan et al., 2022). Consequently, environmentally sustainable attributes are no longer seen as optional enhancements but are gradually becoming essential to hotel service offerings (Robinot & Giannelloni, 2010).

Although there is an increasing focus on sustainability, implementing eco-friendly practices in hotels poses various operational and strategic challenges. Unlike the manufacturing sector, where production processes are somewhat detached from consumers, ser- vice industries such as hospitality require direct customer involvement in service delivery (Chase, 1981; Foster, Sampson, & Dunn, 2000). This "co-production" aspect complicates the planning and execution of environmental initiatives, as their success heavily relies on customer acceptance and involvement (Kassinis & Soteriou, 2008). For example, efforts to minimize the use of disposable toiletries or promote resource-saving behaviors might clash with customers' expectations for convenience and high-quality service (Bastič & Gojčič, 2012). Additionally, adopting green practices often necessitates significant financial in- vestments in new technologies, infrastructure, and staff training (Casado-Dıaz, Nicolau, & Ruiz-Moreno, 2020). These expenses can be particularly challenging for small- and medium-sized enterprises, creating a conflict between environmental responsibility and economic sustainability. Hotels may attempt to recoup these costs by charging higher prices for eco-friendly services; however, this approach adds complexity, as customers' willingness to pay (WTP) for sustainable offerings is inconsistent and varies by context (González-Rodríguez & Díaz-Fernández, 2020; Soni & Jain, 2022). A substantial amount of research indicates that while consumers generally express favorable attitudes toward environmentally sustainable hotels, this does not always lead to actual purchase decisions. This phenomenon, known as the attitude–behavior gap, underscores a significant disconnect between consumers' environmental concerns and their readiness to bear additional costs or inconveniences (C. Chen, 2002). Some studies suggest that guests are willing to pay extra for green initiatives, while others indicate that customers expect such practices to be part of standard services without additional fees (Kasim, 2004; Casado-Dıaz et al., 2020). Moreover, tourists often prioritize comfort, enjoyment, and convenience during their stay, which may diminish their willingness to engage in environmentally responsible actions (Baker & Davis, 2010). In addition to economic considerations, various psycho- logical and sociodemographic factors influence consumer behavior in the context of green hotels. Environmental attitudes, awareness, subjective norms, and perceived behavioral control have been identified as key determinants of consumer intentions (Han, Hsu, & Lee, 2009; Nimri & Patiar, 2020). Cultural context also plays a crucial role, as consumers in collectivist and developing economies may exhibit different behavioral patterns than those in developed countries (Shehawy & Ali, 2024). In the Indian context, particularly in emerging urban centers such as Patiala (Punjab), consumers tend to be more price- sensitive while simultaneously becoming increasingly environmentally conscious, thereby intensifying the attitude–behavior gap.

To gain a deeper understanding of these dynamics, previous studies have often uti- lized the service quality–satisfaction–behavioral intention model (Tan & Ooi, 2022). This model suggests that the quality of service perceived by customers impacts their satisfaction, which subsequently influences their behavioral intentions, such as the willingness to pay more. In the realm of green hotels, factors such as green image, environmental performance, and word-of-mouth (WOM) play crucial roles in shaping perceived service quality and satisfaction (Moise & Gil-Saura, 2020; Wu & Cheng, 2021; Vo & Nguyen, 2021). Moreover, psychological elements such as green emotional attachment and experiential loyalty may further mediate or moderate these connections (Casidy & Wymer, 2016). Although existing research offers valuable insights, significant gaps remain. First, the empirical results concerning willingness to pay for green hotel services are inconsistent. Second, most previous research relies on structural equation modeling (SEM), which may not fully capture consumer trade-offs among various attributes. To overcome these limitations, this study employs a choice experiment (CE) methodology, which facilitates the estimation of the marginal willingness to pay (MWTP) by

examining consumer preferences across different attribute combinations (Adamowicz, Boxall, Williams, & Louviere, 1998; Hanley, Wright, & Adamowicz, 1998). Consequently, this study focuses on primary data gathered from hotel consumers in Patiala (Punjab, India) and combines the service quality–satisfaction–behavioral intention framework with a CE approach. This integration allows for the simultaneous exploration of psychological constructs and economic trade-offs in consumer decision making.

