

**CONSUMER REACTIONS TO MANIPULATIVE ACT
“GREENWASHING” IN THE LODGING INDUSTRY**

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**CONSUMER REACTIONS TO MANIPULATIVE ACT “GREENWASHING” IN
THE LODGING INDUSTRY**

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PHD THESIS

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FINAL APPROVAL FOR THESIS

This thesis titled “Consumer Reactions to Manipulative Act “Greenwashing” in the Lodging Industry” has been prepared and submitted by **Mohammed Abdulsalam Hasan ABBAS** in partial fulfillment of the requirements in “Anadolu University Directive on Graduate Education and Examination” for the PhD **Department of Business Administration Program in Marketing** Department has been examined and approved on 04/04/2019.

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ABSTRACT

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The challenge of green practices must emphasize on authentic claims because there is rising concern of manipulative act “Greenwashing” in the lodging industry. There is an important role of ethical marketing to play a crucial role by encouraging and shifting consumer behaviors to be more sustainable in the future. This study aims to understand consumer reaction towards manipulative act “Greenwashing” in the lodging industry. It was done through a scenario-based experiment utilizing a between-subjects design, the surveys distributed through online platforms with random assignment to either one of the two conditions (Control/Treatment). The sample target was 400 but useable participants were 353. More specifically, two structural models were developed in this study. First structural model was developed to examine direct effects between Skepticism, Intention to participate in the Linen Reuse Program, Intention to Revisit, Religiosity, Collectivism and Eco-Literacy. Also, mediation effects of Skepticism and moderation effects of Group (ulterior motive) as well moderation effects of Environmental Concern. Second structural model is intended to examine two direct effect hypotheses from Religiosity -Collectivism- Eco Literacy together on Intention to participate in the Line Reuse Program and Intention to Revisit.

The results indicated that Collectivism is the most important predictor of Skepticism, followed by Religiosity. The most important determinant of Intention to participate in the Linen Reuse Program was Eco-Literacy, followed by Collectivism. Also, collectivism was found as the most important determinant of Intention to Revisit, followed by Skepticism. The of mediation was partial for all paths, except from a path from Religiosity to Intention to Revisit. Additionally, it was indicated that the effects of Religiosity and Collectivism on Skepticism were significantly lower for control group compared to the treatment group through moderation effects of group. Also, it was found that Environmental Concern positively moderates the relationship between Skepticism on Intention to participate in the Linen Reuse Program but and a non-significant effect between Environmental Concern and Intention to Revisit. Finally, the results of evaluating the structural model 2 showed that Religiosity-Collectivism- Eco Literacy is the most significant predictor of Intention to participate in the Line Reuse Program and Intention to Revisit.

Keywords: Greenwashing, Skepticism, Religiosity, Collectivism, Eco-Literacy, Lodging Industry

ÖZET

KONAKLAMA ENDÜSTRİSİNDE MANİPÜLASYON “YEŞİL AKLAMA” ‘İN TÜKETİCİ TEPKİLERİ ÜZERİNDEKİ ETKİSİ

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Konaklama sektöründe “Yeşil Aklama”ya ilişkin manipülatif hareketin giderek artması, yeşil uygulamalara yönelik girişimlerin, daha hakiki / gerçekçi iddialar üzerine vurgu yapılarak gerçekleştirilmesini gerektirmektedir. Tüketici davranışlarının gelecekte daha sürdürülebilir olmaya teşvik edilmesinde ve değiştirilmesinde etik pazarlamanın önemli bir rolü vardır. Bu çalışma, konaklama endüstrisinde manipülatif “Yeşil Aklama” hareketi tüketici tepkilerini anlamayı amaçlamaktadır. Bu çalışma, denekler arası dizayndan faydalanılarak senaryo temelli bir deney üzerinden yapılmıştır, anketler çevrim içi platformlar aracılığıyla dağıtılmıştır ve katılımcılar her iki gruptan birine (Kontrol/ Uygulama) rastgele/seçkisiz atama yöntemiyle seçilmiştir. Örneklem hedefi 400'dür ancak katılan kişi sayısı 353'tür. Bu çalışmada iki yapısal model geliştirilmiştir, bu çalışmanın ilk yapısal modelinde Şüphencilik, Otel çamaşırlarının (çarşaf, havlu, nevresim takımı) yeniden kullanımı programına katılma niyeti, Tekrar ziyaret etme niyeti, Dindarlık, Toplulukçuluk/ Kollektivizm ve Ekolojik bilinç arasındaki doğrudan etkileri incelemek için geliştirilmiştir. Ayrıca, Şüphencilğin aracılık etkisi, Grupun (Çıkarıcı) ve

Çevreye yönelik ilgi ise kontrol etkeci olarak bulunmuştur. Çalışmanın ikinci modelinde Dindarlık, Toplulukçuluk/ Kollektivizm ve Ekolojik bilinç değişkenlerinin birlikte, Otel çamaşırlarının (çarşaf, havlu, nevresim takımı) yeniden kullanımı programına katılma niyeti ve Tekrar ziyaret etme niyeti üzerinde doğrudan etkileri incelenmiştir.

Sonuçların ışığı altında şüphecilik en önemli öngöstergelerinin sırası ile toplulukçuluk ve dindarlık olduğu görülmektedir. Otel çamaşırlarının (çarşaf, havlu, nevresim takımı) yeniden kullanımı programına katılma niyetinin en önemli belirleyici etkenleri ise sırasıyla ekolojik bilinç ve toplulukçuluk şeklinde ortaya çıkmıştır. Toplulukçuluk faktörü aynı zamanda tekrar ziyaret etme nedenini belirleyen en önemli faktör durumundadır. Tekrar ziyaret etme niyetini etkileyen en önemli ikinci faktör ise şüpheciliktir. Din ile tekrar ziyaret etme niyeti arasındaki ilişki hariç modeldeki tüm ilişkilerde kısmi aracılık etkisi söz konusudur. Diğer yandan, dindarlık ve toplulukçuluğun şüphecilik üzerindeki etkisinin de kontrol grubunda deney grubuna kıyasla kayda değer ölçüde düşük olduğu görülmüştür. Ayrıca, çevreye yönelik ilginin şüphecilik ile Otel çamaşırlarının (çarşaf, havlu, nevresim takımı) yeniden kullanımı programına katılma niyeti arasındaki ilişkiyi olumlu yönde etkilediği fakat çevreye yönelik ilgi ve tekrar ziyaret etme niyeti arasındaki ilişkiyi anlamlı düzeyde etkilemediği bulunmuştur. Son olarak, çalışmanın ikinci yapısal modelinde incelenen dindarlık, kollektivizm ve ekolojik bilinc değişkenlerinin, yeniden kullanım niyeti ve yeniden ziyaret etme niyeti üzerinde en anlamlı etkisi olduğu görülmektedir.

Anahtar Kelimeler: Yeşil Aklama, Şüphecilik, Dindarlık, Toplulukçuluk, Ekolojik bilinç, Konaklama Endüstrisi

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"There is only one thing that makes a dream impossible to achieve: the fear of failure."

-Paulo Coelho

In 2008, I had an offer to start a PhD program, but due to some unforeseen circumstances I was not able to attend and immediately went back home. I was disappointed because It was my father's dream to see me receive a PhD. However, in 2013, I was granted Turkish Scholarship. This enabled me to pursue this dream. It was difficult to make a transition into a totally new academic life. It was my dad who encouraged and supported me to take the final step, make the final decision. Thank you, dad and mom, for always keeping me in your prayers. You kept me motivated during hard time. Special thanks to you my dear and the moment when you have taken me under your wing. This must be the power of love.

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This thesis is not dedicated to those who manipulate but to those who understand what made people manipulate rather than persuade. It is dedicated to those who focus on the ulterior motive behind manipulation. Finally, for my daughter Noor, I love you, my guiding light and remember always that my heart is your home.

Thank you and I love you all,

04.10.2019

STATEMENT OF COMPLIANCE WITH ETHICAL PRINCIPLES AND RULES

I hereby truthfully declare that this thesis is an original work prepared by me; that I have behaved in accordance with the scientific ethical principles and rules throughout the stages of preparation, data collection, analysis and presentation of my work; that I have cited the sources of all the data and information that could be obtained within the scope of this study, and included these sources in the references section; and that this study has been scanned for plagiarism with "scientific plagiarism detection program" used by Anadolu University, and that "it does not have any plagiarism" whatsoever. I also declare that, if a case contrary to my declaration is detected in my work at any time, I hereby express my consent to all the ethical and legal consequences that are involved.

(Signature)

Mohammed ABBAS

(Name and Surname of the Student)

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GLOSSARY OF ACRONYMS

AVE: Average Variance Extracted

BSDs: Between-Subjects Design

CFA: Confirmatory Factor Analysis

CLT: Collectivism

CR: Construct Reliability

CRM: Cause Related Marketing

CSR: Corporate Social Responsibility

ECL: Eco-Literacy

EVC: Environmental Concern

IRV: Intention to Revisit

IHEI: International Hotels Environmental Initiatives

LED: Light -Emitting Diodes

LRP: Linen Reuse Program

PLS: Partial Least Squares

R²: R-squared

RCE: Religion-Collectivism- Eco Literacy

RLG: Religiosity

SEM: Structural Equation Modelling

SKP: Skepticism

1. INTRODUCTION

Communication is part of human nature; so, there is no humanity without conversations. People are free to express how they feel with honesty or lies. The choice of words can be manipulative or provocative. Human beings have the freedom of speech. According to Şutiu (2014), how people choose to use words as a communication tool is a personal choice.

A major part of marketing involves communication. Primarily, marketing is persuasion of potential customers using a mix of communication tools to buy products or services. Advertising defines the practice of mixing the communication tools towards a specific company objective (Danciu, 2014).

The main concern of consumers with freedom in communication is the increasing manipulation through advertising. While green advertising has been considered safe for a while, the manipulation is gradually creeping in to the system. Any form of advertising is prone to manipulation; however, misleading is prevalent in green ad claims. Green washing defines the misleading advertisements, specifically on environmental benefits of a product (Danciu, 2014; Stokes, 2009). Most products today are leaning on environmental benefits to wow customers.

According to Danciu (2014), the increasing strategy on green claims is purely manipulative. Most companies do it when they are unable to meet client expectations and interests with their products and services. He explains how companies invest in fabrication of their brands to illusion positive effect on the environment. Well, most of these companies do not have any green products yet claim to be focusing on the environment. Customers easily get trapped in the manipulative advertisements because of ignorance or perfection of the manipulative actions by the organizations.

Environmental issues with regards to marketing have become an issue, the concerns were first addressed by professionals in marketing in 1970s. The focus was on ecologically concerned consumer and ecological marketing as basis of the research and report. Brundtland report that marks efforts by the scholars in 1980s highlighted the

concepts for the second time under Green Marketing and Environmental Marketing concepts (Peattie & Peattie, 2009). Green washing came up in 1986 when Jay Westervelt published an essay on the hotel industry. The essay by the New York environmentalist was on reusing towels as a technique to keep the environment green (Romero, 2008).

According to Vaccaro (2009), green marketing is also part of Corporate Social Responsibility (CSR) strategies. CSR entails both environmental and social issues in company practices, which involve business partners that address the concerns voluntarily (Commission of the European Communities, 2001). However, Dahlsrud (2008) explains how customers preferences influence social responsibility and on maintaining the environment not only through policies but practically. Customer involvement in green practices influence their purchase behavior hence effect on business (Creyer & Ross, 1997; Kang at all., 2012; Simon, 1995).

The increasing concerns on green claims led to establishment of Greenwashingindex.com where consumers have an opportunity to inquire about existing claims and express their frustrations on the same. According to Furlow (2010), the platform is an effective strategy in keeping marketers in line with environmental claims. Below are some definitions of Greenwashing:

- Oxford English Dictionary defines Greenwash as, “disinformation disseminated by an organization, etc, so as to present an environmentally responsible public image; a public image of environmental responsibility promulgated by or for an organization, etc, but perceived as being unfounded or intentionally misleading.” The definition can be simplified to misleading advertising or information that focuses on environmental benefits of an individual, product, or company yet there are no substantial statements to support the claims (Gillespie, 2008).
- According to M. A. Delmas and Burbano (2011), greenwashing is stressing out inaccurate information of a product or service with regards to environmental benefits.
- Furlow (2010) defines it as false presentation of an organization image as a environmentally responsible.

Peattie & Crane (2005) explains failure of green marketing by two elements as part of greenwashing:

- Using processing industries such as chemicals, pharmaceuticals, oil, and automotive to fabricate green image through public platforms, this is referred to as Green Spinning.
- Identification of attractive environmental features and using them in specific company products to make unsubstantiated green claims.

According to an environmental study in 2010, 4.5% of products were legit with regards to green claims, which was higher than the 2% in 2009. According to *The Sins of Greenwashing: home and family edition* (2010), 95% of consumer green products were found to be false as per the 2010 study. They did not have any substantive green components.

Technical terms and scientific background required to understand environmental issues makes it complex for the general public to understand green advertising claims. Most consumers end up marking every advertisement as false because of they do not know how to prove yet they are suspicious (Furlow, 2010).

Using environmental claims in advertising should be approached differently. It is not only about stating the required environmental standards as expected by consumers, marketers should be honest about a company's structure and its goals (Furlow, 2010). The company must be true to their green goals.

Table 1. 1. Selection of Studies Concerning Greenwashing

Authors	Methodology	Findings
Rahman, Park, & Chi (2015)	Experiment utilizing a between-subjects design through online survey	From the study, it was evident that wrong motives detected by consumers in the hotel’s environmental claims led to retraction on the reuse campaign. Consumers also became reluctant in revisiting the hotel. The suspicion among customers can be directly linked to the decrease of revisits and participation in the reuse program. While the consumers have honest ecological concerns, their desire to maintain environment did not mend relationship with the hotel because of the built suspicion. Consumers could not interpret the greenwashing as a right motive to maintain the environment. The relationship deteriorated. Besides, the study revealed positive effects on ecological concerns of customers. However, the relationship between ecological concern and participation in towel reuse was significant while relationship between ecological concern and revisiting was insignificant.
Stokes (2009)	Survey Packets containing three stimuli: a consent form, an instruction page, a color copy of one ad, and a two-page questionnaire.	According to the study, customers have a positive perspective on both proper green ads and green washed brands. Stokes also note that customers become less sensitive towards false advertisements, especially when they are concerned with environmental sustainability. It was evident that most customers are unable to detect manipulative green ads or simply differentiate true ads from greenwashing hence a major setback in streamlining the advertising industry.

Authors	Methodology	Findings
Kärnä, Juslin, Ahonen, & Hansen (2001)	Personal interviews	The study demonstrates honesty in the green ads. The level of greenness in the company matches the marketing content. the environmental claims are not exaggerated in any way thus guarantee to consumers. The industry cannot pose accusations on companies posting environmental claims because consumers already trust the companies on the green ads.
Y. S. Chen & Chang (2013)	Questionnaire survey	Consumers are confused on how to differentiate greenwash and green trust. The perceived risk is the main cause of negativity with most consumers regarding green ads. There is a direct link between green wash and consumer confusion on risks of making purchases of highly marketed products. Therefore, greenwash does not have a direct effect on green trust. The main negative influence of green ads is history hence perceived risk that indirectly reduces trust on the advertisements. The study concluded on reducing consumer confusion and perceived risk of green ads as an effective technique of decreasing the existing negativity between green trust and greenwash.
Ulusoy & Barreta (2016)	Survey	According to the study, customers with high brand trust, had high environmental concern but low purchase intention. On the other hand, customers with high environmental concern with negative trust in brands had a high purchase intention of the relating products.

Authors	Methodology	Findings
Shahudin, Shah, & Mahzan (2015)	Self-administered closed-questionnaire survey adapted from previous researchers	Greenwashing not only affects consumers but also confidence of investors and stakeholders in the production industry. Investors are worried their efforts in true green ads won't be recognized because of the negative perception in the market. Also, stakeholders tend to decrease rewards for companies producing and selling the environmentally friendly products because of perceived risk. Therefore, firms must invest enormously in persuasive advertisements complemented with ethics to counter negativity among consumers.
Nyilasy, Gangadharbatla, & Paladino (2014)	Experiment & survey	Green advertising has a worse effect on company performance with regards to sales compared to traditional corporate advertising or lack of advertisements. Brand attitudes also become worse with green ads. In some cases, both corporate and green advertising result in poor performance, especially when environmental performance is high; in this scenario, lack of advertisements is a better option. According to the study, consumers become more suspicious when the green advertising results do not coincide with company performance. Consumers are entirely analyzing performance of companies that engage in green advertising, discrepancies are directly interpreted as ulterior motives by the company hence negative attitude towards the brand.

Authors	Methodology	Findings
Nyilasy, Gangadharbatla, & Paladino (2012)	Experimental design & Qualtrics web-based questionnaire	The study demonstrates a direct relationship between green advertising communication and corporate environmental performance. When a firm performs poorly on green advertising, there is increased positivity on the brands unlike with positive corporate messages. On the other hand, negative performance on green advertising reduces brand attitudes as compared to use of corporate messages.
Goh & Balaji (2016)	Self-reported questionnaire	Results of the study demonstrate that suspicion affect customers' knowledge and concern on the environment, which affects their buying decisions of green products. The findings from the study are relevant to environmental experts and organizations enthusiastic about environmental management. Understanding effect of skepticism among consumers help in developing of effective strategies that target perception and behavior of customers on green products.

The table is arranged by the author

Below are several examples of Greenwashing for general industries and hotel industry:

- Reports by Lane (2010), indicated Honda's effort to settle an action suit because of false and misleading statements regarding fuel efficiency of their hybrid car (Shahudin et al., 2015).
- One of LG Electronics products, energy Star refrigerators was deceitfully certified, yet they had evident misguided usage quantities. 10 of the refrigerators were also below the efficiency standards (Lane, 2010). This is an example of product-level greenwashing.
- H&M was in hot soup in 2010 when part of its product, genetically modified cotton, was being sold in Germany as organic cotton. The news report indicated significant effect on multiple companies (Grab, 2013).
- "Save the planet: re-use towels" seemed to aim at campaigning for water conservation as one of the environmental concerns. However, the hotel was only interested in cutting down their laundry expenses (Garza, 2011).

1.1 Research Problems

The manipulation through advertising became an issue, the consumers are facing on almost a regular basis. But the same methods of manipulation may be found in some of green advertising (Danciu, 2014; Stokes, 2009). Customers are still worried about the "greenwashing" which is misleading environmental claims that was prevalent in the 1980s and early 1990s (Ginsberg & Bloom, 2004). The growth of the green market may even outpace the growth of greenwash itself (Gillespie, 2008).

In the last a few years, articles in the popular press focused on the greenwashing phenomenon in the hospitality industry but still limited to the research studies in the hotel literature (Rahman et al., 2015). The consumers are likely to accept green advertising claims because of their strong desire to improve the environment and their way of life. But even the consumers with high levels of green concerns are not able to detect misleading or deceptive claims better than other consumers (Danciu, 2014).

There are green challenges within customer relations, especially, companies that decide to publicize their green activities have to master customers' lack of faith in green claims (Baines, et al., 2012; Polonsky, 1994), as greenwashing habits have been prevalent in the past (Azzone & Bertelh, 1994; Baines et al., 2012; Ginsberg & Bloom, 2004).

The negative effects of greenwashing, and the general lack of trust felt by consumers toward green firms has been noted as an obstacle that many firms must attempt to overcome (Cronin et al., 2010; Kangun et al., 1991). Even though, there are many examples of voluntary environmental actions undertaken by the lodging industries but there are some challenges compared to the economic consequences of voluntary environmental actions (Blanco, Rey-Maquieira, & Lozano, 2009; Grove, Fisk, Pickett, & Kangun, 1996).

According to a survey conducted in California, 31.5 percent of travelers believe that green practices are only for public relations (Tierney and Latkova, 2009). Similar survey indicated that travelers are concerned about greenwashing and found one among every three travelers. Therefore, greenwashing is a big issue in the hotel industry (Rahman et al., 2015).

Authors Rahman et al. (2015), conducted a quasi-experimental study in order to investigate consumers' reactions to the phenomenon of "greenwashing" in the lodging industry. It was conducted in America among US participants. Thus, it is necessary to carry out similar studies among other settings and cultures, such as Turkey or other cultures, to increase the external validity of the findings. However, in this study, the author planned to adopt the same scenarios with several hypotheses of previous research in order to determine the empirical effects of ulterior motive on consumer behavior. Also, how do consumer react based on their Religiosity, Collectivism and Eco- Literacy towards skepticism, Linen Reuse Program and Intention to Revisit.

Therefore, the study focuses on the hospitality sector and it will provide a better understanding of how green/eco-friendly initiatives in the hospitality industry impact their image which in turn influences behavioral intention of the consumer (to participate in the Linen Reuse Programs /Revisit the hotel). Also, this research focuses on the following questions:

- How Religiosity, Collectivism and Eco- Literacy will affect Skepticism, intention to participate in the Linen Reuse Program and Intention to Revisit?
- How skepticism influences intention to participate in the linen reuse program and Intention to Revisit?
- Examine total direct effect from Religiosity -Collectivism- Eco Literacy on intention to participate in Line Reuse Program and Intention to Revisit.
- How Skepticism will mediate the relationship between Religiosity, Collectivism and Eco- Literacy towards intention to participate Linen Reuse Program and Intention to Revisit?
- To what difference recognition of the hotels' ulterior motive of different group moderate the effect from Religiosity, Collectivism and Eco- Literacy on Skepticism?
- To what differences high environmental concern & low environmental concern moderate customers react to have the intention to participate in the Linen Reuse Program as well to the Intention to Revisit to the lodging industry?

1.2 Research Importance

Greenwashing is not something new, but this practice moves away the mission of marketing that of meeting the needs of customers and widens the asymmetries of power between the company and the consumer. The concern over greenwashing is not only that it mislead consumers, but also that if unscrupulous marketers, environmentalist, managers continue to claim to be environmentally friendly, then companies true to their environmental mission lose their competitive edge (Furlow, 2010). In addition, it will bring attention to the benefits that could be gained by a broader and deeper commitment to the environment by lodging industries.

This research will help hotels to watch out such practices that could lead customers to be become manipulated through green advertising. Therefore, marketing managers will do the best in order to give customers room for no doubt. In addition, it will assist hotel owners to keep in their mind the impact of greenwashing and look forward to implementing comprehensive green programs through true green claims.

1.3 Research Purpose and Objectives

The main purpose of this thesis is to explore the effects of greenwashing as well to investigate consumer's reactions to unethical, deceptive or manipulative act called greenwashing in the lodging industry. Below are the objectives of the study:

- This work will be beneficial to the hospitality industry and marketing authorities to consider and re-consider decisions made in regards with this aspect of green practicing.
- This research will also add to the understanding of marketing communication practitioners in hospitality industry about the risks and consequences of greenwashing.
- Also, it will provide a more rigorous insight on how greenwashing may affect hospitality industry's reputation and performance in the long run.
- This thesis aims to provide a fairer and clearer context for genuine green hotels in a competitive market by addressing the problem of greenwashing from the customers and shareholders perspectives.
- Guide hoteliers to focus on building a positive green image and gain competitive advantages in the market.

2. LITERATURE REVIEW

2.1 Green Lodging Industry

Green marketing and the environment at large are top topics in academic research (Hartmann, Apaolaza-Ibáñez, & Sainz, 2005; Ottman, 1994; Peattie, 1995). According to Finisterra do Paço, Barata Raposo, and Filho (2009), green marketing entails corporate management that covers all environmental and business practices and developing strategies that target satisfying customer needs not only for profits but also with sustainability in mind.

Green is defined in various ways. It ranges from planet and animal conservation, clean water, equality, fair trade, sustainability to ecological and humanitarian concerns (Saha & Darnton, 2005). In as much as they are listed as sub-issues, each of them is wide and complex. Green, is a wide term that different professionals choose to pursue narrow components and integrate them in their business practices (Saha & Darnton, 2005).

Just like all other industries, the hotel industry is under pressure to adjust policies and abide by the eco-friendly standards. Hotel industry is more highlighted in the trend because of its significant consumption of non-durable products, water, and other sources of energy (Manaktola & Jauhari, 2007; Shiming & Burnett, 2002).

Obviously, lodging industry is not the main cause of pollution and depletion of natural resources. Nevertheless, lodging primarily involves food, water, lighting, air conditioning, pools, among other services of luxury and comfort, which link it to enormous consumption of energy. Common sources of energy for the lodging supplies include water, non-recyclable goods and other natural resources that have both indirect and direct effect on the environment (Bohdanowicz, 2005a; W. Chan, Wong, & Lo, 2009; Dief & Font, 2010; Jones, Minoli, & Radwan, 2010).

The main issue with hotels, whether large or small, is the usage of natural resources and non-recyclable goods like water. Heating, electricity, and air conditioning are dependent on basic natural resources, which are continually depleted. Besides, the processes emit harmful substances to the soil, water, and air (Bohdanowicz, 2005a; W. Chan, 2005; Jones et al., 2010).

The increase in awareness campaigns and environmental sustainability are leading to reconsideration of customers when selecting an accommodation facility. Eco-friendly standards are top of priorities when searching for hotels (Dief & Font, 2010; Manaktola & Jauhari, 2007; Wolfe & Shanklin, 2001). According to Wolfe and Shanklin (2001), hotels are responding to the market need by implementing techniques that reduce harmful effect of their operations to the environment. Recycling is one of the popular methods being implemented by companies.

Environmentalism became popular on global platforms from the 1990s. According to Kirkpatrick (1990), it was then that green consumers emerged, which led to the green hotels concept. Green hotels are facilities managed on basis of environmental sustainability with regards to conserving water, energy among other resources (The Green Hotels Association, 2014). The aim is driven by the realization that earth is the only place fit for human life hence need for conservation lest people perish (Rahman, 2014). There is an increasing involvement of marketers, consumers, and entrepreneurs in different business fields to integrate the conservation elements in their companies for a green reputation, which is necessary for market rating (Brown, 1996; E. S. W. Chan & Wong, 2006).

Firms in the lodging industry are often criticized for their reluctance to abide by the environmental sustainability campaigns. Most of the companies in this category recognize importance of ecological conservation but do not make any steps towards integrating any conservation techniques in their business practices (Graci & Dodds, 2008; Iwanowski & Rushmore, 1994; Rahman, 2014).

According to Iwanowski and Rushmore (1994), firms in the lodging industry do not understand logic with environmental sustainability because their business structure is on opulence. This is the main challenge that attributes to the gap between recognition of ecological importance and implementation of improvement mechanisms. (Henderson, 2007; Rahman, 2014) highlight other factors that contribute to the inconsistency in lodging industry like different organizational structures, lack of proper stewardship, and costs.

However, the increasing awareness campaigns have a positive impact on hotels as they are gradually accommodating the trend (Rahman, 2014). Also, logical evaluation of industries across the world reduce the concern on lodging companies because their effect on environmental pollution is insignificant compared to other industries like mining. Manufacturing companies also emit more pollutants than hotels. Besides, hotels do not use lots of nonrenewable sources. Nevertheless, hospitality industry considerably contributes to pollution of the environment (E. S. W. Chan & Wong, 2006).

Lodging industry is highlighted as the top sector in hospitality industry with regards to environmental effects. Use of water and energy as primary non-durable goods attribute to approximately 75% of harmful emissions to the environment. The structure of lodging industry directly links it to pollution because of continuous wastes and consumption of the huge portions of energy (Bohdanowicz & Martinac, 2003).

According to Robinot and Giannelloni (2010), ecological effect of hotels is wider than all other buildings and firms in the same category. Hospitality industry is also one of the top and large industries in the world, meaning it has huge impact on the environment. While the impact might be relatively small, the collective effect is significant hence the concern.

Implementation of environmental sustainability and protection measures by lodging companies can significantly reduce ecological impact. Therefore, it is crucial for hotels to consider and implement environment management practices to help in protecting the environment. Calvache and Evra (2008), defines environmental management as development of policies and practices by respective companies targeting at reducing negative impact on the environment. In this case, green management entails the policies, practices, and methods integrated to a business structure with the aim of reducing, preventing, or stopping any negative effects on the environment (Rahman, 2014). On other hand, Calvache and Evra (2008), define green hotels as firms in the hospitality industry that strive to develop the strategies and commit their resources towards efficient use of energy while maintaining quality of their services.

Hotels are on the limelight because they can influence customers to be conscious of the environment. Hotels can constantly inform and remind customers to switch off lights, turn off taps, use less water, as well as put up recycle bins. Guests will gradually

adapt and not only practice it while in the hotel rooms but also in their homes. Therefore, the impact of hotels on environmental protection is not only limited to its practices and preventing pollution. Increasing customer awareness on ecological protection goes a long way in influencing the community. According to Rahman (2014), hotels are best suited to making huge impact on environmental sustainability more than any other industry.

Mensah (2004) notes that 90% of customers will choose a hotel with specific green management polices other than non-compliant hotels (Han, Hsu, Lee, & Sheu, 2011). According to Butler (2008), in another report on Kimpton Hotels and Restaurants, most of their frequent guests attribute their loyalty to eco-friendly practices by the hotel. The simple methods implemented by the hotel include in-room recycle bins and nontoxic cleaning agents. According to Han et al. (2011), green management is a marketing tool for many firms in the hotel industry because customers are prioritizing it in their choices.

In a study by Laroche, Bergeron, and Barbaro-Forleo (2001), consumers are willing to pay more for true green products; this is driven by the increased awareness on ecological importance. Analysis of consumer behavior and consciousness on environmental aspects indicate that hotel guests with environmental knowledge are keen on choice of hotels, they will prioritize green lodging properties every time (Manaktola and Jauhari, 2007).

Customers with positive attitudes on environmental sustainability and eco-friendly behaviors will pay more and even recommend a green hotel. environmental consciousness becomes a culture and habit of life for customers that appreciate safe and healthy environment (Han, Hsu, & Lee, 2009).

The increase in awareness campaigns on ecological importance has led to more guests preferring green hotels. As a result, hotels are implementing green practices not only as a marketing strategy for competition but also a key component in the hotel industry. Green practices are now fundamental elements for establishment and operation of a hotel (Han et al., 2011). Green management is a major factor in the industry today; it is the difference between successful and redundant companies in the hotel industry. According to Han et al. (2011), it distinguishes a brand, determines customer loyalty, and boosts hotel reputation.

Previously, the green practices were only a concern with big industries. The issue is now spread to all industries as a keen determinant of market rating. The pressure to implement green practices increased in the 1980s. All firms are now constrained to it as a fundamental practice (D. Kirk, 1995).

