

Cross-national differences in consumers' willingness to pay (WTP) more for green hotels.

Abstract

This paper examines valuable main predictors of the so-called green consumption and drivers of consumers' capabilities to pay more for eco-green accommodation services across seven countries, utilizing a sample of 5,270 consumers. SEM approach was utilized in assessing the significant of model's relations and research constructs. The main findings revealed that subjective norm, perceived consumer's effectiveness, personal moral norm, environmental concerns, extraversion, agreeableness, attitudes, and intentions are main motivations of customers' capable to pay more across countries. Moreover, results showed that the idiom term "one-size-fits-all" technique is inadequate for accounting diversity for different customers in different nations. A multigroup investigation highlighted considerably various results and associations, in what way subjective norm, perceived consumers effectiveness, environmental concerns, agreeableness, attitudes, and intentions influence purchasers of green hotels products to pay more across countries. The implications of the current research for practice have great values for hotels and rural accommodations in addition to other tourism businesses in action maximize different green policies and efforts to encourage enviro-green responsible purchasing decisions.

Keywords:

Green hotels, Willingness to pay more, Cross-national differences, Intention-behavior gap

Introduction

Enviro-green consumerism as a concept has developed in recent times. Scholars use the term from marketing perspective to promote pro-environmental and sustainable behaviours (Li and Wu, 2020). Indeed, several research on “green consumerism” has focussed on hotels to guide the conceptual synthesis underlying the moral motivations of sustainable behaviours (Eid et al., 2021; Lee and Cheng, 2018; Merli et al., 2019). With the surge in green consumption, practitioners and scholars are concerned about the increasing developments in green hotels and its impacts on sustainable environments (Han, 2020; Wang et al., 2018). Likewise, green consumption has gained the attention of hotels because demand for green accommodation has consequential effect on environmental sustainability (Eid et al., 2020). Accordingly, hotels have carried out programs to decrease the negative environmental consequences of consumption (Merli et al., 2019; Nimri et al., 2020). Improving customer expectations in line with their strategic business decisions used as a fundamental actions and policies in both hotel and service enterprises (Buhalis and Leung, 2018). Some hotels have implemented environmentally friendly programs to encourage pro-environmental behaviours (Han and Hyun, 2018; Moscardo and Hughes, 2018; Yan et al., 2019). Evidence suggests that organizations that have invested in environmentally sustainable products have yielded huge benefits (Rahman et al., 2020; Teng et al., 2015).

According to market research, there are growing global concerns about the sustainability practises of the businesses from which customers buy. If given the chance, 87 percent of US customers would purchase products with a social or environmental impact (Cone Communications, 2017). Customers most likely to purchase more in consumed related enviro-green business goods and services, consequently resulted in maximize the socio-environmental impacts from 50% to 65% in between 2013-2015 (Parashar et al., 2023). Seventy-one percent of worldwide tourist’s favour eco-friendly accommodation (TripAdvisor, 2015).

Some hotels managers indicated that eco-friendly upgrades come at too high a price for their clients and consumers considered that green consumptions for goods and services costlier and of lesser quality (Kang and Nicholls's 2021; Davoudi et al., 2023). Nicolau et al. (2020) found that customer interest in green services was rather weak in China. Customers are split on whether capable to purchase a premium for green and eco-friendly products (Agag et al., 2020) or not (Yarimoglu and Gunay, 2020). In this concern, European hotel managers do not place a high value on environmental management (Rahman et al., 2020). Recently, scholars in the fields of tourism and hospitality have taken notice of this problem (Bernard et al., 2023; Chi et al., 2022; González-Rodríguez et al., 2020). More studies necessity needed in the field to investigate the drivers that drive tourists purchasing behaviour and intentions in paying more for green oriented sustainable hotel (Agag and Colmekcioglu, 2002; Ma et al., 2021).

Given the absence of efficiency accompanying sustainable hospitality and tourism strategies, the theoretical and practical implications of exploring and understanding why consumer pay more for green hotels are tremendous. Although initial study investigating the pro-environmental behaviors exists (Ma et al., 2021; Siraj et al., 2022; Webster, 1975), no research examines consumers' willingness and behavior to pay more for green products under different cultural contexts. Consequently, recent study proposes the significance, and need to better understand the main variables affecting WTP under different cultural contexts (Agag et al., 2020). Moreover, the distinctive identity, culture and traditions of each country plays trigger factor in influencing consumers approaches and behavior within different context (Kim and Filimonau, 2017; Namkung and Jang, 2017; Venciute et al., 2023), including pro-environmental behaviors (He and Filimonau, 2020; Senbeto, 2023). Prior research has recognized the value of every distinctive identity, culture and traditions in influencing consumer's behavioural patterns (Frommeyer et al., 2022), but this role has not been explored in the green hotels setting (Patel et al., 2020). Prior research revealed that the valuable influence

of distinctive identity, culture and traditions in the context of green purchases remains understudied (Chiu et al., 2014; Goh et al., 2022; He and Filimonau, 2020; Kim and Filimonau, 2017; Tong et al., 2023). Therefore, our study examines the main variables affecting guests' willingness and behaviour for pay more in purchase environmentally accommodation products, in addition to explain value of every distinctive identity, culture and traditions in this context with the goal of aiding hotels' managers employ more effective green marketing strategies.

In a variety of ways, this study advances the field of hospitality management research. First, our analysis builds on the existing literature on green hotels, which has yielded conflicting results on customer's green consumption behaviour (Nicolau et al., 2020; Tang and Lam, 2017; Shehawy, 2023). Second, when combining theory of planned behavior and the personality traits (Roos and Hahn, 2017), makes this study provide values and adding holistic view regarding different elements influence customers' attitude and willingness to spend more for green environmentally loading services. According to the research performed investigation, results, and recommendations, the study scientifically contributes to current knowledge through examining the characteristics that predict willingness to intensive purchase for book and enjoy green or environmentally loading services, including persona traits, customers' perceptions of their own efficacy as buyers, and future hotel booking intentions. According to Agag et al. (2020), because each of these posited to drive a decisive way in influencing WTP more for green hotels (see, Bhardwaj et al., 2023; Chen et al., 2023; Parashar et al., 2023; Tang and Lam, 2017), this finding comes as something of a surprise. Third, our study addressed the need for greater research into effect role of national distinctive identity, culture and traditions on consumer intention or behaviour and their readiness to involve in intensive purchases for enviro-green hotels (Chiew et al., 2023). Fourth, most researches on green consumption don't adequately investigate related theories to provide an evaluation of the consumption intention-behaviour gap, although it applied with Fishbein and Ajzen's based theoretical methods and

approaches in the analysis related to green purchases and despite persistent prerogatives of concerned intention-behaviour gap. According to [Agag \(2019\)](#) and [Shehawy \(2023\)](#), most of the research ignores behaviour in favour of contemplating motivation. Therefore, current research provides valuable contribution to the emerging body of sciences and studies through gap examination in enviro-green customers' plans with its nexus to actual performances and paying or buying behaviour.

Objectives

More than two decades have passed since [Lai \(1993\)](#) indicated that the critical role of green consumption in international marketing requires further investigation. Since then, [Yamin and Sinkovics \(2006\)](#) have suggested that companies may generalize their limited knowledge of consumers and foreign markets without valuing the complexities engaged, which can lead to poor international market results. Thus, practitioners in the hospitality industry, a major component of today's international market, need to consider the relative value of the variables affecting consumer willingness and behaviour to pay more for green hotels.

[Hofstede \(1980\)](#) suggests that culture seen as a vital item that drive consumer value, intention and actual performance. So that, distinctive identity, culture and traditions in has a substantial stimulus on consumer green behaviours (e.g., [Ghazali et al., 2017](#); [Halder et al., 2020](#)). Motivated by research showing that behavioural models do not consistently exist across cultures ([Duong, 2023](#); [Srite and Karahanna, 2006](#); [Viglia and Acuti, 2023](#)), we investigate how culture can affect consumers' willingness and behaviour to pay more for green hotels. In addition to cultural variations, previous studies have demonstrated that individuals display different behaviours at different levels of green consumption adoption ([Fraj-Andrés et al., 2023](#); [Halder et al., 2020](#); [Shehawy, 2023](#)). Our paper provides new contributions in the field of international marketing in the retailing and consumer services sectors such as; tourism,

hospitality and service industries with exploring main conjecturers of consumer's behaviour and WTP more for eco-green hotels under different cultural contexts- in this case, developed societies (USA, UK, France, and South Korea), in addition to developing societies (China, Egypt, and Turkey).