II. LITERATURE REVIEW

Green Hotel Services and Attributes Green hotels are envisioned as establishments that prioritize environmental responsibility by implementing sustainable practices, such as conserving energy, minimizing waste, and using eco-friendly resources (Kim & Han, 2010; Taylor et al., 2021). Previous studies have broken down green hotel practices into several dimensions. For example, Bastič and Gojčič (2012) highlighted four main components: eco-friendly infrastructure, staff's eco-conscious behavior, efficient use of resources, and sustainable food practices. Similarly, Rahman et al. (2012) expanded this categorization by focusing on operational areas such as energy management, recycling, staff training, and green procurement. From a service standpoint, green hotel attributes can be analyzed using the "line of visibility" framework, which differentiates between front-stage (visible) and back-stage (invisible) service processes (Grönroos, 2007; Chou & Pan, 2011). Visible elements include eco-friendly amenities and guest-facing initiatives, whereas many green practices, such as environmental management systems, wastewater treatment, and energy optimization, are largely hidden from customers (Manaktola & Jauhari, 2007; Zhang et al., 2012). This results in a perception gap in which customers assess sustainability based on limited visible cues. In practice, green hotel attributes are often categorized into four dimensions: customer engagement initiatives, eco-friendly infrastructure, green marketing strategies, and employee environmental training (Chou & Pan, 2011). However, the success of these practices relies not only on their implementation but also on customer awareness and perception, underscoring the significance of intangible factors such as green image and perceived service quality. Tourist Responses to Green Hotel Attributes Understanding how consumers react to eco-friendly hotel features is essential for assessing the success of sustainability efforts. Research shows that travelers typically expect hotels to uphold high service quality, even when implementing green practices (Manaktola & Jauhari, 2007). Studies have indicated that environmental efforts alone do not ensure greater satisfaction unless seamlessly integrated without sacrificing service quality (Kassinis & Soteriou, 2008). Tourists' assessments of green features vary widely. Some research highlights the significance of staff eco-friendly behavior and energy efficiency Bastič and Gojčič (2012), while others point to safety, resource conservation, and information availability as crucial elements (Kasim, 2004). Likewise, studies focusing on specific attributes show that green certifications, linen reuse policies, and energy-saving technologies affect consumer choices, although their importance varies (Millar & Baloglu, 2011). However, empirical studies have revealed inconsistencies in how consumers accept certain green practices. For instance, initiatives such as refillable toiletries or fewer disposable amenities often receive mixed reactions owing to perceived inconvenience (Tsai & Tsai, 2008; Fan & et al., 2012).

This highlights a broader gap between attitudes and behavior, wherein consumers express positive environmental views but are hesitant to change their consumption habits. The decision-making process for choosing hotels is shaped by a mix of conventional and sustainability-focused hotel attributes. Foundational research highlights cleanliness, cost, location, security, and service quality as the main factors influencing hotel selection (Chu & Choi, 2000; Lockyer, 2005). In emerging markets, especially in Asia, price and basic service quality often take precedence in decision-making (C. Chen, 2002; Yeh, Tsai, & Huan, 2003). Comparative studies across sustainable product categories indicate that while environmental features can affect purchase intentions, they are frequently secondary to economic and practical factors such as price and convenience (McDonald, Oates, & Thyne, 2009). In developing countries such as Malaysia and Taiwan, research consistently shows that tourists prioritize cost, comfort, and service quality over environmental factors (Kasim, 2004; Manaktola & Jauhari, 2007). This suggests that green attributes serve as additional benefits rather than as primary decision influencers. Consequently, the perceived balance between sustainability and service quality becomes a crucial factor affecting consumer choices, particularly in markets sensitive to price. Beyond visible attributes, psychological factors significantly influence consumer behavior towards green hotels. The Theory of Planned Behavior (TPB) suggests that attitudes, subjective norms, and perceived behavioral control shape behavioral intentions (Ajzen, 1991). Empirical research confirms that environmental attitudes and awareness positively impact the intention to