Practically, hotels are not the top environmental pollutants. Other industries have significant and consistent emissions that cannot be compared to the hotel industry. Besides, hotel industry is not the biggest consumer of non-renewable sources. However, the industry is global; the number of firms in the hotel industry are incomparable. The mild emissions in each firm across the world and consumption of little energy collectively effects the environment significantly. The collective amount of smoke, noise, and chemical pollutants including smell from hotels cannot be ignored. Therefore, Kirk (1995), explains significance of the hotel industry in environmental pollution on an overall perspective.

The service industry, especially lodging sector is increasing in importance and quality by day. The industry's growth pattern and rate are incomparable; however, respective stakeholders and management companies should be also aware of their responsibility to on environmental pollution, which is one of the cause of climate change (Kasim, 2009). Climate change due to the greenhouse gas emissions is a major concern in the 21st century because of the economic effect like in tourism industry. While human life is the focus, it is not the only one affected, plants and animal life are also at risk (Gössling, Hall, & Weaver, 2009). Hospitality industry hugely contributes to environmental degradation and cannot escape from the fact. Firms in the industry should strategize on how to curb or reduce the effects (Kasim, 2009).

According to Gössling et al. (2009), the tourism sector is the least sustainable sector of the world economy when analyzing economic benefits and greenhouse effect. When comparing its economic benefits to its contribution to greenhouse gas emissions, the tourism sector is seen as one of the least sustainable economic sectors in the world (Gössling et al., 2009).

2.2 Initiatives of Green Hotels

The international Hotels Environment Initiative highlights the following elements of an environmental program:

- Definite structure of education customers and staff on environmental protection
- Specific environmental policy
- Assigning the role of environmental management to a team
- Availing environmentally friendly materials to attract business partners and support organizations
- Developing a plan and implementing with aim of decreasing, stopping or preventing emissions and excess energy consumption
- Active participation in local community services including donations, research on environment sustainability, engaging public on environmental protection as well as planning to review environmental practices (International Hotels Environment Initiative, 1996).

Hotels engage in joint environmental practices aimed at environmental friendliness. The environmental practices are, energy and water conservation, waste management, water recycling, building permit, environmental health, compliance, environmental education, and purchasing behavior (Hsieh, 2012; Mensah, 2006). Hotels around the world are gradually implementing green practices and integrating the safety and protection policies in their services. Best value Inns in America, for instance, publicly declared its shift to use of biodegradable materials to package toiletries (Rahman, 2014).

According to Hsu (2009), painting of roofs white is one of the green initiatives targeting sustainability of natural resources. White paint deflects 85% of heat and reduces surface temperatures by at least 50%. Practicing roof gardening is also a technique practiced by most companies to reduce the greenhouse effect (Easton, 2009). Also, glass pitchers are used in place of water bottles to minimize plastic disposal in water and the soil, mainly by hotels (Clausing, 2010).

Besides, hotels are tapping natural resources to reduce direct usage. Solar panels are becoming popular as source of power in many hotels across the world (Intercontinental Hotel Group, 2010). Another way for hotels to implement the green initiative is use of towels and sheets certified by Fair Trade (Butler, 2008). Recycling of soap is also a trending initiative by hotels in bid to comply with environmental sustainability goals and practices. Most hotels are engaging Clean the World, which is responsible for cleaning, collecting, and distributing soap across the world (Rahman, 2014). Typically, soap is made of chemicals and recycling helps to reduce amount of chemicals going down the pipes. According to Enz and Siguaw (1999), The Hyatt Regency Chicago has cut costs on waste disposal by half and saved \$120,000 worth of hotel items through their recycling initiative. The impact of recycling and green practices is real and effective in protecting the environment.

In bid to reduce laundry costs, most hotels now require guests to request for slippers and robes if they need instead of placing them in rooms. When the items are placed in rooms without guest request, the hotel will be forced to wash them irrespective of whether they were used or not (Mayock, 2009). According to Rahman (2014), Marriott has adopted a strategy in purchasing items on recycled plastics; the key card for instance are made of 50% recycled material, their toilet paper rolls do not have cardboard in the middle and pillows are made of recycled bottles.

The American Hotel & Lodging Association (2011) has posted several case studies of green initiatives and practices by hotels in various parts of the world. The website is open to the public hence not only guests, but also other companies can learn and adopt a suitable initiative and implement in their business practices. One of the striking case studies on the website is Accor, which uses recycled hardwood for flooring and low volatile compounds to paint their walls. The hotel has also integrated a technology feature where air conditioners automatically switch off when windows are open, to save on energy and capitalize on natural airflow. Accor also uses black-out curtains to absorb heat from the sun but block out light. The designing of the rooms is specific and geared at reducing consumption of energy, which is a key element in environmental sustainability (Rahman, 2014).

Moreover, Accor has implemented a water separation process that treats and redirects water for use in toilets, fire hydrants, and irrigation. The basic recycling practice is collection of rainwater through gutters and storing in huge tanks. Besides investing in innovation on water storage and recycling, Accor has restructured waste recovery and reduction by converting vegetable waste products to fertilizer used in the gardens (Rahman, 2014).

The other popular case study on the website is on Kimpton Hotels and Resorts about Earthcare, which is an all-inclusive program where employees participate in contributing ideas on nontoxic cleaning components and use of environmentally sensitive products. Food products recycling is focused on both back and front end of the houses. The program intends to join all ideas in reducing environmental pollution (Rahman, 2014). Marriott has replaced outdoor signs with fiber optic technology and Light - Emitting Diodes (LED) to conserve energy. Guests also have a chance to participate in the environmental conservation process by buying carbon offsets and the money is redirected to reserves in Brazil (Gunther, 2009).

Another attractive case study is on Trout Point Lodge. The Canadian hotel has integrated green practices from the design to operation. There are no air conditioners in the hotel rooms, instead the management banks on natural ventilation. The hotel also uses organic vegetables and fruits. According to Tossell (2009), at least 60% of guests attribute their loyalty to the hotel because of the green practices. Another case involves Green Radisson Hotel, the firm became popular for its move in environmental sustainability after unplugging 142 refrigerators in the hotel rooms. The management then placed notices in the rooms to inform guests of the move and their freedom to plug the refrigerators when and if they need them (Rahman, 2014).

According to Rahman (2014), consumers are attracted by three environmental practices; recycle bins around the hotel, energy-saving bulbs, creating awareness on social responsibility and environmental protection. The study also indicated consciousness of environmental sustainability among leisure travelers as compared to business travelers.

Issues to do with environmental protection and sustainability have necessitated hotels across the globe to join the bandwagon and implement green practices in their business operations. The spreading concern in society can no longer be assumed. In fact, it is a determinant of demand of hotel services in the market (Aragon-Correa, Martin-Tapia, & de la Torre-Ruiz, 2015; E. S. W. Chan, 2013a).

One of the most successful moves towards ecological sustainability is the International Hotels Environmental Initiatives (IHEI). The program was developed in 1993 with a focus on reducing consumption of energy as well as non-durable goods. Emission is also a major concern of society with regards to pollution of the environment from the lodging industry. The greening of hotels initiative entails aligning business practices with environmental health standards. Basically, preventing emissions and waste as pollutants to water, soil, and air (Bohdanowicz, 2005a; Penny, 2007; N. Tzschentke, Kirk, & Lynch, 2004). It is important to further understanding of green practices in the hotel industry by analyzing motivations and key causes of firm implementing the practices.

2.3 Green Hotels Motivations

Sustainability of the tourism industry and hospitality have been comprehensively analyzed with respect to environmental protection. Both have significant contribution to pollution of the environment and climate change. Stakeholders in the two industries have responsibility to develop strategies that reverse the effects and help in maintaining the environment. A good society is largely defined by condition of the environment (Chou, Chen, & Wang, 2012; Gössling et al., 2009).

There are significant economic benefits that result from studying and implementing positive environmental practices in the hotel industry (Blanco et al., 2009; Eiadat, Kelly, Roche, & Eyadat, 2008; Enz & Siguaw, 1999; Gila, Jiménez, & Lorentec, 2001). According to Goodman (2000), the economic benefits resulting from these practices include; innovation, competitive advantage, customer loyalty and satisfaction (Kassinis & Soteriou, 2003) as well as reduction in carbon emissions (Chou et al., 2012).

The history of green practices goes way long back. It is mixed up with elements of culture and environmental concerns with agricultural perspectives. History can shed light on some of motivations for firm in implementing the environmental practices, but it is a difficult to trace the long evolution process. Different companies make the decision to go green based on different elements depending on their company structure and objectives. Motivation of green practices is on basis of history, religion, and literature (Saha & Darnton, 2005).

Green marketing practices is not an overnight decision, for many companies it is a journey better explained through evolution. It entails lifestyle choices and individual preferences of different stakeholders hence variable implications (N. A. Tzschentke, Kirk, & Lynch, 2008).

The reasons vary widely. However, each company has a specific reason as to why it is implementing green practices. Reasons range from avoiding fines for failing to implement environmental policies, high taxes, high costs of repair, poor publicity, and costs of waste disposal. Some companies also implement the practices to match up with competitors (Saha and Darnton, 2005). According to Saha and Darnton (2005), implementing the green practices can also be used as an advertising technique to build reputation of the company.

Customers conscious of the environment are willing to go an extra mile including paying more for services from a hotel implementing the eco-friendly practices. Even when the number of such customers is low, the returns will match the investment thus market advantage for a company (Saha and Darnton, 2005).

For some hotels, implementation of the environmental practices is out of pressure from stakeholders. It can be a group of investors, financial institution, employees, or the government that requires the management to integrate some environmental practices with regards to greening the hotel (Polonsky, 1996).

According to Polonsky (1996), a stakeholder can exert pressure on a hotel either by threats, cooperating with policies, or influencing business activities. In such cases, company management has no option other than to abide by stakeholder demands because

objecting means conflict of interest, yet the two parties are supposed to be working towards the same business goal.

Some company managers decide to implement green practices after analyzing the benefits to the company. Going green for hotels has both external and internal benefits to a hotel. According to Saha and Darnton (2005), competitive advantage, cost savings, increasing market share, penetrating global market, enhancing publicity, and increase in revenue are among benefits and opportunities for going green in the hospitality industry.

Bansal and Roth (2000), lists legitimation, competitiveness, and environmental responsibility as the top reasons for businesses in the industry to implement eco-friendly techniques. Most companies are going green based on these three reasons.

The increasing concern in society as well as in the corporate world on eco-friendly practices has attracted numerous researchers on how firms in the hospitality industry benefit from green marketing practices. According to Pérez and Bosque (2012), implementing the eco-friendly practices helps companies to build reputation and paint a positive image in the industry (Ko, Hwang, & Kim, 2013), which attracts more customers hence high market rating and high revenue (M. Chen & Tung, 2014; Chou et al., 2012; Gao & Mattila, 2014; Han, Hsu, & Sheu, 2010; Han & Kim, 2010; Y. J. Kim, Njite, & Hancer, 2013).

Implementing the green marketing practices increase company profits (W. Chan & Wong, 2006; Manaktola & Jauhari, 2007), increases efficiency in internal operations (N. Tzschentke et al., 2004), and enhances competitive advantage by distinguishing the company (Claver-Cortés, Molina-Azorín, & Pereira-Moliner, 2007; Pereira-moliner et al., 2015).

The reasons for implementing such practices extend to enhancing employee commitment to the job, financial gains, attracting investors, and multiple other social benefits (Gan, 2012; Juholin, 2004; Rahman, Reynolds, & Svaren, 2012).

A company is guaranteed of multiple benefits both financially and socially from successful implementation of environmental protections strategies. According to Newman and Breeden (1992), the top benefits include stakeholder satisfaction, media recognition, reducing risks, competitive advantage, and cost savings. Based on these

benefits, Park, Jeong Kim, and McCleary (2014), identified four other environmental management benefits; improved results from marketing, solidified stakeholder relationships, contented social responsibility, and enhanced efficiency in operations and profits. According to Kirk, (1995), strengthening business relations is a key advantage of proper environmental management techniques.

Customers are the top influencers of environmentally friendly practices in the hospitality industry. According to Bohdanowicz (2005b), consciousness of customers affects demand hence need for management to take initiative to maintain competitiveness in the market. Also, employees have a significant role in influencing companies implement green marketing practices (Buysse & Verbeke, 2003; D. Kirk, 1995).

Highlighted benefits of green marketing practices in the hotel industry are corporate image and high reputation (Bohdanowicz, 2005b; D. Kirk, 1995, 1998; J. Park et al., 2014). According to Kirk (1998), most companies are motivated by the marketing effect on their competitors hence increasing implementation of the management programs. Also, hotels are driven by the need to boost company image through environmental practices. This is a main motivation for lodging firms. Enhancement of hotel operations like efficient use of resources and cutting operation costs are also fundamental motivation factors behind increased implementation of green marketing practices (Bohdanowicz, 2005a, 2005b).

Besides, social responsibility drives most lodging firms towards implementing eco-friendly practices in the hospitality industry (N. A. Tzschentke et al., 2008; N. Tzschentke et al., 2004). To cap all the motivation factors, firms in the hospitality industry are driven by policies and legal restrictions (Stabler and Goodall, 1997).

To elaborate more on the driving factors for managers on green marketing practices; Hambrick and Mason (1984), explains the upper echelons theory on how managers are guided by environmental concern and company profits. The basis of this theory is on behavior of managers basing on their individual perceptions and interpretations of market situations. Also, the theory demonstrates how managers act on basis of their experiences, personalities, and value, which influence their perceptions and decisions (Hambrick, 2007).

According to Park et al. (2014), personal environmental attitudes of respective company managers had significant effect on environmental management practices. The perceptions on the environment guide perceived benefits of the environment. The second assumption on green marketing practices is focused on economics (M. Delmas & Toffel, 2004). Resources and status of a company explain structural dynamics and concerns of individual companies in guiding actions of managers with regards to competition in the market (Aragón-Correa & Sharma, 2003; Hart, 1995).

Consumers are increasingly getting concerned about condition of the environment hence an opportunity for firms in the hospitality industry. According to R., Catton, and Dunlap (1978), the New Environmental Paradigm was introduced in the 1970s, and marked the connection between societal practices and the environment. It was after then that human being became conscious of their actions and how they influence the environment (R. et al., 1978).

The customer is central to the going green practices. Environmental management strategies are mostly focused on consumer behavior and changes in consumer preferences. The strategies should be aligned with customer interests if a firm in the hotel industry is to reap any of the benefits of green marketing practices. Eco-friendly practices are not effective if they do not address consumer needs (Bohdanowicz, 2005b; Rahman et al., 2012).

Several studies have focused on reasons for green marketing. According to Shearer, the primary motive of companies in implementing green marketing strategies is perception of it as an opportunity for company growth and achievement of specific business objectives (E. S. W. Chan, 2013b). According to McIntosh, some companies feel the ethical obligation as well as pressure from stakeholders and government bodies to implement the green practices (E. S. W. Chan, 2013b). In addition, pressure from competitors is also a top driving force for firms in this industry towards eco-friendly practices (M. A. Delmas and Toffel, 2008). Other motives of going green are potential increase in revenue (Bansal and Roth, 2000; Kuo and Dick, 2009), saving operational costs (Kuo & Dick, 2009) and building a solid reputation and corporate image (Saha and Darnton, 2005).

Although green marketing strategies are effective and post significant benefits to firms in the hotel industry, complexity of environmental information and dishonesty are noted as key barriers to effectiveness of eco-friendly practices (Moisander, 2007).

2.4 Environmental Advertising

Admittedly, environmental ads have created a huge and lasting impact on lives of people around the world. We have all experienced the impact of the advertisements whether directly or indirectly in our lifetime. The ads create both positive and uncomfortable images to the society depending on the side of the argument the recipient is. To some, the environmental ads are favorable while annoying to others at the same time. Agreeably, huge corporations have a great deal of say on the sustainability of natural resources on the planet (Karliner, 1997).

Also called green advertising, these ads lost their relevance in their efforts to persuade consumers to take keen interest in their relationship with their natural habitat. According to (Banerjee, Gulas, & Iyer, 1995; Zinkhan & Carlson, 1995), it seemed to grow less important in providing the public with information on the pro-green aspects of products and services. Ottman (1993), conducted an investigative study and found that one example is the increase in green print ads that grew with up to 430% in the period between 1989 and 1990. According to Carlson, Grove, and Kangun (1993), 75% of the respondents in a study could recall being exposed to one pro-green ad.

Zinkhan and Carlson (1995), provided the definition of environmental advertising as; the appealing promotional messaging to the needs and desires of environmental-friendly consumers. Consumers who desire products, which have pro-green benefits, have helped to improve the promotional activity. Organizations and major companies have been compelled to pass pro-environmental messages and helpful information widely (Carlson et al., 1993).

Since the stakes are quite high now, corporations are forced to spend heavy investments into projects to improve campaigns on awareness. According to Rowell (1996), companies' campaign messages rose to an estimated USD 500 million in 1990 as observed during the 20th anniversary of Earth day. According to most studies conducted within 1997, at least 10 companies spent at least \$1billion each on pro-green advertising. This means that the overall global advertising budgets run into several billion dollars.

According to John Henry Trent (2000), these amounts are much higher than what most governments and corporations spend on environmental improvements at the close of the previous century.

Environmental communication is one of the most impacting ad forms available. For several years, pro-green watchdog groups working with multi-nationals have utilized environmental messages to reach billions of people around the world. Over the years, they have learnt to target their audiences well and get the message down to where it is needed. According Roberts and Bacon (1997), polls have consistently indicated that majority of Americans are environmental sensitive. When interviewed, the citizens of America describe themselves as environmentalists.

Other studies within the USA indicate that at least 79% of US citizens consider themselves environmentalists. At least 82% of participants in a study said they had recycled while 83% stated they adjusted their spending habits to help protect the environment. Coddington (1990) further found that 67% were willing to pay between 5% and 10% extra for pro-green sensitive products. All these statistics show the impact of the environmental messaging apart from determining a firm's reputation to the audience.

Examining previous research on environmental issues has enjoyed a broad variety of subjects. From recycling to pollution as well as energy conservation. The study conducted by Carlson et al. (1993), used green print ads and found that they were more image enhancing relating the corporations to positively viewed environmental cause. This is in the stead of process-oriented commercial productions and disposal. This study revealed several instances of misleading and confusing statements that were unacceptable and misleading. Assessing 85 undergraduates in the school of business and communication on the issues of environment and appeal revealed that committed members of the movement were not easily swayed by the ads. Schuhwerk and Lefkoff-Hagius (1995), further revealed that the individuals less involved with the environment found the appeal more persuasive as compared to the opposing side of the debate. Pro-green campaigns were easily more popular than those against it.

Most of the consumer-based surveys focused on psychological issues relating to the environmental concern and environmental behaviors. They assessed green purchase intention and behaviors to suggest a positive relationship occurring between a persons'

environmental attitude and the intent to purchase pro-green products. In these studies, Schwepker, Charles H. and Cornwell (1991), considered the behavior of the individuals and compared them with the buying patterns of ecologically packaged products. Perceived consumer efficacy or extent to which an individual makes the difference in their levels of natural environment also creates a part of the studies. According to Ellen, Wiener, and Cobb-Walgren (1991), there is a major direct proportionality between the intent to purchase environmentally safe products.

In yet another study on social and environmental marketing, the researchers studied 128 undergraduates. Spielfogel (1999) sought to determine the students' positivity or negativity to ads with pro-environmental issues. The study aimed at assessing similarity in emotional appeals provoked by pro-green ads. The results showed that the respondents were inclined on engaging in environment activities than not. Others who were most likely to be positive were extreme environmentalists as well as those concerned about the bad habits that caused danger to the environment. According to John Henry Trent (2000), there were those who were frightened at the danger of negative ads. This study suggests that practitioners should consider the objectives of their messages before making the negative impressions in their environmental ads.

According to Roberts (1996), media coverage could play a major role in helping to manipulate the public's perception and behavior in only under 2 weeks. This means that there would be a rise in willing guests who will form the eco-friendly intentions. This way the benefits of patronizing green hotels would make more meaning and reason. Marketing also comes with a few detrimental effects. For example, the marketing activities and mass production have increased the rates of consumption among many users (Hartmann et al., 2005). The use of raw materials and waste through advertising have significantly dropped and shortened the product life cycles. According to Yam-Tang and Chan (1998), these have been the driving force of marketers.

2.5 History of Greenwashing

The term greenwashing was born as multi-nationals invested millions into the project to save Mother Nature. The need for awareness and publicity resulted into the corporate environmentalism and enhancement of the narrative (Karliner, 1997). This period served as the time for the great transition and potential watershed for the pro-green movement. After the ecological disasters of the 1980s, it was time to the great change. The disasters include; Bhopal, India's deadly Union Carbide emissions, Chernobyl, nuclear plant explosions such as the infamous Russian one and Exxon Valdez oil tankers. Greenwashing therefore, meant a response to these sophistications. The ads increased tremendously to reach their top and ultimate limit during Earth Day's 20th Anniversary (John Henry Trent, 2000)

According to Newell, Goldsmith, and Banzhaf (1998), there were misleading and deceptive advertisements. The greenwashed statements in the study simply ignored the realistic nature of the situation and focused on deception of ads. Both researchers and the media emerged as deceitful in their statements as they used the term greenwashing to refer to ads that were not effective. According to Manrai and Manrai (1997), this term spread across mainstream media leading to its popularity around the globe. The researchers were forced to be more specific to their definitions. It was important to avoid the trivial, misleading, and deceptive issues to consumers.

According to Kangun et al. (1991), greenwashing was a common phenomenon that led to the misleading of the public via advertising. In yet another study, these same authors agreed on the occurrence of greenwashing during this period. They believe that the sentiments spread by the mainstream media and the researchers posed a threat to the entire industry of marketing (Carlson et al., 1993).

Jennifer Boulden who served as a senior Vice President of Ideal Bite maintained similar views with the researchers. She noted that the trending topic and ad age especially during the 2008 Green Conference had proven the exaggeration of the claims. According to Boulden, up to 68% of consumers were aware of the overstated claims from multinationals and mainstream media (Parekh and Zmuda, 2008).

The idea is that losing trust with the green advertising project is a big blow to the entire program and the ad industries should take responsibility for the same. The result of excessive and expensive advertising turned out to be largely greenwashing instead of pro-environment (Stokes, 2009).

Greenwashing has emerged as a manipulated advertising program in the minds of consumers and media. Green behaviors are getting more important and common. The purchase decisions among consumers depend on the perception of acceptability on the basis of green-friendliness (Özkoçk and Tuna, 2011). This way, multinational corporations have identified an opportunity to take advantage of the customers' desire to adhere to the pro-green movement. The companies design and package the items with deceptive environmental-conscious messages.

According to Carlson et al. (1993), this situation has led to misconception and uncontrolled lies across the globe. Luckily, research has recognized and examined the deception within the environmental messages. Even then, there is limited resourcefulness and theoretical evidence or reasoning to counter this message and restore truthfulness (Özkoçk and Tuna, 2011).

After first coining the term 'greenwash' in New York by an environmentalist, it grew and spread fast in mainstream media. Jay Wastervelt first used the term in 1986 in an essay concerning the hotel industry's practice of placing placards. Every room received a brochure with the messages attempting to promote reuse of towels ostensibly to help save the environment.

According to Romero (2008), this is only one among many environmentally conscientious acts that spread throughout the era. The idea had turned into a profit-making project as more products were re-labeled as greenwashing. This phenomenon brought huge concern among the public and serious environmentalists around the globe.

Most of the previous studies examined the greenwashing issue critically via the context of CSR (Bazillier & Vauday, 2009; Parguel, Benoit-Moreau, & Larceneux, 2011) and marketing (Carlson et al., 1993; Newell et al., 1998; Stokes, 2009). Only a few researchers provided the public reactions to greenwashing as expected. This means that

only a few of the studies held useful information that depicted the real situation around the world.

For example, Y. S. Chen and Chang (2013), discovered that greenwashing not only destroyed the public trust but also caused confusion among consumers. This increased the risk of jeopardizing the efforts of saving the environment (Y. S. Chen & Chang, 2013; Oliver, 2013; Self, Self, & Bell-Haynes, 2010). Tinne (2013), discussed the emergence of Greenwashing so, the author summarized the history of Greenwashing as shown in the table below:

Table 2. 1. *History of Greenwashing*

Year	Events
1960s	Due environmental movement during this time, many companies started to create their green image through advertising.
1970s	Organized The first Earth day which lead later to encourage numerous industries to advertise themselves as being environmentally friendly.
1980s	Launched one of the most famous greenwashing advertisement campaigns in history by Chevron Corporation, a large oil company.
1986s	New York environmentalist named Jay Wastervelt was the first who used the term “green washing” in an essay concerning the hotel industry’s practice of placing placards.
1990s	A study published in the Journal of Public Policy and Marketing found that 58% of environmental ads had at least one deceptive claim.
1998s	Defined the term which is used in environmental marketing after creating the ‘Green Guidelines’ by The Federal Trade Commission.

Year	Events
1999s	The word 'green washing' was added to the Oxford English Dictionary.
2000s	British Petroleum spent 200 million dollars on rebranding their company image due the greenwashing.
2010s	Many companies such as British Petroleum, Destiny USA, General Electric, International Business Machine and many others discussed the real-life examples of greenwashing through the documentary greenwashers. In addition, an online analysis, print, broadcast and in-person communication were conducted by the 'U.K. Guide to Green Wash' in order to extract ten signs of greenwash.

The table is arranged by the author

2.6 Causes of Greenwashing

To fully understand the impact of greenwashing, it is critical to first examine why and how it persists. According to Parmar et al. (2010), the main driver for greenwashing is a “disconnect between ethics and capitalism” Without proper laws to control and regulate this phenomenon, the Federal Government is in capable of bringing the problem to a halt. Customers continue to be misled by the companies; years after the alarm and warnings were raised (M. A. Delmas and Burbano, 2011).

According to Boccia and Sarno (2012), corporations actively manipulate passive consumers to make misinformed choices in their purchases. Active manipulation takes advantage of terms and statements used by corporate leadership and market strategists to send their messages about pro-green campaigns. This supposed environmentally friendly disposition of products in advertising has grown uncontrollable and intense around the globe (Bodger and Monks, 2010).

Alves (2009) explains how companies use abstract names to greenwash customers in the hotel industry. Customers tend to buy products with green marketing aspects, especially when the advertisement is about enhancing type of lifestyle. Consumers like to hear a product will improve their lives in one way or another. Most times, the companies do not focus on sustainability and protection of the environment. The technique is driven by the perspective of clientele who are less concerned about eco-friendly practices but improving their individual lives. Therefore, corporations focus on emotions, experiences, and ideas to attract customers. Tinne (2013), notes the following five causes of the increase in greenwashing:

- There is a significant increase in products targeting environmental sustainability.
- Customers are more aware and concerned hence increasing demand of environmentally sustainable products.
- Companies are implementing green marketing practices as an opportunity for growth and competition. Government is yet to set definite policies on eco-friendly practices.
- While the economy is experiencing challenges, the demand for environmental products is still on the rise. Consumers are increasingly prioritizing eco-friendly products hence the increase in demand.

- Currently, there is no specific mechanism of communicating environmental sustainability standards. There is no effective technique of regulating advertisements to deal with issues of slow response and organization responsibility.

2.7 Advertisement Misleading Claims

Admittedly, the rise in use of pro-environmental claims in campaigns of products and services has been profitable to most companies. The other side of the marketing project is that consumers are left clueless about the claims made in the ads (Newell et al., 1998).

In their study, Carlson, Grove, and Kangun (1993) found potential costs for marketers using these claims. The study had focused on misleading ideas and deception among green ads. The negative reactions generated from the consumers showed a major trend expected in the future. Most of the consumers, however, did not understand the environmental claims poised by the researchers. The authors therefore, warned potential ethical as well as legal consequences in use of deceptive green ads (Carlson et al., 1993).

Several companies invest in environmentally conscious action, and some others focus on claims. According to BSR and Futerra (2009), there are four forms of green wash as following (See Figure 2.1):

- **Misguided Green Wash:** Those companies that spent more efforts in order to improve the environmental performance of their products and processes but are not able to communicate it effectively. There is a potential to move towards the ‘Effective Environmental Communications’ quadrant through focusing their messages accurately on key impacts backed up with data.
- **Unsubstantiated Green Wash:** includes companies those seem to be doing commendable work and providing data to back up their claim. But these firms are not deserved as much credit as it seems. It puts more resources into its communication than its actual initiatives. False efforts will eventually be uncovered as the public becomes more educated and sensitive to green wash and it is only a matter of time that these companies will be sent to the ‘Green Wash Noise’ quadrant.

- **Green Wash Noise:** a company claims that it is green but does not have much to back up this claim; messages are not compelling to consumers. By assessing the company’s impact throughout the value chain, developing and implementing an environmental strategy and communicating these efforts accurately, these companies can create a path to the ‘Effective Environmental Communications’ quadrant.
- **Effective Environmental Communications:** is the goal; the consumers have for all companies. These businesses are improving the environmental and social performance of their products and aligning these efforts throughout various functions within the company. They are able to communicate their efforts so that consumers clearly understand the impacts and other businesses look to these companies for leadership.



Figure 2. 1. *Forms of Greenwashing*

Source: (BSR & Futerra, 2009)

Misleading ads have a negative effect on consumer purchase decisions and interaction with the related companies. According to Newell, Goldsmith, and Banzhaf (1998) consumer attitudes are shaped by credibility of green marketing practices. The attitudes influence perception hence consumer behavior. Most companies lose clientele because of a negative perception from the consumers. Companies implementing any of the green marketing practices should be keen on legal consequences and ethical aspects linked to use of misleading advertisement techniques (Newell et al., 1998).

Besides decrease in revenue and sales from poor reputation, misleading advertisements have legal and ethical impacts on companies (Newell et al., 1998). When consumers perceive a deception in an advertisement, they automatically form a negative perception of the company. On the other hand, consumers will have appositive attitude on a product and proceed to buy if they don't detect any deception (Newell et al., 1998).