There is an urgent need to recognize and learn about the implementation of the TPB in cultures that have so far been ignored due to the rapid globalization of markets and green consumption in hospitality and tourism. We investigate and test the cross-national applicability of the extended TPB in green hotels in developed and developing countries by using the TPB as a theoretical lens. The extended TPB is focused on the classic TPB based in the United States, and we suggest that it is more suitable for the special sense of green hotels in developing countries (i.e., it integrates significant impact of personal moral norm, perceived guest effectiveness, in addition to personality traits). Therefore, the substantial cross distinctive identity, culture and traditions and its variances aid putting an improved spot the difference and distinguish and envisage critically, strong assessment of the valuable role of every country's identity and culture in consumers' willingness and behaviour to search and actual purchase more for green products of hospitality and tourism services.

Conceptual Synthesis and hypotheses development

WTP more for green services

Companies tend to price green or environmentally friendly products greater than tradition services because customers are more inclined to spend more for these green services (Namkung and Jang, 2017; Shin et al., 2017; Wei et al., 2018). For example, Lee et al. (2018) demonstrated that majority of customers increasingly inclining in purchase green or environmental products at a premium price.

The previous studies such as [Dharmesti et al. \(2020\)](#) affirmed that underlying predictors of consumers' WTP more for green environmental hotels are unclear ([Jaafar et al., 2023](#); [Li et al., 2023](#)). Some retailers believe that consumers cannot inclining in purchase more for such involved enviro-green initiatives ([Tang and Lam, 2017](#)). This is partly because they believe consumers will think that such products are costly and have a low quality ([Chen et al., 2021](#); [Kirmani et al., 2023](#)). Notably, demand for tradition products is higher than those green products ([Wang et al., 2017](#)). Although some customers may not be WTP more for green friendly products, others are prepared to purchase extra for green friendly products, irrespective of the inconvenience this might cause them ([Nuttavuthisit and Thøgersen, 2017](#)). Researchers have paid attention to this issue ([Parashar et al., 2023](#); [Shimul and Cheah, 2023](#); [Tang and Lam, 2017](#); [Yarimoglu and Gunay, 2020](#)). Scholars such as [Tang and Lam \(2017\)](#) and [Davoudi et al. \(2023\)](#) have called for further investigations on customers' intention and performance practices to understand the mechanisms underlying how and why consumers buy green products at a premium price. As such this research examines the underlying variables that influence customers' WTP extra for green friendly hotels.

Attitude, perceived behavioral, and personal moral norm.

This study draws on theory of planned behavior (TPB) to investigate forecasters of customers' WTP more for green eco-friendly hotels. It expands on TPB model ([Ajzen, 1991, 2011](#)), a widely used model by several studies ([Assaker et al., 2020](#); [Chen and Chang, 2013](#); [Sun et al., 2022](#)) to explore customers' objectives to purchase more for eco-green hotels ([Song et al., 2022](#)). Studies have applied TPB to determine consumers' green intentions via the main three pillars (subjective norms, attitudes, and perceived behavioral control) ([Lin et al., 2018](#); [Yarimoglu and Gunay, 2020](#); [Sun et al., 2022](#); [Isaacson et al., 2018](#)).

Notably, since the 1990s, scholars such as [Ajzen and Driver \(1991\)](#); [Roos and Hanhn \(2017\)](#); [Han et al. \(2017\)](#), and [Wang et al. \(2018\)](#) have confirmed the efficiency of TPB in clarifying

customers' behavior in different contexts. Therefore, effects of all three predictors of the TPB (“subjective norms, attitudes, and perceived behavioral control”) directly on customers' performance toward purchase green services have been investigated (Lin et al., 2018; Verma et al., 2019), and proved TPB model usefulness in investigating guests' intentions to buy green products.

Insert Figure 1 about here

Because green hotel is an evolving issue, subjective norms have tremendous influence on the sustainable development of environmental-friendly actions. According to evidence suggests, consumer performance is shaped with beliefs and actions of other consumers (Wu and Chen, 2017). As such we explore the powerful role of subjective norms and its effects in driving guests' intention to book eco-friendly green hotels (see Figure 1). From consumer behavior and marketing perspective, subjective norms are considered a key driver of consumer's consumption performance (Lin and Roberts, 2020; Sun et al., 2022). Research in tourism business has demonstrated that consumers' attitude towards eco-friendly products is associated with subjective norm (Kim and Han, 2010; Agag et al., 2023). Moreover, Han and Hyun (2018) revealed that subjective norm and attitudes significantly drive intentions to green products' purchases. Since our paper seeks to examine customers' willingness to pay more, TPB was considered relevant as a guiding conceptual framework.

It is evident from previous research that personal moral norm significantly influences customers' pro-environmental behaviors (Dermody et al., 2018). Such studies support the concept that personal moral norm increases the probability that consumers will decrease their environmentally harmful actions by taking protective actions by (e.g., reducing their personal car use, using public transportation, conserving energy, consuming local/organic food). According to previous studies that focused on hospitality and tourism, personal moral norm

significantly drives customers' intention and behaviors regarding green products (Çop et al., 2021; Doran and Larsen, 2016; Han, 2014; Han and Hyun, 2018; Verma and Chandra., 2018). Customers are therefore increases the preferences to purchase eco-green hotels products when possess clear moral norm (Achnicht, 2012; Wang et al., 2016; Tsai et al., 2023). Therefore, we suggest these hypotheses:

H1: “Subjective norm has a significant valuable impact on consumers' intentions in booking eco-green hotels”.

H2: “Perceived behavioral control has a valuable impact on consumers' intentions to book green hotels”.

H3: “Personal moral norms have a significant valuable impact on customers' intentions to book eco-green hotels”.

Environmental concerns and perceived guest effectiveness

Consumer characteristics play critical role in their response to green consumption behaviour (Sreen et al., 2018). Roberts (1996) defined perceived customer effectiveness as the degree to which a customer's behaviors can positively affect environmental issues. A study found that perceived consumer effectiveness mediates the link among pro-environmental concerns and environmentally friendly behaviours (Ellen et al., 1991). Consumers' confidence in their capacity to change specific outcomes has a significant influence on their behaviour (Roberts, 1996; Han et al., 2022). According to Sreen et al. (2018) perceived customer effectiveness is seen as the main driver of pro-environmental performances. Wei et al. (2018) discussed the consumers who perceive environmental risks at low levels (i.e., lack environmental concern) would not be inclined to consider their influence on environmental outcomes. Research confirmed that environmental concerns are a key determinant of perceived consumers' effectiveness (Wei et al., 2018). Prior research showed that perceived effectiveness mediates the significant relationship between intentions to purchase eco-friendly products and their consumers WTP more (Jaiswal and Kant, 2018).

Environmental concern refers to people awareness toward environment problems and action solutions and/ or to subscribe with personal role in the continuous improvement (Hu et al., 2010). Studies indicated the growing significance of ecological concerns in customer behavior research, as consumers have increasingly become more WTP extra for ethical, green, eco-friendly and sustainable products (De Groot and Steg, 2007). Researchers have suggested adding environmental issues as components to Ajzen's TBP model to fully understand the effects of environmental concerns toward customers' eco-friendly purchase intention (Paul et al., 2016). However, few research have investigated how environmental concerns affect consumers' behaviors to buy green goods.