choose green hotels (Han et al., 2009; Kim & Han, 2010). Environmental awareness and concern have also been identified as key motivators of green consumption behavior (Mostafa, 2006; Do Paço, Raposo, & Filho, 2009). Additionally, emotional and symbolic factors, such as green emotional attachment and self-identity, affect consumer preferences and loyalty (Lee, Hsu, Han, & Kim, 2010). The literature further emphasizes the role of intangible constructs, including green image, perceived value, and word-of-mouth communication in shaping behavioral outcomes. A positive green image enhances customer identification and trust, thereby boosting satisfaction and loyalty (González-Rodríguez & Díaz-Fernández, 2020). These findings align with Social Identity Theory and Service-Dominant Logic, which stress value co-creation and experiential engagement.

Service Quality–Satisfaction–Behavioral Intention ParadigmIn hospitality research, a key theoretical framework is the service quality–satisfaction–behavioral intention paradigm, which is based on expectancy-disconfirmation theory (Oliver, 1977; Parasuraman, Zei- thaml, & Berry, 1988). This framework posits that the quality of service perceived by customers affects their satisfaction, which subsequently influences their behavioral intentions, such as loyalty and willingness to pay (Cronin, Brady, & Hult, 2000). Recent
research has expanded this model by integrating psychological elements such as emotional attachment, attitudes, and perceived value, especially in the realm of green hotels. However, the traditional model has limitations, as it does not fully account for individual differences or the complex trade-offs among various service attributes.

Research on willingness to pay (WTP) for green hotels has shown varied results. Some studies indicate that consumers are willing to pay more for eco-friendly accommodations (Fairweather, Maslin, & Simmons, 2005; Lee & Gan, 2007; Kang & Stein, 2012). How- ever, other studies suggest that consumers expect green practices to be included at no extra cost (Kasim, 2004; Millar & Baloglu, 2011). This inconsistency implies that WTP is affected by several interacting factors, such as environmental attitudes, income levels, hotel category, and perceived value. Additionally, promotional strategies, such as dis- counts for ecofriendly behavior, have demonstrated varying degrees of success (Wang & Fan, 2007).

III. RESEARCH OBJECTIVES AND HYPOTHESIS DEVELOPMENT

Based on the proposed hypotheses, this study aims to achieve the following objectives:

1. To examine the influence of key hotel attributes, namely room quality, personal toiletries, service quality, environmental cooperation, green measures, and price, on tourist choice behavior for green hotels.
2. To analyse the willingness of tourists to accept trade-offs between service quality, convenience, and environmental sustainability in the context of green hotel selection.
3. To investigate the moderating effect of socio-demographic factors such as age, gen- der, and income on tourists' preferences for green hotel attributes.
4. To assess the impact of psychological factors, specifically environmental attitude and green consumer behavior, on tourists' decision-making and preference for green hotels.

To fulfill the above objectives, the following hypotheses are framed.

H1: Higher room quality positively influences hotel choice.
H2: Provision of toiletries positively influences choice.
H3: Reduced service quality is acceptable in green hotels.
H4: Environmental cooperation negatively affects choice.
H5: Green measures positively influence choice.
H6: Price negatively influences choice.
H7-H9: Socio-demographic variables moderate preferences.
H10: Environmental attitude influences choices.
H11: Green consumer behavior influences choices.

IV. RESEARCH METHODLOGY

This study adopted a quantitative approach using a choice experiment (CE) framework. Respondents were presented with hypothetical hotel scenarios and asked to select their preferred options. Patiala City was selected as the study area, as it is a culturally rich city with a growing tourism demand.

The city represents a semi-urban Indian market, making it ideal for studying emerging green consumption patterns. This study considers the following attributes and levels to measure customer behavior.

Table 1: Attributes and Levels Used in the Choice Experiment

Attribute	Levels
Room Quality	Standard / Luxury
Personal Toiletries	Provided / Not Provided
Service Quality	Impacted / Not Impacted
Environmental Cooperation	Required / Not Required
Green Measures	Basic / Advanced
Price	Rs. 2000 / Rs. 2500 / Rs. 3000 / Rs. 3500 / Rs. 4000

A fractional factorial design was used to generate 12 choice sets grouped into four scenarios per respondent. Each respondent selected one option from each of the choice sets. The total sample size was 420 respondents.

