Understanding Guests' Behavior to Visit Green Hotels: The Role of Ethical Ideology and Religiosity

Abstract

The main aim of this study is to develop and test a model to understand guests' behavior to visit green hotel by merging the theory of planed behavior (TPB) with theories of ethics and religiosity in a single model. Furthermore, it examines the moderating role of ethical ideology. This research utilized a quantitative method to assess the suggested conceptual framework. Data were gathered from 871 participants and analyzed through Structural Equation Modelling (SEM). According to the study results, the suggested model shows a favorable prediction level of guests' behavior, which confirmed the superiority of the proposed model. Our study indicated that TPB and ethical theory adequately explain guests' behavior to visit green hotel. Ethical ideology was found to be a key driver of guests' green decision-making process. Our study makes several contributions to the practice and theory by providing useful insights on drivers of consumers' behavior to visit green hotels in the Egyptian hospitality environment.

1. Introduction

Green hotels have obtained immense relevance in response to customers' sensitivity to environmental issues (Gupta, Dash, & Mishra, 2019). Hotel managers are devising effective strategies in response to customers' needs for sustainable services (Pham, Tučková, & Jabbour, 2019). Many hotels are obliged to change their operations to reduce the level of negative effect on the environment and retain competitive advantage (Mak & Chang, 2019; Nilashi, et al., 2019). The contemporary hospitality industry gives more attention to its significant effects on environmental sustainability (Line & Hanks, 2016; Teng, Lu, & Huang, 2018; Han, Lee, & Kim, 2018; Yadav, Balaji, & Jebarajakirthy, 2019). Accordingly, hotels have implemented measures to decrease the negative effects of consuming hospitality products/services on the external environment (Sarmah et al., 2017; Yarimoglu & Gunay, 2020). Green activities carried out by major hotels have led to quantifiable improvements. The Nile Ritz-Carlton (2019) has decreased its water usage and regularly recycles such products as construction waste, sustainable wood, and leather; Hilton Hotels have transitioned from plastic to wooden key cards; and Four Seasons Hotels in Cairo have rehauled their kitchens to save energy. Such green activities would benefit both the environment and the hotel industry itself, since travel and tourism depend on the attractiveness of local environments (Rahman, Reynolds, & Svaren, 2012; Eid & Agag, 2020).

Due to increasing awareness and significance of sustainability among customers, environmental concerns have become a matter of competitive advantage in the hospitality industry (Merli, Preziosi, Acampora, & Ali, 2019). Prior research has revealed that recycling, water conservation, ecofriendly management systems, and resource efficiency are key drivers in developing a competitive advantage (Walsh & Dodds, 2017). Therefore, more attention should be given to environmental concerns to satisfy eco-minded consumers. Green hotels are now given various seals of sustainable approval such as Green Key Global (Green Key Global,

2016) and Green Globe (Green Globe Certification, 2015. Each of these certifications has its procedures, standards, objectives, and rating framework. Such global eco-labeling demonstrates that an enhancing number of hotels are more likely to uphold the standards of sustainable hospitality.

In the context of tourism and hospitality, prior studies on pro-environmental intentions have used behavioral theories such as the TPB (e.g., Han, Meng, & Kim, 2017; Miao & Wei, 2016; Yarimoglu & Gunay, 2020) to understand customer's behavioral intentions through subjective norms, perceived behavioral control, and attitudes, or the theory of reasoned action (TRA) (e.g., Paul, Modi, & Patel, 2016; Han, Moon, & Hyun, 2019) to understand the behavior to visit green hotels. Several recent studies have begun to incorporate ethical variables into TPB models. For instance, Chen, Chen, Zhang, & Xu (2018) and Han and Hyun (2018) incorporate moral obligation as an ethical variable into their conceptual framework. Despite these theoretical efforts, there is a need for a more novel model that fully integrates ethical and behavioral theories toward investigating factors affecting guests' behavior to visit green hotels. This study aims to evolve and test just such a model to fully understand factors affecting guests' behavior to visit green hotels.

Prior studies have revealed that ethical considerations are crucial to customers when making buying decisions (Lindenmeier, Schleer, & Pricl, 2012; Vitel, 2015). Other research has indicated that moral judgements vary among customers depending on personal experiences and cultural backgrounds (Andersch, Lindenmeier, Liberatore, & Tscheulin, 2018). Building on this foundation, the current paper provides new insight into how ethical ideologies moderate the effect of subjective norms and attitude on consumers' intentions to visit green hotels.

Based on the above discussion and the reviewed previous studies in the green hospitality context, this study adopts a distinct approach toward investigating the factors affecting guests' behavior to visit green hotels by developing and empirically testing a

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comprehensive framework. In doing so, this research contributes to the current literature since, to the best of our knowledge, its model has been tested nowhere else. Its contributions to the tourism and hospitality literature are as follows: 1) It develops a conceptual framework that assists managers to identify factors affecting consumers' behavior to visit green hotels by merging TPB and ethical theory; 2) It compares TPB, ethical theory, and our proposed model to confirm the latter's superiority; and 3) It examines the moderating role of ethical ideology in guests' green decision-making process.

2. Theoretical foundation

2.1. Green hotels

Green hotels are referred by various terms including eco-hotels, ecologically friendly hotels, ecological hotels, eco-efficient hotels, eco-friendly hotels, and environmentally friendly hotels. The Green Hotel Association (2007) defines green hotels as environmentally friendly properties that are institutionally supported and encouraged to reduce solid waste and save water and energy—thus protecting the planet while saving money. Additionally, Kasim's (2004) definition of green hotels includes a responsible operational approach to the local community, culture, its employees, and ecological surroundings. In addition to the environmental protection and support through green practices, green hotels also aim to create the same environmental consciousness on consumers by motivating them (Rahman & Reynolds, 2017). According to the International Tourism Partnership (2007, p. 1), green hotels have "evolved to embrace all areas of sustainability and corporate social responsibility." The International Tourism Partnership's concept of green hotels has been put into practice with the design of a program to help travel and tourism businesses develop more responsible business practices. Thus, green thinking and decision making must be adopted by hotels at all levels of operation to be considered truly green. However, while this definition is common in the

literature and widely-accepted, there is still no specific universal standard with which to measure whether or not a hotel is to be considered a green hotel (Choi, Jang, & Kandampully, 2015).