In hospitality and tourism field, research has shown that customers' green trepidations have a valuable role on attitude toward green hotels (Ma et al., 2021; Nimri et al., 2020; Verma and Chandra, 2018). As such consumers who hold strong feelings about environmental concerns will have favorable attitudes to green services and WTP for it (Paul et al., 2016). Notwithstanding, concerns about the environment have positive effect on customers' attitude to green products (Kim and Han, 2010; Han, 2015; Verma et al., 2019; Yadav and Pathak, 2016), which in turn improves consumer's intentions to purchase. Jaiswal and Kant (2018) indicated that ecological apprehension mediates nexus among consumer's performance and their potentiality to buy green and eco-products. Thus, hypotheses proposed:

H4: "Perceived consumers' effectiveness has a positive impact on their intentions to visit green hotels".

H5: "Perceived consumers' effectiveness has a positive impact on their attitudes to green hotels".

H6: "Environmental concerns have a positive impact on consumers' intention to green hotels".

H7: "Environmental concerns have a positive impact on customers' attitude to green hotels."

From green consumption context, TPB used to examine the association between customers' actions and their performance (Teng et al., 2018; Yadav et al., 2019; Sun et al., 2022). Oriented

by TPB, when consumers' intention is strong, consumers will be willing to do whatever is required (e.g., "will be willing to purchase more for eco-friendly green hotels") to perform behavior (Ajzen, 1991). Luzar and Cosse (1998) considered willingness to pay as a type of customer behavior. Previous studies found that consumer intention positively influences consumer willingness to pay more (Schniederjans and Starkey, 2014; Wei et al., 2018; Han et al., 2022). Consequently, we proposed these hypotheses:

H8: "Customers' attitudes have a positive impact on WTP".

H9: "Customers' attitudes have a positive significant impact on their intention to book green hotels".

H10: "Customers' intentions to book green hotels have a positive impact on WTP".

Personality traits

Personality in this concern refers to, traits collectively define a person as they are and set them apart from other people (Walters, 1978). Personality describes "The energetic psychophysical processes that determine a person's particular adaptations to the person environment (Allport, 1937). Prior studies identified personality as the unique patterns of thoughts, feelings, and actions that define each person's response. (Jani, 2014). Multiple studies including Barrick and Mount (1991) and Yoo and Gretzel (2011) support the idea that one's character shapes their decisions and actions. The big five personality complexity framework used taxonomies of character traits (Goldberg, 1999). The constructed pentagonal model (1.extraversion, 2.conscientiousness, 3.neuroticism, 4.agreeableness, and 5.openness to experience) was originally conceived by Norman (1963) and has seen widespread use in recent decades (Goldberg et al., 2006; Judge et al., 2002; Kim and Han, 2010; Yoo and Gretzel, 2011).

The so-called Big Five traits commonly embraced and applied in service sectors such as; tourism, hotels and hospitality (Moghavvemi, et al., 2017; Tang and Lam, 2017), despite fact that there is significant study concerning personality measurements in the psychological

literature (Han et al., 2022). The first person to use personality traits as an explanation for customer behaviour was Plog (1972). A few studies as Moghavvemi et al. (2017) and Tang and Lam (2017) examined personality impact on consumer purchasing performance. The problem is that research have reached conflicting conclusions (Huang et al., 2014). Some studies found that personality did not affect consumer behaviour (Nias, 1985), while others found a strong correlation between personality and consumer behaviour and other relevant decisions (Huang et al., 2014; Yoo and Gretzel, 2011).

Prior studies shown that agreeableness positively associated with prosocial attitudes and customers' intention involved in such eco-friendly method (Markowitz et al., 2012; Han et al., 2022). Thus, guests who are agreeable tend to be more thoughtful of others and the environment voluntarily, form a significant attitude toward eco-friendly green hotels, and WTP more. Extraverted individuals probably show environmentally friendly performance (Moghavvemi et al., 2017). Openness to experiences is a trait that is specified as robust among the various measures used to evaluate personality traits (Brick and Lewis, 2016; Markowitz et al., 2012; Poškus and Žukauskienė, 2017). Neuroticism identifies those who are more likely to experience psychological anguish, irrational beliefs, excessive desires or impulses, and unhealthy coping mechanisms (Gosling et al., 2003; Han et al., 2022). It is noticed that a few articles on green concerns, to date, discussed the relations between green behaviour and neuroticism, which benefit marketers to consider personality traits (I.e., Neuroticism) derived green performance. Eastman et al. (2020) found neuroticism impacted on both green consumption and usage. Conscientious personally be inclined be self-controlled with future orientations (Costantini and Perugini, 2016), and responsible (Chopik, 2016); therefore, they tend to purchase green products because they regard them as peaceful and productive. Consumer who has high levels of conscientiousness focus on their future purchases in the same company. Hence, we hypothesize the following:

H11: “Extraversion has a positive impact on customers’ attitudes to eco-labeled green hotels”.

H12: “Agreeableness has a positive impact on customers’ attitudes to eco-labeled green hotels”.

H13: “Openness to experience has a positive impact on customers’ attitudes to eco-labeled green hotels”.

H14: “Neuroticism has a positive impact on customers’ attitudes to eco-labeled green hotels”.

H15: “Conscientiousness has a positive impact on customers’ attitudes to eco-labeled green hotels”.

Intention-behavior gap

Companies have been interested in meeting the demands of eco-conscious consumers as a result of the rise and popularity of the green culture throughout time (Carrington et al., 2010). Companies are more aware than ever that there is a disconnect from what customers pretended they will do and the real performance in purchase decisions, despite the fact that many marketing strategies have been adopted by businesses to appeal to potentially lucrative eco-friendly market segments (Carrington et al., 2010).

Studies spanning decades have reinforced the significant relationship among individuals’ behavioural intentions and their actual behaviour (Carrington et al., 2010; Sun et al., 2022). For instance, regarding TPB application. It can be assumed ... “behaviour is deemed to be a direct function of an individual’s intention to conduct the behaviour” (Ozcaglar-Toulouse et al., 2006, p. 504). Ajzen (2015) have warned, “investigations that rely on intention as a proxy for actual behaviour must be interpreted with caution” (p. 1119). In the green consumption context, scholars revealed the gap along with consumer’s stages of making a purchase decision from think, expect and final real performance decisions (Hassan et al., 2016; Han et al., 2022). Prior research revealed that individual’s behaviour intention considered the strongest factor of

real behaviours (Ajzen, 2011). Nevertheless, despite we can suggest that the link between intentions and actual behaviour of experienced eco-labelled green hotels is naturally supported, there is a lack on empirical evidence to confirm this hypothesis. In fact, with the lack of investigation in examining the so-called intention-behaviour gap in the eco-labelled green consumption, as prior in this context use behavioural intentions as a dependent variable, suggesting that behavioural intentions equally caused actual performance (Agag et al., 2020; Hassan et al., 20016; Khor and Hazen, 2017).

Williams and Zinkin (2008) stated that cultural differences can lead to disparities in attitudes and behaviours when it comes to eco-friendly consumption. Some research linking cultural measurements to ecological buying behaviour (Fischer and Frewer, 2009; Gregory-Smith et al., 2017; Siddiqui et al., 2023; Tsai et al., 2023), with limited and lacks complete treatment of empirical evidence. Consumers in socio-political ideologies countries (France and Germany) involved in integrated societal deliberations and reflected in common behavioural purchased performances. Maignan (2001) explained that in the USA dominant beliefs of distinctiveness attentiveness reflected in common behavioural purchased performances. Environmental groups where low collectivism are common in individualism conquered countries (Husted, 2005), where communities positively reflected with ecological consequences regarding "... a greater social and institutional capacity" (Husted, 2005, p. 353).

We propose that the case of green hotels might complicate this natural and positive association, as prior studies revealed differences in the attitudes and perceptions of consumers about green hotels (Eid et al., 2020; Lee et al., 2010). Because customers might not completely understand the environmental implications of green hotels (Agag and Colmekcioglu, 2020; Siddiqui et al., 2023), we are not sure whether this relationship remain positive in the green concerns. Prior research revealed a gap between consumer's behavioural intentions and their real performance and respond to eco-labelled green purchases (Khor and Hazen, 2017).