2.8 Research Hypotheses

The codes and description of the research hypotheses are represented in Table 2.2

Table 2. 2. Research Hypotheses Codes and Descriptions

Code	Description	Path
Direct Effect of Constructs		
H1.a ⁻	Religiosity (RLG) has negative effect on Skepticism (SKP)	RLG → SKP
H1.b ⁺	Religiosity (RLG) has positive effect on intention to participate in the Linen Reuse Program (LRP)	RLG → LRP
H1.c ⁺	Religiosity (RLG) has positive effect on Intention to Revisit (IRV)	RLG → IRV
H2.a ⁻	Collectivism (CLT) has negative effect on Skepticism (SKP)	CLT → SKP
H2.b ⁺	Collectivism (CLT) has positive effect on intention to participate in the Linen Reuse Program (LRP)	CLT → LRP
H2.c ⁺	Collectivism (CLT) has positive effect on Intention to Revisit (IRV)	CLT → IRV
H3.a ⁻	Eco-Literacy (ECL) has negative effect on Skepticism (SKP)	ECL → SKP
H3.b ⁺	Eco-Literacy (ECL) has positive effect on intention to participate in the Linen Reuse Program (LRP)	ECL → LRP
H3.c ⁺	Eco-Literacy (ECL) has positive effect on Intention to Revisit (IRV)	ECL → IRV
H4 ⁻	Skepticism (SKP) has negative effect on intention to participate in the Linen Reuse Program (LRP)	SKP → LRP
H5 ⁻	Skepticism (SKP) has negative effect on Intention to Revisit (IRV)	SKP → IRV
Mediation Effects of Skepticism (SKP)		
H1.d	Skepticism (SKP) mediates the relationship between Religiosity (RLG) and intention to participate in the Linen Reuse Program (LRP)	RLG → SKP → LRP
H1.e	Skepticism (SKP) mediates the relationship between Religiosity (RLG) and Intention to Revisit (IRV)	RLG → SKP → IRV
H2.d	Skepticism (SKP) mediates the relationship between Collectivism (CLT) and intention to participate in the Linen Reuse Program (LRP)	CLT → SKP → LRP
H2.e	Skepticism (SKP) mediates the relationship between Collectivism (CLT) and Intention to Revisit (IRV)	CLT → SKP → IRV
H3.d	Skepticism (SKP) mediates the relationship between Eco-Literacy (ECL) and intention to participate in the Linen Reuse Program (LRP)	ECL → SKP → LRP
H3.e	Skepticism (SKP) mediates the relationship between Eco-Literacy (ECL) and Intention to Revisit (IRV)	ECL → SKP → IRV
Moderation Effects of GROUP (Being a member of Control & treatment group - Binary)		
H6	Group moderates the relationship between Religiosity (RLG) and Skepticism (SKP)	RLG → SKP
H7	Group moderates the relationship between Collectivism (CLT) and Skepticism (SKP)	CLT → SKP
H8	Group moderates the relationship between Eco-Literacy (ECL) and Skepticism (SKP)	ECL → SKP
Moderation Effects of Environmental Concern (EVC) (Categorical)		
H9	Environmental Concern (EVC) moderates the relationship between Skepticism (SKP) and intention to participate in the Linen Reuse Program (LRP)	(SKP*EVC) → LRP
H10	Environmental Concern (EVC) moderates the relationship between Skepticism (SKP) and Intention to Revisit (IRV)	(SKP*EVC) → IRV
Total Direct Effect of Constructs		
H11	Religiosity -Collectivism- Eco Literacy (RCE) has positive effect on intention to participate in the Line Reuse Program (LRP)	RCE → LRP
H12	Religiosity -Collectivism- Eco Literacy (RCE) has positive effect on Intention to Revisit (IRV)	RCE → IRV

2.8.1 Religiosity

According to Engelland (2014), Religion is a belief system which acknowledges a divine power(s) not just as a ruler but also creator of the entire universe. Conversely, religiosity simply implies an individual's belief in God as well as how committed he is to his religious practices (Johnson, Jang, Larson, & Li, 2001; Mas 'od & Chin, 2014).

Religion, social psychology and marketing literature have been able to provide a few insights into how religious affiliation can influence the behavior of consumers over a given period of time (Fontaine, Duriez, Luyten, Corveleyn, & Hutsebaut, 2005; McDaniel & Burnett, 1990; Saroglou, Delpierre, & Dernelle, 2004). Researchers in the past have been able to discover a relationship between consumers and religiosity (Choi, 2010; Ibrahim, Howard, & Angelidis, 2008; Lau, 2010).

Religion plays an integral part in the day to day affairs of every cultural group. Furthermore, it is part of the moral system of an individual and the ethical structures of the society. Religiosity has been particular discovered to influence the behavior both from a behavioral and cognitive perspective (Mokhlis & Sparks, 2007).

Religiosity has two major components. These are external (inter – personal) and internal (intra – personal). These two components do play vital roles in the lives of people (Mokhlis & Sparks, 2007). Features such as religious beliefs, values, attitudes, and identities are part of the internal component while memberships or associations, devotions and religious affiliations are features of the external component. For consumer behavior to be understood, marketers need to understand the extent to which religious affiliation can influence consumers. This is because their style of consumption can be traced to how affiliated they are to one religion or the other (Khan, Asad, & Mehboob, 2017; Khraim, 2010; Mokhlis & Sparks, 2007).

There is a difference between personal values and religious values. This is because values that are based on faith are ethical principles which originate from scriptures like Hadith and Quran. They are embedded in the life of an individual. Researches carried out in the past have shown that there is a relationship between consumer behavior and religion (Choi, 2010).

In the case of environmental concern, those evidence which support the protection of environment are found in religious scriptures. This can be found in all the world's major religions. According to Hassan (2014), there are verses in Hadith and Quran which talk extensively about protection of the environment. They explained that mankind has a duty to ensure that the environment is protected and preserved. This is evident on some of the teachings in Islam which lay emphasis on protecting the environment. Below are some examples of the verses in the Quran state:

- *Walk on the Earth in humility (Quran, 18: 63).*
- *Then We made you successors on earth after them, to see how you would behave (Quran 10:14).*
- *And when he goes away, he strives throughout the land to cause corruption therein and destroy crops and animals. And Allah does not like corruption (Quran 2:205).*
- *Who made all things good which He created (32:7). And we are commanded to keep it that way: Do no mischief on the Earth, after it hath been set in order (Quran, 7:56).*
- *Verily, all things have we created in proportion and measure Quran, 54:49).*

In verse 49:12 of the Qur'an, O you who have believed, avoid much [negative] assumption. Indeed, some assumption is sin. [. . .]. Another verse 17:25 of the Qur'an, Your Lord is most knowing of what is within yourselves. If you should be righteous [in intention] - then indeed He is ever, to the often returning [to Him], Forgiving. In addition, Prophet Mohammad (peace be upon him) said: Verily, deeds are only with intentions. Verily, every person will have only what they intended.

This view has been contradicted by some studies. They also highlighted the fact that the Holy Bible sees mankind as having the responsibility to protect his environment (Hagevi, 2014; Jenkins, 2009; Kirmani & Khan, 2016). There has been a lot of debates regarding how teachings of Christian religion relate to the environment. For instance, there is a school of thought which tries to explain that Christianity is based on mastery

instead of nature. This has influenced consumers' environmental concerns in a negative way (Guth, Green, Kellstedt, & Smidt, 1995; B. Taylor, 2008).

There have been some studies carried out in Singapore to determine how religious environmental concerns can influence state–religion relations. A sketch of environmental viewpoints was provided by the study. Also, the behavior of 6 important religions in Singapore was examined. These are Taoist, Protestant, Islam, Hindu, Catholic, and Buddhist. It was discovered that there is a clear gap between environmental action and environmental beliefs. Despite such a difference existing, religious members have shown the desire for social activism as well as support in relation to environmental protection (A. Chan & Islam, 2015).

It is vital to note that there is emphasis on contained and simple life by religious scriptures. The same is also demanded by the present environmental crisis (Dwivedi, 1990). Furthermore, a consumer's ethical nature can be interpreted by religiosity (Magill, 1992). This is why religiosity has been viewed as a vital construct that can greatly influence consumers' environmental concerns (Chai & Chen, 2009; Hassan, 2014).

In fact, it has been stated by researchers that without religious teachings been properly understood, the environment will not be well – understood (Kirmani & Khan, 2016). For this notion to be strengthened, researchers have previously tried to look at the relationship which exists between environmental concerns and religiosity. It was discovered that there is a positive relationship between pro – environmental attitude and religious beliefs' intensity. That is to say, any consumer who is more religious will likely get involved in a behavior that is environmental friendly (Chai & Chen, 2009; Kalamas, Cleveland, & Laroche, 2014; P. C. Stern, Dietz, Abel, Guagnano, & Kalof, 1999).

In the same vein, Granzin and Olsen (1991) have discovered that people who are highly religious will always be interested in the recycling and reusing of items. According to Moisander (2007), green consumerism is a matter that is both ethical and moral. Through religious beliefs, individuals are given a basis to determine whether their actions are wrong or right. Rightly put, religious values can easily be seen as a product of consumer behavior. Human behavior is affected by religious values either directly or indirectly (Hassan, 2011). Thus, the following hypothesis were framed:

H1.a- Religiosity (RLG) has negative effect on Skepticism (SKP)

H1.b+ Religiosity (RLG) has positive effect on Intention to participate in the Linen Reuse Program (LRP)

H1.c+ Religiosity (RLG) has positive effect on Intention to Revisit (IRV)

2.8.2 Collectivism

Collectivism has to do with that conviction which lays emphasis on low competition, cooperation, social hierarchies, group - oriented goals, family security, in - group harmony, and interdependence (Hofstede, 1984). People seem to be integrated tightly in collectivism cultures. This is because there are individuals who are members of various in – groups (Hofstede, 1980). As a matter of fact, collectivism tries to highlight rendering of help to one another. It tries to ensures that group goals are placed ahead of individual goals (Gundlach, Zivnuska, & Stoner, 2006; Laroche et al., 2001; McCarty & Shrum, 2001; Zhao & Chen, 2008). In addition, the collectivists are committed to their obligations and responsibilities with more concerned about the welfare of society (Cho, Thyroff, Rapert, Park, & Lee, 2012; Hofstede, 1984; Y. Kim, 2011; Laroche et al., 2001).

In connection to protection of the environment, Triandis (1993) suggested that those who seem to be very high on collectivism are very much inclined towards the society or environment. Also McCarty & Shrum (2001), explained that collectivists are more involved in recycled activities. Therefore, collectivism is seen as a vital construct which influences consumers' environmental concern. These findings aren't conclusive though (Kirmani & Khan, 2016).

Based on the literature survey of Kim & Choi (2005), environmental concern is a very vital construct which intervenes in the connection or relationship existing between green buying behavior and collectivism. Through collectivistic value orientations, beliefs regarding consumer effectiveness are being influenced. Green buying behavior has been affected by this development. Collectivistic individuals seem more likely to get involved in recycling behavior. The reason for this is that they tend to be more cooperative. They have that willingness and desire to assist one another. Therefore, their focus is on group goals instead of individual benefits. Findings of researches have indicated or showed that collectivism can influence the purchase behavior which is environmentally positive.

According to Leonidou et al. (2010), collectivism is a very vital factor when it comes to developing environmental attitudes (both outward and inward). Those whose actions can be traced to collectivistic values seem to be more concerned about environmental protection.

For better understanding, the influence of vertical and horizontal collectivism is explored by Cho et al. (2012). The former is about the willingness and desire of sacrificing personal goals for the benefit of the group. The latter on the other hand, is all about laying emphasis on personal goals. According to Park (1998), Confucian collectivism is on the consumers' environmental attitude. It was discovered that there is a positive relationship between Confucian and horizontal collectivism. Furthermore, it was discovered that the relationship between environmental attitude and vertical collectivism is negative.

It was discovered by Culiberg (2014), that collectivism can strongly determine consumer attitude when it comes to recycling. Keleş (2007), carried out a research in Turkey and it was revealed that a consumer whose collectivist seems to be of a higher level do also have green values that are of higher values. The same can also be said of green purchasing behavior. When it comes to collectivist oriented, there is more concern regarding the environment. This demonstrates that Turkey has a strong belief when it comes to preserving of nature. Therefore, the environmental attitude is stronger when compared to Canada according to Sarigöllü (2009). A research carried out in the same location (Turkey) showed that there is a positive relationship between environmental concern and collectivism concern (Yeniçeri, 2008).

For instance, Chase (1991) discovered that majority of the participants in his research do refer to themselves as environmentalists. They have taken part in different consumptions that are environmentally friendly. These could be buying of recycled items or making use of garbage bags (biodegradable). Furthermore, about 73% of these individuals do understand environmental safety labels about packaging. However, the percentage that wasn't sure about how accurate the information of the advertiser on how the environment can impact the product was is about 47% (Albayrak, Caber, Moutinho, & Herstein, 2011).

An investigation was carried out by Xue (2015) on message framing effects (negative versus positive) as well as appeal types (collectivistic and individualistic) in

green advertising within the context of consumers' attitude as well as intentions in China. It was discovered that collectivistic appeal and negative frames do bring about favorable advertising. There is also brand attitude as well as green trust that is of higher level and purchase intention. There is no interaction between collectivistic appeals and message frames. However, in the case of individual appeals, it was found that negative frames do bring about favorable responses as compared to positive frames.

Reviews carried out in researches have indicated that majority of consumers from various countries such as China and US don't trust the environmental claims made by companies (R. Y. K. Chan & Lau, 2004).

Calfee & Ringold (1988), pointed out that consumers that are naturally skeptical when it comes to environmental claims will only be convinced once there are proofs that go against their beliefs. Obermiller, Spangenberg, & MacLachlan (2005), explained that the relationship between purchase intentions and advertisement doesn't exist when there is doubt about such advertisement. There is another research carried out on the green purchase intentions of Egyptians. It was revealed by (Mostafa, 2006) that there is a negative relationship between purchase intention and skepticism.

As a result of the explanations above, the following three hypotheses are proposed:

H2.a- Collectivism (CLT) has negative effect on Skepticism (SKP)

H2.b+ Collectivism (CLT) has positive effect on Intention to participate in the Linen Reuse Program (LRP)

H2.c+ Collectivism (CLT) has positive effect on Intention to Revisit (IRV)

2.8.3 Eco-literacy

Eco – literacy is when the ability of an individual is measured in order to identify as well as understand symbols, behavior and concepts that are related ecologically (Laroche, Toffoli, Chankon, & Muller, 1996). Through knowledge of environment, consumers will be able to evaluate the offerings of businesses. This can influence how they make decision in each stage according to Alba & Hutchinson (1987) and Laroche et al., (2001).

An idea was put forward by Orr's (1992) which emphasizes on creation of human sustainable communities. The whole educational system's fundamental reconstruction was suggested according to McBride, Brewer, Berkowitz, & Borrie (2013). Capra (1997) defined it as principles in which the ecosystem is built on. It also tries to explain how such principles are being applied in order to ensure that sustainable human communities as well as societies are created (McBride et al., 2013).

The evolvement of environmental knowledge is in two (2) forms. The first is that consumers will need to be educated in order to ensure understanding on how the product will be able to impact the environment. The second has to do with the knowledge of the consumer about such product (D'Souza, Taghian, & Lamb, 2006). It tries to look at whether the product has been created or produced in a way that is environmentally – friendly or not.

Laroche et al. (1996), explained that the knowledge of an individual plays different roles when it comes to influencing his behavior. Simply put, it will aid in providing such individual with knowledge regarding action strategies as well as issues which help in the sharpening of intentions and attitude. The belief system is how this is done. Also, this brings about knowledge variable's practical aspects as it explains vital leverage points where pro - environmental behavior will be influenced by agencies and marketers.

According to Laroche et al. (2001), the consumer's education is a very important way of increasing perceived convenience as well as establishing credibility when it comes to environmental friendliness. Eco-literacy is about measuring the ability of the respondent to define or identify various symbols, behaviors and concepts which are

related ecologically. It has been discovered that there is a correlation with some behavior and attitude towards the environment according to Laroche et al. (1996).

Formerly, it has been pointed out that the environmental knowledge of consumers does influence their concerns regarding such environment as explained by Fraj & Martinez (2006) and Vining, J. (1990). Furthermore, a lots of studies which profile green consumers have been able to show a very strong positive relationship between the level of education and environmental awareness, attitudes and behaviors (T. S. Chan, 1996; Wiidegren, 1998). According to Cheah & Phau (2011), a major predictor of consumers' environmental attitude is eco – literacy.

As explained by Nath (2014), a rise in educational level has been green attitude's most vital enabler (Kirmani & Khan, 2016). Vibhava Srivastava (2018) explained that perceived brand credibility is being formed by environmental consciousness. It was also discovered that there isn't any relationship between green consumerism and environment consciousness. There is also another study which showed that anytime participants are exposed to literacy messages of advertisements, there is an increased level of skepticism (Lee, O'Donnell, & Hust, 2018). Thus, following hypothesis was framed:

H3.a- Eco-Literacy (ECL) has negative effect on Skepticism (SKP)

H3.b+ Eco-Literacy (ECL) has positive effect on Intention to participate in the Linen Reuse Program (LRP)

H3.c+ Eco-Literacy (ECL) has positive effect on Intention to Revisit (IRV)

2.8.4 Skepticism

When it comes to marketing skepticism is seen as the habit of not believing the offers and messages of companies. Consumers are most likely to doubt such messages when they aren't well justified. Another reason why they may not believe the messages of companies is lack of trusted benefits (Ford, Smith, & Swasy, 1990; Obermiller & Spangenberg, 1998). One more thing, corporate hypocrisy is seen as a situation whereby a firm is giving wrong impression about what it does represent. In such a case, it paints a wrong picture about itself (Wagner, Lutz, & Weitz, 2009). Hypocrisy generally exists when there is a difference between performance and assertion (Shklar, 1984). One of the major reasons for the existence of consumer skepticism is when a firm is discovered to

be involved in motives that are self – serving (Campbell & Kirmani, 2000; Ellen, Mohr, & Webb, 2000; Webb & Mohr, 1998).

Prior to examining the relationship that exists between skepticism as well as the various other constructs, it is important to consider 2 basic questions. These are: should consumers be doubtful or skeptical. The second question is: are they skeptical? Through competition, firms are at their best level and the excesses of firms are being curtailed by advertising regulations so, there is little or no room for exaggeration. The free market system brings about skepticism in consumers. Also, misleading advertisings are punished by the free market system. Consumers do have the right to avoid those products that have fallen short of their claims in one way or the other (Obermiller & Spangenberg, 1998).

Theory of Planned Behavior tends to be used often in the provision of deeper insights about green consumer behavior. This could be payment of regular hotel prices that are comparable for a green hotel as explained by Han and Kim (2010). There is also the intention of green hotel visitation (Han et al., 2010). Finally, there is the intention of revisiting (Han & Kim, 2010). According to various studies, consumers are prepared to pay higher for those products which have proven to be environmentally friendly as explained by Kapelianis & Strachan (1996) and Laroche et al. (2001). In general, various studies over the years have shown that consumers are prepared to pay higher for accommodations that are in friendly environments (Kang et al., 2012; Kuminoff, Zhang, & Rudi, 2010; Muñoz & Rivera, 2002).

However, the buying decisions of consumers as well as their readiness to pay needs the backing of superior environmental performances according to Reinhardt (1998). The acceptance of a product can be affected by performance gap or relative performance skepticism of environmental products (Wong, Turner, & Stoneman, 1996).

According to Obermiller et al. (2005), the link between purchase intention and advertisement which has been established doesn't seem to exist whenever consumers seem to be skeptical about such advertisements. Also, Anuar & Mohamad (2012), pointed out that skepticism can influence attitude towards cause – related marketing in a negative way. The same can also be said of its evaluation. Furthermore, green purchase behavior can be negatively influenced by skepticism (Albayrak et al., 2011).

As explained by Barone, Miyazaki, & Taylor (2000), congruency of very high degree between company as well as environmental/social cause generates consumer skepticism of very high degree. The reason for this is that there is the belief and understanding that the company isn't helping any cause but exploiting (Barone et al., 2000).

In the case of linen reuse programs which need voluntary participation, it is expected that consumers will develop negative intention to take part in the initiatives of the hotel. This is true once they have understood the hotel's profit motives. Also, their negative intention of revisiting is what their skepticism will bring about. Due to this fact customers can't accept such product. Thus, the following hypotheses is proposed:

H4- Skepticism (SKP) has negative effect on Intention to participate in the Linen Reuse Program (LRP)

H5- Skepticism (SKP) has negative effect on Intention to Revisit (IRV)

2.8.5 Mediation Effects of Skepticism

In recent times, skepticism is being seen as a very vital part of CSR communication research as explained by Elving, 2013; Skarmeas & Leonidou (2013) and Vries, Terwel, Ellemers, & Daamen (2013). Cynicism and skepticism aren't the same as explained by (Kanter & Wortzel, 1985, p.6). Cynicism entails suspecting the motives of other people. It could also be their goodwill and faithfulness. They managed to directly link it with advertising claims' believability. According to them, cynics find it very difficult trusting any information regardless of its source. They consider advertising claims to be intentions of selling no matter how honest they may sound.

Spangenberg and Obermiller (1997), both have been able to work together in order to carry out a test on effects of ad skepticism. This was done through source familiarity/expertise, statistical testimonial/information, and informational/emotional appeals. There are levels of skepticism that are moderate which point to knowledge about the market place as well as advertising information value (Obermiller & Spangenberg, 1998).

Dispositional skepticism (via strategic behavior suspicion) according to Vries et al. (2013), can moderate the indirect implication of communicated motive. This is most obvious on cooperate greenwashing perception. It is the habit or practice of trying to create a wrong impression about a company's product.

According to Manuel, Youn, & Yoon (2014), skepticism towards CRM (cause – related marketing) can moderate the ads of CRM on attitudes which are favorable towards such an ad, purchase intention or brand.

Consumers have this natural feeling that it is their duties to ensure the environment is protected. This is a moral obligation which is called personal norm. It can influence environmental behavior to a great extent (Hopper & Nielsen, 1991; Minton & Rose, 1997; P. Stern & Dietz, 1994).

Such a moral obligation has been made to accept green products which fall below expectations in terms of both performance and quality. Despite these, consumers seem ready to pay high amounts for products of such nature. According to Kuminoff, Parmeter, & Pope (2010), guests in green hotels are expected to pay between \$9 - \$26 for standard rooms. Also others pointed out that green products aren't considered to be of high quality (Oliver, 2013; Ottman, Stafford, & Hartman, 2006; Roberts & Bacon, 1997).

Studies have found that there is a positive relationship between behavioral intention and CSR communication on attitudes (Bhattacharya, Korschun, & Sen, 2009). Over the years, there has been a high level of skepticism by religious people. That's why Batson and colleagues explained that morality is being motivated by ego. That is to say, it isn't driven by altruism but concerns for reputation (Batson, 1976).

According to Gebauer, Sedikides, & Schrade (2017), people who are religious see themselves as being better when compared to others. This could be on traits that are both moral and non – moral. Despite religiosity being seen as having connected with tendencies that are self – enhancing, there are studies which have shown that it relates to prosocial values. Ward & King (2018), explained that it isn't described in detail by socially desirable respondents.

Religion has a link with empathy which is a trait that includes social values such as compassion and benevolence (Saroglou et al., 2004). They are associations that can be seen in various religious groups. They seem to be important whenever trying to tap into socially desirable response as explained by (Saroglou, Pichon, Trompette, Verschueren, & Dernelle, 2005). There is a link or correlation between prosocial behavior (self - reported) and religiosity. This includes charitable donations and volunteerism (Monsma, 2007).

Also, another study has been able to link intention of spreading word of mouth (negative), intention to participate, intention of revisiting, green trust and perceived green washing based on Trust-Based Marketing Theory and Attribution Theory. Findings suggest that green trust is being influenced negatively by green washing. Also, there is a positive relationship between revisit intention and green trust (H. Chen, Bernard, & Rahman, 2019).

According to V. A. Taylor, Halstead, & Haynes (2010), consumer source perceptions can be promoted by Christian symbols being used in advertisement. It could be those linked to skepticism of the marketer, trustworthiness of the marker and attitude similarity. The findings show that these symbols play a significant role in how consumers tend to carry out their evaluation of a marketer. It was also discovered that how consumers respond when Christian symbols are being used in advertisements doesn't only depend on religiosity levels as spirituality levels are also involved in the case of some individuals. Consequently, mediating processes are hypothesized here:

H1.d Skepticism (SKP) mediates the relationship between Religiosity (RLG) and Intention to participate in the Linen Reuse Program (LRP)

H1.e Skepticism (SKP) mediates the relationship between Religiosity (RLG) and Intention to Revisit (IRV)

Various studies carried out by Bargh, (2002) and Cialdini & Goldstein (2004) have shown that other people's actions can influence the ideas of individuals. Prosocial behavior can be explained as that action which a major segment of any society performs to the benefit of others (Penner, Dovidio, Piliavin, & Schroeder, 2005).

Rehmat, Farsam, Ahmad, Naqvi, & Shoaib (2015), explained that the purchase intention of consumers can be influenced greatly by skepticism. Therefore, the results pointed out that increased skepticism will bring about reduced consumer intentions. Conversely, when consumers are skeptical towards marketing, such can lead to high level of ad skepticism as explained by Mohr, Eroğlu, & Ellen (1998).

Collectivists hold the importance of social responsibility and ethics in high esteem (Vitell et al., 2003). They will show interest in the affairs of other people as compared to those whose focus seem to be on self – importance according to Hur and Kim (2017).

Collectivists have been empirically shown to believe more strongly in the importance of ethics and social responsibility (Vitell, Paolillo, & Thomas, 2003). Collectivists are likely to be more sensitive to the interests of others compared to individualists who may focus on their self-importance (Hur & Kim, 2017).

Consumers can only show interest to develop relationship with companies when they discover that the latter has their interest at heart. Their motives of chasing CSR is genuine (Du, Bhattacharya, & Sen, 2007). Whenever consumers get any impression that CSR is being driven by self – serving motivations, there is going to be some doubts about what such company represents. This according to Barone, Norman, & Miyazaki (2007), can make them develop negative attitude as well as behavioral intentions.

Green consumerism now exists in Asia (Calin Gurau & Ashok Ranchhod, 2005). Consumers in this region do understand environmental issues that are pressing (Lai & Cheng, 2016). They are being targeted by green marketers. According to Abdul Wahid & Rahbar (2011), trying to explore how green marketing can influence purchasing behaviors within such a region is very important.

Consumers are always on the lookout for timeliness and trustworthiness. They are also trying to do something which will be of great benefit to their communities (Shruti Gupta & Denise T. Ogden, 2009).

Collectivist consumers seem to be more sensitive to social responsibility whenever they feel a company's motivation to benefit their community is intrinsic. It is the same feeling once they feel such motivation is extrinsic thereby benefitting the firm (Hur & Kim, 2017). Thus, we hypothesize the following:

H2.d Skepticism (SKP) mediates the relationship between Collectivism (CLT) and Intention to participate in the Linen Reuse Program (LRP)

H2.e Skepticism (SKP) mediates the relationship between Collectivism (CLT) and Intention to Revisit (IRV)

Consumers understand the existence of problems such as poisoned foods, health hazards of junk, pollution, global warming, non-equitable distribution, depleting natural resources and others. They take them into consideration whenever planning to buy green products. According to (Banytė, Brazionienė, & Gadeikienė, 2010; Paraschos Maniatis, 2015; Young, Hwang, McDonald, & Oates, 2010), how they spend will be determined by the extent to which they are loyal towards green commitment.

According to Ellinger, Bang, Traichal, & Hadjimarcou (2000), customers who seem to be more concerned about their environments will have more awareness about renewable energy. In the same vein, Bamberg S. (2003), explained that customers who are concerned about their environments will take part in environmental behaviors. This is because their beliefs and evaluation towards green behaviors seems favorable. According to Mohd Suki (2013), the ecological behavior of young consumers is impacted significantly by environmental knowledge. This could be purchasing and recycling of organic food.

Furthermore, according to Cheng & Wu (2015), the green advertisement's message framing is being impacted by environmental knowledge and pro environmental behaviors of the customer is being influenced by this. The knowledge of the consumer and his concern towards the environment can bring about skepticism and doubt towards green advertisement (Tan & Tan, 2007). Thus, we hypothesize the following:

H3.d Skepticism (SKP) mediates the relationship between Eco-Literacy (ECL) and Intention to participate in the Linen Reuse Program (LRP)

H3.e Skepticism (SKP) mediates the relationship between Eco-Literacy (ECL) and Intention to Revisit (IRV)

2.8.6 Moderation Effects of Group

The moderation construct referred as being a member of Control & treatment group). It was carried through two scenarios. Both scenarios adopted from (Rahman et al., 2015) and one of the scenario was manipulated by adding ulterior motive statement in order to see to what extend group moderate the relationship between Religiosity, Collectivism and Eco-Literacy towards Skepticism. In the same time group are those with prior experience with familiar situation in hotels.

Helson (1964) pointed out that an individual's past experience can determine how he or she responds to judgmental tasks like service satisfaction as posited by (H. Chen et al., 2019). Oliver (1981) explains that Expectancy Disconfirmation Theory the satisfaction of consumers can be traced to how a specific service must have added value to their lives. This is due to the comparisons which exist between their perceptions and expectations of services being delivered. According to Zeithaml (1990), the expectations of consumers are formed based on what they have experienced with similar services in the past (H. Chen et al., 2019).

According to researchers, prior experience about services or products can moderate satisfaction level (H. Chen et al., 2019). Such an experience can influence the behavior of consumers towards a product or service later on (Polo Peña, Jamilena, & Molina, 2012).

Han and Kim (2010), explained that there is a positive relationship between revisit intention and past behavior. Therefore, once the past experience of consumers is satisfactory with a particular green hotel, there is the chance that they are likely to be impressed with other green hotels. This can reduce how they tend to rely on green trust in influencing of their behavioral intentions as compared to people who have stayed in any green hotel in the past. Also, moral reflectiveness attributes can be fostered by past experience in green hotels. This is a way through which their moral motives can be satisfied (Verma & Chandra, 2018).

Ulterior motive suspicion simply means trying to question the genuineness of a behavior. In order words, it simply means trying to find out the motivation behind someone's behavior according to (Hilton, Fein, & Miller, 1993). The practice of implementing CSR in hotels seem to be driven by some factors like ethical consideration

of owners and managers, employee relations, brand positioning, societal as well as regulatory pressure, and profit motives (Butler, 2008; Han et al., 2009; Kasim, 2007; Levy & Park, 2011; Mair & Jago, 2010; N. A. Tzschentke et al., 2008).

Cost savings in the operations of hotels is evidence in implementation of CSR. This is especially true of practices which are environmentally – responsible thereby ensuring that energy expenses are reduced (Bader, 2005; Han et al., 2009; Mair & Jago, 2010). A factor such as this will play a major role in ensuring the implementation of green practices by hotel properties as (Bohdanowicz, 2005a; N. A. Tzschentke et al., 2008) posited. From CSR sustainability perspective, there is an opportunity to generate higher returns to the business (Gard McGehee, Wattanakamolchai, Perdue, & Onat Calvert, 2009; Huimin & Ryan, 2011).

Businesses being responsible socially can have its rewards. Image of firms and brands, the firm's financial performance, consumers' propensity to purchase brands as well as patronizing retailers can be affected by social responsibility perceptions (Luo & Bhattacharya, 2006).

Orlitzky, Schmidt, & Rynes (2003), explained that the relationship between corporate financial performance and corporate social performance is one that is positive. The firm's resource based theory has been used regularly in showing how internal factors like financial considerations and competitive advantage can motivate the actions of organizations (Aragón-Correa & Sharma, 2003; Hart, 1995).