2.2. The Theory of Planned Behaviour (TPB)

The TPB establishing by Ajzen (1985) according to the theory of reasoned action (Fishbein & Ajzen, 1975) suggests a model for examining individuals' behaviour (Ajzen, 1991). Three variables (i.e., perceived behavioural control, subjective norms, and attitudes) are key driver of behaviour intentions, which in turns predict actual behaviour (Ajzen, 2002). Choo et al. (2016) defined attitude as the assessments of a specific behaviour. Attitude is occurred in the result of psychological and emotional evaluations about performing a behaviour (Eagly & Chaiken, 1993). The evaluation develops an attitude which can be positive or negative as dependent with subjective norms and perceived behavioural control (Ajzen, 1991). When customers form a positive attitude to a specific behaviour, they are more willing to have intention and willingness to involve in the behaviour. In the green hospitality field, if guests see green hotels as beneficial to the society and environment, they are more willing to visit this hotel. However, Chen and Tung (2014) believe that consumers have a positive attitude towards staying at green hotels because their concerns about environment encourages them to protect the environment. Other research supports that the level of environmental concerns determines the level of positive or negative attitudes towards green hotels (Straughan & Robers, 1999) and intention to stay at green hotels accordingly (Rahman, Chen, & Reynolds, 2020). Wang et al. (2018) revealed that customers' attitudes towards green hotels effect on their intentions to visit green hotels. Studies also have proven that if consumers have a positive attitude towards green hotels, they are more likely to have an intention to stay at green hotels (Han, Hsu, Lee, & Sheu, 2011; Manaktola & Jauhari, 2007).

Schepers and Wetzels (2007) defined subjective norm as the social pressures from others to conduct or not conduct a behaviour. Consumers behaviour is influenced by the behaviour and opinions of their family, friends, and relatives. Yarimoglu and Gunay (2020) indicated that subjective norm is a key driver of guests' intentions to visit green hotels. Perceived behavioural control is defined as the perceived ease or difficulty of performing a specific behaviour (Manis & Choi, 2019). Consumers cannot control some external variables such as knowledge, time, skills, and resources. If consumers are able to control the external variables, they are more likely to involve this behaviour (Yadav & Pathak, 2017). Prior study indicated that perceived behavioural control is a key driver of customers intentions to visit green hotels (Verma & Chandra, 2018). Therefore, our model was developed based on the TPB (see Figure 1).

Insert Figure 1 about here

The validation of TPB in examining customers' behaviors has been widely adopted in numerous settings (Ajzen, 2002; Paul, Modi, & Patel, 2016). In particular, it was effectively utilized in the context of hospitality and tourism with regard to travel (Yarimoglu & Gunay, 2020), leisure participation (Moghimehfar, Halpenny, & Walker, 2018), destination image (Bianchi, Milberg, & Cúneo, 2017), travel products (Boley et al., 2018), and green hotels (Verma & Chandra, 2018; Wang et al., 2018), among others. The results of those studies provide sufficient evidence that subjective norms and attitude in accordance with the TPB framework provide us a better examining of consumers' intentions to visit green hotels. Thus, we proposed the following hypotheses:

H1: Subjective norms positively influence intention to visit green hotels.
H2: Attitude to green hotels positively influences intention to visit green hotels.

In tandem with TPB, perceived behavioural control (PBC) impacts both intention and actual behavior. It occurs when people lack total volitional control over the behavior of interest

(Ajzen, 2002). In other words, PBC is another factor via which to better understand the role of intention (Yadav & Pathak, 2017). According to Ajzen (1991), PBC serves as a determinant of intention and action wherever there is a strong connection between availability of resources/opportunities and behavioral achievement. However, its role might change according to situational factors. PBC detects an individual's actual control for a specific reason. The impact of PBC on intentions or changing behaviors is therefore significant. Therefore, it is regarded as an additional predictor of behaviour (Ajzen, 2002). On the other hand, Yzer (2012) argues that an individual cannot perform the behavior if he or she lacks the required skills to perform the behavior. However, situational factors might still occur an obstacle on enhancing the behavioral performance.

In light of the above, it is expected that individuals exhibiting high levels of PBC will have a strong intention to perform the behavior in question, whereas those with low levels of PBC will have a weaker intention to perform that same behavior. Therefore, PBC can help an individual in actual control for a specific situation. That possibly might influence intentions and change behavior directly. Thus, it is accepted as another predictor of behaviour (Ajzen, 2002, Yadav & Pathak, 2017). In the context of green consumption, the direct influence of PBC can be visible as it changes situational factors, availability of product information, economic cost, product availability, and ease of use (Ajzen, 2002). A strong and positive link between PBC and intention has been supported by many studies in different research contexts, such as organic foods (Thogersen & Zhou, 2012), green hotels (Chang, Tsai, & Yeh, 2014), conversation (Albayrak et al., 2013), recycling (Taylor & Todd, 1995), and green products (Moser, 2015).