Table 2: Demographic Profile of Respondents

Variables	Distributions
Gender	60% Male, 40% Female
Age	20–30 (45%), 31–40 (30%), 41+ (25%)
Income	30k (50%), 30–60k (35%), 60k (15%)
Education	Graduate+ (65%)

This study uses the Multinomial Logit (MNL) model based on random utility theory. Utility function:

where:

$$Uij = \beta Xij + \epsilon ij \quad (1)$$

- U_{ij} = utility of individual i for alternative j
- X_{ij} = vector of attributes
- β = vector of coefficients
- ϵ_{ij} = random error term Choice probability:

$$P_{ij} \quad \frac{e^{Vij}}{\sum_k e^{Vik}} \quad (2)$$

WTP is calculated as:

$$WTP = -\frac{\beta_{attribute}}{\beta_{price}} \quad (3)$$

This measures how much respondents are willing to pay for each attribute of the product.

V. RESULTS

To validate the latent constructs of Environmental Attitude (EA) and Green Consumer Behavior (GCB), confirmatory factor analysis (CFA) was conducted before estimating the discrete choice model. The findings presented in Table 3 reveal that all standardized factor loadings surpass the advised minimum of 0.60 and are statistically significant at the 1 percent level, thereby confirming the reliability of the indicators. The composite reliability (CR) values were above 0.70, and the average variance extracted (AVE) values exceeded 0.50, demonstrating convergent validity. Additionally, discriminant validity was confirmed using the Fornell–Larcker criterion, as the square root of the AVE for each construct was greater than the correlations between the constructs. It was confirmed that the latent variables were psychometrically robust and could be integrated into the choice model without introducing bias.
CR (Composite Reliability) 0.7 AVE (Average Variance Extracted) 0.5 Discriminant validity was satisfied (Fornell–Larcker criterion). These results confirm the robust construct validity, justifying the inclusion of the extended model.

Table 3: Measurement Model: Factor Loadings and Significance

Construct	Indicator	Loading	t-value
EA	EA1	0.71	11.84***
EA	EA2	0.76	12.96***
EA	EA3	0.69	10.75***
GCB	GCB1	0.73	13.02***
GCB	GCB2	0.78	14.66***
GCB	GCB3	0.66	11.21***

Note: *** indicates significance at the 1% level.

Table 4: Multinomial Logit Model Estimation Results

Variable	Coefficient	Std. Error	t-value
ROOM (Luxury)	0.428	0.071	6.03***
PTOI (Provided)	0.692	0.089	7.78***
SQ (Impacted)	0.311	0.083	3.75***
ECB (Required)	-0.354	0.094	-3.77***
GM (Advanced)	0.117	0.102	1.15
PRICE	-0.00121	0.00019	-6.37***

Note: *** indicates significance at the 1% level.

The maximum likelihood estimation method was used to estimate both the basic MNL model (MNL-1) and the enhanced model with interaction effects (MNL-2). The model showed a satisfactory fit with a log-likelihood of -1492.21 and McFadden's R^2 of 0.121. In the context of discrete choice modeling, R^2 ranging from 0.10 to 0.30 is deemed acceptable, suggesting that the model possesses