According to this point of view and related extant theory, we suggest that the nexus among consumers' intentions and their real performance remain significant in green hotels' perspective. Therefore, the following hypothesis is suggested:

H16: "Consumers' WTP more for eco-labelled green hotels has a positive impact on their actual behavior".

The role of national culture

To know the way individuals, think and interacted with or responding to issues; researchers pay attention to understand the possibility of actual performance or behaviours. A cultural model considered clear approach to performed analysed how person interacts with surrounding context triggered by culture which in turn influenced consumption decisions (Minton et al., 2018). In this context, a cultural model in different communities can be seen in clear social foundational schemas for any community that governing commonly daily performances, communications, social relations, practised activities, and personal behaviour (Ringberg et al., 2007).

Essential factors of ideological characterise the norm of culture, research into this topic has nevertheless remained minimal since the time (He and Filimonau, 2020; Isaacson et al., 2018; Agag et al., 2023). Even though the concept of culture can be seen as theoretical, it is impossible to ignore the impact of national culture on consumer performance (Hallikainen and Laukkanen, 2018). Norms, shared values, and beliefs are some of the elements of national culture that discriminate consumers across national differences (Hofstede, 1996; Minton et al., 2018). These universally held beliefs are instilled in children in unobtrusive ways at young (Ayeh et al., 2016), highly resistant to modification (Hofstede, 1996), are noticeable not only at home but also abroad (Mariani et al., 2020; Agag et al., 2023).

It was proposed that there are four characteristics that set apart consumers from various cultural backgrounds: individualism, masculinity/femininity, power distance, and uncertainty

avoidance. In individualistic societies, individuals are autonomous of each other and driven by close to home objectives and accomplishments, subsequently it is expected that such national culture represent negative supportive of ecological perspectives since they see their individual endeavours as being immaterial to having any kind of effect while battling the environmental effects of the travel industry (He and Filimonau, 2020). Conversely, the collectivistic nations, for example, citizens of South Americans (Filimonau et al., 2018), firmly incorporated or inclined in organize prosperity of gathering over personal accomplishment. These societies elevate readiness to exchange scant assets; with uphold general public all in all, along these lines being steadier with the security of the climate and cultural turn of events (Esfandiar et al., 2020). It is along these lines accepted that the collectivistic societies, for example, China, apply positive favourable to ecological perspectives. This has been affirmed exactly, in spite of the fact that not in the service setting. After all, previous research discusses the strong trait of collaboration in Chinese culture makes Chinese purchasers more likely to demonstrate "greener" buying attitudes (Chan, 2013). The authors Juvan et al. (2018) found a correlation among ecological attitudes and environmentally friendly actions.

Insert Table 1 about here

The literature on environmentally conscious consumption acknowledges the importance of macro variables like the economic and cultural in shaping personal choices (Thøgersen, 2010; Siddiqui et al., 2023). According to most cross-national research, variances in ecological behaviour mostly attributable to variables like economic development (see, for example, Rawwas et al., 2005). Auger et al. (2010) stated that consumers in developed nations described with their involvement in such social and ethical attributes than those in developing countries, while Eckhardt et al. (2010) found in developing countries are price oriented. As pointed out

by [Sudbury-Riley et al. \(2014\)](#) culture and nationality are important factors in shaping people's moral convictions and actions,

Compared to other types of countries, studies comparing neighbouring countries are scarce. These studies showed that even across countries with many other things in common, there are important distinctions in ethical norms and practises. [Al-Khatib et al. \(2005\)](#) illustrates the regional differences in Arab consumers' ethical orientation and behaviours. Few studies have examined differences in environmentally friendly consumption within the EU, despite the fact that the region has some of the world's harshest consumer and environmental regulation regimes ([Vogel, 2003](#)). These studies demonstrate that European countries should not be viewed as a monolithic bloc oriented by ethical principles and behaviours notwithstanding geographical nearness. Southern European countries and Northern European countries are very different when it comes to business climate, and [Polonsky et al. \(2012\)](#) found that Northern European consumers have more prominent ethical value systems. Even though the European Union (EU) has uniform laws (such as organic eco-labelling programmes and subsidies for organic farmers), [Thogersen \(2010\)](#) found policy variations within the union. Therefore, this diversity can have a higher effect on consumers' environmentally conscious buying choices than attitudinal variables at the individual level.

There is a need for further exploration in green hotels setting under diverse cultural contexts because previous research reveals that national culture is pro-environmental oriented conduct in hospitality and tourism context is overlooked. [Table 1](#) shows a summary of studies that demonstrates significant effect of country culture on customers' green purchasing decisions. It showed that previous research ignored the significance of customers' cultural backgrounds in shaping their environmentally conscious choices when travelling. The WTP a premium for environmentally friendly goods has been shown to vary greatly among countries (see, for example, [Gregory-Smith et al., 2017](#); [Filimonau et al., 2018](#); [Halder et al., 2020](#); [He and](#)

Filimonaub, 2020). In summation to that, consumers' WTP more for green hotels is driven more by this heterogeneity than by issues at the attitude level of consumers. The participants in socialist cultures tend to involve themselves to carry out a conduct that will ultimately benefit the group as a whole (Sreen et al., 2018). Customers in socialist cultures are more likely to purchase a premium regarding its social useful, as found by Moon et al. (2008). Consumers that place a high importance on social norms also tend to recycle, but this is not a top priority for them (Sreen et al., 2018). Thus, we investigate how customers' cultural backgrounds affect their propensity to purchase a premium for environment friendly lodgings in seven different nations. Therefore, it is speculated:

H17: “The extent to which the abovementioned variables forecast consumers’ WTP more for green hotels is likely to differ across the seven countries”.

Methodology

We conducted two studies to conduct study main questions of this examination. First research aims to identify main drivers affecting consumer’s intentions and WTP more for eco-green hotels under different cultural contexts. The second study seeks to address intention-behavior gap related to eco-labelled green consumption framework.

Common method variance (avoiding biased)

Multiple sources, such as the reliability theme, consistency in addition to social appeal, might lead to common method biases (CMB) in self-reported data (Podsakoff et al., 2003). We utilised a variety of approaches to rule out the probability of a common methods bias. In light with the related advice of Podsakoff et al. (2003), we first implemented measures for both pre- and post-detection. Respondents remained anonymous throughout the survey and measurement items were assigned a randomised order. Second, a one-factor analysis was performed using Harmon's method (Podsakoff et al., 2003). Results showed the study largest used variable item

records 21.37 percent of variance with no common variables account for more than 50 percent of difference, therefore we can be assured that our study is not overly susceptible to typical technique bias. As a third method, we employed the well-known latent factor strategy, which requires clustering the sample objects into a single common factor (latent CLF). In this study, we compared the two models with and without the CLF by incorporating the LFC into the computation process and analysing the resulting uniform regression weights. According to the research, there was no discernible difference between the two values (P0.2) (Gaski, 2017). Both the CLF and non-CLF models had similar fit indices ($2/df=1.8704$ for the CLF model and $2/df=1.9730$ for the non-CLF model). The marker variable (MV) method according to Lindell and Whitney (2001) was also utilised. The question, "How confident are you in your country's economy today?" as utilized as a proxy for national pride in the economy in our study. There is no theoretical connection between this thing and any of the factors we considered. The statistical correlations between MV and sample variables used was ranged from -0.24 to -0.06, where the mean recorded -0.04. These investigations demonstrated that bias from using a conventional approach would be unwarranted in our investigation.

Analysis technique

A two-stage SEM testing procedure was used in evaluating the proposed model (Anderson and Gerbing, 1998). In addition, we used Kurtosis and skewness to check the distributional normality of each variable (Appendix A). Evidence of a substantial association between the variables was found in using "factor analysis" (Hair et al., 2015) thanks to the KMO score (0.887) of sample adequacy and the Bartlett test of sphericity (4147.429).