Intention, which is the main dependent variable identified in the studies conducted based on the TPB, is defined as the likelihood that an individual will use an IS. Intention plays a critical role in the actual use of a new technology (Davis, 1989). Intention to use can also be considered

as an attitude (DeLone & McLean, 2003). In the green consumption domain, some researchers have studied the relationship between intention and actual use in green consumption context (e. g., Agag, 2019; Yadav & Pathak, 2017). Eid, Agag, and Shehawy (2020) note that to refrain more complexity, TPB did not distinct between intention to use and actual use, but intention to use is generally an individual level construct. Venkatesh, Morris, Davis, and Davis (2003) confirms the positive relationship between intention to use and actual use. Thus, in the context of this study, intention to use assumed to have a positive impact on actual use. Thus, we have proposed the following hypotheses:

H3: Perceived behavioral control positively influences intention to visit green hotels.
H4: Perceived behavioural control positively influences actual booking.
H5: Intentions to visit green hotels positively influences actual booking.

2.3. Ethical theories

The Hunt-Vitell (H-V) model focuses on how consumers make their ethical decisions with regard to both benefits and values. To investigate consumers' ethical decision making, the H-V model has been adopted as a general theoretical framework (Andersch et al., 2018; Carrington et al., 2020; Singh et al., 2007). Additionally, Kavak et al. (2009, p. 115) stated that this model "can easily be applied to consumers' ethical behavior," as it was devised to describe the thought processes an individual goes through when faced with an ethical dilemma.

There are two main processes described in the model. One is deontological (moral obligation and justice) and the other teleological (perceived risk and perceived benefit). It involves a cognitive evaluation of a specific action that is performed in development of an intention to act. Thus, the outcomes of each of these processes in the model are affected. The model focuses on considerations of ethical actions and impacts of said considerations on eventual behaviors. The H-V model suggests that when an individual consumer has an ethical

dilemma, the entire reasoning process will be triggered. Through perception of said ethical dilemma, consumers will make deontological and teleological evaluations of their ethical judgements (Yin, Qian, & Singhapakdi, 2018). As a result, the ethical judgements will solidify their intentions and finally lead to deliberate actions.

Deontological theories encompass both justice-related and moral obligations (Aleassa et al., 2011). According to Haines and Haines (2007), perceptions of the justice of the act and feelings of guilt are influential in establishing moral intentions. Wagner and Sanders (2001) have confirmed that perception of fairness/justice—that is to say, moral equity—has an effect on intention to engage in unethical behavior. Moreover, Aleassa et al.'s (2011) study on digital piracy indicated that moral obligation along with TPB variables has an effect on intention. In parallel with this, the current study aims to measure the effects of moral obligation and justice on intention to visit green hotels, as such deontological constructs have significant impact on subjective norms.

Moral obligation is defined as a deontological expression of guilt or personal obligation to perform or not perform a given behavior (Shaw et al., 2016). Radzik (2009) stressed that moral obligation relies on performing the "best" action according to the belief of an individual under particular circumstances. Haines and Leonard (2007) have used moral obligation as an analytical factor in IT ethics for predicting intention. On the other hand, individual obligation has been shown to be influential on intention in the context of psychology (Ajzen, 1991; Barbarossa et al., 2015). Ajzen (1991) defends that in addition to subjective norms, attitude, and behavioral control, it is expected that individual obligation influences intentions to engage in unethical behaviors. Han et al. (2017) confirmed that individual obligation is an important determinant of consumers' intention. Subjective norms are accepted as a kind of function of product that refers to one's normative beliefs and motivation for complying with moral obligation (Fishbein & Ajzen, 1975). However, as a normative ethical standard, moral

obligation is expected to constitute a foundation of personal beliefs and subjective norms (Yoon, 2011). In the light of the above, we have proposed the following hypothesis:

H6: Moral obligation positively influences subjective norms.

Justice is a broader concept, but essentially refers to fairness and equality. It is defined as a treatment of people to like cases alike and also their treatments toward fair rules (Aleassa et al., 2011) as well as a principal in moral development (Kohlberg, 1969). Existing justice theories show variations in accordance with cultural differences (Jiang, Gollan, & Brooks, 2017). Types of justice are also numerous (Hardon, 1980). In green contexts, "eco-justice"—which "envisions and values ecology and justice together" (Hessel, 2007, p.1)—can be considered the most influential type of justice over subjective norms and effects on customer intention in the choosing of green hotels. Four ethical norms of eco-justice have been identified by Hessel (2007) as: a) ecological sustainability; b) earth community, creatures and solidarity with other people; c) sufficiency as a standard of organized sharing, especially as it pertains to equitable or fair consumption and d) socially just participation in decisions about how to live life for the good of the commons;

Aleassa et al. (2011) verify that justice significantly influences subjective norms. For preservation of social institutions and distinguishing between right and wrong according to ethical standards, justice has a strong impact on individuals. Accordingly, justice may have a significant effect on subjective norms regarding intention to visit green hotels. Thus, we have proposed the hypothesis:

H7: Justice positively influences subjective norms.

Teleological elements in online studies are usually introduced as perceived consequences and perceived benefits (Gummerus et al., 2017; Yoon, 2011). Attitude toward the behavior coincides with a belief that performing the behavior will bring certain outcomes

and their evaluation (Fishbein & Ajzen, 1975). In that respect, it is essential to evaluate the link between attitude and teleological theories of perceived benefits and risks. Hunt and Vitell (1986) likewise believe the influence of evaluation on ethical judgement and perceived behavioral outcomes. Therefore, we believe that both perceived risk and perceived benefit play a significant role in attitudes toward green hotels.