Skarmeas & Leonidou (2013), pointed out that skepticism can be reduced by stakeholder or egoistic induced motives. Also, skepticism can be reduced by attributions that are value – driven. In general, consumers are always expecting firms to serve the public but whenever there is any deviation, then will create a negative impression (Forehand & Grier, 2003). Consumers develop negative approaches towards moves of companies that they see as manipulative or deceptive companies (Campbell, 1995; Forehand & Grier, 2003).

Cost savings is a benefit experienced when environmental commitment most especially in lodging industry is increased (Berman, Wicks, Kotha, & Jones, 1999; Brown, 1996; Céspedes-Lorente, Burgos-Jiménez, & Álvarez-Gilb, 2003; Hobson & Essex, 2001; Lynes & Dredge, 2006; Rahman et al., 2012; Segarra-Oña, Peiró-Signes, Verma, & Miret-Pastor, 2012; Tari, S, Pereira-Moliner, & Molina-Azorín, 2010).

According to Hemenway & Hale (1995), improved company image as well as guest nights number increase (Martinac, Murman, & Lind, 2001) seem to be other benefits experienced to go green. However, Pineda (2004) explained that financial savings happen to be the most vital factor which determines environmental initiative implementation (Graci & Dodds, 2008).

It has appeared that the reason for making consumers take part in green behaviors especially in hotels seem to be for those benefits of the hotel instead of the environment. The message which is projected is often different. Majority of environmental claims which hotels are making seem to demonstrate their altruistic and ecological concerns about the environment. Such a delusion of motive will be considered as being manipulative or ethical and this can lead to skepticism. This can bring about corporate hypocrisy as well as generate questions about CSR's viability. There are those who see CSR to be adversative to business interest while there are some who see it as moral essence according to (Mintzberg, 1983; Mulligan, 1990).

Friedman (1970), explained that the major focus of managers should be to make the most profits. In other words, they shouldn't attempt being socially responsible. He explained that social responsibility simply means showing care towards the society and not maximizing profits. Individuals that share the same opinion can be called traditionalists. Rahman et al. (2015), tries to explain that once consumers perceive that the companies are trying to maximize their profits while claiming to be socially responsible, then it will create skepticism toward companies.

An analysis was carried out by (Blanco et al., 2009) in order to know the reasons for the adoption of environmental practices by companies. They tried to look at both external and internal motivators. It was explained that stakeholder and regulation demands make up external motivators while internal motivators comprise convictions of management and promise of improving efficiency.

For the industry of tourism, it has been discovered that environmental practices are widely implemented by hotels. The pressure experienced has been lower when compared to that of other sectors in recent times (Gila et al., 2001). According to Best & Thapa (2013), motivation underlying environmental practice adoption amongst hotels are external pressure, internal forces and cost reduction as well as efficiency.

Studies which have been carried out indicate that those motives associated with costs are efficiency competitor differentiation according to Bagurç Femenias, Llach, & María del Mar Alonso-Almeida (2013), potential cost reduction and new clients attraction (Alonso-Almeida, 2012; E. S. W. Chan & Hawkins, 2010). Internal forces are organizational culture according to Rodríguez-Antón, Del Mar Alonso-Almeida, Celemín, & Rubio (2012), management convictions, or cultural motivations associated with shared values, beliefs, commitments, attitudes and social mentality of people in a firm (Kyriakidou & Julie Gore, 2005). Also, external motivators are external pressures according to (Alonso-Almeida, 2012; Best & Thapa, 2013; Tang, Amran, & Goh, 2014), demands of clients and compliance to stipulations of the law (Alonso-Almeida, 2012).

Whenever there is some degree of inconsistencies in the claims of a company through advertisement and its actions, there is always bound to be skepticism. It can also arise when verification of such claims isn't possible (Folkes, 1988; Ford et al., 1990; Sparkman & Locander, 1980). Studies have shown that whenever false claims are made through advertisement platforms, there is always bound to be some backlash (Carlson et al., 1993).

Greenwashing is a moderate construct which has been developed by (Y. S. Chen & Chang, 2013). This is to carry out an investigation in order to find out whether the relationship existing between skepticism and consumerism can be moderated by green washing. It was discovered that greenwashing impacts green trust in a way that is negative. Also, it influences consumer confusion in an indirect way. It was also discovered that those consumers who seem to be aware about greenwashing are more skeptical. Also, the attitudes which they develop towards green statements are negative. Delmas & Burbano (2011), discovered that the confidence of the consumer can be influenced negatively by greenwashing most especially in green services/products. Thus, group with prior experience proposed in the following hypotheses:

H6 Group moderates the relationship between Religiosity (RLG) and Skepticism (SKP)

H7 Group moderates the relationship between Collectivism (CLT) and Skepticism (SKP)

H8 Group moderates the relationship between Eco-Literacy (ECL) and Skepticism (SKP)

2.8.7 Moderation Effects of Environmental Concern

The green movement seems to be existed in the lodging industry. Due to an increase in environmental behavior (corporate), hotels started getting involved in (ecological) marketing. This form of marketing is meant to catch the attention of consumers that may want to indicate interest in buying products which are environmentally safe. These consumers also do respond to ecological appeal. Rahman et al. (2015), explained that consumers such as these do display ecological behavior through their actions.

Ecological behaviors are those actions which are aimed at ensuring the environment is preserved (Axelrod & Lehman, 1993). Studies carried out in order to profile ecological consumers majorly do involve variables like demographics according to D'Souza, Taghian, & Khosla (2007) and Diamantopoulos, Schlegelmilch, Sinkovics & Bohlen (2003), socio – economic according to Goldstein, Cialdini, & Griskevicius (2008), psychographic according to (Fraj & Martinez, 2006; Griskevicius, Tybur, & Van den Bergh, 2010; Ramanaiah, Clump, & Sharpe, 2000) as well as environmental knowledge as put forward by Fraj-Andrés & Martínez-Salinas (2007) and Kaiser & Fuhrer (2003).

Studies have indicated that consumers who have environmental concerns that are of higher levels are more affected by environmental claims (Grimmer & Bingham, 2013). They are making choices for all possibilities products that are more friendly to the environment (Haanpää, 2007).

Consumers who are conscious of their environments will always be willing to pay more. They spend an additional 8.5% purchasing products that are environmentally – friendly (Cook, Stewart, & Repass, 1992). It was also discovered that the green attitudes of consumers are directly related to their expressed intentions in visiting a green hotel with the mind of paying higher (Han et al., 2011).

According to Bohdanowicz (2003), co – labelled hotels are supported by 75% of guests in hotels. 25% is ready to pay higher. It was also discovered by (Kang et al., 2012) that guests who are concerned environmentally are always willing to pay higher for the green initiatives of the hotel. A set of consumers who are conscious ecologically can be found in hospitality industry.

Guests will be able to afford hotels of high quality for similar prices as they used to pay in the case of green hotels. Despite of all these, consumers that are environmentally concerned seemed to be paying higher for green products regardless of their skepticism and demerits.

It was also discovered that there is a positive relationship between the actions of ethically motivated respondents and the concern claimed (see Fig. 2.2). As it increases, so the ethically motivated respondents increased. On other hand, the lower the level of concern claimed, the more financially oriented the motivation for action. That is to say, a motivated factor for carrying out an action is the fact that greater actions can bring greater concerns (N. A. Tzschentke et al., 2008). In other words, this shouldn't be the yardstick for carrying of actions.

As a matter of fact, consumers who show concerns that are of higher degree will practice behaviors that are environmentally – friendly (Biswas & Roy, 2015). These could be purchasing products that are environmentally – friendly, recycling and energy – saving.

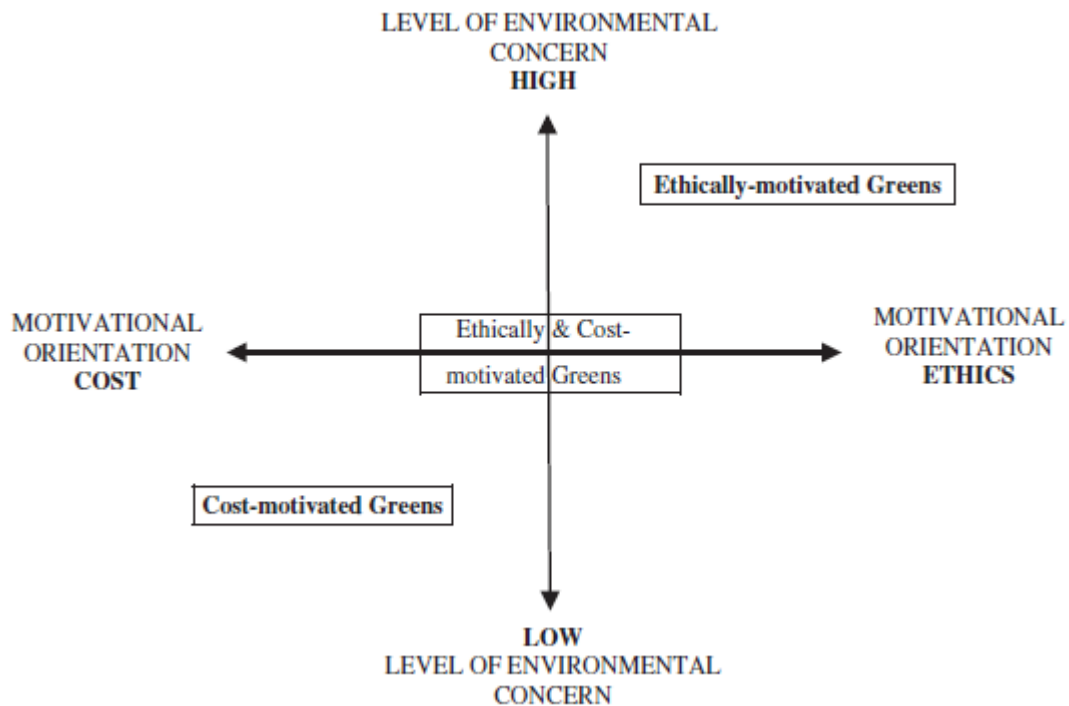


Figure 2. 2. Level of Concern and Motivational Orientation

Source: (N. A. Tzschentke et al., 2008)

An investigation was carried out by Rahman et al. (2015), to find out how the environmental concern is moderating the relationship between intention to participate in linen reuse programs and skepticism. This was also carried out to find moderating effect relationship between the intention to revisit and skepticism. The findings indicated that ecological concern of consumers wasn't found when it comes to moderating in both scenarios. Also, the effect between intention to participate in linen reuse programs and ecological concern is significantly positive. Conversely the effect between revisit intention and ecological concern is non – significant. we thereby hypothesize:

H9 Environmental Concern (EVC) moderates the relationship between Skepticism (SKP) and Intention to participate in the Linen Reuse Program (LRP)

H10 Environmental Concern (EVC) moderates the relationship between Skepticism (SKP) and Intention to Revisit (IRV)

2.8.8 Religiosity -Collectivism- Eco Literacy

The previous hypotheses discussed and designed in one model but in order to see the total direct effect of three constructs named Religiosity -Collectivism- Eco Literacy towards Intention to participate in the Line Reuse Program and Intention to Revisit, we have designed a second model. As discussed in the beginning of this section, researchers in the past have been able to discover a relationship between consumers and religiosity (Choi, 2010; Ibrahim et al., 2008; Lau, 2010). In addition, it was discovered that people who are highly religious will always be interested in the recycling and reusing of items (Granzin & Olsen, 1991).

Triandis (1993), suggested that those who seem to be very high on collectivism are willing to protect the society or environment. Also McCarty & Shrum (2001), explained that collectivists are more involved in recycled activities. It was discovered by Culiberg (2014), that collectivism can strongly determine consumer attitude when it comes to recycling.

The knowledge of an individual plays different roles when it comes to influencing his behavior as explained by Laroche et al. (1996). It has been discovered that there is a correlation with some behavior and attitude towards the environment according to Laroche et al. (1996). Also, according to Cheah & Phau (2011) eco – literacy is a major predictor of consumers’ environmental attitude. In this regard, we propose the following hypothesis:

H11 Religiosity -Collectivism- Eco Literacy (RCE) has positive effect on Intention to participate in the Line Reuse Program (LRP)

H12 Religiosity -Collectivism- Eco Literacy (RCE) has positive effect on Intention to Revisit (IRV)

3. RESEARCH METHODOLOGY

In this chapter, both research design and model will be discussed. This study adopted a scenario-based experiment utilizing a between-subjects design (BSDs) with two conditions different groups (control/treatment) in order to understand the consumer reaction towards manipulative act “Greenwashing” in the hotel industry.

3.1 Research Design

Consumer Behavior Research is a broad field which brings together diverse research methodologies. Understanding consumer behavior through experimental research does not always involve examining the actual behavior of consumers. More often manipulating aspects of a stylized, artificial scenario and measuring consumer responses to these scenarios are usually involved by this (field) research. Consumers’ thoughts and theories about the scenarios, and not their actual behavior, are typically reflected by those responses of the consumers. According to Kirk (1995), an experimental design is a plan for assigning experimental units to treatment levels and the statistical analysis associated with the plan (R. E. Kirk, 2007) . According to Morales, Amir, & Lee (2017), there are two main goals for selecting experimental design that:

- It may have to develop a new theory and/or test the legitimacy of a theory.
- It may have to exhibit a phenomenon.

There are several reasons to choose between subjects design (BSDs) because it would protect against such an effect by preventing participants to become aware of the factors that are manipulated in the experiment. In addition, they are economical, statistically more powerful, the resulting patterns of data are less noisy (characterization of the information integration process is made straightforward), More importantly, the analysis of individual differences in human judgment processes is effectively facilitated. Also, researchers who are willing to generalize their findings to the real world must use BSDs (Mullet & Chasseigne, 2018).

This research adopts two scenarios from previous study by (Rahman et al., 2015) then translated them to Turkish language. After that, designing a research model with direct, mediate and moderate effect relationship hypothesis in order to understand the consumer reaction.

3.2 Sample

Choosing a study sample is an important step in any research project since it is practical and not efficient or ethical to study the whole populations. The aim of all quantitative sampling approaches is to draw a representative sample from the population, so that the results of studying the sample can then be generalized back to the population. The selection of an appropriate method depends upon the aim of the study (Martin, 1996). In literature, several methods are existed to determine the sample size. Hair, Black, Babin, and Anderson (2010), recommended five respondents per variable to be analyzed as the lower limit, but the 10:1 ratio (10 samples for one variable) was the most acceptable way of determination. For this research, the table below shows steps of sampling design:

Table 3. 1. *Sampling Design Steps*

No	Sampling Stages	Manipulation Check (Scenarios)	Pilot Test	Main Study
1	Defining the Target Population	Students (Male/Female)	Students (Male/Female)	Online survey through different platforms such as, Facebook, Whatsup, Instagram and twitter. Participants with experience staying in hotels
2	Sampling Frame	Turkish & International Students in Anadolu University, Eskisehir, Turkey	Turkish Students in Anadolu University, Eskisehir, Turkey	Those whom had an experience staying in hotels.
3	Sampling Technique	Convenience	Convenience	Convenience
4	Sampling Size (Control/Treatment) group	136	60	400 but useable participants were 353

3.3 Scenarios

There was a need to carry manipulation check by providing two scenarios with different conditions groups (Control/Treatment). Both scenarios adopted from past research by Rahman et al. (2015) with its origin of English written language. On other hand, we translated both scenarios to Turkish language then were scrutinized by a set of academic experts to provide views and comments.

3.4 Research Questionnaire

In order to test the hypotheses of the study, a questionnaire was designed for both groups (Control/Treatment). The questionnaire consists of five sections. In the first section, we provide a holistic picture about the main aim of the research with relevant details about the research. In the second part, several scale items related to the environment concern. The third section is the scenario then the fourth part related to the other constructs Skepticism, Intention to participate in the Linen Reuse Program, Intention to Revisit, Religiosity, Collectivism and Eco-Literacy. In the last fifth part we asked questions related to their demographic profile with an open question related to the average of spending nights in the hotel per year. The questionnaire contained a total of 37 questions and the expected time to finish answering from 5-8 minutes. The full list of the questionnaire is shown in the Appendix A.

3.5 Translation of the instrument

The English version of the questionnaire was translated into Turkish with the help of experts using a back-translation and decentering method proposed by Brislin (1986) and followed by (Rawwas, Swaidan, & Oyman, 2005). A team of 3 experts was used for translation purposes that included one expert from Tourism department, two business studies experts. In step one the expert translated the questionnaire into Turkish language. In the second step, all of them shared their outcomes then for the third step they developed their modified version of Turkish language. In last step they translated back to the English language and they decided upon an acceptance of the final version of the instrument. The translation version of the questionnaire is also shown in the Appendix A.

3.6 Data Collection Tool

In this section, the author discusses the measurement scales which are going to be applied for this study and how data gathering procedures were carried in order to complete the experimental study.

3.6.1 Measurement scales

To measure the constructs in the model, items were adopted from relevant literature. All study constructs were measured on a five-point Likert scale (1= strongly disagree to 5 = strongly agree). According to Foddy (1993), argues that shorter scales such five-point scales are preferable in situations where respondents are asked for absolute judgments (Lietz, 2008) . Table 3.2 shows the scales used to measure the constructs of our model.

Table 3. 2. Measurement Scales

No	Constructs	Scale Type	No. of Items	Reference
1	Environmental concern	5 Likert	4	(Goh & Balaji, 2016)
2	Skepticism	5 Likert	4	(Rahman et al., 2015)
3	Intention to participate in the linen reuse program	5 Likert	3	(Rahman et al., 2015)
4	Intention to revisit	5 Likert	5	(Rahman et al., 2015)
5	Religiosity	5 Likert	6	(Kirmani & Khan, 2016)
6	Collectivism	5 Likert	4	(Kirmani & Khan, 2016)
7	Eco- Literacy	5 Likert	5	(Kirmani & Khan, 2016)

3.6.2 Data Gathering Procedures

The following stages were followed in order to carry this experimental study:

- The questionnaire contained a formal request to the respondents clearly explaining the purpose of the experimental and a request for their contributions by objectively and carefully filling the surveys.
- More than enough questionnaires were printed for distribution for manipulation check, Pilot study in order to receive some feedback from Turkish & International students in Anadolu University, Eskisehir, Turkey.
- In the early stage, we planned to carry the experimental with real hotel customers but due some difficulties were not successful. However, we created online questionnaire through Google Docs in order to have complete answers and avoid leaving any part of the questionnaires unanswered.

- Before gathering Pilot & Main study data, we need to have a manipulation check for both Control/Treatment scenarios. It was carried among Turkish and International university students through dividing them into two conditions (Control vs Treatment) then:
 - The first group will be instructed to read the scenario with control condition and answer 7 questions using a five-point Likert scale.
 - The Second group will be instructed to read the scenario with treatment condition and answer 7 questions using a five-point Likert scale.
 - The first 5 questions to confirm that experimental manipulation is operating successfully, while the other two to verify the realism of the study scenario (Lynch, Jr., 1982).
- Conducted Pilot Study using a sample of 60 university Turkish students from several courses in Anadolu University, Eskisehir, Turkey.
- The main experimental study adopted a scenario-based experiment utilizing a between-subjects design with random assignment to either one of the two conditions (ulterior motive/control) then participants:
 - Filled out questions related to Environmental Concern.
 - After that expose to the main experiment.
 - In the experiment, participants will imagine themselves in a scenario which one is claims to be environmentally friendly then the second one is including greenwash phenomenon.
 - After reading the scenarios, participants will be asked to response to measure other variables Skepticism, Intention to Participate in the Linen Reuse Program, Revisit Intention, Religiosity, Collectivism and Eco-Literacy.
 - Finally, participants will fill out demographical information.
- By this method a total of 400 questionnaires were filled in, out of which 47 questionnaires were removed because some participants don't have an experience staying in hotels, hence 353 responses were retained for further analysis.

3.7 Manipulation Check (using Independent Sample T-Test)

In this study, Independent Sample T-test as a parametric test was used to examine the mean difference of effectiveness of the priming (i.e., mean of question 1 to question 5) as following:

Q1- This hotel is genuinely concerned about protecting the environment.

Q2- This hotel has different motives other than protecting the environment.

Q3- Environmental protection is the only motive of this hotel behind implementing the Linen Reuse Program.

Q4- In reality this hotel does not actually care about protecting the environment.

Q5- The hotel cares about the environment.

and two questions assessing realism of the scenarios (i.e., question 6 and question 7) between control and treatment groups as following:

Q6- This scenario is common in real life

Q7- In real life, I have encountered similar situations in hotels.

The test was performed for both Turkish translated version and English version of the survey. The number of sample size for each version of the survey was 68 which was equally distributed between the control and treatment groups (i.e., 34 responses for each group). Also, respondents were instructed to read the scenario and answer seven questions using a five-point Likert scale (1= strongly disagree and 5= strongly agree).

Before conducting the T-test, it should be determined whether the variances within the two populations being compared have equal variance or not. Hence, the Levene's test was conducted as an assumption of T-test to determine the homogeneity of variances. The p-value higher than 0.05 level demonstrates that the obtained differences in sample variances were likely to have occurred based on random sampling from a population with equal variances. Thus, the null hypothesis of equal variances was accepted for the non-significant p-values. Conversely, the equal variance cannot be assumed for the significant p-values.

3.7.1 Homogeneity of Variance (Levene's Test)

Table 3.3 shows the results of the Levene's test for examining the equality of variance between the groups of gender. As shown in Table 3.3, the results of the Levene's test showed all p-values above the standard significance level of 0.05. This indicated that the equality of variance was assumed between control and treatment groups regarding to Effectiveness of the Priming (Q1 to Q5) and Realism of the Scenarios (Q6 to Q7). The equality of variance was observed in both translated and English versions of the survey.

Table 3. 3. *Results of Levene's Test for the Control & Treatment Groups*

Version of Survey	Levene's Dimensions	Effectiveness of the Priming (Q1 to Q5)	Realism of the Scenarios (Q6 to Q7)
Translated	F-Statistic	0.155	0.003
	P-value	0.695	0.959
	Equal Variances Assumed	Yes	Yes
English	F-Statistic	1.927	0.114
	P-value	0.170	0.737
	Equal Variances Assumed	Yes	Yes

* P< 0.05; ** p<0.01; *** p<0.001

3.7.2 Results of Independent Sample T-test

After Independent Sample T-test carried in order to see the difference between the comparison group. However, while conducting this test, two of the first five questions were reverses-coded (question 2 and question 4) for both Turkish translated version and English version. The table 3.4 shows the results of Independent Sample T-test for control and treatment groups.

Table 3. 4. Results Independent Sample T-test for the Control & Treatment Groups

Version of Survey	T-Test Dimensions	Effectiveness of the Priming
Translated	Control (n = 34)	2.970
	Treatment (n = 34)	2.388
	Mean Difference (Δ)	0.582
	T – value	3.265
	Degree of Freedom (df)	66
	P-value	0.002
	Significant Difference & Manipulation	Yes
	English	Control (n = 34)
	Treatment (n = 34)	2.741
	Mean Difference (Δ)	0.664
	T – Statistics	4.038
	Degree of Freedom (df)	66
	P-value	0.000
	Significant Difference & Manipulation	Yes

* P< 0.05; ** p<0.01; *** p<0.001

The results of the Independent Sample T-test for Turkish **Translated** version of the survey showed that the mean value of Effectiveness of the Priming (Q1 to Q5) for control group (i.e., 2.970) is higher than treatment group (i.e., 2.388). The mean difference of 0.582 was found as statistically significant because of having p-value 0.002, below the standard significance level of 0.05; $t(66)= 3.265$. This result demonstrated that the manipulation was affective because respondents rated the questions in the primed condition significantly lower than the control condition.

The results of the Independent Sample T-test for **English** version of the survey showed that the mean value of Effectiveness of the Priming (Q1 to Q5) for control group (i.e., 3.406) is higher than treatment group (i.e., 2.741). The mean difference of 0.664 was found as statistically significant because of having p-value 0.000, below the standard significance level of 0.05; $t(66)=4.038$. This result demonstrated that the manipulation

was affective because respondents rated the questions in the primed condition significantly lower than the control condition.

Table 3. 5. *Results of the realism of Scenarios*

Version of Survey	Dimensions	Q6	Q7
Translated	Mean (M)	3.18	2.72
	Standard Deviation (SD)	1.184	1.256
	Realism of Scenario	Yes	Yes
English	Mean (M)	3.10	2.72
	Standard Deviation (SD)	1.199	1.256
	Realism of Scenario	Yes	Yes

After conducting T-test for the first five question, there is a need to assess the realism of the scenario so two questions (Q 6 and Q 7) were assessed using the five- point scale and Table 3.5 shows the results of the question 6 that had mean response of 3.18 (SD = 1.184) and question 7 had a mean response of 2.72 (SD = 1.256) for **Translated** version. On other hand, the results of the question 6 that had mean response of 3.10 (SD = 1.199) and question 7 had a mean response of 2.72 (SD = 1.256) for **English** version. These numbers show that majority of the participants assumed our study scenario was common in real life and have come across a similar situation in hotels.

3.8 Research Model

In order to specify the research hypotheses targeted in Table 2.2, two structural models were developed in this study. The research structural model 1 is intended to test 11 hypotheses related to direct effects between Skepticism (SKP), Intention to participate in the Linen Reuse Program (LRP), Intention to Revisit (IRV), Religiosity (RLG), Collectivism (CLT) and Eco-Literacy (ECL). These direct effects refer to hypotheses: H1.a, H1.b, H1.c, H2.a, H2.b, H2.c, H3.a, H3.b, H3.c, H4 and H5.

The study also examined 6 hypotheses related to mediation effects of Skepticism (SKP) on the effects of Religiosity (RLG), Collectivism (CLT) and Eco-Literacy (ECL) on Intention to participate in the Linen Reuse Program (LRP) and Intention to Revisit (IRV). These mediation effects refer to hypotheses H1.d, H1.e, H2.d, H2.e, H3.d and H3.e.

Furthermore, 3 hypotheses related to moderation effects of Group on the effects of Religiosity (RLG), Collectivism (CLT) and Eco-Literacy (ECL) on Skepticism (SKP) were examined. The related moderation hypotheses are: H6, H7 and H8 respectively. Finally, the study examined 2 hypotheses related to moderation effects of Environmental Concern (EVC) on the effects from Skepticism (SKP) to Intention to participate in the Linen Reuse Program (LRP) and Intention to Revisit (IRV). These moderation hypotheses are: H8 and H9. Figure 3.1 illustrates the hypothesized direct, mediation and moderation effects in the research structural model 1.

The structural model 2 is intended to examine two direct effect hypotheses from Religiosity -Collectivism- Eco Literacy (RCE) on Intention to participate in the Line Reuse Program (LRP) and Intention to Revisit (IRV). The related hypotheses are H11 and H12 respectively. Figure 3.2 illustrates the hypothesized direct effects in the research structural model 2.

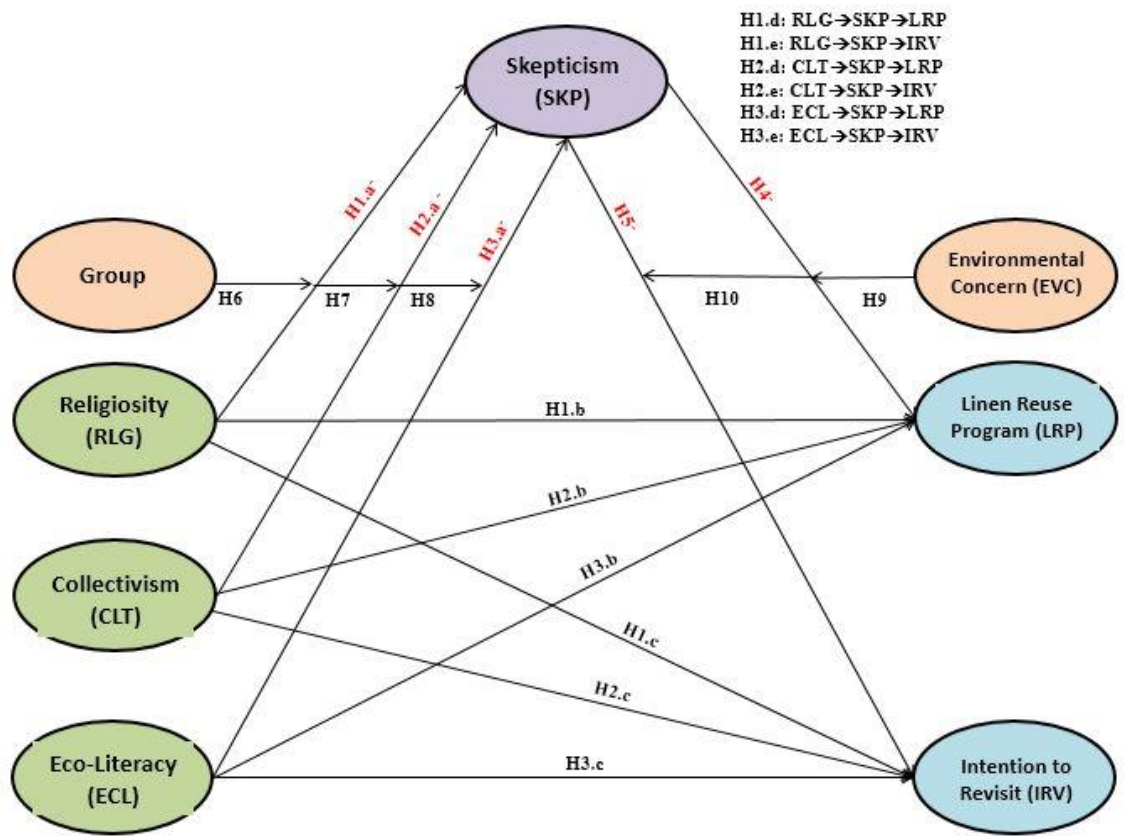


Figure 3. 1. Research Hypotheses in Research Structural Model 1

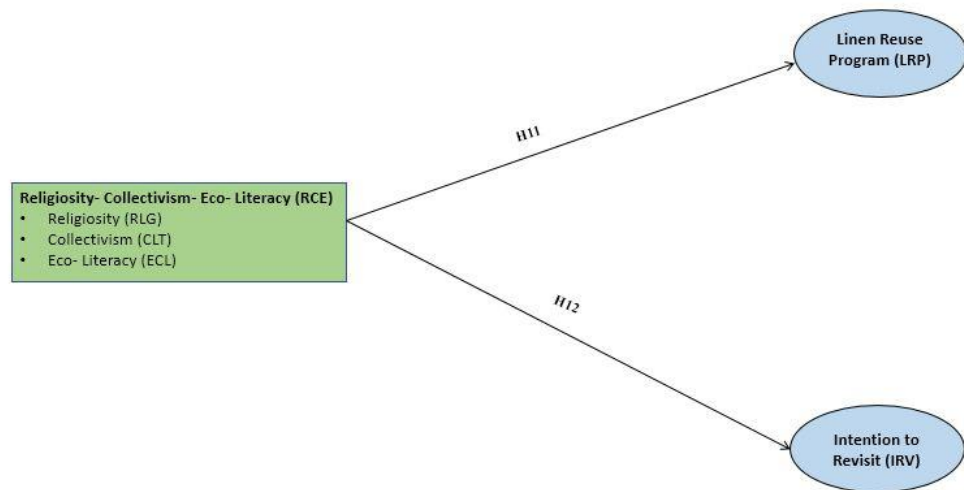


Figure 3. 2. Research Hypotheses in Research Structural Model 2

3.9 Data Analysis Approach

The Partial Least Squares (PLS) technique was applied to analyze the direct, mediation and moderation relationships between constructs using the software application Smart-PLS 2.0. The PLS approach was selected due to the exploratory nature of the research (Hair, Ringle, & Sarstedt, 2011, p.144). For data analysis the two-step approach was utilized as recommended by (Henseler, Ringle, & Sinkovics, 2009, p.298). The analysis of the measurement model is the first step, then testing the structural relationships among the latent constructs is going to be the second step. The purpose of the two-step approach is to establish the reliability and validity of the measures before assessing the structural relationship of the model.