We used SmartPLS-3 (Ringle et al., 2015) to validate the measurement model and evaluate the study hypotheses. According to the literature, PLS/SEM employed to perform SEM analysis, forms composites as linear combinations of the indicators, which serve as proxies for

theoretical variables (Hair et al., 2017). Measurement of structures as composites has been shown to be more efficient in the past (Sarstedt et al., 2016). Furthermore, according to Hair et al. (2017) PLS used to maximise the study explained variance in dependent construct, it often estimated further suited than covariance-based modelling methods when focus is prediction. Many of the limiting assumptions that characterise covariance-based SEM methods are sidestepped by PLS. PLS-SEM was used since it seen as prediction-oriented tool for SEM, and our study's focus was on understanding customers' WTP more based on their intentions and attitudes.

Study 1

Sampling procedure (quota (non-probability) sampling)

Study 1 utilised a quantitative approach to identify the main predictors of customers' intentions and WTP more for green hotels. We collected data from seven different economies (e.g., UK, USA, France, Turkey, China, South Korea, Egypt) during January 2022. Disparities in environmentally conscious consumption practises may also arise from cultural variations (Williams and Zinkin, 2008). According to Maignan (2001) consumers in nations where communitarian ideologies predominate, such as France, are more probable to social concerned factor into their purchasing real performance than their counterparts in USA, where predominate with both individual and self-interest. High individualism civilizations more likely to have environmental groups (Husted, 2005), and these countries will be more effective in dealing with environmental concerns regarding "a greater social and institutional capacity" (Husted, 2005, p. 353). These nations were selected for our study because of the large cultural differences between them; these differences allow for a more accurate assessment, critical, robust assessment of substantial influence of culture derived consumers' willingness and behaviour to pay more for green hotels (See Table 2).

Insert Table 2 about here

We conducted this study by sending out a survey to hotel guests in the UK, the USA, France, Turkey, China, South Korea, and Egypt. Using quota sampling, we created samples that were balanced across genders and ages to reflect the demographics of each country's population. In-person interviews with customers in the seven nations were an integral part of this study's research strategy. The objective of this data collection effort to investigate any similarities and differences between samples by gathering information on the stated constructs. The benefits of collecting information through in-person interviews make them an excellent choice for international studies. In-person interviews allow the interviewer to address any concerns about the clarity of the questions and provide additional context if necessary (Nowell and Stanley, 1991). In markets where communication hurdles exist, this is of paramount importance (Kishii, 1994). This study used personal intercept interviews in large part because researchers were concerned about participants' understanding of the chosen language. Multicultural and international data collecting often faces bias-related concerns, especially social desirability and haloing biases, in addition to comprehension and clarity problems. According to research (Han et al., 1994), personal interviews are less prone to social interest and haloing preferences than other common data gathering methods.

In addition to helping researchers get around challenges inherent in collecting data with world-wide scale, quota (non-probability) sampling offers advantages. The pursuit of generalizable data is central to the majority of research endeavours. Therefore, it is important to have data that is as representative as possible. In order to obtain data in foreign countries, researchers often have to resort to convenience samples instead of the more rigorous random sampling methods employed at home. Researchers can obtain statistically illustrative database of all-inclusive community based on variables like age or/and gender by using quota sampling.

When comparing the quota-sampling versus random-sampling. No substantial changes in data biases amongst respondents (Marsh and Scarbrough, 1990). In addition, Marsh and Scarbrough (1990) stated that substantial nonresponse biases in case quota-samples compared with random-samples. It can employ quota-sampling by age and gender characteristics to minimise the effects of selection bias in data collected by intercept methods (Sudman, 1980). This study's quota sample accurately reflected the seven countries on the subject of both age of respondents in addition to their gender (Sudman, 1980). We accounted for possible self-selection bias in sample by conduction a chi-square goodness-of-fit test to compare respondent age, gender, level of education, location, and income between the seven samples (i.e., the United Kingdom, the United States of America, France, Turkey, China, South Korea, and Egypt). The analysis revealed no significant differences ($p > 0.05$), suggesting that self-selection bias does not threaten our results.

The analysis unit includes guests who had past experience and enjoyed green eco-labelled hotels in time limited to past six months. We approached potential participants upon checking out of the hotel and asked them to participate in our study after a permission from the hotel manager. The respondents were made aware of the research's overarching goals; their comments will be treated as completely confidential as promised. Each respondent was asked to disclose his/her nationality to make sure that they are domestic. In the opening instructions of this survey, a thorough description of a green hotel was given. Overall, 5,294 respondents responded with only 5,270 responses were considered useable for further examination validations (response rate USA = 41.7%, UK = 59.5%, China = 49.6%, France = 38.1%, Egypt = 42.6%, South Korea = 62.4%, and Turkey = 53.8%), of which 950 were obtained in USA, 830 in UK, 810 in China, 760 in France, 690 in Egypt, 650 in South Korea, and 580 in Turkey. Sample characteristics are shown in Table 3.

Insert Table 3 about here

We used seven distinct forms of the survey's questionnaire because it was fielded in seven separate countries. Each of the French, Turkish, Chinese, Korean, and Arabic versions of the questionnaire was produced by a native speaker of that language and then translated from English version. Used tool re-translated again into English and tweaked as needed to ensure linguistic equivalence. We then field-tested it with five British hotel marketing managers, making tweaks for readability, clarity, and usability based on their feedback.

Social desirability bias

Socially desired responding (SDR) used in this analysis considered as a response style shows respondents' inclination in order produce favourable participation regarding norms, and it is commonly seen in questionnaire-based research (Steenkamp, De Jong, and Baumgartner, 2010). Recently, a hotel that focuses on green marketing may be seen as a socially oriented desirable establishment. As a result, SDR might impact guests' responses to a survey like ours. We used a shortened version of the SDR developed by Strahan and Gerbasi (1972), which was originally modified by Crowne and Marlowe (1960). This short, seven-item scale was chosen because Fischer and Fick (1993) found it to be the most dependable and to have the most correlation with original scale. In the current study, to check for confounding effects, we correlated the SDR scale with WTP, INT, in addition to ATT measures (for a similar approach Riefler et al., 2012). Overall WTP score ($r = 0.06$, $p > 0.05$) and individual WTP components (associations ranging from 0.03 to 0.13, $p > 0.05$) were found to have extremely low and non-significant correlations with SDR. Similar findings were obtained when comparing SDR's correlations with both the total INT score ($r = 0.08$, $p > 0.05$) and with each individual INT item (correlations ranged from 0.05 to 0.11, $p > 0.05$). The total ATT score had a weak connection with SDR ($r = 0.11$, $p > 0.05$), while the correlations between SDR and individual

ATT components were much less (0.04–0.17, $p < 0.05$). We performed a partial correlation study between the appropriate composite variables to delve deeper into the issue, and we found that the pattern of correlations does not change (remains almost the same) despite correcting for SDR. These results imply that socially desirable answers are not likely to affect evaluations by respondents. In conclusion, our results do not suggest that social desirability bias is a problem.

Insert Table 1 about here

Measurement Instruments

The current research used previously validated scales to confirm both the validity and statistical reliability of construct measures. All of the study's measures came from pre-existing, validated tourism and hospitality scales. To determine the content reliability and validity of the research instrument, where a pilot test was conducted with a sample of 30 hotel visitors and 5 hotel managers. In response to comments made during the pilot, we adjusted some wording to make it clearer. Specifically, the WTP more measures drawn from previous studies ([Agag et al., 2020](#); [Han et al., 2010](#); [Wei et al., 2018](#)). As suggested by past work the scales in three of the items ([Ajzen, 1991](#); [Wang et al., 2018](#)) were utilised to assess the variable of intentions to visit. Following the analysis of [Wang et al \(2018\)](#) and [Yarimoglu and Gunay \(2020\)](#) the attitudes construct was adopted comprising five items. The perceived behaviour control measure comprised three items ([Ajzen, 2011](#); [Han and Kim, 2010](#)). Developed and validated scales for personal moral norm and subjective norm were employed from prior research (e.g., [Onwezen et al., 2014](#); [Peng and Chen, 2019](#); [Steg and De Groot, 2010](#)). Drawing from past work, environmental concerns and perceived customer effectiveness were adopted ([Ellen et al., 1991](#); [Mende et al., 2017](#); [Verma et al., 2019](#); [Wei et al., 2018](#)). Finally, Big Five model of personality traits was employed to measure personality. [Barrick and Mount \(1991, p.23\)](#) suggests ... “robustness of the 5-factor model provides a meaningful framework for formulating and testing

hypotheses". Following [John and Srivastava \(1999\)](#), 44 items borrowed to analyse the five factors of personality traits. We used a 5-point Likert scale (Strongly Agree 5 to Strongly Disagree 1) to rate every item.