Perceived benefits have also been shown to influence attitude toward behavior and, accordingly, individual intentions (Aleassa et al., 2011; Limayem et al., 2004). Lim and Ting (2012) have confirmed that perceptions significantly influence attitudes and online purchasing intentions of individuals. As Drennan & Previte (2006, p. 17) write, "Consumers not only ask the necessary function of products, but also pursue the benefits of additional functions and services." Practices and image of green hotels are perceived as socially responsible by consumers and that increases their positive emotions toward green hotels (Hu et al., 2011). Hartmann and Ibanez (2006) believe that the idea of staying at a green hotel creates a sense of moral and well-being on consumers through the awareness of contributing the society's welfare. Green hotels support the satisfaction of emotional and psychological needs of customers with environmentally-friendly practices and services (Christy et al., 1996; Kang et al., 2006; Sen & Bhattacharya, 2001). Gao & Mattila (2014) defend that perceived benefits of green hotels are more spiritual and emotional comparing with non-green hotels. Therefore, preference in green hotels is a result of protecting the environment that is perceived as "emotional benefit" by customers (Bianchi, Milberg, & Cúneo, 2017). The used materials are organic, natural and recyclable at green hotels. This makes customers feel behaving responsibly as contributing for saving energy and resources (Han and Chan, 2013).

Han and Chan (2013) found in their study that health also is a determining factor in perception of functional benefit about staying at green hotels. People believe that green hotels are good for guests' health with providing organic foods, amenities (Nicholls and Kang, 2012)

and least use of chemicals that provides cleaner air, more oxygen and hygiene in the environment (Han and Chan, 2013).

Accordingly, we consider perceived benefits to be an impactful factor on intentions of customers to visit green hotels and have proposed the following hypothesis:

H8: Perceived benefits positively influence attitude to green hotels.

Perceived risk is a belief in negative consequences (Yoon, 2011). Featherman and Pavlou (2003) have explained perceived risk as a combination of uncertainty and complicated results, given that it leads to purchase intention and behavior. Aleassa et al. (2011) added that perceived risk is the loss of users' subjective predictions in the time period during which they desire to see the expected result. However, Aleassa et al. (2011) also suggest that customers assume the risk in spite of uncertainties. Chiou et al. (2005) found a significant influence of prosecution risk on attitude. Thus, certainties have deep and positive impact on individual attitudes (Aleassa et al., 2011). It is believed that trust is a very effective tool to decrease the level of perceived risk and uncertainty (Mayer et al., 1995; Sparks & Browning, 2011). Wong and Yeh (2009) also confirm that knowledge and awareness about green hotels highly decrease the perceived risks of guests and support the positive attitudes.

Chang and Ko (2017) identified the dimensions of perceived risks about green hotels as perceived functional risk, perceived financial risk, perceived hedonic risk, and perceived self-image risks. Customers perceive functional risks in the case of a failure in desires about performance and utility of green hotels (Chang & Ko, 2017). Financial risk is considered as worth of price (Wieddman et al., 2009) since green hotels are usually thought as more expensive than non-green hotels (Chan, 2013; Godwin-Charles, 2013; Han & Chan, 2013, Rahman & Reynold, 2016) and this might require to make a sacrifice to stay at green hotels (Rahman & Reynold, 2016). Therefore, Teng, Lu & Huang (2018) suggest for focusing on the promotion of social and emotional values other than functional values as this will decrease the

perceived financial risks toward green hotels. Hedonic risk refers being lack of pleasure, enjoyment and joy during staying at green hotels (Yang & Mattila, 2016). Researches investigating about customer perception found that some practices in green hotels (i.e. non-replacement of towels or bedsheets in rooms until it is requested by guests) decrease the feelings of pleasure and excitement (Carvellon, 2013; Rahman et al., 2015) and that might create hedonic risks toward green hotels. Self-image risk occurs when customers perceive that staying at green hotels negatively affects their self-images (Chang & Ko, 2017). Green hoteliers might need to have some changes in design of their hotels for implementation of green practices (i.e. instalment of solar panels which provides higher energy efficiency whilst may not look aesthetically on rooftop) (Kang et al., 2012). For instance, Peng and Chen (2019) found in their study that luxury hotel consumers have significantly high concerns about self-image risks and perceive that green hotels cannot support or represent their self-images due to the visually unsatisfactory design and non-luxury facilities. Based on the above discussion, we proposed the following hypotheses:

H9: Perceived risk negatively influences attitude to green hotels.

2.4. The Moderating role of Ethical Ideology

Ethical ideology directs individuals in what to do when faced with an ethical dilemma and focuses on reasons for engagement in ethically questionable behaviors (Andersch et al., 2018). The role of ethical ideology is considered as determining and shaping in ethical intention and behaviour of individuals (Schlender & Forsyth, 1977). According to Forsyth (1980), ethical ideology must distinguish between idealism and relativism.

2.4.1. Idealism

Idealism represents the results of choices made by decision makers (Forsyth, 1980). Individuals with high idealism strongly defend that any behaviour which harms others is immoral, whereas individuals with low idealism accept harm as necessary in some occasions and believe that to achieve desirable outcomes, harm may be inevitable. Researches proved that individuals' differences in level of idealism and relativism result in different attitudes, judgements, intentions and actions toward ethical issues (Forsyth, 1980; Forsyth Berger, 1982). Idealistic individuals believe that positive outcomes can always be achieved regardless of the type or severity of the ethical dilemma that is encountered. According to Forsyth, individuals who are lower in idealism "admit that undesirable consequences will often be mixed in with desired ones" (1980: 176). Highly idealistic individuals insist that an ethical action must not harm others, but less idealistic individuals permit harm to be mixed with good (Forsyth, Nye, & Kelley, 1988).