3.10 Pilot Test

A pilot study was conducted to examine consistency of the questions and the respondents understanding level to the questionnaire. According to Cooper and Schindler (2006, p.91), ‘pilot study has saved so many survey studies from failure by using suggestion of the respondents to identify and modifying complicated, confusing or offensive questions’. Convenience sampling was employed in selecting the sample in the pilot study. Convenience sampling is a sampling method that relies on data collection from population members who are conveniently available to participate in study.

In pilot study, both validity and reliability were tested. Validity is defined as the accuracy of the instrument utilized in obtaining the data while reliability is defined as with consistency of data. For validity test, the initial list was given to a panel of experts composed of three academics and two managers. Then experts were given the definition of the construct and asked to rate each item of the construct.

Lodico, Spaulding, and Voegtle (2006, p.168), expressed the view that correlational studies should show proof of the validity of the instruments used and reliability of the data collated and suggested the use of a pilot study on a small sample of interested respondents in survey. Conducting a pilot test enables the researcher not only in determining the validity of the instrument used reliability of the data collated, but also in estimating the time required to implement the instrument (Slater, 1995; Srinivasan & Lohith, 2017, p.43). Table 3.6 shows the validity of the questions in the questionnaire according to the comments of 5 academic and managerial experts.

Table 3. 6. *Calculating Validity of the Questions according to 5 Experts' Answers*

<i>Construct</i>	<i>Item</i>	<i>Totally Suitable (5)</i>	<i>Suitable (4)</i>	<i>Moderate (3)</i>	<i>Unsuitable (2)</i>	<i>Totally Unsuitable (1)</i>	<i>Validity %</i>
Environmental Concern (EVC)	EVC1	3	2				92%
	EVC2	3	1	1			88%
	EVC3	4	1				96%
	EVC4	4	1				96%
Skepticism (SKP)	SKP1	3	2				92%
	SKP2	4	1				96%
	SKP3	4	1				96%
	SKP4	3	2				92%
Intention to participate in the Linen Reuse Program (LRP)	LRP1	4	1				96%
	LRP2	3	1	1			88%
	LRP3	3	2				92%
Intention to Revisit (IRV)	IRV1	4	1				96%
	IRV2	3	2				92%
	IRV3	4	1				96%
	IRV4	3	2				92%
	IRV5	4	1				96%
Religiosity (RLG)	RLG1	3	2				92%
	RLG2	3	1	1			88%
	RLG3	2	2	1			84%
	RLG4	4	1				96%
	RLG5	4	1				96%
	RLG6	2	2		1		80%
Collectivism (CLT)	CLT1	3	2				92%
	CLT2	3	2				92%
	CLT3	3	1	1			88%
	CLT4	4			1		88%
Eco-Literacy (ECL)	ECL1	4	1				96%
	ECL2	4	1				96%
	ECL3	3	2				92%
	ECL4	4	1				96%
	ECL5	3	2				92%
Total							92%

Example: Calculation the percentage of first question validity

$$V_1 = \frac{(3 \times 5) + (2 \times 4)}{5 \times 5} = \frac{23}{25} = 92\%$$

Calculation the percentage of validity belonging to questions in the questionnaire:

$$V_{Total} = \frac{\sum_{i=1}^{54} V_i}{31} = 92\%$$

As shown in Table 3.6, the validity of the questionnaire from the consensus prospects of the 5 academic experts was 92% which could be considered as satisfactory result.

After that, 60 interested respondents were invited in this pilot study to allow the running of proper statistical testing procedures in order to examine the reliability of the collected data. Respondents were logically informed about the purpose of this research and were familiar with the contents of research. The Cronbach alpha coefficient was applied to assess the reliability of the data and measurements. According to Churchill (1979, p.68), reliability must be the first measure in assessing the quality of the instrument. In general, the minimum acceptance value of Cronbach's alpha is 0.60 to 0.70 (Hair, Black, Babin, & Anderson, 2014, p.90). Table 3.7 represents the results of reliability tests upon the feedback from 60 respondents as pilot study.

Table 3. 7. Results of Reliability Tests for Pilot Study

1st Order Constructs	Item Number (31)	Internal Reliability (Cronbach Alpha)
Environmental Concern (EVC)	4	0.740
Skepticism (SKP)	4	0.829
Intention to participate in the Linen Reuse Program (LRP)	3	0.968
Intention to Revisit (IRV)	5	0.965
Religiosity (RLG)	6	0.897
Collectivism (CLT)	4	0.749
Eco-Literacy (ECL)	5	0.838

The reliability of the constructs ranged from 0.740 to 0.968 which all were above 0.7 as the cut-off (Hair et al., 2014, p.90). Following the reliability test, confirmatory factor analysis (CFA) was conducted to test the convergent and discriminant validity. However, assessment of CFA was not practical to be done in the pilot study due to the small sample size (only 60). Therefore, the assessment and examining of factor loadings was performed after the final data collection. Moreover, the internal reliability of Cronbach alpha was conducted once again upon gathering the final data.

3.11 An Overview on Structural Equation Modelling (SEM)

The Partial Least Squares (PLS) technique as a part of Structural Equation Modelling (SEM) was applied to analyze the casual relationships between constructs using the software application Smart-PLS 2.0. The PLS approach was selected due to the exploratory nature of the research (Hair et al., 2011, p.144). The two-step approach was utilized in data analysis as suggested by (Henseler et al., 2009, p.298). The first step involves the analysis of the measurement model, while the second step tests the structural relationships among the **latent** constructs. The two-step approach aims at establishing the reliability and validity of the measures before assessing the structural relationship of the model.

As mentioned earlier, one of the main advantages of the SEM is its ability to assess construct validity of measurements. In this instance, construct validity refers to the accuracy of measurements (Hair, Black, Babin, & Anderson, 2010,p.689). In SEM analyses, construct validity is assessed by two main components, convergence validity and discriminant validity. **Convergent validity** refers to the similarity in degree of variance between the items which are the indicators of a specific construct. The convergent validity could be measured by considering the size of factor loading (standardized regression weights), Average Variance Extracted (AVE), and construct reliability (CR) among sets of items in the construct. The factor loading estimates with values 0.6 or greater and extracted average variance of 0.5 or higher show adequate convergence among the items in the construct (Hair et al., 2010,p.695). The average variance extracted can be calculated by dividing the sum square of the standardized factor loading by the factor loading number. The construct reliability (CR) should be 0.6 or higher to show adequate internal consistency (Bagozzi and Yi, 1988, p.82).The CR is computed from the square sum of factor loading and sum of error variance terms for a construct (Hair et al., 2010, p.689).

The measurement items that represent each individual variable should also be verified through **internal reliability analysis**. Reliability is the degree to which a measure is error-free. To ensure that the items produce a reliable scale, Cronbach's alpha coefficient of internal consistency should be examined. The higher value of Cronbach's alpha refers to higher reliability, with a range from 0 to 1 (Mohsen and Reg, 2011, p.53) . Nunnally and Bernstein, suggest that for a reliable scale, Cronbach's alpha should not

be lower than 0.7 and it was based on Nunnally's 1978 edition of *Psychometric Theory* (Panayides, 2013, p.689).

Discriminant validity refers to the issue of how truly distinct a construct is from other constructs. Discriminant validity can be assessed by comparing the square root of the AVE for two constructs and their correlations. Evidence of discriminant validity is when the correlation between the two constructs is smaller than the square root of the AVE for each construct (Fornell & Larcker, 1981, p.41; Hair et al., 2010, p.709). Further, According to Kline (2010), correlations between the factors should not exceed 0.85 (Ab Hamid, Sami, & Mohmad Sidek, 2017, p.3). In addition, other authors argued that the estimated correlation between all construct pairs is below the suggested cut off 0.90 and implies distinctness in construct content or discriminant validity (Gold, Malhotra, and Segars, 2001, p.202).

To confirm the accuracy of the structural model, the value of R-squared (R²) which represents the portion of variance in dependent variable explained by its predictors should be above 0.30 as recommended by (Zhang, 2009). Besides estimating the magnitude of R², researchers have recently included predictive relevance developed by (Stone, 1974, p.112) and (Geisser, 1975, p.327), as additional model fit assessment. This technique represents the model adequacy to predict the manifest indicators of each latent construct. Stone-Geisser Q² (cross-validated redundancy) was computed to examine the predictive relevance using a blindfolding procedure in PLS. Following the guidelines suggested by (Chin, 2010, p.680), a Q² value of greater than zero implies the model has predictive relevance.

For hypotheses testing purposes, parameter estimates together with coefficient values were examined through apply bootstrapping with 1000 replications (Wetzels, Odekerken-Schröder, & van Oppen, 2009). Parameter estimates are used to generate the estimated population covariance matrix for the model (Tabachnick & Fidell, 2001, p.236). Coefficients' values are derived by dividing the variance estimate by its standard error (S.E). When the critical value (C.R) or z-value is greater than 1.96 for a regression weight (standardized estimates), the parameter is statistically significant at the 0.05 levels.

4. DATA ANALYSIS & FINDINGS

4.1 Introduction

This chapter describes the analysis conducted and displays the empirical results to examine the hypotheses of this research, using SMART-PLS 2.0 and SPSS 18 software. This chapter comprises eight major sub-sections. Following the **first** section as introduction, the **second** section proposed the first order latent constructs and their relative measurement items are presented. Having done this, the **third** section presents the data screening. In this section, procedures used to purify the data through replacing missing values, removing outliers and testing normality of data distribution are described. The **fourth** section provides a general explanation of the survey respondents and sample profile. The **fifth** section represents the measurement models' results through Confirmatory Factor Analysis (CFA) used to assess the uni-dimensionality, reliability and validity of the constructs. The descriptive results of the constructs are represented in the **sixth** section. Section **seventh** section reports the results of structural models to test the hypothesized direct, mediation and moderation effects developed in this research. Finally, the **eighth** section provides a summary of the data analysis results and the findings.

4.2 Construct Measures

The principal construct measures were based on existing instruments. Table 4.1 summarizes the measurement items of the research variables together with the first order constructs and second order constructs.

Table 4. 1. *List of Constructs and Measurement Items*

2nd Order Construct	1st Order Construct	Number of Items (31)
	Environmental Concern (EVC)	4
	Skepticism (SKP)	4
	Intention to participate in the Linen Reuse Program (LRP)	3
	Intention to Revisit (IRV)	5
Religiosity -Collectivism- Eco Literacy (RCE)	Religiosity (RLG)	6
	Collectivism (CLT)	4
	Eco-Literacy (ECL)	5

4.3 Data Screening

Data screening is necessary in ensuring that data are correctly entered, free from missing values, outliers and to confirm that the distribution of variables are normal.

4.3.1 Replacing Missing Values

Missing data happens when respondents failed to answer one or more items in the survey. To ensure that the data was free from missing values, frequency and missing value analysis were conducted for each measurement item in this study. The screening results of the data showed that there was a minimal amount of missing data which was replaced by using the variable median responses for each measurement item.

4.3.2 Removing Outliers

Outliers refer to the observations that have an unusual value for a single variable (Tabachnick & Fidell, 2013, p.72). For uni-variate detection, besides examining histograms and box-plots, each variable was examined for the standardized (z) score (Tabachnick & Fidell, 2013, p.73). Following (Hair et al., 2010, p.67), a case is an outlier if its standard score is ± 4.0 or beyond. Therefore any Z-score greater than 4 or less than -4 is considering to be an outlier. The standardized (z) scores of the remaining cases are summarized in Table 4.2 for the items in each construct.

Table 4. 2. *Result of Univariate Outlier Based on Standardized values*

Construct	Item	Standardized value (Z-Score)	
		Lower Bound	Upper Bound
Environmental Concern (EVC)	EVC1	-2.543	0.900
	EVC2	-2.543	0.933
	EVC3	-2.533	1.280
	EVC4	-2.433	1.285
Skepticism (SKP)	SKP1	-1.788	1.758
	SKP2	-1.675	1.699
	SKP3	-1.682	1.701
	SKP4	-1.684	1.689
Intention to participate in the Linen Reuse Program (LRP)	LRP1	-1.955	1.816
	LRP2	-1.848	1.806
	LRP3	-1.860	1.748
Intention to Revisit (IRV)	IRV1	-1.966	1.868
	IRV2	-2.022	1.785
	IRV3	-1.866	1.819
	IRV4	-1.966	1.863
	IRV5	-1.809	1.887
Religiosity (RLG)	RLG1	-2.201	1.077
	RLG2	-2.222	1.380
	RLG3	-2.273	1.337
	RLG4	-1.984	1.496
	RLG5	-1.925	1.680
	RLG6	-1.896	1.147
Collectivism (CLT)	CLT1	-2.330	1.358
	CLT2	-2.436	1.464
	CLT3	-2.404	1.298
	CLT4	-2.279	1.189
Eco-Literacy (ECL)	ECL1	-2.290	1.307
	ECL2	-2.211	1.394
	ECL3	-2.192	1.407
	ECL4	-2.365	1.135
	ECL5	-2.272	1.292

As shown in Table 4.2, the results indicated that the standardized (z) scores of the cases for the research variables ranged from -2.543 to 1.887, indicating that none of the items exceeded the threshold of ± 4 . Thus there is no any uni-variate outlier among the 353 cases.

4.3.3 Assessment of the Data Normality

The normality test was conducted to determine whether the data of a variable is distributed by a normal curve. Non-normal distributed data are highly skewed, either to the left or to the right. These values are called kurtotic variables (Ghasemi and Zahediasl, 2012) and they can distort relationships and significance tests. In this study, skewness and kurtosis were employed to assess normality of the data. In order to confirm the univariate normality, skewness and kurtosis values smaller than an absolute value of 2 and 7 respectively, was taken as demonstrating sufficient normality in this study (H.-Y. Kim, 2013). Following this suggestion, the data appear to show sufficient normality. Table 4.3 gives a summary of the skewness and kurtosis values for all items.

Table 4. 3. *Assessment of Normality of All Items*

Construct	Item	Skewness	Std. Error of Skewness	Kurtosis	Std. Error of Kurtosis
Environmental Concern (EVC)	EVC1	-1.081	0.13	0.345	0.259
	EVC2	-1.059	0.13	0.354	0.259
	EVC3	-0.748	0.13	0.094	0.259
	EVC4	-0.72	0.13	0.102	0.259
Skepticism (SKP)	SKP1	-0.153	0.13	-0.633	0.259
	SKP2	0.048	0.13	-0.862	0.259
	SKP3	-0.009	0.13	-0.861	0.259
	SKP4	-0.005	0.13	-0.952	0.259
Intention to participate in the Linen Reuse Program (LRP)	LRP1	-0.09	0.13	-0.588	0.259
	LRP2	-0.032	0.13	-0.752	0.259
	LRP3	-0.124	0.13	-0.763	0.259
Intention to Revisit (IRV)	IRV1	-0.329	0.13	-0.487	0.259
	IRV2	-0.31	0.13	-0.548	0.259
	IRV3	-0.158	0.13	-0.752	0.259
	IRV4	-0.168	0.13	-0.557	0.259
	IRV5	-0.132	0.13	-0.62	0.259
Religiosity (RLG)	RLG1	-0.55	0.13	-0.652	0.259
	RLG2	-0.4	0.13	-0.478	0.259
	RLG3	-0.551	0.13	-0.287	0.259
	RLG4	-0.226	0.13	-0.726	0.259
	RLG5	-0.083	0.13	-0.477	0.259
	RLG6	-0.4	0.13	-1.012	0.259
Collectivism (CLT)	CLT1	-0.721	0.13	-0.105	0.259
	CLT2	-0.56	0.13	-0.064	0.259
	CLT3	-0.628	0.13	-0.205	0.259
	CLT4	-0.803	0.13	-0.031	0.259
Eco-Literacy (ECL)	ECL1	-0.567	0.13	-0.395	0.259

ECL2	-0.44	0.13	-0.507	0.259
ECL3	-0.425	0.13	-0.592	0.259
ECL4	-0.615	0.13	-0.414	0.259
ECL5	-0.537	0.13	-0.45	0.259

The result indicated that the skew and kurtosis of all 31 items were laid between ± 2 and ± 7 respectively. Therefore, it can be concluded that the data set of all items were well-modelled by a normal distribution. As shown in Table 4.3, the skew ranged from -1.081 to 0.048 and the kurtosis ranged from -1.012 to 0.354.

4.4 Sample Profile

Table 4.4 represents the frequencies and percentages of gender and educational level as the demographical variables.

Table 4. 4. *Sample Profile, Frequency Analysis*

Group	Frequency	Percentage
Gender	353	
Male	193	54.7
Female	160	45.3
Age		
18-25	136	38.5
26-33	133	37.7
34-41	61	17.3
42-49	16	4.5
50-57	6	1.7
58-64	1	.3
Education		
Secondary School	19	5.4
Diploma	24	6.8
Bachelor's degree	186	52.7
Master's degree	100	28.3
Doctorate degree	24	6.8
Salary		
Less than 500	67	19.0
500 -1000	110	31.2
1001-3000	115	32.6
3001- 4000	25	7.1
4001-5000	9	2.5
5000 and over	27	7.6

Group		
Control	166	47.0
Treatment	187	53.0
Regions		
Turkey	113	32
East Asia	51	14.4
West Asia	112	31.7
Africa	55	15.6
Others	22	6.2
	M	SD
Average staying in hotel per year	15.15	31.02

Over 353 collected questionnaires, 193 useable responses were received from the male (54.7%) and 160 from the female (45.3%). Therefore, the sample of this study is almost equally dominated by both male and female.

The responders were asked to specify their age. As the result, 38.5% of the respondents stated that they have between 18 to 25 years old, 37.7% have 26 to 33 years old, 17.3% have 34 to 41 years old, 4.5% have 42 to 49 years old, 1.7% have 50 to 57 years old and only 0.3% have 58 years old and above.

The responders were also asked to specify their educational level. As the result, 5.4% of the responders had secondary school degree, 6.8% had diploma, 52.7% of the responders had bachelor's degree, 28.3% had Master's degree and 6.8% had Doctorate degree.

In specifying the salary of the respondents, 19% of them had less than 500, 31.2% had 500 to 1000, 32.6 had 1001 to 3000, 7.1% had 3001 to 4000, 2.5 had 4001 to 5000 and 7.6% had 5000 and over. To determine the group of the respondent, 47% of the respondents were in control group, while the remaining 53% were in treatment group.

For the region, 32% of participants were from Turkey following by 31% were from West Asia and mostly from Arab countries. Also, countries like Malaysia & Indonesia from East Asia region participated with 14.4% compared to 15.6% from Africa regions. Finally, an average of fifteen-night hotel stays ($SD = 31.2$) annually.

4.5 Measurement Model (CFA) – Stage 1 of SEM

The measurement model or confirmatory factor analysis (CFA) is used to find out the links between manifest or observed and latent or unobserved variables. The measurement model could therefore be said to define the manner in which latent or unobserved variables are assessed in terms of the manifest variables (Ho, 2006). Operationalization of constructs is a very important step (Hair et al., 2010, p.694) in the process of ensuring accuracy. Researchers have a choice of several established scales in attempting to ensure theoretical accuracy. However, despite the availability of a varied number of scales, researchers are often plagued by the problem of a lack of established scales and are thus driven to developing new measurement scales or greatly modifying existing scales to accommodate new context. Given all these considerations, the basis for the SEM analysis is in the selection of items to measure the constructs (Hair et al., 2010, p.634). In the CFA models, each of the constructs was assessed for their reliability and validity. Reliability is assessed using Cronbach's alpha, construct reliability (CR) and average variance extracted (AVE), whilst for validity using construct, including convergent and discriminant.

The next sub-sections discuss the development of an individual CFA model related to the two overall measurement models. The results of testing the convergent validity and discriminant validity are presented, using SMART-PLS 2.00.

4.5.1 Convergent Validity (CFA) Model 1

Table 4.5 represents the result of Cronbach alpha and convergent validity for the measurement model 1.

Table 4. 5. Results of Convergent Validity for Measurement Model 1

Construct	Item	Factor Loading	Average Variance Extracted (AVE) ^a	Composite Reliability (CR) ^b	Internal Reliability Cronbach Alpha
Environmental Concern (EVC)	EVC1	0.887	0.811	0.945	0.923
	EVC2	0.894			
	EVC3	0.905			
	EVC4	0.916			
Skepticism (SKP)	SKP1	0.880	0.812	0.945	0.923
	SKP2	0.917			
	SKP3	0.904			
	SKP4	0.904			
Intention to participate in the Linen Reuse Program (LRP)	LRP1	0.893	0.819	0.932	0.890
	LRP2	0.915			
	LRP3	0.907			
Intention to Revisit (IRV)	IRV1	0.874	0.763	0.941	0.922
	IRV2	0.883			
	IRV3	0.885			
	IRV4	0.896			
	IRV5	0.828			
Religiosity (RLG)	RLG1	0.902	0.755	0.939	0.919
	RLG2	0.866			
	RLG3	0.860			
	RLG4	0.863			
	RLG5	0.851			
	RLG6	0.274 ^c			
Collectivism (CLT)	CLT1	0.894	0.784	0.935	0.908
	CLT2	0.869			
	CLT3	0.880			
	CLT4	0.898			
Eco-Literacy (ECL)	ECL1	0.853	0.740	0.934	0.912
	ECL2	0.876			
	ECL3	0.871			
	ECL4	0.865			
	ECL5	0.835			

^a: Average Variance Extracted = (summation of the square of the factor loadings)/{(summation of the square of the factor loadings) + (summation of the error variances)}.

^b: Composite reliability = (square of the summation of the factor loadings)/{(square of the summation of the factor loadings) + (square of the summation of the error variances)}.

^c: denotes for discarded item due to insufficient factor loading below cut off 0.6.

As shown in Table 4.5, the results of assessing the standardized factor loadings of the model's items indicated that the initial standardized factor loading of RLG6 was 0.274, below the cut-off 0.6. Therefore, this item was removed from the model as recommended by (Hair et al., 2010, p.709). The number of one deleted item was not high compared to the total items in the constructs (31 items). Furthermore, the removal did not significantly change the content of the constructs as they are conceptualized. The standardized factor loadings of the remaining 30 items were all above 0.6, ranged from 0.877 to 0.943.

Once the uni-dimensionality of the constructs was achieved, each of the constructs was assessed for their reliability. Reliability is assessed using average variance extracted (AVE), construct reliability (CR) and Cronbach's alpha. Table 4.5, shows that the AVE, which reflects the overall amount of variance in the indicators accounted for by the latent construct, was above the cut-off 0.5 for all constructs as suggested by (Hair et al., 2010, p.709), ranged from 0.740 to 0.819. The composite reliability values, which depict the degree to which the construct indicators indicate the latent construct, exceeded the recommended value of 0.6 for all constructs as recommended by (Bagozzi and Yi, 1988,p.80), ranging from 0.932 to 0.945. The Cronbach's Alpha values, which describes the degree to which a measure is error-free, range from 0.890 to 0.923 which were above the threshold of 0.7 as suggested by Nunnally and Bernstein.

4.5.2 Discriminant Validity (CFA) Model 1

Table 4.6 represents the discriminant validity of the measurement model 1. As shown Table 4.6, the inter-correlations between the constructs ranged from -0.677 to 0.831 which were below the threshold 0.85. Further, as shown in Table 4.6, the correlations were less than the square root of the average variance extracted by the indicators, demonstrating good discriminant validity between these factors (Kline, 2005). Figure 4.1 depicts the SMART-PLS graph of the modified CFA model with standardized factor loadings of the items.

Table 4. 6. Results of Discriminant Validity for Measurement Model 1

	CLT	ECL	EVC	IRV	LRP	RLG	SKP
CLT	0.885						
ECL	0.754	0.860					
EVC	0.289	0.220	0.901				
IRV	0.689	0.618	0.039	0.873			
LRP	0.731	0.728	0.182	0.831	0.905		
RLG	0.573	0.471	0.285	0.493	0.531	0.869	
SKP	-0.677	-0.587	-0.219	-0.641	-0.656	-0.622	0.901

Note: Diagonals represent the square root of the average variance extracted while the other entries represent the correlations.

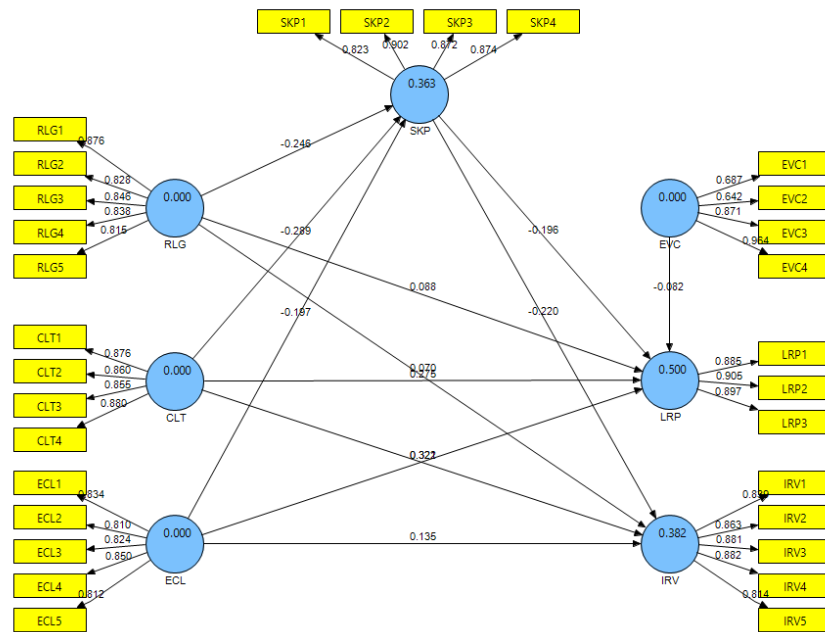


Figure 4. 1. Modified Overall CFA Model 1

4.5.3 Convergent Validity (CFA) Model 2

Table 4.7 represents the result of Cronbach alpha and convergent validity for the measurement model 2.

Table 4. 7. Results of Convergent Validity for Measurement Model 2

Construct	Item	Factor Loading	Average Variance Extracted (AVE) ^a	Composite Reliability (CR) ^b	Internal Reliability Cronbach Alpha
Intention to participate in the Linen Reuse Program (LRP)	LRP1	0.893	0.819	0.932	0.890
	LRP2	0.915			
	LRP3	0.907			
Intention to Revisit (IRV)	IRV1	0.874	0.763	0.941	0.922
	IRV2	0.883			
	IRV3	0.885			
	IRV4	0.896			
	IRV5	0.828			
Religiosity - Collectivism- Eco Literacy (RCE)	Religion (RLG)	0.720	0.670	0.86	0.750
	Collectivism (CLT)	0.892			
	Eco-Literacy (ECL)	0.842			

a: Average Variance Extracted = (summation of the square of the factor loadings)/{(summation of the square of the factor loadings) + (summation of the error variances)}.

b: Composite reliability = (square of the summation of the factor loadings)/{(square of the summation of the factor loadings) + (square of the summation of the error variances)}.

As shown in table 4.7, the results of assessing the standardized factor loadings of the model's items indicated that the initial standardized factor loading were all above 0.6, ranged from 0.720 to 0.915. Table 4.7 shows that the AVE values for Linen Reuse Program (LRP), Intention to Revisit (IRV) and Religiosity -Collectivism- Eco Literacy (RCE) were 0.819, 0.763 and 0.670 respectively, above the cut-off 0.5 as suggested by (Hair et al., 2010) . The composite reliability values for Linen Reuse Program (LRP), Intention to Revisit (IRV) and Religiosity -Collectivism- Eco Literacy (RCE) were 0.932, 0.941 and 0.860 respectively, above the cut-off 0.6 as suggested by (Bagozzi & Yi, 1988). The Cronbach's Alpha values for Linen Reuse Program (LRP), Intention to Revisit (IRV) and Religiosity -Collectivism- Eco Literacy (RCE) were 0.890, 0.922 and 0.750 respectively, above the cut-off 0.7 as suggested by Nunnally and Bernstein (1994).

4.5.4 Discriminant Validity (CFA) Model 2

Table 4.8 represents the discriminant validity of the measurement model 2.

Table 4. 8. *Results of Discriminant Validity for Measurement Model 2*

Construct	LRP	IRV	RCE
Intention to participate in the Linen Reuse Program (LRP)	0.905		
Intention to Revisit (IRV)	0.787	0.873	
Religiosity -Collectivism- Eco Literacy (RCE)	0.678	0.583	0.819

Note: Diagonals represent the square root of the average variance extracted while the other entries represent the correlations.

As shown in Table 4.8, the inter-correlations between the constructs ranged from 0.583 to 0.787 which were below the threshold 0.85. Further, as shown in Table 4.8, the correlations were less than the square root of the average variance extracted by the indicators, demonstrating good discriminant validity between these factors (Kline, 2005).

Figure 4.2 depicts the SMART-PLS graph of the Measurement and Structural model 2 with standardized factor loadings of the items.