Analysis and results

Measurement model

We analysed the latent constructs' reliability, composite reliability (CR), convergent validity (CV), and discriminant validity (DV) to validate the measurement construct in accordance with [Hair et al. \(2017\)](#). [Table 4](#) shows that both indicators' loadings and the composites' durability are higher than the minimum requirement (0.7) between 0.801 and 0.937. As a result, each latent variable's internal validity was specified. We evaluated the sample-wide average variance in constructed measures (AVE). [Fornell and Larcker's \(1981\)](#) recommendation ([Table 4](#)) is supported by the fact that variables used have AVE values greater than 0.50.

In addition, CV is thus supported by the results. We examined the squared correlations between variables to the AVEs value. [Table 5](#) shows, the AVEs values are higher than the relevant squared between-variable correlations. This gave rise to the concept of DV. We also used the heterotrait-monotrait ratio (HTMT) ([Henseler et al., 2016](#)) to evaluate the DV of our sample variables. All sample constructs had HTMT values below 0.85, demonstrating the DV of the variables. In addition, we used VIFs for variables with a coefficient of less than three to check for multicollinearity, as recommended by [Bagozzi et al. \(1991\)](#) ([Table 4](#)). Our model had a good global fit, as shown by the values of APC = (0.158, p .001), ARS = (0.703, p .001), AARS = (0.672, p .001), AVIF = (2.084), and GOF = (0.794). The values of APC = (0.158, p < .001), ARS = (0.703, p < .001), AARS = (0.672, p < .001), AVIF = (2.084), and GOF = (0.794) indicate that our model's global fit in this study was suitable.

Insert Tables 4 & 5 about here

Structural model

We first validated the measurement model, and then used entire sample accounts (N=5,270) for assessing the structural proposed model. The research construct predicts a 63% attitude towards green hotels, a 69% willingness to pay a premium for such a hotel, and a 57% intention to visit. [Table 6](#) displays the results of testing hypotheses H1 through H15.

Insert Table 6 about here

All the study proposed hypotheses were supported, except H2 and H14 ([Table 6](#)). Firstly, the links among TPB model assessed variables (subjective norm, attitude, in addition to intention). As hypothesised, all associations were significant ($\beta = 0.31, 0.61, p<0.001$). In addition, personal moral norm was positively linked with intentions ($\beta = 0.11, p<0.001$). The links were assessed between perceived consumer effectiveness, attitudes, and intentions. As suggested, all the associations were significant ($\beta = 0.63, 0.37, p<0.001$, respectively) and that attitudes and intentions had a significant and positive influence on willingness to pay more ($\beta = 0.49, 0.68, p<0.001$, respectively). These findings supported hypotheses 1, 3, 4, 5, 6, 7, 8, 9, and 10. However, the hypothesized effect of behavioral control on intentions ($\beta = 0.06, p=0.21$) was not significant. Consequently, H2 was not supported.

The strongest predictors of attitudes to green hotels were agreeableness ($\beta = 0.58, p<0.001$), environmental concerns ($\beta = 0.39, p<0.001$), perceived consumers' effectiveness ($\beta = 0.37, p<0.001$), extraversion ($\beta = 0.32, p<0.001$), conscientiousness ($\beta = 0.24, p<0.001$), and openness to experience ($\beta = 0.17, p<0.001$). Thus, H11, H12, H13, and H15 were supported. Contrary to our expectations, neuroticism ($\beta = 0.08, p = 0.21$) was not statistically significant. Therefore, H14 was not supported. Our results also indicated that gender, age, income, and area of residence have a significant influence on consumers' WTP more. Findings are consistent with prior studies that found that these control variables (e.g., age, gender, income,

and area of residence) have significant influence on consumers' WTP more (e.g., [Agag et al., 2020](#); [Luchs and Mooradin, 2011](#); [Welsch and Kühling, 2009](#)). [Table 7](#) suggests that all the indirect and total effects are significant. The results indicate that the direct effects are not significant. Moreover, the indirect effects have large effect sizes ([Cohen, 1992](#)) which posit that these effects are substantially relevant in understanding the full mediating influences of intentions and attitude on the link between the independent variables and WTP more.

Multi-group analysis to test differences across countries.

Our H15 used to test if there are any changes in the connections among the investigated hypothesis across the seven samples, given the diversity of the seven countries we choose to analyse. The statistically significant variations across the seven nations were analysed using a multi-group analysis (MGA). We used PLS-MGA, which was developed by [Henseler et al. \(2009\)](#). When comparing path differences between countries, using MGA could potentially be hindered by measurement invariance difficulties. It is important to check that the study variables are measured consistently across all samples. When compositional and configural invariance are established, as suggested by [Henseler et al. \(2016\)](#), a PLS-MGA can be carried out. All seven samples were found to have uniform data handling, measurement, and structural model. In addition, a permutation process including at least a thousand permutations and a 5% significance level was used to each sample. Next, we checked to see if the initial score correlations c were higher than the 5th percentile of practical distribution of score correlations produced by permutation approach (c_u). We can use PLS-MGA ([Schlägel and Sarstedt, 2016](#)) because [Table \(7\)](#) indicates that compositional and configured invariance have been demonstrated. As an added precaution, we checked to see that the factor loadings for all seven

samples were above the 0.70 threshold, which indicates that the measurements are consistent and applicable across all seven countries.

Insert Tables 7 & 8 about here

Regarding the effect of subjective norm on intentions to experienced green eco-labelled hotels, we found that the link was larger in developed societies (“United States, United Kingdom, France, and South Korea”) compared the developing societies (China, Egypt, and Turkey) (see [Table 8](#)). However, the variances are significant for United States-China, United Sates-Egypt, United States-Turkey, and United Kingdom-Egypt comparisons. As for the impact of perceived behavioural control on intentions to visit green hotels, we found that this link is weaker in the developed societies compared with the developing ones (China, Egypt and Turkey), except the United Kingdom-China comparison. However, these differences are significant only for the United States-Egypt and United Kingdom–Turkey comparisons. With regard to the association among personal moral norm and intentions to visit, this association is greater in the developed societies than in the developing ones. Nevertheless, the consistencies are significant only for Unites States-China and United States-Turkey comparisons. Regarding the effect of perceived customer effectiveness on intentions to visit green hotels, the magnitude of this association was found to be greater in developed nations than in less developed ones. However, the variances are significant for United Sates-Egypt and United Kingdom-China comparisons. Regarding the influence of environmental concerns on intentions to experienced green hotels, we found that this association is higher in the developed countries than in the developing societies and the variances were not significant. The relationship among attitudes and intentions is greater in the developed economies compared with the developing economies nonetheless, these variances are significant for only United States-Egypt comparisons. Moreover, the results also showed that the influence of intentions on willingness to pay more

was much larger in less developed economies than in more developed ones. These variances are significant for United States-China, United States, Turkey, United Kingdom-China, and Korea-Turkey comparisons. For personality traits dimensions, the findings indicated that the effect of five-personality traits (extraversion, agreeableness, openness to experience, neuroticism, and conscientiousness) on attitude is stronger in the developed societies (USA, UK, France, and South Korea) compared with the developing countries (China, Egypt, and Turkey). These variances are significant for USA-China and USA-Turkey comparisons. This suggests that customers in developed countries (the United States, the United Kingdom, France, and South Korea) have different motivations for paying a premium for eco-friendly hotels than those in developing countries (China, Egypt, and Turkey). Therefore, developed and developing societies should not be treated similarly with regards to how the researched determinants predict WTP extra for green hotels (see [Tables 9, 10, 11](#)).