A comparison between behavioral options of individuals which are high idealistic and low realistic thinking when coming across with an ethical dilemma and not breaking pre-established rules under any conditions (Forsyth, 1980). In green context, consumers with high idealism inherently believe in rightness of protecting and saving the environment while they also inherently defend that giving harms to the environment is absolutely wrong. Additionally, their ideologies about "rights and wrongs" do not show any changes according to any conditions (Zou & Chan, 2018). Therefore, it is expected that low-idealistic/high-relativistic consumers make their ethical judgements and perform green behaviours by considering beneficial factors (Zou & Chan, 2018). Because attitude is considered to represent a positive or negative evaluation of individuals for a target behavior, attitude is a more useful tool for the guidance of a rule among low-relativism/high-idealism individuals than for high-relativism/low-idealism individuals. Accordingly, we suggest that there is a high interaction between ethical ideology

and attitude toward visiting green hotels, especially in the determination of intention to realize the action. Thus, this study proposed the following research hypothesis:

H10: The link between subjective norms and intention to visit green hotels, and attitude to green hotels to intention to visit green hotels will be stronger for guests with how idealism than for guests with high idealism.

2.4.2. Relativism

Relativism focuses on extension of universal rules that individuals rely on to deal with an ethical dilemma (Andersch et al., 2018; Forsyth, 1980). Forsyth (1980) supports the idea that individuals with high relativism are likely to reject the universal rules when faced with an ethical situation. The reason of the rejection is thought as the moral actions of individuals with high relativism. The moral actions are behaviours that the individuals show toward the nature of the situation and involve. Highly relativistic individuals will believe in their evaluation of the situation at hand and will base their judgements on the morality of an action. Consumers with high relativism tend to look for their potential and cost benefits when performing green behaviours (Halder et al., 2020). In the other words, their green performing behavior depends on their evaluation of potential and cost benefits. Potential benefit refers to societal or environmental benefits in general or benefits to other individuals while cost benefit is considered as benefits of personal time, mental or economic (Gleim, Smith, Andrews & Cronin, 2013). Furthermore, Ko et al. (2019) have investigated the moderating role of ethical ideologies on the effect of ethical leadership on purchasing agents' unethical behavior. Their study indicates that when the purchasing agents are situationist (high idealism; high relativism), the effect of ethical leadership on their unethical purchasing practice will be the strongest.

The rationale for a relationship between relativism and behavioral intentions is essentially the same as that for ethical judgments. However, empirical re?search has yielded mixed results. For example, Forsyth and Berger (1982) and Forsyth and Nye (1990) found only weak associations between relativism and moral choices. Interestingly, however, the researchers

found post-behavior differences in terms of guilt, self-devaluations, and anxiety (Forsyth & Berger, 1982). These findings appear to indicate that when subjects do not make behavior choices that are consistent with expressed personal moral philosophies, they suffer significant amounts of post-behavior. Thus, this study proposed the following research hypothesis:

H11: The link between subjective norms and intention to visit green hotels, and attitude to green hotels to intention to visit green hotels will be stronger for guests with high relativism than for guests with low relativism.

Religiosity is another important cultural factor worthy of study (Agag & El-Masry, 2016) as the role of religion has been found to be significantly vital in shaping individuals' beliefs, knowledge, and attitudes, even changing their lives as well (Agag & El-Masry, 2016). Kotler (2000) confirmed that religion is one cultural aspect shaping behaviors of people. Prior empirical studies have defined religiosity as an important determining factor in consumer attitudes and practices (e.g., Eid & El-Gohary, 2015). Religiosity is also considered to be a significant means of shaping customers' intentions and decisions (Eid & El-Gohary, 2015). For instance, Vitell and Paolillo (2003) found in their study that religiosity, as a determinant of both idealism and relativism, plays an indirect role in determining customers' beliefs and practices. TPB also indicates religion as one among many possible background factors that may influence customers' subjective norms and attitudes (Aleassa et al., 2011). Moreover, religion signals personal values enough to be considered an important factor in many studies (e.g., Caracciolo et al., 2016; Fry et al., 2011). As for the formation of attitudes, values play a significant role (Ajzen & Fishbein, 1980; Aleassa et al., 2011).

Religiosity will presumably influence attitudes toward pro-social behavior, such as the intention to visit green hotels. As many religions include some form of charity, stewardship, righteousness, and clemency, Islam also expresses a core value of economic life that is justice (Eid & El-Gohary, 2015). Environmental protection is another activity that religiosity requires

(Hasan, 2001). Previous studies have focused on influences of religiosity on attitudes toward materialism (Cleveland & Chang, 2009), cultural identity (Jamal & Sharifuddin, 2015), shopping behavior (Agag & El-Masry, 2016), and use of product information by consumers (Choi et al., 2015). Those studies suggest that consumers with high levels of religiosity have different buying behaviors than consumers with low levels of religiosity.

According to Ajzen and Fishbein (2005), religiosity may influence subjective norms of individuals. Every religious community has religious values and solid behavioural norms and other people's attitudes and behaviors are affected by the religious community to which the individual belongs. The people in religious community possibly will leave an influence on the social norms of people and these people are considered as important for the religious individuals. When it is thought that the religious community's subjective norm is adopted by the individual, it is likely to affect his/her attitudes toward green hotels, thus increasing the demand indirectly for green hotels. However, even when subjective norms have not influenced attitudes toward green hotels, it is still possible to create direct impact on the demand for green hotels since the individual will feel pressured to act in accordance with fellow believers' expectations. As a result, when the individual is involved in the religious community, guests' subjective norms will likely be affected by the social norms of said religious community (Graafland, 2017). Therefore, we proposed the following hypotheses:

H12: Islamic religiosity positively influences subjective norms.
H13: Islamic religiosity positively influences attitude to green hotels.
H14: Islamic religiosity positively influences intentions to visit green hotels.