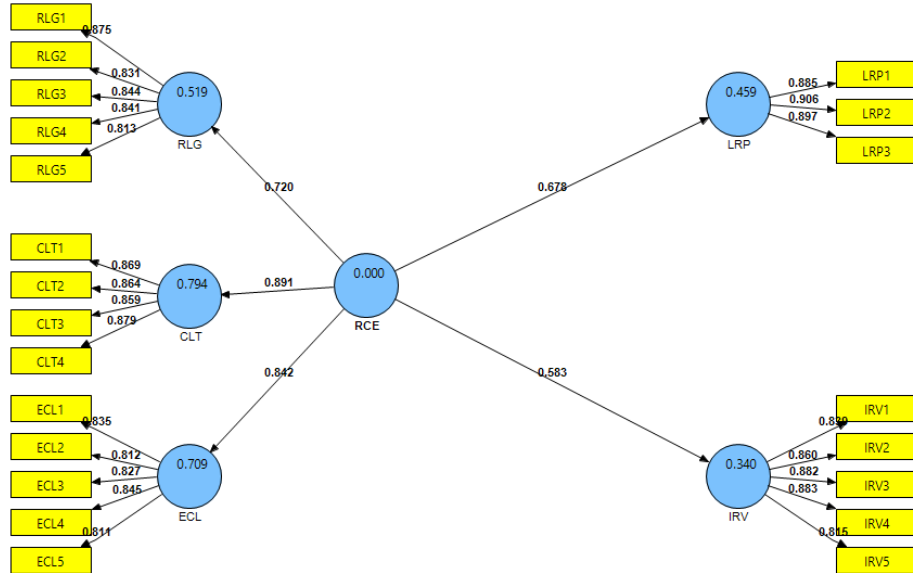


Figure 4. 2. *Measurement and Structural Model 2*

4.6 Descriptive Analysis

In this analysis, covariance matrix method was used to calculate the descriptive function so that all of the variables could be included in the analysis. The composite scores of the variables were computed by parceling the original measurement item scores. Parcels are sum or averages of several individual indicators or items based on their factor loadings on the construct (Coffman & MacCallum, 2005, p.236). Table 4.9 displays the means and standard deviation of the constructs, assessed on a 5-point Likert scale:

Table 4. 9. *Results of Descriptive Statistic for Variables*

Constructs	Mean	Standard Deviation	Minimum	Maximum
Environmental Concern (EVC)	3.818	0.978	1	5
Skepticism (SKP)	3.025	1.018	1	5
Intention to participate in the Linen Reuse Program (LRP)	3.055	0.974	1.3	4.7
Intention to Revisit (IRV)	3.043	0.908	1.2	4.8
Religiosity (RLG)	3.418	0.959	1	5
Collectivism (CLT)	3.602	0.945	1	4.8
Eco-Literacy (ECL)	3.538	0.925	1.2	5
Religiosity -Collectivism- Eco Literacy (RCE)	3.506	0.771	1.30	4.85

The mean was applied as a measure of central tendency, which indicated that the mean values of all constructs were above their midpoint level (3) as and some not as indicated in Table 4 9. The phenomenon indicated that the consensus respondents' perception toward all constructs were above the average.

The highest mean rating belonged to Environmental Concern (EVC) with the mean value of 3.818. The lowest mean rating belonged to Skepticism (SKP) with the mean value of 3.025.

The standard deviation was applied as a dispersion index to indicate the degree to which individuals within each variable differ from the variable mean. Among the studied variables, the individual value of Skepticism (SKP) deviated the most from its mean (SD = 1.018). This standard deviation suggested reasonably high variability in respondents' perception toward Skepticism (SKP). In other word, the survey participants were most

varying in this variable from each other. At the other side, the lowest deviation from mean belonged to Religiosity -Collectivism- Eco Literacy (RCE) with the standard deviation of 0.771. Figure 4.3 gives a good illustration for the mean of all variables together with their standard deviations.

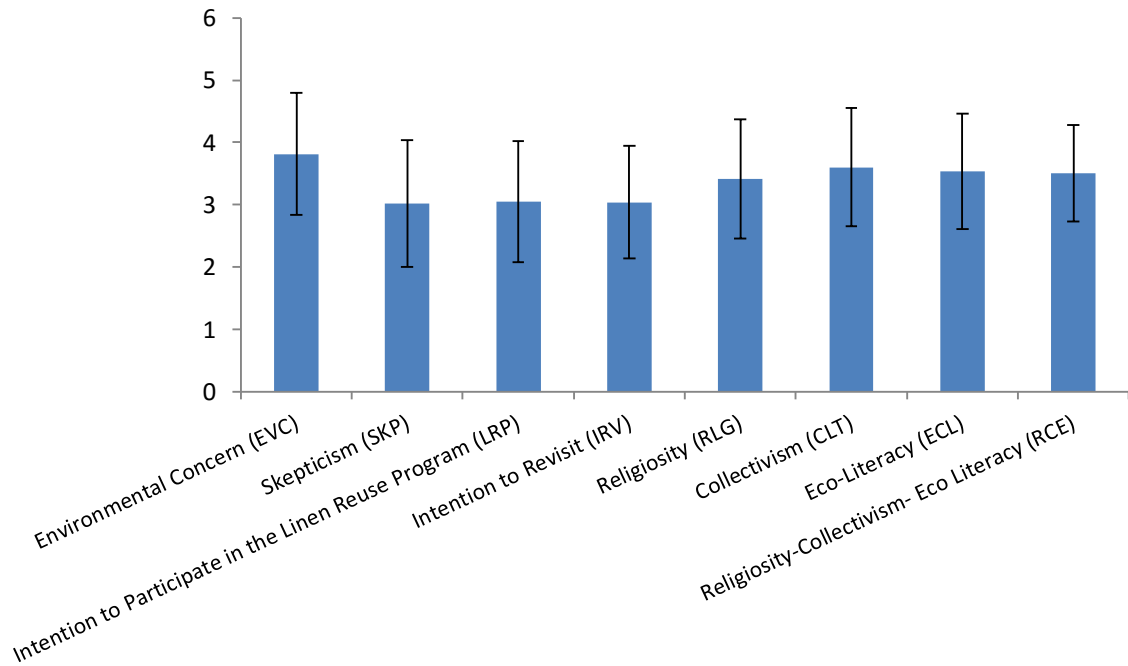


Figure 4. 3. Means and Standard Variations of All Variables

4.7 Structural Models - Stage 2 of SEM

The structural equation model is the second main process of SEM analysis. Once the measurement model is validated, representation of the structural model can be made by specifying the relationships among the constructs. The structural model provides details on the links between the variables. It shows the specific details of the relationship between the independent or exogenous variables and dependent or endogenous variables (Hair et al., 2010, p.634-639). Evaluation of the structural model focuses firstly on the overall model fit, followed by the size, direction and significance of the hypothesized parameter estimates, as shown by the one-headed arrows in the path diagrams (Hair et al., 2010, p.634). The final part involved the confirmation of the structural model of the study which was based on the proposed relationship between the variables identified and assessed. In this study two structural models were estimated to examine the research hypotheses, using PLS technique and bootstrapping with 1000 replications. The next sub-sections discuss the development of structural model to test the research hypotheses described in Table 2.2.

4.7.1 Structural Model 1

4.7.1.1 *Direct Effects of Constructs*

In the structural model 1, the direct effects from Religiosity (RLG), Collectivism (CLT) and Eco-Literacy (ECL) on Skepticism (SKP), Linen Reuse Program (LRP) and Intention to Revisit (IRV) were examined (i.e., H1.a, H1.b, H1.c, H2.a, H2.b, H2.c, H3.a, H3.b and H3.c respectively). Further, the direct effects of Skepticism (SKP) on Linen Reuse Program (LRP) and Intention to Revisit (IRV) were also examined. (i.e., H4 and H5 respectively). The structural model for testing the direct effects of the hypothesized variables is summarized in Figure 4.3. The Smart-PLS model for direct effects is portrayed in Appendix B.

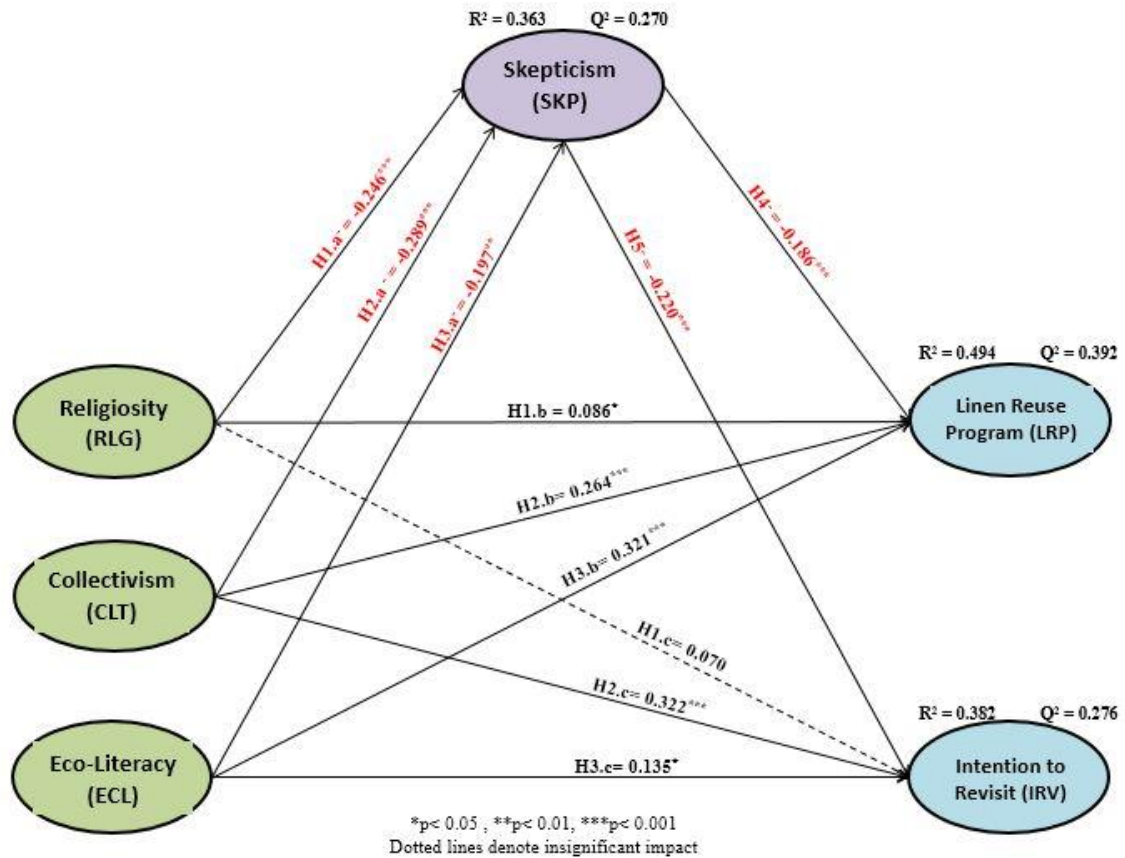


Figure 4. 4. PLS Analysis of the Structural Model 1 for Direct Effects

The values of R2 for Skepticism (SKP), Linen Reuse Program (LRP) and Intention to Revisit (IRV) were 0.363, 0.494 and 0.382 respectively. This indicates, for example, 49.4 percent of variations in Linen Reuse Program (LRP) are explained by its four predictors. Overall findings showed that the R² value satisfy the requirement for the 0.30 cut off value as recommended by Quaddus and Hofmeyer (2007). The values of Q2 for Skepticism (SKP), Linen Reuse Program (LRP) and Intention to Revisit (IRV) were 0.270, 0.392 and 0.276 respectively. All the values were far greater than zero which refers to predictive relevance of the model as suggested by (Chin, 2010, p.680). In sum, the model exhibits acceptable fit and high predictive relevance.

The coefficient parameters estimates were then examined to test the hypothesized direct effects of the variables which were addressed in Table 2.2. The path coefficients and the results of examining hypothesized direct effects are displayed in Table 4.8.

Table 4. 10. *Examining Results of Hypothesized Direct Effects in Structural Model 1*

Path Shape	Path Coefficient	Standard Error	T-value	P-value	Hypothesis Result
RLG→ SKP	-0.246***	0.048	5.143	0.000	H1.a ⁻) Supported
RLG→ LRP	0.086*	0.040	2.143	0.033	H1.b ⁺) Supported
RLG→ IRV	0.070	0.045	1.571	0.117	H1.c ⁺) Rejected
CLT→ SKP	-0.289***	0.060	4.848	0.000	H2.a ⁻) Supported
CLT→ LRP	0.264***	0.057	4.608	0.000	H2.b ⁺) Supported
CLT→ IRV	0.322***	0.064	5.025	0.000	H2.c ⁺) Supported
ECL→ SKP	-0.197**	0.057	3.437	0.001	H3.a ⁻) Supported
ECL→ LRP	0.321***	0.051	6.356	0.000	H3.b ⁺) Supported
ECL→ IRV	0.135*	0.055	2.448	0.015	H3.c ⁺) Supported
SKP→ LRP	-0.186***	0.047	3.930	0.000	H4 ⁻) Supported
SKP→ IRV	-0.220***	0.055	4.008	0.000	H5 ⁻) Supported

*p< 0.05 , **p< 0.01, ***p< 0.001

As shown in Table 4.8, except from a path from Religiosity (RLG) to Intention to Revisit (IRV) which was not found as statistically significant, all other paths were statistically significant as their p-values were all below the standard significance level of 0.05. Thus, the hypotheses H1.a, H1.b, H2.a, H2.b, H2.c, H3.a, H3.b, H3.c, H4 and H5 were supported, while hypothesis H1.c was rejected because of having p-value 0.117, above the standard significance level of 0.05. The following paragraphs discusses the results of path analysis in relation to the above hypotheses:

H1.a⁻) Religiosity (RLG) has negative effect on Skepticism (SKP)

As shown in Table 4.8 the t-value and p-value of Religiosity (RLG) in predicting the Skepticism (SKP) were 5.143 and 0.000 respectively. It means that the probability of getting a t-value as large as 5.143 in absolute value is 0.000. In other words, the regression weight for Religiosity (RLG) in the prediction of Skepticism (SKP) is significantly different from zero at the 0.001 level (two-tailed). Thus, H1.a was supported. The path coefficient was -0.246, indicating a negative relationship. It means, when Religiosity (RLG) goes up by 1 standard deviation, Skepticism (SKP) goes down by 0.246 standard deviations.

H1.b⁺) Religiosity (RLG) has positive effect on Intention to participate in the Linen Reuse Program (LRP)

The t-value and p-value of Religiosity (RLG) in predicting the Linen Reuse Program (LRP) were 2.143 and 0.033 respectively. It means that the probability of getting a t-value as large as 2.143 in absolute value is 0.033. In other words, the regression weight for Religiosity (RLG) in the prediction of Linen Reuse Program (LRP) is significantly different from zero at the 0.05 level (two-tailed). Thus, H1.b was supported. The path coefficient was 0.086, indicating a positive relationship. It means, when Religiosity (RLG) goes up by 1 standard deviation, Linen Reuse Program (LRP) goes up by 0.086 standard deviations.

H1.c⁺) Religiosity (RLG) has positive effect on Intention to Revisit (IRV)

As shown in Table 4.8, the results indicated that there was no any significant direct relationship between Religiosity (RLG) and Intention to Revisit (IRV); path coefficient = 0.070, t-value = 1.571, p-value= 0.117. Thus, H1.c was rejected.

H2.a⁻) Collectivism (CLT) has negative effect on Skepticism (SKP)

As shown in Table 4.8, the t-value and p-value of Collectivism (CLT) in predicting the Skepticism (SKP) were 4.848 and 0.000 respectively. It means that the probability of getting a t-value as large as 4.848 in absolute value is 0.000. In other words, the regression weight for Collectivism (CLT) in the prediction of Skepticism (SKP) is significantly different from zero at the 0.001 level (two-tailed). Thus, H2.a was supported. The path coefficient was -0.289, indicating a negative relationship. It means, when Collectivism (CLT) goes up by 1 standard deviation, Skepticism (SKP) goes down by 0.289 standard deviations.

H2.b⁺) Collectivism (CLT) has positive effect on Intention to participate in the Linen Reuse Program (LRP)

The t-value and p-value of Collectivism (CLT) in predicting the Linen Reuse Program (LRP) were 4.608 and 0.000 respectively. It means that the probability of getting a t-value as large as 4.608 in absolute value is 0.000. In other words, the regression weight for Collectivism (CLT) in the prediction of Linen Reuse Program (LRP) is significantly different from zero at the 0.001 level (two-tailed). Thus, H2.b was supported. The path coefficient was 0.264, indicating a positive relationship. It means, when Collectivism

(CLT) goes up by 1 standard deviation, Linen Reuse Program (LRP) goes up by 0.264 standard deviations.

H2.c⁺) Collectivism (CLT) has positive effect on Revisit (IRV)

The t-value and p-value of Collectivism (CLT) in predicting the Revisit (IRV) were 5.025 and 0.000 respectively. It means that the probability of getting a t-value as large as 5.025 in absolute value is 0.000. In other words, the regression weight for Collectivism (CLT) in the prediction of Revisit (IRV) is significantly different from zero at the 0.001 level (two-tailed). Thus, H2.c was supported. The path coefficient was 0.322, indicating a positive relationship. It means, when Collectivism (CLT) goes up by 1 standard deviation, Revisit (IRV) goes up by 0.322 standard deviations.

H3.a⁻) Eco-Literacy (ECL) has negative effect on Skepticism (SKP)

As shown in Table 4.8, the t-value and p-value of Eco-Literacy (ECL) in predicting the Skepticism (SKP) were 3.437 and 0.001 respectively. It means that the probability of getting a t-value as large as 3.437 in absolute value is 0.001. In other words, the regression weight for Eco-Literacy (ECL) in the prediction of Skepticism (SKP) is significantly different from zero at the 0.01 level (two-tailed). Thus, H3.a was supported. The path coefficient was -0.197, indicating a negative relationship. It means, when Eco-Literacy (ECL) goes up by 1 standard deviation, Skepticism (SKP) goes down by 0.197 standard deviations.

H3.b⁺) Eco-Literacy (ECL) has positive effect on Intention to participate in the Linen Reuse Program (LRP)

The t-value and p-value of Eco-Literacy (ECL) in predicting the Linen Reuse Program (LRP) were 6.356 and 0.000 respectively. It means that the probability of getting a t-value as large as 6.356 in absolute value is 0.000. In other words, the regression weight for Eco-Literacy (ECL) in the prediction of Linen Reuse Program (LRP) is significantly different from zero at the 0.001 level (two-tailed). Thus, H3.b was supported. The path coefficient was 0.321, indicating a positive relationship. It means, when Eco-Literacy (ECL) goes up by 1 standard deviation, Linen Reuse Program (LRP) goes up by 0.321 standard deviations.

H3.c⁺) Eco-Literacy (ECL) has positive effect on Revisit (IRV)

The t-value and p-value of Eco-Literacy (ECL) in predicting the Revisit (IRV) were 2.448 and 0.015 respectively. It means that the probability of getting a t-value as large as 2.448 in absolute value is 0.015. In other words, the regression weight for Eco-Literacy (ECL) in the prediction of Revisit (IRV) is significantly different from zero at the 0.05 level (two-tailed). Thus, H3.c was supported. The path coefficient was 0.135, indicating a positive relationship. It means, when Eco-Literacy (ECL) goes up by 1 standard deviation, Revisit (IRV) goes up by 0.135 standard deviations.

H4⁻) Skepticism (SKP) has negative effect on Intention to participate in the Linen Reuse Program (LRP)

The t-value and p-value of Skepticism (SKP) in predicting the Linen Reuse Program (LRP) were 3.930 and 0.000 respectively. It means that the probability of getting a t-value as large as 3.930 in absolute value is 0.000. In other words, the regression weight for Skepticism (SKP) in the prediction of Linen Reuse Program (LRP) is significantly different from zero at the 0.001 level (two-tailed). Thus, H4 was supported. The path coefficient was -0.186, indicating a negative relationship. It means, when Skepticism (SKP) goes up by 1 standard deviation, Linen Reuse Program (LRP) goes down by 0.186 standard deviations.

H5⁻) Skepticism (SKP) has negative effect on Intention to Revisit (IRV)

As shown in Table 4.8, the t-value and p-value of Skepticism (SKP) in predicting the Intention to Revisit (IRV) were 4.008 and 0.000 respectively. It means that the probability of getting a t-value as large as 4.008 in absolute value is 0.000. In other words, the regression weight for Skepticism (SKP) in the prediction of Intention to Revisit (IRV) is significantly different from zero at the 0.001 level (two-tailed). Thus, H5 was supported. The path coefficient was -0.220, indicating a negative relationship. It means, when Skepticism (SKP) goes up by 1 standard deviation, Intention to Revisit (IRV) goes down by 0.220 standard deviations.

4.7.1.2 Mediation Effects of the Constructs

The mediation analysis was used to determine the mediation effects of Skepticism (SKP) as mediating variable on the effects of Religiosity (RLG), Collectivism (CLT) and Eco-Literacy (ECL) as independent variables on Linen Reuse Program (LRP) and Intention to Revisit (IRV) as the dependent variables (i.e., H1.d, H1.e, H2.d, H2.e, H3.d and H3.e). Furthermore, the indirect effects of the independent variable on the dependent variable through the mediating variable were also examined.

The statistics behind mediation are correlation. (Mathieu & Taylor, 2006, p.1040) suggested a decision tree framework to test the covariance relationships among three variables: an independent variable (IV), a potential mediating variable (M) and a dependent variable (DV). The illustration of this framework is shown Figure 4.4.

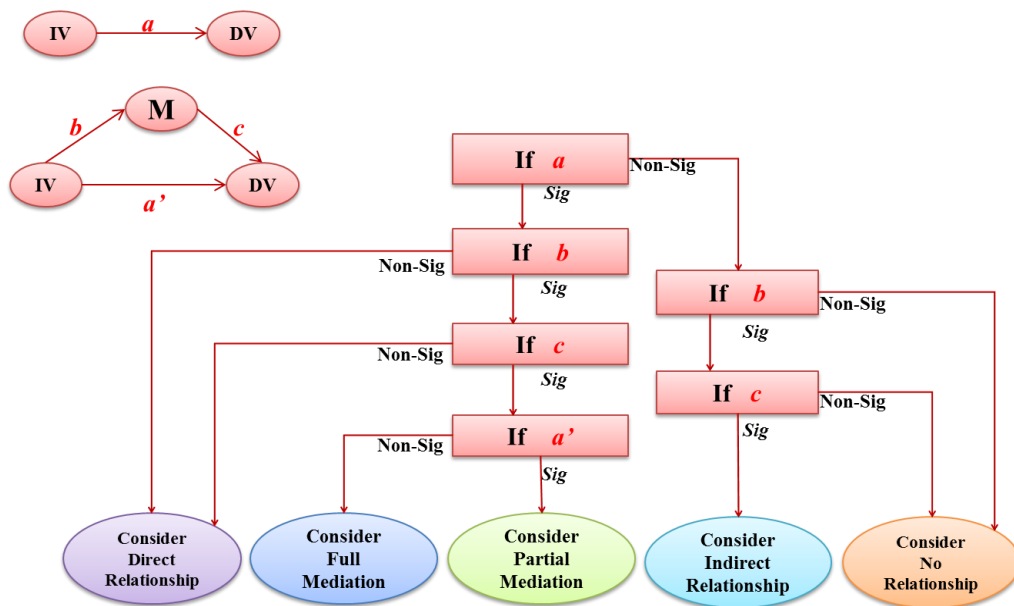


Figure 4. 5. *Decision Tree for Evidence Supporting Different Intervening Effects*

Source: (Mathieu & Taylor, 2006, p.1041)

Based on this framework, the most important precondition that must be met to find significant mediation is that all three correlations among the three variables (paths a, b & c) must be statistically significant. If even one of these three correlations is not significant, then there would be no possibility to find significant mediation (Mathieu & Taylor, 2006, p.1041). Upon significant relations among the three variables (paths a, b & c), once the direct effect of IV on DV in the multiple regression (path a') is not statistically

significant, then the mediating variable act as a full mediator. Otherwise, the mediation can be considered as partial mediation. In absence of full or partial mediation, the relationships between IV and DV comprise to direct, indirect or no any relationship.

Independent variable has non-significant indirect effect on dependent variable through mediating variable in the absence of significant effect in path “a” and presents of significant effects in path “b” and “c”. At the other side, independent variable has only a direct effect on dependent variable in the present of significant effect in path “a” and a none significant effect in path “b” or “c”. There would be no any relationship between independent variable and dependent variable in the absence of significant relationship in path “a” and then absence of significant relationship in the paths “b” or “c”.

The SEM technique is claimed to be preferable to regression techniques for testing mediation because SEM permit modelling of both measurement and structural relationships and yield overall fit indices (Garver and Mentzer, 1999).

The significance of the regression coefficients between the constructs were examined to determine the occurrence of the mediation effects and the mediating degree. The results of examining the hypotheses are displayed in Table 4.9 with the standardized effect of different paths.

Table 4. 11. Results of Examining Mediation Effects of the Skepticism (SKP)

M = Skepticism (SKP)	DV = Intention to participate in the Linen Reuse Program (LRP)			DV = Intention to Revisit (IRV)		
	Religiosity (RLG)	Collectivism (CLT)	Eco-Literacy (ECL)	Religiosity (RLG)	Collectivism (CLT)	Eco-Literacy (ECL)
Total Effect of IV on DV without M (path a)	0.132 ^{**} (0.001)	0.316 ^{***}	0.360 ^{***}	0.126 [*] (0.010)	0.385 ^{***}	0.180 ^{**} (0.002)
Direct Effect of IV on DV with M (path a')	0.086 [*] (0.033)	0.264 ^{***}	0.321 ^{***}	0.070 ^(0.117)	0.322 ^{***}	0.135 [*] (0.015)
Indirect Effect of IV on DV through M (path bc)	0.046 [*]	0.052 [*]	0.039 [*]	0.056 [*]	0.063 [*]	0.045 [*]
Effect of IV on M (path b)	-0.246 ^{***}	-0.289 ^{***}	-0.197 ^{**} (0.001)	-0.246 ^{***}	-0.289 ^{***}	-0.197 ^{**} (0.001)
Effect of M on DV (path c)	-0.186 ^{***}	-0.186 ^{***}	-0.186 ^{***}	-0.220 ^{***}	-0.220 ^{***}	-0.220 ^{***}
Mediation Path	RLG→SKP →LRP	CLT→SKP →LRP	ECL→SKP →LRP	RLG→SKP →IRV	CLT→SKP →IRV	ECL→SKP →IRV
Mediation Effect	Yes	Yes	Yes	Yes	Yes	Yes
Degree of Mediation	Partial	Partial	Partial	Full	Partial	Partial
Hypothesis Result	H1.d) Supported	H2.d) Supported	H3.d) Supported	H1.e) Supported	H2.e) Supported	H3.e) Supported

*p< 0.05 , **p< 0.01, ***p< 0.001

As shown in Table 4.9, Skepticism (SKP) mediates the effects of Religiosity (RLG) Collectivism, (CLT) and Eco-Literacy (ECL) on Linen Reuse Program (LRP) and Intention to Revisit (IRV). Thus hypothesis H1.d, H2.d, H3.d, H1.e, H2.e and H3.e were supported. The following section discusses the results of the mediation analysis and indirect effects:

H1.d) Skepticism (SKP) mediates the relationship between Religiosity (RLG) and Intention to participate in the Linen Reuse Program (LRP)

As shown in Table 4.9, the result showed that there was a significant relationship between Religiosity (RLG) and Reuse Program (LRP) in the absence of Skepticism (SKP), with the standardized total effect of 0.132 and P-value=0.001. Thus, the total effect of Religiosity (RLG) as IV on Reuse Program (LRP) as DV without the inclusion of Skepticism (SKP) as M was statistically significant at 0.01 level. This relation was still significant even after inclusion Skepticism (SKP) into the model, with the standardized direct effect of 0.086 and P-value=0.033. Thus, the direct effect of Religiosity (RLG) as IV on Reuse Program (LRP) as DV with the inclusion of Skepticism (SKP) as M was statistically significant at 0.05 level.

As depicted in Table 4.9, the effect of Religiosity (RLG) as IV on Skepticism (SKP) as M (path b) was statistically significant at 0.001 level, with the standardized effects of -0.246 and p-value of 0.000. Meanwhile, the effect of Skepticism (SKP) as M on Reuse Program (LRP) as DV (path c) was statistically significant at 0.001 level with the standardized effect of -0.186 and p-value of 0.000. These results indicated that Skepticism (SKP) mediates the relationship between Religiosity (RLG) and Reuse Program (LRP). The degree of mediation was partial since the paths a, a', b and c were all statistically significant. The phenomenon supported the hypothesis H1.d. Further, the result revealed that Religiosity (RLG) had a significant indirect positive effect on Reuse Program (LRP) through Skepticism (SKP) with the standardized indirect effect of 0.046, p-value < 0.05.

H1.e) Skepticism (SKP) mediates the relationship between Religiosity (RLG) and Intention Revisit (IRV)

As shown in Table 4.9, the result showed that there was a significant relationship between Religiosity (RLG) and Revisit (IRV) in the absence of Skepticism (SKP), with the standardized total effect of 0.126 and P-value=0.010. Thus, the total effect of Religiosity (RLG) as IV on Revisit (IRV) as DV without the inclusion of Skepticism (SKP) as M was statistically significant at 0.05 level. This relation turned into insignificant even after inclusion Skepticism (SKP) into the model, with the standardized direct effect of 0.070 and P-value=0.117. Thus, the direct effect of Religiosity (RLG) as

IV on Revisit (IRV) as DV with the inclusion of Skepticism (SKP) as M was NOT statistically significant.

As depicted in Table 4.9, the effect of Religiosity (RLG) as IV on Skepticism (SKP) as M (path b) was statistically significant at 0.001 level, with the standardized effects of -0.246 and p-value of 0.000. Meanwhile, the effect of Skepticism (SKP) as M on Revisit (IRV) as DV (path c) was statistically significant at 0.001 level with the standardized effect of -0.220 and p-value of 0.000. These results indicated that Skepticism (SKP) mediates the relationship between Religiosity (RLG) and Revisit (IRV). The degree of mediation was full since the path a' was not statistically significant. The phenomenon supported the hypothesis H1.e. Further, the result revealed that Religiosity (RLG) had a significant indirect positive effect on Revisit (IRV) through Skepticism (SKP) with the standardized indirect effect of 0.056, p-value < 0.05.

H2.d) Skepticism (SKP) mediates the relationship between Collectivism (CLT) and Intention to participate in the Linen Reuse Program (LRP)

As shown in Table 4.9, the result showed that there was a significant relationship between Collectivism (CLT) and Reuse Program (LRP) in the absence of Skepticism (SKP), with the standardized total effect of 0.316 and P-value=0.000. Thus, the total effect of Collectivism (CLT) as IV on Reuse Program (LRP) as DV without the inclusion of Skepticism (SKP) as M was statistically significant at 0.001 level. This relation was still significant even after inclusion Skepticism (SKP) into the model, with the standardized direct effect of 0.264 and P-value=0.000. Thus, the direct effect of Collectivism (CLT) as IV on Reuse Program (LRP) as DV with the inclusion of Skepticism (SKP) as M was statistically significant at 0.001 level.