Insert Table 9-10-11 about here

Study 2

According to [Roberts \(1996\)](#) attitudes are often not translated into actual behavior; therefore, study 2 aims to closing the so-called intention-behavior gap in this perspective by examining relationships among guests' WTP more compared with the actual performance. Our study employed a sampling interval with five months because behavior development should be significantly changed over an interval with five months (e.g., [Agag et al., 2020](#); [Ng and Feldman, 2010](#)). To ascertain guests' actual behavior, a telephone survey was conducted. We told participants of their initial engagement (Study1) and questioned how many occasions they had experienced the accommodation in green hotels in the preceding five months.

We approached all the respondents who participated in the first study (5,270). A total of 3,650 responses were valid for analysis, of which 720 were obtained in USA, 605 in UK, 540 in China, 518 in France, 480 in Egypt, 450 in South Korea, and 337 in Turkey. Of these respondents, 2,016 were men (55%) and 1,634 were women (45%). The majority of the participants were aged between 32 and 40 (53%), had a university degree (49%). Over a third of respondents (36.5%) reported having a household income of \$25,000 to \$39,999. Participants are primarily from large towns and cities (49.6%). The average annual number of times that respondents stayed in a green hotel was 2.4.

Our study used a single-item metric scale to measure guests' actual behavior in line with prior research in the context of green hotels (e.g., [Agag et al., 2020](#)). Therefore, we utilized correlation analysis to assess the link between guests' willingness to pay more and their actual behavior. The results revealed that this relationship is significant and positive ($p < 0.01$), a finding that further strengthens the proof of a clear correlation among the willingness of guests to pay more for green hotels and their actual behaviors.

We checked the robustness of our results utilising two additional studies. We validated our study results by examining the relationship between guests' willingness to pay more and their actual behaviour utilising three-month ($n=2,178$) and five-month ($n=1,046$) time lags between the second study (study 2) and the current one. Our analysis was performed using correlation analysis to evaluate the proposed relationship among willingness to pay more and actual behaviours. The results of the analysis emphasized the significant and positive relationship ($p < 0.01$). In order to validate the results on this relationship for the various time frames, we performed an analysis of variance (ANOVA). The findings of these further tests mimicked the results of the original model, demonstrating the robustness of the results.

Discussion

Key findings

Given the increasing concern of consumers about environmental issues and the demand for green products, hotels managers find it important to examine guests' decisions regarding their intentions and willingness to pay more, because it helps them tailor their services to appeal to special target markets. Moreover, to the best of our knowledge, to date, no study has investigated the motivations of guests' WTP more under different countries' cultural perspectives. Accordingly, the present study aimed to use the extended TPB model to examine the motivations of guests' intentions and willingness to pay more for green hotels across seven different countries. It also assesses the relationship between intentions and actual performance in enviro-green hotels' context. In this paper, we compared guests' willingness and behavior to pay more for green hotels across seven countries utilizing TPB model as the baseline. These results provide light on the critical factors that influence visitors' willingness to spend extra across countries and economies. Even though the TPB model is shown to be applicable to hotel visitors in all of these economies, certain distinct and crucial differences occur, which have both practical and theoretical significance.

The theory of planned behavior TPB ([Ajzen, 1991, 2011](#)), the theory of reasoned action TRA ([Fishbein, 1977](#)), and the value-belief-norm theory VBN ([Stern et al., 1999](#)) all have tenets that are supported by the observed variations. By way of illustration, the influence of perceived behavioral control on consumer's intentions weaker within developed economies than developing economies, while the impact of subjective norm, personal moral norm, perceived customer effectiveness, and environmental concerns on intentions to visit green hotels was greater in developed economies than in developing economies. The findings of the current research offer a comprehension of the main motivations of WTP more in the green hotels' context. In line with the TPB, the results confirm that subjective norm and attitude are positively related to intentions. The results are comparable with previous research (e.g., [Wang](#)

et al., 2018; Yadav et al., 2019; Yadav and Pathak, 2017) that have suggested that attitude and subjective norm positively affect customers' intentions in this regard. Thus, the greater the consumers' perceived subjective norm and attitude, the greater their intentions to visit green hotels. These results support the results of prior research (e.g., Han and Yoon, 2015; Merli et al., 2019; Isaacson et al., 2018). The findings also pointed out that perceived behavioral control was not related to intention. The findings may be because consumers have limited knowledge about the benefits of green hotels for sustainable environments. Compared with other green initiatives such as energy conservation and recycling, green eco-labelled hotels seem to be a new concept for consumers. We found that perceived consumer effectiveness has the greatest effect on intention. This finding may be a result of the utilitarian and rational elements in consumers' green buying decisions. Consumers are willing to engage in environmentally sustainable behaviors when they feel that their behavior has some effect on preserving the environment and mitigating the destruction of the environment. The findings suggest that moral duty has a sizable influence on intentions. According to scholarly observations, the definition of "greenness" derives its meaning from morals (Hsu et al., 2017). The results corroborate Ajzen's (1991) assertion that the inclusion of moral responsibility will enhance the TPB's explanatory capacity, since neither of the TPB frameworks adequately captures the influence of moral considerations and therefore imparts a moral dimension to behavioral intentions.

Personality traits were found to be a strong predictor of travelers' opinions of eco-friendly lodgings. According to the results, agreeableness and extroversion are the most important factors in determining how customers feel. Customers who tick the "socially concerned" box on a customer satisfaction survey are more likely to choose green hotels because of their desire to show their concern for others and the environment (Agag et al., 2023). Customers who are amenable are more likely to have positive attitudes towards green hotels and are more likely to be actively involved in it. Consistent with prior studies (Brick and Lewis, 2016) that have

investigated this connection, these findings support it. In line with previous studies on environmentally friendly actions (e.g., [Kvasova, 2015](#); [Tang and Lam, 2017](#)), consumers showed that extraversion had a significantly favorable correlation with attitude. The findings imply that extrovert consumers show favorable attitudes to green hotels and are willing to pay more for it. The SEM results show that conscientiousness is significantly associated with the attitude; highlighting a positive relationship that is consistent with previous research (e.g., [Brick and Lewis, 2016](#); [Hirsh, 2010](#); [Kvasova, 2015](#)). The results imply that conscientious consumers who possess a higher level of perfectionism, dutifulness, and purposefulness in life are more inclined to take a favourable attitude to green hotels and tend to behave in an eco-friendly manner. Furthermore, recognizing openness to experience as a driver of consumer attitude validates the findings of [Brick and Lewis \(2016\)](#) and [Kvasova \(2015\)](#) from the perspective of green consumerism. The results imply that those who are beauty-sensitive, curious, and intellectual are more likely to take a positive attitude to green hotels and behave in an eco-friendly way. However, contrary to what was expected, hypothesis fourteen (that neuroticism has a direct effect on consumer attitude to eco-friendly products) was not supported, though this is in line with the finding of [Poškus and Žukauskienė \(2017\)](#). The main reason behind this could be that consumers who possess higher levels of extraversion, agreeableness, and openness to experience will hold more positive attitudes to green hotels than neurotic consumers will. Therefore, personality traits are a vital factor in determining the effect of customers' attitudes on intention to visit green hotels.

Theoretical implications

Whereas prior research has investigated customers' attitudes and behavioural intentions to purchase green products, to date, this is the first investigation concerned the motivations of customers' WTP more for green eco-labelled hotels under different-varied cultural contexts. The current findings of this research confirm the robustness of an expanded TPB model to

predict guests' willingness and behaviour to pay more for green hotels under different culture contexts. Furthermore, only a few research have studied the effect of personality traits as drivers of consumers' attitudes and behaviour. This research is, however, vital because studies indicated that consumers' personality traits are key in influencing their decision-making. Our study, thus, fills this gap in explaining of how consumers' personality traits affect their green decisions by investigating the association between consumers' personality traits (e.g., agreeableness, openness to experience, extraversion, and conscientiousness) and their green attitudes and WTP more. This study adds to the body of literature on personality by analyzing how different types of guests react to different prices. The findings of the current study strengthened and approved the positivity of personality traits in acknowledging and understanding consumer's behavior intentions and their WTP more for green hotels, even though scarcity of studies that examined personality in the perspective of green consumption.