3. Methods

3.1. Sample and Data Collection

This paper used a quantitative approach to test our conceptual framework. A survey questionnaire was utilized to gather the data in August 2019. The research population involved guests who had visited a green hotel at least one time in the past year. Guests were instructed to read about the concept of green hotels, as demonstrated at the opening of the questionnaire. A screening question was included to make sure that respondents have had a green hotel stay at least once during the past year. Respondents participated voluntarily in the study. We sent the hyperlink to a random sample of 3,000 Egyptian customers from a marketing firm database, which had access to a representative sample of 3.8 million registered Egyptian travelers (www.directory.esomar.org). After excluding incomplete questionnaires (22) and responses from non-Muslims religion (9), a total of 871 replies were retained. Non-response bias was assessed using the Mann-Whitney-U-Test in the Statistical Package for the Social Science (SPSS) IBM Statistics version 24 software for the early responses (early 100 respondents) and the late responses (last 100 respondents), having distributed the questionnaires over nearly a three weeks period. The results showed that none of the differences between the two groups was significant, i.e., when $p \leq 0.05$ (Pallant, 2010). Therefore, non-response bias was not a problem in this sample.

3.2. Measurement instruments

"Actual behavior" and "Intention to visit green hotels" measuring items were adopted from previous research (e.g., Ajzen, 2002; Wu & Chen, 2017; Wang et al., 2018). The five-item scales as suggested by Han et al. (2011) were adopted to measure the variables of consumers' attitudes toward green hotels. Perceived behavior control and subjective norms were conceptualized with three items each (Ajzen, 2002; Wang et al., 2018). The scales for justice

and moral obligation were adopted and modified from prior research (Haines & Haines, 2007; Reidenbach & Robin,1988). Established and validated measures of perceived risk and perceived benefits were adopted from Chen and Hung (2016) and Shang et al. (2008). Islamic religiosity was assessed through three items utilized by McDaniel and Burnett (1990). Finally, ethical ideology (relativism and idealism) were borrowed from Forsyth and Berger (1982).

3.3. Data Analysis

SPSS 24.0 and AMOS 22.0 SEM approaches were utilized to analyze the collected data. First, we assessed data normality. Second, we analyzed our sample demographic characteristics. Third, we assessed the measurement model to assess the present study variables validity and reliability. Fourth, we evaluated the structural model to test the study hypotheses (Hair et al., 2017). Prior to applying the measurement model, the data were screened for outliers and normality to fulfill the assumption of the general linear model. Cook's distance value was calculated to identify the outliers. Considering the suggestion of Steven (1992) that responses showing Cook's value higher than 1 should be eliminated, a total of 5 outliers were eliminated from the final study. We performed a normality test utilizing the kurtosis and skewness of each item. All the values of kurtosis and skewness for all the variables were below 3 and 10 respectively (Kline, 2011) (see Appendix 1).

4. Results

4.1. Descriptive statistics

Table 1 shows that among the 871 cases, male participants constituted the majority (53.0%), with female participants totaling (47.0%). Most of them were between (30-39) years old. The participants' average age was 32.5 years old. Most participants designated their income as below

$20,000 (40.0%). Most had a bachelor's degree (44.0%). Furthermore, these respondents were selected from different areas in Egypt. Their average frequency of visiting green hotels was 6-9 times for an average of 3.2 room nights per year.

Table 2 demonstrates a summary of the confirmatory factor analysis. Item loadings for all study constructs are greater than 0.70 (Bagozzi & Yi, 1988). The value of composite reliability and Cronbach's alpha were above 0.70, indicating that all study variables were accepted as reliable. The values of the CFA analysis revealed the satisfactory fit of the suggested conceptual framework ($\chi 2 = 13437.614$, df = 709, p < 0.001, $\chi 2/df = 2.015$, RMSEA = 0.062, CFI = 0.980, IFI = 0.981, TLI = 0.983), thus demonstrating that our conceptual framework fit was acceptable. The present study conducted a test for evaluating the convergent and discriminant validity. Regarding convergent validity, Table 2 demonstrates that the average variance extracted (AVE) values of the study variables are all over 0.50, demonstrating that all study constructs were accepted as valid (Bagozzi & Yi, 1988). The discriminant validity was assessed utilizing the suggestion by Fornell and Larcker (1981) and the heterotrait-monotrait ratio (HTMT) (Henseler, Ringle, & Sarstedt, 2015). The value of square root of the AVE of each variable was compared to correlations with other factors. Table 3 indicates that the value of each factor's square root of the AVE was greater than inter-variable correlations, and that the HTMT values between variables were all below 0.85. Thus, discriminant validity was confirmed.

Our study assessed common method bias in various methods. First, a Harmans' single-factor test revealed no variable account for higher than 50% of the variance. second, we guaranteed all respondents who participated in our study that their participation was confidential and anonymous, and that there were no wrong or right responses. Neither were participants aware

of the study's conceptual framework. This prevented them from making connections between the study variables. Therefore, common method bias did not represent any concern.

Insert Tables 2 & 3 about here

4.2. Structural model

Figure 2 demonstrates the results of study hypotheses H1-H14. The proposed model assigns 24% to subjective norms, 46% to attitudes, 53% to intentions, and 72% to actual booking, demonstrating a strong prediction capacity. The model also shows a satisfactory fit of the data ($\chi2 = 13437.614$, df = 709, p < 0.001, $\chi2/df = 2.015$, RMSEA = 0.062, CFI = 0.980, IFI = 0.981, TLI = 0.983).

Insert Figure 2 about here

We compared our suggested model to the TPB model to recognise the proposed model superiority in evaluating consumers' intentions. Table 3 demonstrates that our proposed model fir indices ($\chi2 = 13437.614$, df = 709, p < 0.001, $\chi2/df = 2.015$, RMSEA = 0.062, CFI = 0.980, IFI = 0.981, TLI = 0.983) are better than TPB model fit indices ($\chi2 = 643.032$, df = 158, p < .001, $\chi2/df = 4.096$, RMSEA = 0.095, CFI = 0.926, IFI = 0.937, TLI = 0.943). Moreover, the predictive power of our proposed model ($R2 = 0.721$) is better than the TPB predictive power ($R2 = 0.496$). We conducted a chi-square difference analysis and the results indicated that our model was superior to TPB ($\Delta\chi2 = 741.368$, p < .001) (Table 4). Thus, the proposed model was utilized in testing the hypotheses.