As depicted in Table 4.9, the effect of Collectivism (CLT) as IV on Skepticism (SKP) as M (path b) was statistically significant at 0.001 level, with the standardized effects of -0.289 and p-value of 0.000. Meanwhile, the effect of Skepticism (SKP) as M on Reuse Program (LRP) as DV (path c) was statistically significant at 0.001 level with the standardized effect of -0.186 and p-value of 0.000. These results indicated that Skepticism (SKP) mediates the relationship between Collectivism (CLT) and Reuse Program (LRP). The degree of mediation was partial since the paths a, a', b and c were

all statistically significant. The phenomenon supported the hypothesis H2.d. Further, the result revealed that Collectivism (CLT) had a significant indirect positive effect on Reuse Program (LRP) through Skepticism (SKP) with the standardized indirect effect of 0.052, $p\text{-value} < 0.05$.

H2.e) Skepticism (SKP) mediates the relationship between Collectivism (CLT) and Intention Revisit (IRV)

As shown in Table 4.9, the result showed that there was a significant relationship between Collectivism (CLT) and Revisit (IRV) in the absence of Skepticism (SKP), with the standardized total effect of 0.385 and $P\text{-value}=0.000$. Thus, the total effect of Collectivism (CLT) as IV on Revisit (IRV) as DV without the inclusion of Skepticism (SKP) as M was statistically significant at 0.001 level. This relation was still significant even after inclusion Skepticism (SKP) into the model, with the standardized direct effect of 0.322 and $P\text{-value}=0.000$. Thus, the direct effect of Collectivism (CLT) as IV on Revisit (IRV) as DV with the inclusion of Skepticism (SKP) as M was statistically significant at 0.001 level.

As depicted in Table 4.9, the effect of Collectivism (CLT) as IV on Skepticism (SKP) as M (path b) was statistically significant at 0.001 level, with the standardized effects of -0.289 and $p\text{-value}$ of 0.000. Meanwhile, the effect of Skepticism (SKP) as M on Revisit (IRV) as DV (path c) was statistically significant at 0.001 level with the standardized effect of -0.220 and $p\text{-value}$ of 0.000. These results indicated that Skepticism (SKP) mediates the relationship between Collectivism (CLT) and Revisit (IRV). The degree of mediation was partial since the paths a, a', b and c were all statistically significant. The phenomenon supported the hypothesis H2.e. Further, the result revealed that Collectivism (CLT) had a significant indirect positive effect on Revisit (IRV) through Skepticism (SKP) with the standardized indirect effect of 0.063, $p\text{-value} < 0.05$.

H3.d) Skepticism (SKP) mediates the relationship between Eco-Literacy (ECL) and Intention to participate in the Linen Reuse Program (LRP)

As shown in Table 4.9 the result showed that there was a significant relationship between Eco-Literacy (ECL) and Reuse Program (LRP) in the absence of Skepticism (SKP), with the standardized total effect of 0.360 and $P\text{-value}=0.000$. Thus, the total effect of Eco-Literacy (ECL) as IV on Reuse Program (LRP) as DV without the inclusion

of Skepticism (SKP) as M was statistically significant at 0.001 level. This relation was still significant even after inclusion Skepticism (SKP) into the model, with the standardized direct effect of 0.321 and P-value=0.000. Thus, the direct effect of Eco-Literacy (ECL) as IV on Reuse Program (LRP) as DV with the inclusion of Skepticism (SKP) as M was statistically significant at 0.001 level.

As depicted in Table 4.9, the effect of Eco-Literacy (ECL) as IV on Skepticism (SKP) as M (path b) was statistically significant at 0.001 level, with the standardized effects of -0.197 and p-value of 0.001. Meanwhile, the effect of Skepticism (SKP) as M on Reuse Program (LRP) as DV (path c) was statistically significant at 0.001 level with the standardized effect of -0.186 and p-value of 0.000. These results indicated that Skepticism (SKP) mediates the relationship between Eco-Literacy (ECL) and Reuse Program (LRP). The degree of mediation was partial since the paths a, a', b and c were all statistically significant. The phenomenon supported the hypothesis H3.d. Further, the result revealed that Eco-Literacy (ECL) had a significant indirect positive effect on Reuse Program (LRP) through Skepticism (SKP) with the standardized indirect effect of 0.039, p-value < 0.05.

H3.e) Skepticism (SKP) mediates the relationship between Eco-Literacy (ECL) and Intention Revisit (IRV)

As shown in Table 4.9, the result showed that there was a significant relationship between Eco-Literacy (ECL) and Revisit (IRV) in the absence of Skepticism (SKP), with the standardized total effect of 0.180 and P-value=0.002. Thus, the total effect of Eco-Literacy (ECL) as IV on Revisit (IRV) as DV without the inclusion of Skepticism (SKP) as M was statistically significant at 0.01 level. This relation was still significant even after inclusion Skepticism (SKP) into the model, with the standardized direct effect of 0.135 and P-value=0.015. Thus, the direct effect of Eco-Literacy (ECL) as IV on Revisit (IRV) as DV with the inclusion of Skepticism (SKP) as M was statistically significant at 0.05 level.

As depicted in Table 4.9, the effect of Eco-Literacy (ECL) as IV on Skepticism (SKP) as M (path b) was statistically significant at 0.001 level, with the standardized effects of -0.197 and p-value of 0.001. Meanwhile, the effect of Skepticism (SKP) as M on Revisit (IRV) as DV (path c) was statistically significant at 0.001 level with the

standardized effect of -0.220 and p-value of 0.000. These results indicated that Skepticism (SKP) mediates the relationship between Eco-Literacy (ECL) and Revisit (IRV). The degree of mediation was partial since the paths a, a', b and c were all statistically significant. The phenomenon supported the hypothesis H3.e. Further, the result revealed that Eco-Literacy (ECL) had a significant indirect positive effect on Revisit (IRV) through Skepticism (SKP) with the standardized indirect effect of 0.045, p-value < 0.05.

4.7.1.3 Moderation Effects of Group (Binary)

In this research, the moderation effects of the Group on the effects from Religiosity (RLG), Collectivism (CLT) and Eco-Literacy (ECL) on Skepticism (SKP) were examined to explore the potential differences of effects between the control and treatment groups. (i.e., H6, H7 and H8). In other words, the direct effect differences in the constructs between control and treatment groups were evaluated. Group can be considered as moderator if a causal effect between two constructs shows significant different standardized estimate of Beta between control and treatment groups.

Therefore, hypotheses H6, H7 and H8 were tested with a statistical comparison of the path coefficients in the structural model for control group with the corresponding path of coefficients for treatment group. The statistical comparison was conducted using Henseler's nonparametric approach. Table 4.10 shows the results of moderation effects of Group on the hypothesized paths.

Table 4. 12. Results of Moderation Effects of Group, using Henseler's Nonparametric Approach

Relationships	Path Coefficient (Control, n=166)	Path Coefficient (Treatment, n=187)	Difference (Δ)	T-value	P-value	Moderating Effect Testing
RLG → SKP	-0.030	-0.340***	0.310***	4.263	0.000	H6) Supported
CLT → SKP	-0.204**	-0.371***	0.167*	2.071	0.039	H7) Supported
ECL → SKP	-0.163*	-0.148**	-0.015	0.181	0.857	H8) Rejected

Note: *p<0.05, **p<0.01, ***p<0.001

Table 4.10 shows that the effects of Religiosity (RLG) and Collectivism (CLT) on Skepticism (SKP) were significantly changed between control and treatment groups. The results demonstrated that Group moderates these two paths. Therefore, hypotheses H6 and H7 were supported. However, a path from Eco-Literacy (ECL) on Skepticism

(SKP) did not show any significant difference coefficient between control and treatment groups, demonstrating Group did not moderate this path. Therefore, hypothesis H8 was rejected. The following paragraphs discusses the results of path analysis in relation to the above hypotheses:

H6) Group moderates the relationship between Religiosity (RLG) and Skepticism (SKP)

The results indicated that the effect of Religiosity (RLG) on Skepticism (SKP) was not statistically significant for control group ($\beta = -0.030$, $p\text{-value} > 0.05$) but statistically significant for treatment group ($\beta = -0.340$, $p\text{-value} < 0.001$). The Henseler's results indicated that the effect strength of Religiosity (RLG) on Skepticism (SKP) for control group was significantly lower than what for treatment group; $\Delta\beta = 0.310$, $t\text{-value} = 4.26$, $p\text{-value} = 0.000$. The results demonstrated that group is moderating the effect from Religiosity (RLG) to Skepticism (SKP), so that with switching to treatment group, the effect will become stronger. Therefore, hypothesis H6 was supported.

H7) Group moderates the relationship between Collectivism (CLT) and Skepticism (SKP)

The results indicated that the effect of Collectivism (CLT) on Skepticism (SKP) was statistically significant for both control group ($\beta = -0.204$, $p\text{-value} < 0.01$) and treatment group ($\beta = -0.371$, $p\text{-value} < 0.001$). The Henseler's results indicated that the effect strength of Collectivism (CLT) on Skepticism (SKP) for control group was significantly lower than what for treatment group; $\Delta\beta = 0.167$, $p\text{-value} = 0.039$. The results demonstrated that group is moderating the effect from Collectivism (CLT) to Skepticism (SKP), so that with switching to treatment group, the effect will become stronger. Therefore, hypothesis H7 was supported.

H8) Group moderates the relationship between Eco-Literacy (ECL) and Skepticism (SKP)

The results indicated that the effect of Eco-Literacy (ECL) on Skepticism (SKP) was statistically significant for both control group ($\beta = -0.163$, $p\text{-value} < 0.05$) and treatment group ($\beta = -0.148$, $p\text{-value} < 0.01$). The Henseler's results indicated that there is no any significant difference in the effect strength between control and treatment groups; $\Delta\beta = -0.015$, $p\text{-value} = 0.181$. The results demonstrated that group cannot moderate the

effect from Eco-Literacy (ECL) to Skepticism (SKP). Therefore, hypothesis H8 was rejected.

4.7.1.4 Moderation Effect of Environmental Concern (Categorical)

In this research, the moderation effects of Environmental Concern (EVC) on the effects of Skepticism (SKP) as independent variable on Intention to participate in the Linen Reuse Program (LRP) and Intention to Revisit (IRV) as dependent variables (DVs) were examined.

In order to confirm a third variable making a moderation effect on the relationship between the IV and DV, the nature of this relationship should be changed as the values of the moderating variable change. This is in turn done by including an interaction effect in the model and checking to see if indeed such an interaction is significant or not. In applying this analysis, all predictors need to be standardized or centered to make interpretations easier afterwards and to avoid problem of multicollinearity (Aiken and West, 1991). This was done by subtracting a measured variable from its respective mean and the result was then divided by the standard deviation of that measured variable. Having done this, the product of the cantered indicator was then calculated and used as indicators of the latent interaction term. To determine whether the moderator effect is significant, the effect of interaction term on the DVs should be significant.

In the case where a significant moderating effect is present, a technique suggested by Aiken and West (1991) to generate plots for each interaction was applied to show the effect of the moderator in the relationship between the predictor and outcome variable. Based on Aiken and West's suggestions, the 4 cell means required to be generated for graphing the interaction between the variables. One dichotomizes both independent variable (low and high) and moderating variable (low and high) and crosses these levels to obtain 4 cell means. "Low" is defined as one standard deviation below the mean, and "high" is one standard deviation above the mean.

A structural model with interaction terms to examine the moderation effect of Environmental Concern (EVC) is portrayed in Figure 4.5. The Smart-PLS model is portrayed in Appendix C.

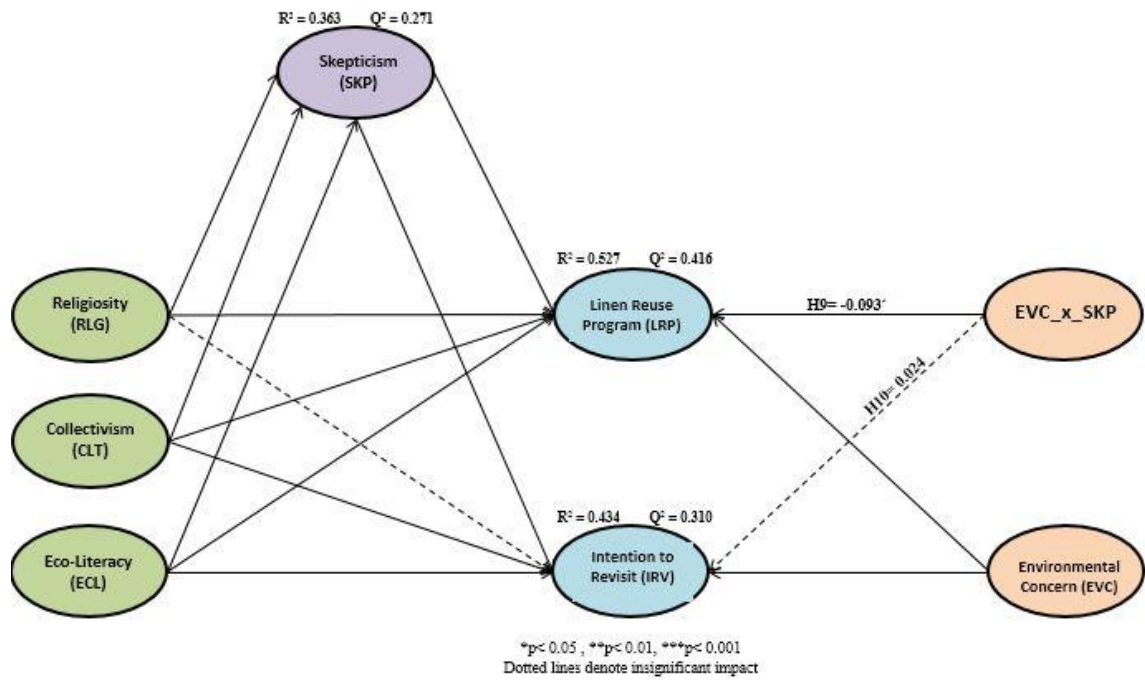


Figure 4. 6. PLS Analysis of the Structural Model for Moderation Effects of Environmental Concern (EVC)

The values of R2 for Skepticism (SKP), Linen Reuse Program (LRP) and Intention to Revisit (IRV) were 0.363, 0.527 and 0.434 respectively. All values were above the cut off 0.3 as recommended by (Quaddus and Hofmeyer, 2007). The values of Q2 for Skepticism (SKP), Linen Reuse Program (LRP) and Intention to Revisit (IRV) were 0.271, 0.416 and 0.310 respectively. All values were greater than zero which refers to predictive relevance of the model as suggested by (Chin, 2010, p.680). The coefficient parameters estimates were examined to test the hypothesized moderation effects of Environmental Concern (EVC). The path coefficient was used to evaluate the contribution of interaction term on the DVs. The path coefficients and the results of examining hypothesized moderation effects are displayed in Table 4.11.

Table 4. 13. Moderation Effect of Environmental Concern (EVC)

Path Shape	Path Coefficient	Standard Error	T-value	P-value	Hypothesis Result
(SKP*EVC)→LRP	-0.093*	0.037	2.492	0.013	H9) Supported
(SKP*EVC)→IRV	0.024	0.038	0.640	0.522	H10) Rejected

*p < 0.05 , **p < 0.01, ***p < 0.001

As shown in Table 4.11, the interaction term of Environmental Concern (EVC) with Skepticism (SKP) had significant effect on Reuse Program (LRP) as its p-value was 0.013, below the standard significance level of 0.05. This result demonstrated that Environmental Concern (EVC) moderates the effect of Skepticism (SKP) on Reuse Program (LRP). Therefore, hypothesis H9 was supported. Conversely the hypothesis H10 was rejected as the p-value of interaction on Intention to Revisit (IRV) was 0.522, above the standard significance level of 0.05. The following section discusses the results of moderation effects of Environmental Concern (EVC) in relation to the above hypotheses:

H9) Environmental Concern (EVC) moderates the relationship between Skepticism (SKP) and Intention to participate in the Reuse Program (LRP)

As shown in Table 4.11, the effect of Environmental Concern (EVC) interaction with Skepticism (SKP) on Reuse Program (LRP) was statistically significant; Coefficient Path = -0.093, T-value = 2.492, p-value = 0.013. This result indicated that Environmental Concern (EVC) moderates the relationship between Skepticism (SKP) and Reuse Program (LRP). Thus, the hypothesis H9 was supported. Figure 4.6 shows the graph of moderating effect of Environmental Concern (EVC) on the relationship between Skepticism (SKP) as IV and Reuse Program (LRP) as DV.

As shown in Figure 4.6, the two lines indicated a negative relationship between Skepticism (SKP) and Reuse Program (LRP). The two lines were not parallel which implied the existing of moderation. However, the relationship was greater for the high level of Environmental Concern (EVC) compare to the low level. Hence, it could be concluded that the Environmental Concern (EVC) positively moderates the negative relationship between Skepticism (SKP) and Reuse Program (LRP). It means that with an increase in the level of Environmental Concern (EVC) as moderator, the negative effect of Skepticism (SKP) as IV on Reuse Program (LRP) as DV will increase.

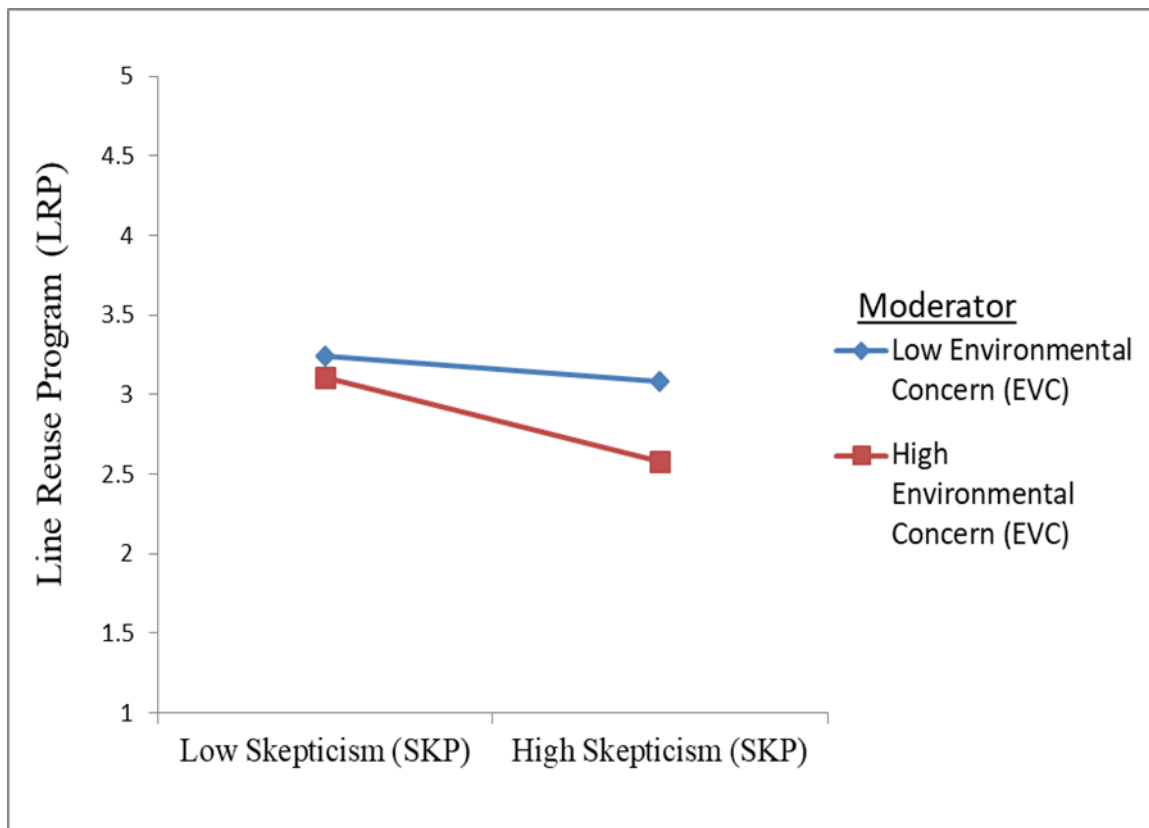


Figure 4. 7. *Moderation Effect of Environmental Concern (EVC) on the relationship between Skepticism (SKP) and Linen Reuse Program (LRP)*

H10) Environmental Concern (EVC) moderates the relationship between Skepticism (SKP) and Intention to Revisit (IRV)

As shown in Table 4.11, the effect of Environmental Concern (EVC) interaction with Skepticism (SKP) on Intention to Revisit (IRV) was NOT statistically significant; Coefficient Path = 0.024, T-value = 0.640, p-value = 0.522. This result indicated that Environmental Concern (EVC) cannot moderate the relationship between Skepticism (SKP) and Intention to Revisit (IRV). Thus, the hypothesis H10 was rejected. Figure 4.7 shows the graph of moderating effect of Environmental Concern (EVC) on the relationship between Skepticism (SKP) as IV and Intention to Revisit (IRV) as DV. As shown in Figure 4.7, the two lines indicated a negative relationship between Skepticism (SKP) and Intention to Revisit (IRV). The two lines were parallel which violate the existing of moderation.

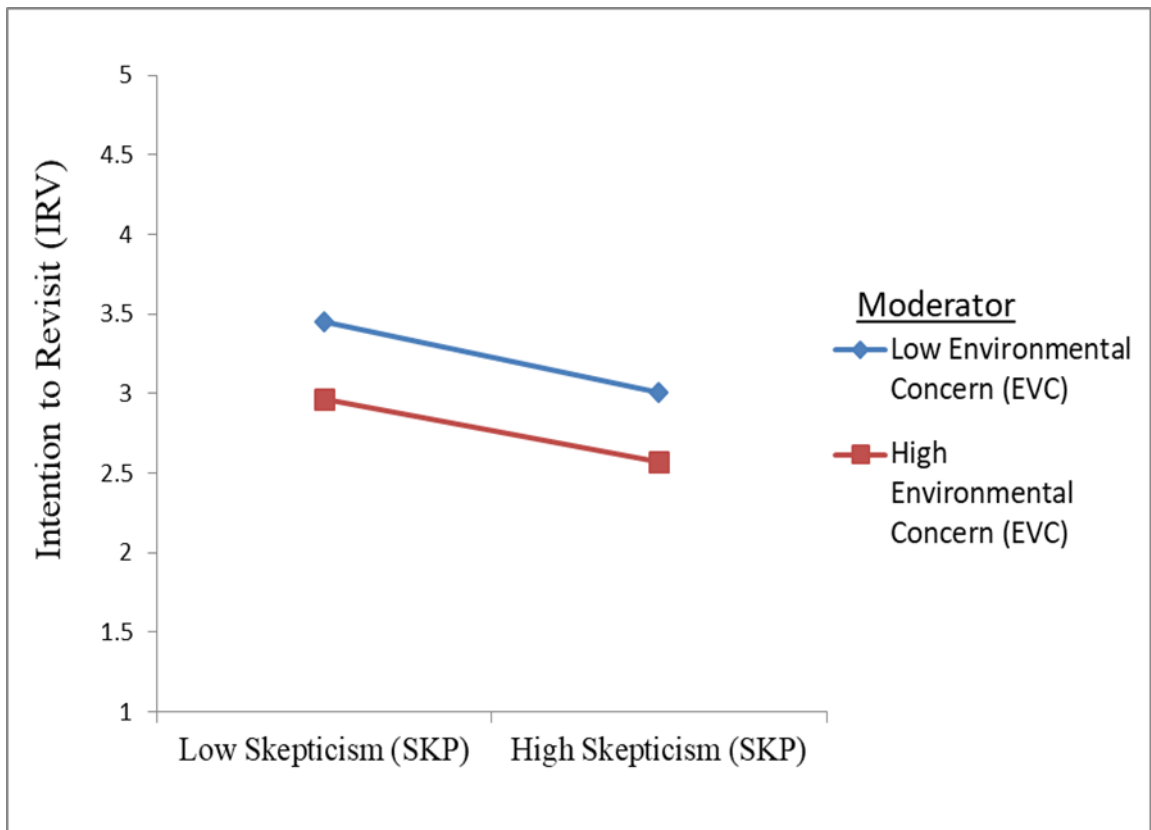


Figure 4. 8. *Moderation Effect of Environmental Concern (EVC) on the relationship between Skepticism (SKP) and Intention to Revisit (IRV)*

4.7.2 Structural Model 2

4.7.2.1 Direct Effects of Constructs

In the second structural model, the direct effects from Religiosity -Collectivism- Eco Literacy (RCE) on Line Reuse Program (LRP) and Intention to Revisit (IRV) were examined (i.e., H11, H12 respectively). The structural model for testing the direct effects of the hypothesized variables is summarized in Figure 4 9. The Smart-PLS model for direct effects is portrayed in Figure 4 2.

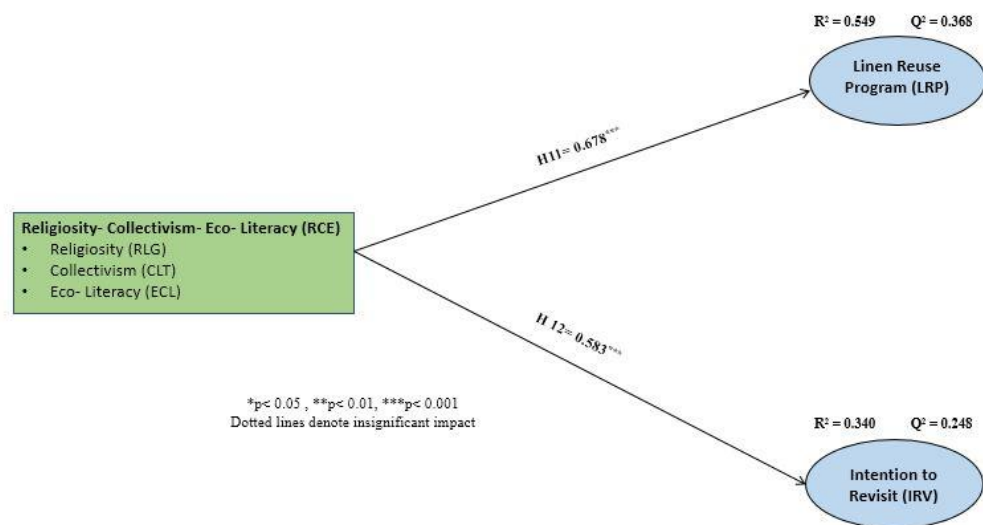


Figure 4. 9. PLS Analysis of the Structural Model 2 for Direct Effects

The values of R2 for Line Reuse Program (LRP) and Intention to Revisit (IRV) were 0.549 and 0.340 respectively, above the requirement for the 0.30 cut off value as recommended by Quaddus and Hofmeyer (2007). The values of Q2 for Line Reuse Program (LRP) and Intention to Revisit (IRV) were 0.368 and 0.248 respectively, greater than zero which refers to predictive relevance of the model as suggested by Chin (2010). In sum, the model exhibits acceptable fit and high predictive relevance. The coefficient parameters estimates were then examined to test the hypothesized direct effects of the variables which were addressed in Table 2.2. The path coefficients and the results of examining hypothesized direct effects are displayed in Table 4.14.

Table 4. 14. Examining Results of Hypothesized Direct Effects in Structural Model 2

Path Shape	Path Coefficient	Standard Error	T-value	P-value	Hypothesis Result
RCE → LRP	0.678***	0.027	25.357	0.000	H11) Supported
RCE → IRV	0.583***	0.0433	17.624	0.000	H12) Supported

*p < 0.05 , **p < 0.01, ***p < 0.001

As shown in Table 4.14, both paths from Religiosity -Collectivism- Eco Literacy (RCE) on Line Reuse Program (LRP) and Intention to Revisit (IRV) were statistically significant as their p-values were both below the standard significance level of 0.05. Thus,

the hypotheses H11 and H12 were supported. The following paragraphs discuss the results of path analysis in relation to the above hypotheses:

H11) Religiosity -Collectivism- Eco Literacy (RCE) has positive effect on Intention to participate in the Line Reuse Program (LRP)

As shown in Table 4.14 the t-value and p-value of Religiosity -Collectivism- Eco Literacy (RCE) in predicting the Line Reuse Program (LRP) were 25.357 and 0.000 respectively. It means that the probability of getting a t-value as large as 25.357 in absolute value is 0.000. In other words, the regression weight for Religiosity -Collectivism- Eco Literacy (RCE) in the prediction of Line Reuse Program (LRP) is significantly different from zero at the 0.001 level (two-tailed). Thus, H11 was supported. The path coefficient was 0.678, indicating a positive relationship. It means, when Religiosity -Collectivism- Eco Literacy (RCE) goes up by 1 standard deviation, Line Reuse Program (LRP) goes up by 0.678 standard deviations.

H12) Religiosity -Collectivism- Eco Literacy (RCE) has positive effect on Intention to Revisit (IRV)

As shown in Table 4.14 the t-value and p-value of Religiosity -Collectivism- Eco Literacy (RCE) in predicting the Intention to Revisit (IRV) were 17.624 and 0.000 respectively. It means that the probability of getting a t-value as large as 17.624 in absolute value is 0.000. In other words, the regression weight for Religiosity -Collectivism- Eco Literacy (RCE) in the prediction of Intention to Revisit (IRV) is significantly different from zero at the 0.001 level (two-tailed). Thus, H12 was supported. The path coefficient was 0.583, indicating a positive relationship. It means, when Religiosity -Collectivism- Eco Literacy (RCE) goes up by 1 standard deviation, Intention to Revisit (IRV) goes up by 0.583 standard deviations.

4.8 Summary of Chapter Four

In this research, data analysis was conducted in two major phases. The first phase involved a preliminary analysis of the data. This process is crucial to ensure that the data adequately meet the basic assumptions in using SEM. In general, the data set of all items was normally distributed and was free from failure, missing values and univariate outliers. The second phase applied the two stages of SEM. The first stage included the establishment of measurement models for the latent constructs in the research. After confirming the uni-dimensionality, reliability and validity of the constructs in the first stage, the second stage developed to test the research hypotheses through developing the structural models.

Accordingly a structural model was developed to examine 13 hypothesized direct effects (i.e., H1.a, H1.b, H1.c, H2.a, H2.b, H2.c, H3.a, H3.b, H3.c, H4, H5, H11 and H12), 6 hypothesized mediation effects of Skepticism (SKP) (i.e., H1.d, H1.e, H2.d, H2.e, H3.d and H3.e), 3 hypothesized moderation effects of Group (i.e., H6, H7 and H8) and 2 hypothesized moderation effects of Environmental Concern (EVC (i.e., H9 and H10)). These were done by conducting the path analysis using SMART-PLS 2.0 and testing the significant of the path coefficients for each hypothesized path.