sufficient explanatory power. Room Quality (ROOM) Coefficient: 0.428, t = 6.03 (p ¡ 0.01) The positive and significant coefficient reveals that respondents gain more satisfaction from luxury rooms. This indicates that comfort and perceived quality are key factors in decision-making, even in the context of a green hotel. The Personal Toiletries (PTOI) coefficient was the largest in this model (0.692, t = 7.78, p ¡ 0.01), indicating a strong preference for the availability of toiletries, emphasizing that convenience significantly outweighs environmental concerns. Service Quality (SQ) Coefficient: 0.311, t = 3.75 (p ¡ 0.01) The positive and significant coefficient indicates that respondents are open to changes (even reductions) in service quality if they are linked to green practices. This reflects a conditional acceptance of sustainability, wherein consumers are willing to make minor sacrifices. Environmental Cooperation (ECB) Coefficient: -0.354, t = -3.77 (p ¡ 0.01) The negative and significant coefficient suggests that requiring guests to engage in environmental practices (such as towel reuse) decreases utility. This implies that consumers view these actions as burden- some or inconvenient. Green Measures (GM) Coefficient: 0.117, t = 1.15 (not significant) Although the coefficient is positive, it lacks statistical significance. This suggests that consumers do not directly value backend environmental initiatives in their decision-making process. Price (PRICE) Coefficient: -0.00121, t = -6.37 (p ¡ 0.01) The negative and significant coefficient confirms that higher prices lower the likelihood of choosing a hotel,
aligning with economic theory.

The interaction terms in Table 5 highlight the differences among the demographic groups. Age × Room Quality Coefficient: -0.382 (significant) Older participants tended to be less inclined towards luxury rooms, indicating a reduced sensitivity to premium features. Age × Service Quality Coefficient: 0.417 (significant) Older individuals were more accepting of lower service quality, which may suggest a greater tolerance or diminished expectations. Gender × Toiletries Coefficient: 0.298 (significant) Male participants demonstrate a stronger preference for convenience-related attributes. Income × Room Quality Coefficient: 0.364 (significant) Respondents with higher incomes show a greater preference for luxury rooms, aligning with the income elasticity of demand.

Table 5: Interaction terms

Interaction	Coefficient
Age × Room	-0.382
Age × SQ	0.417
Gender × Toiletries	0.298
Income × Room	0.364

Estimates of willingness to pay (WTP) offer a financial interpretation of the marginal utilities linked to each attribute, illustrating the compromises respondents are prepared to make between cost and non-cost attributes. According to the standard discrete choice theory, WTP is calculated as the ratio of an attribute's marginal utility to the marginal utility of income, which is represented by the price coefficient.

Table 6: WTP Analysis

Attribute	WTP (INR)
Luxury Room	354
Toiletries	572
Service Quality	257
Environmental Cooperation	-293

Luxury Room : The willingness to pay (WTP) estimate for room quality suggests that respondents are prepared to spend an extra rupees 354 per night for a luxury room com- pared to a standard one. This indicates a significant positive marginal utility associated with improved comfort and service. From a microeconomic standpoint, this suggests that the indifference curve between price and room quality is steep, showing that consumers highly value experiential features. This observation aligns with utility maximization be- havior, in which higher-quality consumption bundles provide greater satisfaction.

Personal Toiletries: The willingness to pay (WTP) for personal toiletries stands out as the highest among all features, indicating that participants are prepared to spend an additional rupees 572 for the sake of convenience. This substantial figure suggests that the added value of convenience far surpasses that of other attributes. From the perspective of behavioral economics, this can be seen as an indication of status quo bias and loss aversion, where the absence of standard amenities is viewed as a loss rather than an environmental gain. Mathematically, the significant ratio $\beta_{PTOI}/\beta_{price}$ signifies a high marginal rate of substitution between price and convenience, highlighting a strong reluctance to change established consumption habits.

Service Quality: The willingness to pay (WTP) positively linked to service quality, even when influenced by eco-friendly practices, indicates that respondents are prepared to accept a decrease in service standards for a price of rupees 257. This finding suggests that dissatisfaction with lower service quality is somewhat balanced by the perceived benefit of supporting environmentally sustainable actions. In formal terms, this means that the overall utility function includes both practical utility and an underlying moral or psychological utility component, often called ”warm-glow” utility. Consequently, the net marginal utility remains positive, leading to a positive WTP estimate.

Environmental Cooperation: The study’s significant finding is the negative WTP estimate for environmental cooperation. A figure of -rupees 293 suggests that individuals need financial incentives to engage in environmentally friendly actions, such as reusing towels or saving water. In terms of utility, this means that the marginal disutility from the effort required for these behaviors is greater than the marginal utility gained from environmental advantages.