Insert Table 4 about here

The results support all the study hypotheses except H7. First, the relationships among the TPB variables (i.e., attitudes, subjective norms, perceived behavioral control, and intentions)

were assessed. As suggested, the links were significant ($\beta = 0.39$, 0.52, 0.27, $p < 0.001$), respectively. Second, the links among ethical variables (i.e., moral obligation, justice, perceived benefits, perceived risk, and intentions) were evaluated. As proposed, the links were significant. Third, the associations among Islamic religiosity, subjective norms, intention to book, and attitude were assessed. As suggested, Islamic religiosity has a significant influence on subjective norms, intentions to book, and attitudes ($\beta = 0.31$, 0.11, 0.56, $p < 0.001$), respectively. Finally, intention to book and perceived behavioral control have a significant influence on actual booking ($\beta = 0.69$, 0.43, $p < 0.001$).

To check for the mediating indirect effects of the variables on intentions to visit green hotels through attitude and subjective norm, a separate analysis was performed based on Baron and Kenny's (1986) procedure. The results revealed that the influence of moral obligation, justice, religiosity, perceived benefits, and perceived risk on intentions to visit green hotels are completely mediated through subjective norm and attitude, and the influences of perceived behavioural control on actual booking is fully mediated by intentions to visit green hotels.

The present study used a two-group model to test the moderating influence of ethical ideology in the link among subjective norms, attitudes, and consumers' intentions. Chin et al.'s (2003) formula has been utilized to evaluate the variances in path coefficients between subgroups. The findings demonstrate that ethical ideology moderates the link between subjective norms, attitudes, and intentions (Table 5). The findings suggest that ethical ideology is a key driver in forming the green purchase behaviors.

Insert Table 5 about here
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5. Discussion and conclusions

5.1. Discussion

The important role of green consumption in the tourism and hospitality field calls for a comprehensive investigation into the determinants of consumers' behavior to visit green hotels. Therefore, this paper attempted to examine the drivers of consumers' behavior to visit green hotels in the Egyptian hospitality industry. Using the AMOS-SEM technique, the present study tested the developed conceptual framework. Findings from consumers (n = 871) indicated that our suggested model explains a favorable prediction level of guests' behavior, which confirmed the superiority of the study model. Our study indicated that the theory of planed behavior (TPB) and ethical theory sufficiently explain guests' behavior to visit green hotels. Furthermore, ethical ideology is a key driver of guests' green decision-making process.

The results confirm that moral obligation and Islamic religiosity are key drivers of attitudes to green hotel. These findings are in line with Yoon (2011) and Jamshidi and Hussin (2016), who found that moral obligation and Islamic religiosity positively affect consumers' attitude. Attitude is considered a teleological evaluation influenced by perceived consequences of behavioral intentions. Moral obligation is a critical indicator of consumers' intention. The concept of "greenness "derives its importance from morality, as indicated by Verma and Chandra (2018). These results are compatible with Ajzen (1991), who stated that an addition of moral obligation could enhance the explanatory power of TPB, as none of the TPB variables captures the influence of moral considerations, and would consequently bring a moral aspect to the behavioral intention. Moreover, the present study found that Islamic religiosity is a key factor influencing guests' intentions to visit green hotel through subjective norms and attitudes. These findings are consistent with previous studies (e.g., Eid & El-Gohary, 2015), which confirmed that one of the major characteristics that differentiate Muslims from other faiths is that religion effects every aspect of their life. Furthermore, justice negatively influences

subjective norms. This means that guests consider staying in hotels that are damaging to the environment to be unfair and unethical. The findings demonstrate that perceived risk and perceived benefits are key drivers for building attitudes toward green hotels that are consistent with prior studies (e.g., Yoon, 2011; Chen et al., 2018). Guests swerve to green consumption directly due to certain preferred outcomes (Hunt & Vitell, 1986; Yoon, 2011; Wang, Liu-Lastres, Ritchie, & Pan, 2019).

The results of our analysis demonstrated that consumers' intentions is influenced by attitudes, perceived behavioral control, and subjective norms, concurring with the findings of Yadav et al. (2019), Yarimoglu and Gunay (2020). We confirm that attitudes, perceived behavioral control, and subjective norms are key drivers of customers' intentions. However, prior research indicated that attitude has no significant influence on customer intentions (Lam & Hsu, 2006). Furthermore, moral obligation and guests' attitudes toward green hotels were the most significant variables for predicting intentions ($\beta = 0.56$, 52). These results are consistent with prior studies (e.g., Verma & Chandra, 2018). The findings also indicated that intentions fully mediate the influence of perceived behavioral control on actual behavior, however, we found that actual behavior is directly affected by perceived behavioral control. This can be justified as consumers may use green hotels based on the strength of their perceived behavioral control even when they are willing to visit green hotels.

Finally, our findings demonstrate that ethical ideology moderates the link between attitudes, subjective norms, and intentions. These findings show that the level of influence of attitude and subjective norms on intention is greater for those of high relativism and low idealism. The influence of attitude and subjective norms on intention was significantly moderated by ethical ideology (relativism and idealism). Therefore, we can conclude that guests who have low levels of idealism and high relativism displayed a greater attitude–intention link. Such guests are more

inclined to behave according to their attitude than guests that scored low on relativism or high on idealism.