The results indicated that except from the effect of Religiosity (RLG) to Intention to Revisit (IRV) which was not found as statistically significant, all other direct effect paths were statistically significant. Thus, the hypotheses H1.a, H1.b, H2.a, H2.b, H2.c, H3.a, H3.b, H3.c, H4, H5, H11 and H12 were supported. The effects of Religiosity (RLG), Collectivism (CLT) and Eco-Literacy (ECL) on Skepticism (SKP) as well as the effects from Skepticism (SKP) on Linen Reuse Program (LRP) and Intention to Revisit (IRV) were negative, while the direction of the other paths were positive.

The results also indicated that Collectivism (CLT) is the most important predictor of Skepticism (SKP), followed by Religiosity (RLG). The most important determinant of Linen Reuse Program (LRP) was Eco-Literacy (ECL), followed by Collectivism (CLT). Collectivism (CLT) was found as the most important determinant of Intention to Revisit (IRV), followed by Skepticism (SKP). The results of evaluating the structural model 2 showed that Religiosity -Collectivism- Eco Literacy (RCE) is the most significant predictor of Line Reuse Program (LRP) and Intention to Revisit (IRV).

From the results of mediation, it was found that Skepticism (SKP) mediates the effects of Religiosity (RLG), Collectivism (CLT) and Eco-Literacy (ECL) as IVs on Linen Reuse Program (LRP) and Intention to Revisit (IRV) as DVs. The type of mediation was partial for all paths, except from a path from Religiosity (RLG) to Intention to Revisit (IRV) which was fully mediated by Skepticism (SKP). Therefore, the hypotheses H1.d, H2.d, H3.d, H1.e, H2.e and H3.e were supported.

From the results of moderation effects of group, using Henseler's Nonparametric Approach, it was indicated that the effects of Religiosity (RLG) and Collectivism (CLT) on Skepticism (SKP) were significantly lower for control group compared to the treatment group. Therefore, it was demonstrated that Group moderates the effects from Religiosity (RLG) and Collectivism (CLT) on Skepticism (SKP). Thus, hypotheses H6 and H7 were supported.

Finally, from the results of moderation effects of Environmental Concern (EVC), using interaction approach, it was found that Environmental Concern (EVC) positively moderates the relationship between Skepticism (SKP) on Reuse Program (LRP). Therefore, hypothesis H9 was supported.

5. DISCUSSION, CONCLUSION and RECOMMENDATIONS

5.1 Discussion

The hospitality environmental research has been greatly benefitted through the contribution of this study. Numerous suggestions were made by Myung, McClaren, and Li, (2012) for the enhancement and improvement of the inflexibility coming in this line of research. They considered a detailed review regarding the environmentally associated hospitality research as well. Their findings include two major difficulties. These were the apparent lack of the perspectives that were theory based and the grasping of the deeper points of the behavior of the consumer. In order to excel in the environmentally associated research, it was proposed that the hospitality scholars utilize theoretical perspectives, theories and existing models from other disciplines.

The focus of the reactions that are given by the consumers regarding the action of the environment claims provide an understanding of the attitudes and perceptions of the consumer related to the green practices of the hotel. Also, those whom react based on their Religiosity, collectivism and Eco-Literacy to the environmental actions by hotels. It is a new concept and there is an expectation that encouragement will be shown to it in the coming future. Below is a comprehensive discussion of the theoretical contribution to the hospitality green literature made by this study.

It was necessary to gain an understanding of how the Religiosity, Collectivism and Eco-Literacy perceived their role in society regarding environmental matters. Why there was a difference of behavior by the consumers? This still serves as a major question even today. It has been reported by Young et al. (2010) that only 5% of the 30% consumers have shown a keen interest in the issues posed by the environment as displayed by their behavior.

Participants are influenced by his/her Religiosity, collectivism and Eco-Literacy level to enhance environmental sensitivity among citizens. However, the results also indicated that Collectivism is the most important predictor of Skepticism, followed by Religiosity. The most important determinant of Linen Reuse Program was Eco-Literacy, followed by Collectivism. On other hand, Collectivism was found as the most important determinant of Intention to Revisit, followed by Skepticism.

At the same time, skepticism has negative influence on participation in the Linen reuse program and intention behavior as supported in the previous study of (Rahman et al., 2015). It means skepticism can be evoked about the green programs which initiate as a result of self-serving motives. As a result, this negatively impacts the intentions of the consumers to support as well as partake in the programs. An additional analysis focusses on the factors affecting skepticism toward environmentally friendly marketing. According to the outcomes, more environmentally consumers are being more doubtful towards green claims in ads; which means that the skepticism towards green claims is impacted by the environmental concerns in marketing communications (Reis & Paço, 2013).

Our results supported previous studies on consumer behavior that focused on consumer attitude toward revisiting intention (Han et al., 2009, 2010, 2011; Han & Kim, 2010). Also, supported other studies which examined consumer behavior related to environmental protection in terms of recycling or towel/linen reuse (Goldstein, Griskevicius, & Cialdini, 2007; Mair & Bergin-Seers, 2010; Rahman et al., 2015; Tsai & Tsai, 2008) were supported in our findings.

It is recommended by Ajzen and Fishbein (1980), that a person's behavior is determined by his or her intention to perform the behavior and that this intention is, in turn, a function of his attitude toward the behavior and his subjective norm. In addition, the element of this theory is considered as the subject of "perceived behavioral control", suggesting that individuals who believe they lack the necessary resources or opportunities to perform a particular behavior are unlikely to form strong behavioral intentions such as the motivation for action, but still that subjective norms will be satisfactory. The concept of self- efficacy beliefs is the ability to influence individual thinking style and emotional reactions (Ajzen & Fishbein, 1980; Bandura, 1977).

For instance, high self- efficacy helps to produce feelings of serenity in leading difficult tasks and activities. Therefore, if consumers believe that their actions will get the desired results, he or she has some encouragement or will to engage in those actions. Furthermore, as stated by Ajzen and Fishbein (1980), theory of reasoned action, the results, as stated above, can help to develop effective communication initiatives and request for other leading environmental marketing opportunities. In order to promote

environmental conservation in the hotels so, it can be done through the use of social standards (Cialdini and Goldstein, 2004).

The perception and attitudes of consumers regarding the green practices of hotels is thoroughly explained through our focus on the response of the consumers to the ulterior motive of environmental claims. Several reports have encouraged hotel operators to go on an environmental bandwagon. It is emphasized that going green is an important step to develop the corporate image. As per the previous research on consumers, the view of green hotel programs also believes that environmental awareness can be a strong vehicle for environmental aspects to attract customers (Han et al., 2010).

Practically, consumers are increasingly critical while providing hotel reviews on their environmental processes. They compare their experiences in different hotels as they are aware of the events of greenwashing. According to the outcomes of our research, it can be evidently said that when consumers have even slightest doubt on the motive behind the green practices of the hotels, various distinctive emotional reactions and behavioral intentional can be generated amongst them towards the green programs.

The findings of our research additionally suggest that hotel could have possibility to understand the impact of green practices on impacts on consumers' perceptions, as well factors that can strength their green messages and initiatives. Even though, initiatives that are environmentally friendly that need sacrifice and participation of comfort of the consumers could make consumers suspicious easily. It could be a crucial path for future researches to find out factors that potentially influence consumers' interpretations of green hotel initiatives.

Along with various other outcomes, C-A-B paradigm was used which demonstrated that mediation was partial for those paths, except starting from a route from Religiosity to Intention to Revisit that had been completely mediated by skepticism. According to the C-A-B paradigm, cognition (C) determines affect (A) which, in turn, results in behavior (B). Adapting this framework, we identified that Religiosity, Collectivism and Eco-Literacy (C) triggered skepticism (A) which in turn led to participating to the linen reuse program and revisit intention (B). With the increasing awareness of the greenwashing phenomenon in the lodging industry, consumers' cognitive knowledge from Religiosity background, collectivism and Eco-Literacy is

being influenced, leading to a natural emotional response “skepticism” of the hotel’s motive, which will lead and create affect towards consumer behavior. Due this, it is important for hoteliers to establish enough credibility so that consumers do not easily become skeptical. It's important that hoteliers must establish adequate reliability so that it becomes hard the consumers to doubt them and developing a good reputation of the hotel should be their focus.

The consumers are beginning to have more information about the greenwashing phenomenon and are more dubious about the ulterior motives of the companies motives (Y. S. Chen & Chang, 2013; De Jong, Harkink, & Barth, 2018; Pomeroy & Johnson, 2009). Influential discounting behavior theory by Kelley (1972), emphasizes that in presence of more than one purpose, such as cost savings and caring for the environment, it is highly likely that the consumers will prefer hotel’s pro-environmental actions over the firm-serving motives when benefits to the hotel are salient and the environmental motives when no benefits to the hotel are salient. As far as the first case is concerned, it may perceive by the consumers that there is an ulterior motive of the hotel for the environmental claims that it is making. From the results of moderation effects of group, it was indicated that the effects of Religiosity and Collectivism on Skepticism (SKP) were significantly higher for control group compared to the treatment group.

It is anticipated in the expected moderation consequences that the connection between skepticism and the consumers’ intention to revisit the hotel and get involved in linen reuse programs and is influenced by the consumers' environmental concern. As for these moderation consequences, substantial evidence could not be established as showed in the previous study conducted by Rahman et al. (2015). The reason behind this is ,we believe there is a group of a suspicious customers whom are ready to take part in the basic environment friendly behavior due to their high ecological concern, as they think morally required to do so, thus debilitating skepticism’s bad impact on the intentions of the consumer’s behavior.

It can be explained by the contrast theory by Anderson’s (1973), this assumes that the discrepancy between the product expected and the item received are going to be amplified by the consumer, i.e. in case the expectations of the consumers are not met by

item's independent functionality, the product will be assessed less positively by the buyer than in case he had absolutely no previous expectations for doing it (Anderson, 1973).

It is highly likely that green consumption greatly affects the customers who are ecologically concerned. Due to this, the green products in the market will have strong expectations associated with them. The ecological consumer would anticipate the green hotel to follow its environmental commitment. An expectancy disconfirmation effect could possibly initiate if he/she gets suspicious due to the greenwashing tendencies of the hotel. At that time and beyond, the customer won't attribute some sensible consideration towards the performance of the product and may even reject it (Anderson, 1973). Consequently, a stronger connection between behavioral intentions and skepticism is made by high ecological problems.

An interesting finding showed that total direct effect of Religiosity -Collectivism- Eco Literacy is the most significant predictor of Line Reuse Program and Intention to Revisit. Khare, Mukerjee, and Goyal (2013), examined the effect of interpersonal impact, normative and informational values and collective self-esteem on the eco-friendly purchase conduct of Indian customers. The findings indicated that the eco-friendly purchase behavior of customers is influenced through group esteem, cultural impact and normative values.

Our results imply that you can get specific consumers who are highly concerned about the environment who will engage in the initiatives related to ecology no matter how highly the rating of the hotel is and if they're prepared to visit the hotel again in the future. Finally, hotels may be going to lose valuable repeat customers in case they're attempting to build their reputations grounded on global practices which don't build their credibility concerning environmental conduct.

5.2 Practical implications

In the influential of green consumption behavior, the ethical imperatives and moral values are essential as well because the environmental problems cannot be solved with knowledge and technology only. The encouragement of green behavior at individual level as well as at public level could be done by the consciousness and ethical awareness, retreat with prohibition and legislation. The government plays a vital role in conservation and protection of mother Earth and this could be done by complying with the law.

Collectivist cultural setting, i.e. under-research area, supplies useful awareness for the consumer ethical literature. It greatly contributes towards the contemporary literature of consumers' ethics. The studies related to the effects of greenwashing are not wide-ranging. However, the better understanding of the technique through which green purchase behavior is influenced by green skepticism is provided by this study, it also suggests that strategies and marketing communications could be appropriately adapted by the managers. They should oversee the position of skepticism by endeavoring surveys and interviews periodically and take the account of feedback when communicating and designing green claims and advertisement.

It is very important that business managers take more efforts in making the skeptical customers understand that their environmental claims are driven by intrinsic or altruistic motivations and convince them that these claims are sustainable, genuine, and authentic. The enhancement to the purchase behavior of green products, environmental concern and knowledge of the consumer might be increased with the help of reducing green skepticism.

The results give us the starting evidence that there can be skepticism about the programs if the green programs are started by self- serving motives rather the sincere environmental stewardship. This could have a negative impact on the intentions of the consumer to take part in future programs.

Moreover, with the help of our findings, the practitioner will be able to instill a better understanding of the behavior of the customer who is concerned ecologically. There is a chance that even if the consumers are taking part in the green initiatives of the hotel, they might not make many visits to it in the future. So, it is important that the hotels put

in the extra effort to make the practices as environment friendly as possible to make a good image in the customer's eyes.

For the practitioners to place credible practices in order to keep the old ones and to get attention of new customers. It is considered that the study we are conducting would inspire and provide help to the practitioners to instill significant and trustworthy green practices that will increase the business based on the recommendations and guidelines.

For the hotels undergoing renovation and new constructions, the certification of LEED is usually a good idea. On the other hand, the focus of the certification of Green Seal lies upon the reliable practice like energy conservation and waste minimization. The certification of green hotel is a very influential attribute for making a good impression on the guests according to a recent study (Millar and Baloglu, 2011).

The credible certifications give an overview of the commitment of the hotel towards the environment, serves as an enhancement for the image of the hotel, decreases the costs for the operators, promotes the practices that are reliable among the providers, contribute greatly to the sustainability of the environment and stops the claims of greenwashing (Geerts, 2014).

5.3 Research limitations

Various limitations in this research have disclosed fields for research in future. Uncomprehensive measures are used here for environmental concern and other constructs. However, it's substantiality to notice that the measures used here are most likely to be highly correlated with the other relevant measures. In addition, the construct "Group" is a nominal variable with only two categories (i.e., control and treatment). While the other constructs are conceptual and reflected from several ordinal items with 5-point Likert scale. This miss matching could increase the chance of unfavorable validity results in the model.

Even though this research cannot be widely generalized because it was applied to different nationalities and religions, but in the future more wide-ranging research on different cultural, religions of two sampling populations could be examined in order to see differences among participants.

The validity of the study might also be decreased because while investigating consumers' reactions; it was done through a scenario based and there was no actual advertisement used by the measurement tool. For additional studies in measuring consumers' reactions a few kinds of real environmental advertising might be considered in the future.

Furthermore, sample is another of the limitations, as plan to have genuine customers, but it was difficult, therefore the online podiums were used for distribution. Nevertheless, the diversity of the general population was lacking as the major number of the sample were bachelor's degree holders. Moreover, in future studies for gaining the better understanding of influence of environment, the greater number of samples can be with higher qualification holders, especially adults should be used as participants, as opposed to this research where most of the respondents were students.

The influence of individualism on behavioral intention and participation in initiative programs may be explored in further studies. The research must be comprehended through the questionnaire implementation at various places in future for the purpose of effective generality of wide spread findings.

5.4 Conclusion

To conclude, there are many challenges going to be faced by developing country in for both consumption and sustainable development. But for quite some time, the government has advanced towards a more reliable consumption pattern. Also, many activities are being upheld to improve the environment.

The results of this study provide valuable insights for all the interested parties to understand the drivers that enable or influence the consumer to participate in the linen reuse programs and intention to revisit hotels. There is a definite and vivid link between the pro-environment behavior and religion, collectivism and eco-literacy. In order to deal with the environmental issues, we can use the awareness of the religion, collectivism and eco-literacy to employ all possible means at all levels.

For understanding the effect of religion, collectivism and eco-literacy as reasonable way of living for large groups, this study can be utilized as an initial point. In order to build a better world, we need to have a better environment consumption.

The consumers are becoming more sensitive and cautious in their preference, purchases and environmental attitudes as the degradation of the environment is rising and posing a problem to health and welfare around the worlds. There has been an uprising interest regarding the problem of green consumption in the academic world as well as the business world according to (WARC, 2015). Taking as an example, many consumers have shown interest in allowing their consumption behavior to represent their worry about the environment as shown from a recent study (Bailey, Mishra, and Tihamiyu, 2018).

The hoteliers are required to be more cautious about the type of practices they adopt as well how to bring these practices to the market. In order to keep customers, hotels need to introduce a useful green practice and give importance in making a good positive image regarding the environment in the eyes of their customers. The companies should give up the practice of showing unrealistic view of the environment in order to attract people because by doing so it will turn to a misleading act.

People from all around the world are keen to change the present path of the quick abasement of the environment as we excel in the direction of “green revolution”, a term coined from New York Times columnist Thomas Friedman’ book *Hot, Flat and Crowded* (T. L. Friedman, 2008). The industry of hotel is evidently taking part in the trend that is progressing and is no way rejected. The leading brands have turned their attention towards the issues that pose a threat to the environment and are going green evidently over the past few years.

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APPENDIX A

English Version

Dear Respondents,

This is a survey to find out how consumers will react to the green wash act in the lodging industry. To measure this, we kindly ask you to respond the following questions.

In the following, please rate your opinions by selecting the appropriate option (from strongly disagree to strongly agree) that you agree most. This survey is for academic purpose and your response will be confidential.

We highly appreciate your responses to achieve our scientific goals. Thanks a lot for your kind support to our study.

Sincerely,

Supervisor

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Mark your level of agreement with each statement by selecting the appropriate option.

Environmental concern

Statement	Strongly Disagree (1)	Disagree (2)	Neither agree nor disagree (3)	Agree (4)	Strongly Agree (5)
I am concerned about the environment.					
The condition of the environment affects the quality of my life.					
I am willing to make sacrifices to protect the environment.					
I am emotionally involved in the environmental protection issues.					

Scenario (Control Group)

Please read the following paragraph carefully.

Now, imagine a scenario: You are reserving a hotel stay of four consecutive nights in a mid-scale hotel directly from the hotel’s Web site. You notice that the hotel is advertising in their Web site that it is “environment friendly” or “green”, and that caring for the environment is their topmost priority. You go ahead and reserve your stay in this hotel. On the first day of your stay, upon checking in to your room, you encounter a sign that says, “This hotel uses a voluntary linen reuse program (It is an option to reuse towels & linens more than once). Join us in protecting the environment”.

Scenario (Treatment Group)

To this date, many hoteliers are claiming that they are “green” by simply hanging a sign and declaring themselves “green”. Many people believe that hotel owners save a decent amount of money through the guests’ participation in the linen reuse program (It is an option to reuse towels & linens more than once), whereby the hotels do not wash their linens on a daily basis saving up detergent, water, electricity and labor costs. Now, imagine a scenario: You are reserving a hotel stay of four consecutive nights in a mid-scale hotel directly from the hotel’s Web site. You notice that the hotel is advertising in

their Web site that it is “environment friendly” or “green”, and that caring for the environment is their topmost priority. You go ahead and reserve your stay in this hotel. On the first day of your stay, upon checking in to your room, you encounter a sign that says, “This hotel uses a voluntary linen reuse program. Join us in protecting the environment”.

Mark your level of agreement with each statement by selecting the appropriate option.

Statement	Strongly Disagree (1)	Disagree (2)	Neither agree nor disagree (3)	Agree (4)	Strongly Agree (5)
Skepticism					
The hotel’s claim for its environmental concern is true.					
The hotel’s claim for its environmental concern is intended to mislead.					
The hotel’s claim for its environmental concern is exaggerated.					
I do not believe that the hotel truly cares about the environment as it claims.					
Intention to participate in Linen Reuse program					
I would like to do my part in protecting the environment by participating in this hotel’s linen reuse program.					
I intend to participate in the linen reuse program of this hotel.					
I am willing to participate in the linen reuse program of this hotel.					

Statement	Strongly Disagree (1)	Disagree (2)	Neither agree nor disagree (3)	Agree (4)	Strongly Agree (5)
Intention to revisit					
Next time I shall need to stay in this area, I intend to stay at this hotel.					
I am willing to stay at this hotel when traveling.					
I intend to continue to be a customer of this hotel in the future.					
I plan to stay at this hotel when traveling.					
I will make an effort to stay at this hotel when traveling.					
Religiosity					
I have a strong sense of God's presence.					
I try hard to live my life according to my religious beliefs.					
It is important for me to spend some time in private thought and prayer.					
The state of environment is ultimately under God's control.					
The current state in which we find the environment reflects God's will.					
What will become of our environment tomorrow, only God can say.					
Collectivism					
I like to be a cooperative participant in my group activities.					
I like to work hard for the accomplishment of goals of my group.					
I like to help others in the time of need.					

Statement	Strongly Disagree (1)	Disagree (2)	Neither agree nor disagree (3)	Agree (4)	Strongly Agree (5)
I like to maintain warm relationships with others.					
Eco- Literacy					
I know the meaning of ‘global warming’.					
I know the meaning of acid rain.					
I know causes and effects of ozone depletion.					
I know that plastic bags take many years to decompose and cause pollution.					
I know how to preserve and not cause damage to the environment.					

Please fill up the demographic information

1. Gender

Male

Female

2. Age

18-25

26-33

34-41

42-49

50-57

58-64

65 and over

3. Education Status

Secondary School
degree

Diploma

Bachelor's

Master's degree

Doctorate degree

4. Monthly Family Income (USD)

Less than 500

500 -1000

1001-3000

3001- 4000

4001-5000

5000 and over

5. Nationality _____

6. On average, how many nights do you stay in hotels in a year? _____

Translated Turkish Version

Değerli Katılımcı,

Bu anket, Anadolu Üniversitesi'nde akademik araştırma amaçlı yürütülmektedir. Sizi temin ederim ki bu anket aracılığıyla elde edilecek her bilgi sadece akademik amaçla kullanılıp ele alınacak ve gizlilik içinde saklanacaktır. Kesin ve nesnel sonuçlar elde edilebilmesi için lütfen soruları tam ve dikkatli bir şekilde cevaplayınız. Sorularınız için aşağıdaki elektronik posta adreslerinden bize ulaşabilirsiniz.

Saygılarımızla,

Danışman

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Lütfen aşağıdaki sorularda uygun gördüğünüz şıkkı işaretleyiniz

Çevreye yönelik ilgi

İfadeler	Hiç katılmıyorum (1)	Katılmıyorum (2)	Ne katılıyorum ne katılmıyorum (3)	Katılıyorum (4)	Tamamen katılıyorum (5)
Çevrenin korunması benim için önemlidir.					
Çevre koşulları yaşam kalitemi etkiler.					
Çevrenin korunması için fedakârlık yapmaya hazırım.					
Çevrenin korunması meselesiyle duygusal olarak ilgileniyorum.					

Senaryo (Kontrol Grubu)

Lütfen aşağıdaki senaryoyu dikkatli bir şekilde okuyunuz ve kendinizi senaryodaki otelin müşterisi olarak düşününüz.

Şöyle bir senaryo düşünün: Orta ölçekli bir otelin doğrudan web sitesinden dört gecelik konaklama rezervasyonu yapıyorsunuz. Bu sırada otelin kendi web sitesinde “çevre dostu” veya “çevreci” olduğunu ve çevreye önem vermeyi en öncelikli hedefi olarak ilan ettiğini belirten reklamı fark ettiniz. İşleme devam ediyorsunuz ve otel rezervasyonunuzu tamamlıyorsunuz. Konaklamanın ilk gününde odanıza baktıktan sonra “Bu otel, otel çamaşırlarının (çarşaf, havlu, nevresim takımı) gönüllü yeniden kullanımı programını yürütmektedir. Çevreyi korumak için bize katılın” şeklinde bir tabela görüyorsunuz.

Senaryo (Deney Grubu)

Şimdiye kadar, çoğu otel sahibi bir “tabela” asarak ve kendilerini çevreci ilan ederek otellerinin çevreci olduğunu iddia etmişlerdir. Pek çok kişi, misafirlerin nevresimleri tekrar kullanma programlarına katılması ile otellerin nevresimlerini her gün yıkamayarak deterjan, su, elektrik ve işçilik maliyetlerini azalttıklarını ve böylelikle otel sahiplerinin maddi anlamda büyük tasarruf ettiklerini düşünüyorlar. Şimdi şöyle bir senaryo düşünün: Orta ölçekli bir otelin doğrudan web sitesinden dört gecelik konaklama rezervasyonu yapıyorsunuz. Bu sırada otelin kendi web sitesinde “çevre dostu” veya “çevreci” olduğunu ve çevreye önem vermeyi en öncelikli hedefi olarak ilan ettiğini belirten reklamı fark ettiniz. İşleme devam ediyorsunuz ve otel rezervasyonunuzu tamamlıyorsunuz. Konaklamanın ilk gününde odanıza baktıktan sonra “Bu otel, otel

çamaşırlarının (çarşaf, havlu, nevresim takımı) gönüllü yeniden kullanımı programını yürütmektedir. Çevreyi korumak için bize katılın” şeklinde bir tabela görüyorsunuz.

Lütfen aşağıdaki sorularda uygun gördüğünüz şıkkı işaretleyiniz

İfadeler	Hiç katılmıyorum (1)	Katılmıyorum (2)	Ne katılıyorum ne katılmıyorum (3)	Katılıyorum (4)	Tamamen katılıyorum (5)
Şüphecilik					
Bu otelin çevreci olduğuna ilişkin iddialarının doğru olduğunu düşünüyorum.					
Bu otelin çevreci olduğuna ilişkin iddialar insanları yanıltmaya yöneliktir.					
Bu otelin çevreci olduğuna ilişkin iddiaları abartılıdır.					
Bu otelin gerçekten iddia ettiği gibi çevreyi önemseydiğine inanmıyorum.					
Otel çamaşırlarının (çarşaf, havlu, nevresim takımı) yeniden kullanımı programına katılma niyeti					
Bu otelin, çamaşırların (çarşaf, havlu, nevresim takımı) yeniden kullanımı programına katılarak çevre korunmasında üzerime düşeni yapmak isterim.					
Bu otelin, çamaşırların (çarşaf, havlu, nevresim takımı) yeniden kullanımı programına katılma niyetindeyim.					
Bu otelin, çamaşırların (çarşaf, havlu, nevresim takımı) yeniden kullanımı programına katılmak istiyorum.					

İfadeler	Hiç katılmıyorum (1)	Katılmıyorum (2)	Ne katılıyorum ne katılmıyorum (3)	Katılıyorum (4)	Tamamen katılıyorum (5)
Tekrar ziyaret etme niyeti					
Gelecekte bu bölgeye tekrar seyahat etmem gerekirse bu otelde konaklama niyetindeyim.					
Seyahat ederken bu otelde kalmak isterim.					
Bu otelin gelecekte de müşterisi olma niyetindeyim.					
Seyahat ederken bu otelde konaklamayı planlıyorum.					
Seyahat ederken bu otelde kalmak için çaba göstereceğim.					
Dindarlık					
Allah'ın varlığına dair güçlü bir inancım vardır.					
Yaşantıyı dini inancıma göre sürdürmek için çaba sarfederim.					
Benim için dini düşüncelere dalarak ibadet etmek önemlidir.					
Nihayetinde çevrenin durumu Allah'ın kontrolündedir.					
İçinde bulunduğumuz çevresel koşullar bize Allah'ın iradesini yansıtmaktadır.					
Çevremize yarın ne olacağını ancak Allah bilebilir.					
Toplulukçuluk/ Kollektivizm					
Grup faaliyetlerimde işbirliğine yatkın biriyimdir.					

İfadeler	Hiç katılmıyorum (1)	Katılmıyorum (2)	Ne katılıyorum ne katılmıyorum (3)	Katılıyorum (4)	Tamamen katılıyorum (5)
Grup hedeflerini gerçekleştirmek için sıkı çalışırım.					
İhtiyaç duyduklarında diğer insanlara yardım ederim.					
Diğer insanlarla samimi ilişkiler kurarım.					
Ekolojik bilinç					
Küresel ısınmanın ne demek olduğunu biliyorum.					
Asit yağmurlarının ne demek olduğunu biliyorum.					
Ozon tabakasının delinme nedenleri ve bunun etkileri hakkında bilgi sahibiyim.					
Plastik poşetlerin doğada çözülmesinin uzun yıllar aldığını ve kirliliğe neden olduğunu biliyorum.					
Çevreyi nasıl koruyacağımı ve zarar vermekten nasıl kaçınacağımı biliyorum.					

Demografik Bilgiler

1. Cinsiyet

Erkek

Kadın

2. Yaş

18-25 arası

26-33 arası

34-41 arası

42-49

arası

50-57 arası

58-64 arası

65 ve üstü

3. Eğitim Durumu

Orta Öğretim (Lise)

Ön lisans

Lisans Mezunu

Yüksek Lisans

Doktora Derecesi

4. Aylık hane gelirinizi belirtiniz (TL)

1500'de az

1500 -3500

3501-11500

11501- 15500

15501-19500

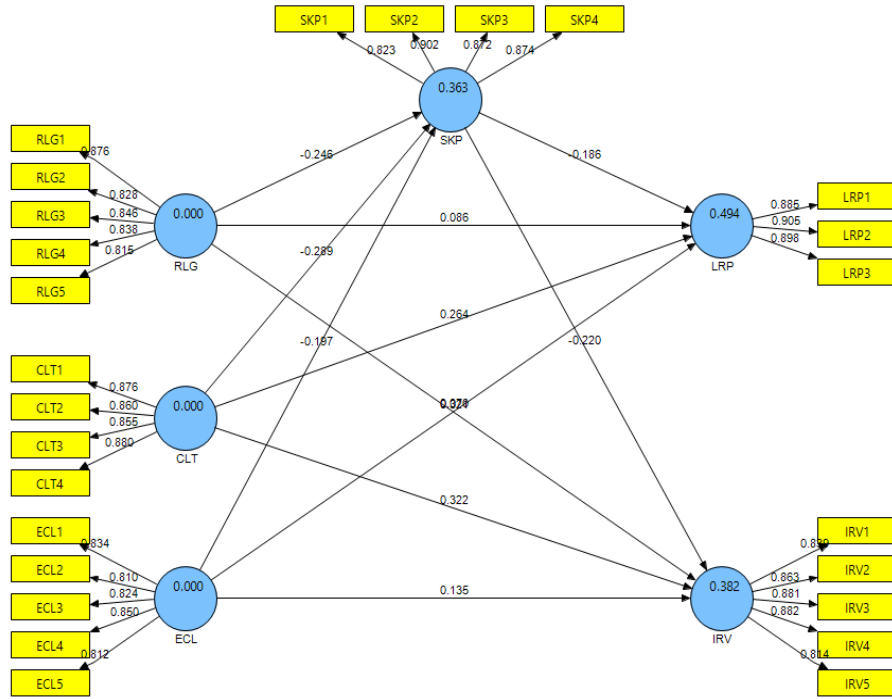
19500 üstü

5. Uyruk _____

6. Yılda ortalama kaç gece otelde konaklıyorsunuz? _____

APPENDIX B

Smart-PLS Structural Model for testing the direct effects of the variables.



APPENDIX C

Smart-PLS Structural Model for testing the Moderation effects of Environmental Concern (EVC) on the effects from Skepticism (SKP) on Linen Reuse Program (LRP) and Intention to Revisit (IRV).