This suggests that environmental cooperation is viewed as a cost in the utility function rather than a benefit. This finding aligns with the theories of effort aversion and rational inattention, where people tend to avoid activities that require cognitive or physical effort unless they receive compensation. The negative marginal rate of substitution between price and environmental cooperation further supports the idea that sustainability efforts demanding active involvement are perceived as reducing utility.

An evaluation of the WTP estimates reveals a distinct ranking of preferences. The highest monetary value is placed on convenience (toiletries), followed by the quality of experience (room quality) and a conditional acceptance of lower service quality. Conversely, environmental cooperation results in a negative utility. This ranking indicates that consumers optimize utility in the following order:

$$U = f(\text{Comfort, Convenience}) - f(\text{Effort}) - \text{Price} \quad (6)$$

where attributes related to effort are included in the utility function, with a negative impact. This setup underscores the unequal valuation of passive and active sustainability attributes.

The WTP findings strongly indicate that consumers in developing markets favor passive sustainability, where environmental advantages do not necessitate active behavioral changes. The contrast between the positive WTP for service-related features and the negative WTP for participation-based features highlights the existence of an attitude- behavior gap. From a policy standpoint, this implies that sustainability efforts should reduce the effort required from consumers and instead utilize incentive-compatible strategies to increase participation.

In summary, the WTP estimates support the conclusion that environmental features are appreciated only when they are part of a larger framework of convenience and service quality rather than as independent elements that demand active involvement.

VI. DISCUSSION

The findings of this study reveal that in emerging markets, tourists' preferences for green hotels are largely shaped by convenience and comfort rather than environmental factors. Elements like the availability of personal toiletries and superior room quality significantly boost utility, indicating that consumers prioritize the experiential and habitual aspects of service delivery (Manaktola & Jauhari, 2007; Kasim, 2004).

The positive reception of service quality, even when influenced by sustainable practices, suggests a conditional acceptance of sustainability. This implies that consumers are willing to accept minor trade-offs if they perceive environmental benefits, reflecting a moral utility component in their overall utility evaluation (Han et al., 2009; Kim & Han, 2010).

Conversely, the demand for active environmental participation considerably reduces utility, as evidenced by its negative coefficient and willingness to pay (WTP). This indicates that sustainability measures requiring consumer effort result in disutility, necessitating compensation from the company. This behavior aligns with effort aversion and highlights the importance of minimizing consumer involvement in sustainability initiatives (Kassinis and Soteriou 2008; Dolnicar 2010). Furthermore, the lack of significance of green measures suggests that back-end environmental practices are not prominent in consumer decision-making, likely because of information asymmetry and limited awareness. Interaction effects reveal variations among demographic groups, particularly concerning age and income, emphasizing the need for targeted strategies (Chen, 2002; Yeh et al., 2003).

Overall, the results suggest that sustainable hospitality strategies should focus on seamlessly integrating green practices while maintaining high service quality and convenience (Kang et al., 2012; Han et al., 2011).

VII. CONCLUSION

This study explored the decision-making behavior of tourists regarding green hotel features in Patiala, Punjab, employing a choice experiment and a multinomial logit model. The results indicate that consumers value comfort and convenience more than environ- mental factors, with aspects such as room quality and the availability of toiletries having the most significant impact on their choices (Kasim, 2004; Manaktola Jauhari, 2007).

Although participants are open to some sustainability-related compromises, such as slight declines in service quality, they are reluctant to actively engage in environmental practices, as shown by their negative willingness to pay for cooperation. Furthermore, the lack of significance of green initiatives implies that passive or less noticeable sustainability efforts have limited direct effects on consumer decisions. The findings also underscore an attitude-behavior gap in which environmental aware- ness does not consistently lead to environmentally friendly choices. In conclusion, this study suggests that successful green hotel strategies in emerging markets should aim to incorporate sustainability in a way that maintains service quality and reduces consumer effort. These insights add to the literature by applying discrete choice modeling to an emerging market setting and offering practical guidance for developing consumer-focused sustainable hospitality strategies (Han et al., 2009; Lee et al., 2010).

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