5.2. Theoretical implications

Our study provides several contributions to academic knowledge by examining the key drivers of guests' intentions to visit green hotel in an emerging Middle Eastern context, therefore, contributing to the literature on green consumption. Prior research asserted the need to develop new models to enhance our understanding of customers' green behavior in the tourism and hospitality field. The main theoretical contributions of this paper lie largely in the importance of integrating relevant theories toward understanding green consumption intentions, the comprehensiveness and broadening of said theories, and the study's applicability to future studies. The present study fused ethical theory with TPB and demonstrated the proposed conceptual framework to be significantly more effective in understanding green consumption intentions. The research findings indicated that inclusion of ethical ideology (idealism and relativism) as a moderator adds to the explanatory power of guests' intention to visit green hotels. Furthermore, our paper contributed to the green hotel and religiosity literature by creating and testing an integrated model in a developing country with lower greening rates that is Islamic in orientation.

The two new variables—Islamic religiosity and ethical ideology—were included into the original TPB to examine guests' intentions. Our findings supported the inclusion of the new constructs while improving the explanatory power of consumers' green behavior intentions. Thus, the expanded framework of TPB can be utilized to examine and understand consumers' green consumption intentions. Furthermore, the study results revealed that guests' intentions to visit green hotels is influenced by attitudes, subjective norms, moral obligation, and perceived behavioral control. These results indicated that the moral obligation variable has the

strongest effect on guests' intentions. Thus, academic studies should include moral obligation to better understand green consumption.

5.3.Practical implications

As hotels are looking to address environmental concerns by positioning their services as eco-friendly to achieve competitive advantage, our study provides a practical, integrated model to hotel managers for examining and understanding guests' intention to visit green hotels, thus helping them formulate efficient programs to encourage guests to visit green hotels. Accordingly, our findings provide some practical implications for managers in the hospitality industry. First, the present study indicated that moral obligation is the most significant driver of guests' intention to visit green hotels. Hotel managers should impress upon their guests, whether through television advertisements or social media, that damage to the environment is morally incorrect and unethical. Second, In order to enhancing consumers' attitudes towards green hotels, managers can communicate with them using social media to enhance their belief about protecting the environment by staying in green hotels. To increase guests' intention, managers should change their guests' attitude toward green hotels. Managers can provide their customers with new information that links non-green hotels with negative consequences, especially with regard to pollution and wasting of resources. The findings also demonstrate that attitudes fully mediate the effect of religiosity, perceived benefits, and perceived risk on intentions. This is why the managers of hotels can improve the level of consumers' attitudes to maximize the influence of religiosity and perceived benefits on consumers' intentions to visit green hotels. Effectively managing these mediating factors will increase the importance of religiosity, perceived benefits, and perceived risk in driving guests' intention to visit green hotels. Hotels managers can utilize social media to promote consumers to stay in green hotels considering protecting environment as a personal responsibility or they can advise their family and friends to stay in green hotels. Third, the results indicated that intentions mediate the link

between attitude and customers' actual behavior, and that attitude has a direct effect on actual behavior as well. This can justify as consumers may visit green hotels according to their attitude even when they do not intend to visit green hotels. Prior studies have revealed that the influence of behavioral intention on actual behavior is not predictable (Carrington, Neville, & Whitwell, 2014), indicating the significance of the link among attitudes and actual behavior. Our results also demonstrated that the final model's explanatory prediction was significantly enhanced when attitude was hypothesized (i.e., 59% and 72% of difference in actual behavior identified, excluding and including attitude respectively, in the final conceptual framework).

Fourth, the present study revealed that religiosity plays an important direct and indirect role in predicting customers' intentions. Prior studies pointed out that a secular approach is not sufficient for explaining ecological objectives. Managers should promote religious ecological principles along with attitudes toward green hotels and moral obligation. Hotel managers should utilize faith-based messages in their strategies to enhance customers' intentions. For instance, hotel managers can use stickers/posters that highlight faith-based teachings (e.g., God loves those who do not waste water). Hotel managers can use faith-based messages to promote green consumption. For instance, hotel messaging should concentrate on faith-based principles that people are stewards of the natural environment and that green behavior will assist in fulfilling humanity's responsibility for stewardship.

Fifth, the present study findings indicated that idealism and relativism moderate the link between attitudes, subjective norms and intentions to visit green hotels. Since low idealism and high relativism are determined by the guests themselves, managers should clarify to those guests that the expected benefits and positive outcomes of visiting green hotels greatly outweigh the benefits and negative consequences of visiting non-green hotels. The government can develop and improve the concept and notion of green consumption by promoting hotels and tourism firms to enhance their involving in conserving the environment. For example, the

government can develop more public awareness by incorporating education about environment protection in college or school curriculums, performing workshops, and advertising in newspapers, TV, and magazines. The government can reshape guests' attitudes toward green hotels by making relevant television commercials to stimulate intention. More specifically, in Islamic countries, the government can use the Friday prayer sermons to reach the mass population. Religious leaders such as Mosques Imams can be utilized as opinion leaders in fostering green/eco-friendly purchase intentions.

6. Limitations and future research

Although our research provides important insights into the main determinants of guests' behavior to visit green hotels, the following limitations should be taken into account for future research. First, this research utilized TPB and ethical theory to understand customers' intentions to visit green hotels, so further research may need to examine other factors such as trust in green products, perceived consumer effectiveness, all of which might impact the variables of consumers' green consumption. Second, the present study lacks the influence of national culture, so future research in other societies might contribute to the knowledge of our conceptual framework. Third, the present study was conducted in the hospitality industry. Future research can apply our proposed model in different sector travel and restaurants. Fourth, further studies might conduct longitudinal research, because the consumers will reassess the value of green consumption after they experience it. Fifth, customers' demographic variables (i.e., education, age, gender, and income) may also influence the hypothesized associations and need further examination. Last, our suggested conceptual framework including TPB and ethical theory is open to including new factors. Crucial variables in the green consumption environment may not have been incorporated in the proposed model. Investigating such variables and including them into our suggested conceptual framework would be a beneficial expansion of this research.

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