Furthermore, the current research contributes to marketing, hospitality, and consumer services' literature and knowledge by examining the variables that determine consumers' intentions and WTP more and thus expands the literature on green consumption and WTP. The results add to the theory of planned behaviour by addressing some gaps in the previous studies on customers' intention and WTP more for green hotels. This study fused perceived consumers effectiveness, personal moral norm, environmental concerns, personality traits with the TPB model and found the suggested model to be more effective than the original in predicting customers' WTP more. In addition, the expanded version of the TPB model both affirmed the potential of expanding the TPB model in order to utilize this to a different scenario. Our paper offers a paradigm for understanding and investigating consumers' intentions and WTP more in the green hotels' perspective.

This work makes important theoretical contributions by investigating the connection between the intentions and WTP premiums of guests and their actual behaviour. Implications

for practise and research are also drawn from the finding that in developing markets, unlike developed markets, consumers' intentions, and WTP more are a significant and positive but poor predictor of actual conduct. TPB theorizes that the relationship between intentions and real performance is positive and significant, in addition holds in most conditions (Ajzen, 2011), and most-green hotel-related empirical studies have used intention as a dependent variable. However, this connection may not be as clear-cut as it is in developed markets or typical green services or products research (e.g., Kanchanapibul et al., 2014; Khor and Hazen, 2017) in the case where intentions and WTP extra for green hotels transfer to real conduct. It's possible that customers are naturally more generous, but that factors like quality, utilitarianism, and price ultimately sway their actual behaviour choices. Therefore, future studies exploring willingness and conduct to pay more for eco-labelled green hotels should not emphasis on intention but on actual behaviour.

Practical implications

The study implications for practice are clear for hotels managers. First, managers urgently need to comprehend the key drivers of customers' intentions and willingness to pay more for green hotels, to aid them developing efficient programs to encourage consumers to pay more. This study indicates that attitude can significantly affect customers' intention to visit green hotels. Managers can strengthen their consumers' attitude by employing relevant communicative tools to reinforce their belief to be more socially responsible and engage in sustainable behaviors that protect the environment such as visiting green hotels. Managers should provide new knowledge to their consumers that links non-green hotels with adverse consequences such as the pollution and exhaustion of natural resources. For example, hotels managers should market their environmental programs and strategies, and inform their consumers about the environmental implications, as well as indicating the positive environmental outcomes of visiting green hotels.

Second, our research indicated that consumers' personal moral norms are key predictors of their intentions to visit green hotels. Managers should imprint into their consumers' minds that visiting hotels that damage environment is morally wrong and unethical through advertisements on TV and social media. Hotel managers, for example, can create a card with a moral norm message (e.g., reusing towels and saving energy is the right thing to do) and place a copy in guest rooms as an approach for encouraging sustainable accommodation. To enhance consumers' personal moral norm, the government should also inform consumers that protecting the environment is an ethical responsibility. The results also indicate that consumers' subjective norm is a key determinant of their intention to visit green hotels. Managers can use WOM marketing strategy as an effective way to influence their subjective norms. Therefore, the government can incorporate educational programs to create awareness of green consumption in college or school curriculums. To enhance the credibility of their green actions, managers may build a consumer-centric approach in their marketing strategies by reassuring customers about their sustainable actions, the positive consequences of these, how they act, and how this can benefit consumers, hotels, and the environment. Such strategies can stimulate the consumers' intentions to visit green hotels, thereby enhancing consumers' willingness to pay more for green hotels.

Third, considering the impact of environmental issues and perceived customer effectiveness on attitudes to green hotels, managers should increase consumers' perceived effectiveness and their knowledge of the positive outcomes of green hotels. For instance, managers may provide their customers with information about the volume of resources such as water and electricity that can be preserved when they use green hotels. Government should enhance the level of perceived customer effectiveness by highlighting the fact that customers have the obligation and ability to preserve the environment and that their eco-friendly behaviour has a considerable influence on protecting the environment. Governments can focus on public communication

campaigns to enhance perceived consumer effectiveness and eco-literacy. Government can provide consumers with free brochures about the eco-friendly nature of visiting green hotels. In this way, consumers can realise the seriousness of preserving the environment, and improve their awareness of the environmental issues, which can make them feel empowered and obliged to preserve the environment. Although these actions may entail significant costs for the government, the present study reveals that consumers are prepared to pay more to guarantee green hotels. Managers should consider customers' willingness to pay more for green hotels to enhance both environmental and economic performance. Furthermore, government should motivate hotels to protect the environment due to its positive influence on environmental and economic performance.

Fourth, the link of customers' personality traits with their WTP more for green hotels has significant impact on hospitality business. For instance, [Peng and Chen \(2019\)](#) indicated that managers could use green credentials as an advantage to differentiate themselves from their competitors. Furthermore, demand for eco-friendly products is always increasing ([Han, 2020](#); [Tang and Lam, 2017](#)). This being so, managers and executives can call others to consider eco-friendly activities and initiatives. Some businesses still don't care about environmental protection, despite the fact that [Han \(2020\)](#) found that they benefited from investing in pro-environmental projects and activities. This could be because consumers aren't aware of, or aren't willing to ask for, eco-friendly options ([Tang and Lam, 2017](#)). As a result, firms can better target their advertising efforts by targeting certain demographic subsets of consumers. Companies that care about the environment can use consumers' unique characteristics as a basis for redefining market niches and repositioning their offerings. According to the findings, managers should pay more attention to customers who are amiable, extroverted, conscientious, and open to new experiences. Principals and marketers can utilise app publishers to conduct personalised marketing, which is more effective than mass marketing, through choosing

potential consumers based on personality attributes. Consequently, managers can incorporate these findings into their eco-friendly advertising strategy. Principals, for instance, should place a premium on extraverted traits like extroversion, sociability, curiosity, and enthusiasm for others. Managers should place an emphasis on agreeableness traits (i.e., sympathy, compassion, generosity, and altruism) due to the positive correlation between these traits and attitude. Similarly, to pay attention to openness to experience and conscientiousness in consumers, managers should introduce practices which promote achievement-related activities to provide their consumers with a list of environmentally friendly practices. Thus, managers should understand the significant role of personality traits and its effects on customers' decisions and their willingness to pay more for green hotels which then can be used in future marketing plans and strategies.

Finally, our study supports the idea that attitude, subjective norm, personal moral norm, perceived consumer effectiveness, and environmental concerns have a greater influence on guests' intentions and WTP more in some societies (developed countries) than in others (developing countries). The finding also suggests that business investments in attitude, subjective norm, personal moral norm, perceived consumer effectiveness, and environmental concerns might "pay off" decreased in developing cultures, where consumers are more sensitive toward other variables such as price and relative income instability. Multinational corporations may want to begin by accessing green markets, which are densely populated with consumers that share these cultural trends. In order to compete in this context, multinational firms must also account for the distinctive cultural settings of emerging economies such as China, Egypt, and Turkey.

Limitations and suggestions for further research

Like other research, this study has some limitations which scholars should consider when interpreting the results. First, essential factors (e.g., type of hotels), environmental empathy

(Berenguer, 2010) and perceptions of risk linked to green hotels (Fuchs and Reichel, 2011) could be explored to see if they affect consumer' preparedness to buy and pay extra for green hotels. Developing a model that incorporates such factors to the present model would provide a better understanding of customers' willingness to pay more. Second, our study focused on the micro level, future research can consider meso and macro-levels variables that can influence on consumer's green decisions (Bradley and Ziniel, 2017). For instance, variables associated with the city/region and the household are critical in influencing green consumption patterns at the meso level (Gregory-Smith et al., 2017). At the macro-level factors such as country regulations related to green goods and services, in addition to its actions to conserve biological diversity and stringency participation in stopping climate change, GDP and income levels may help enhance goodness-of-fit in estimations and offer insights on significant links not covered in our investigation. Last but not least, our conceptual framework has been tested in the context of green hotels; thus, future study might emphasis on other sectors such as local concerns in green investment, green travel products, green museums, and green restaurants.

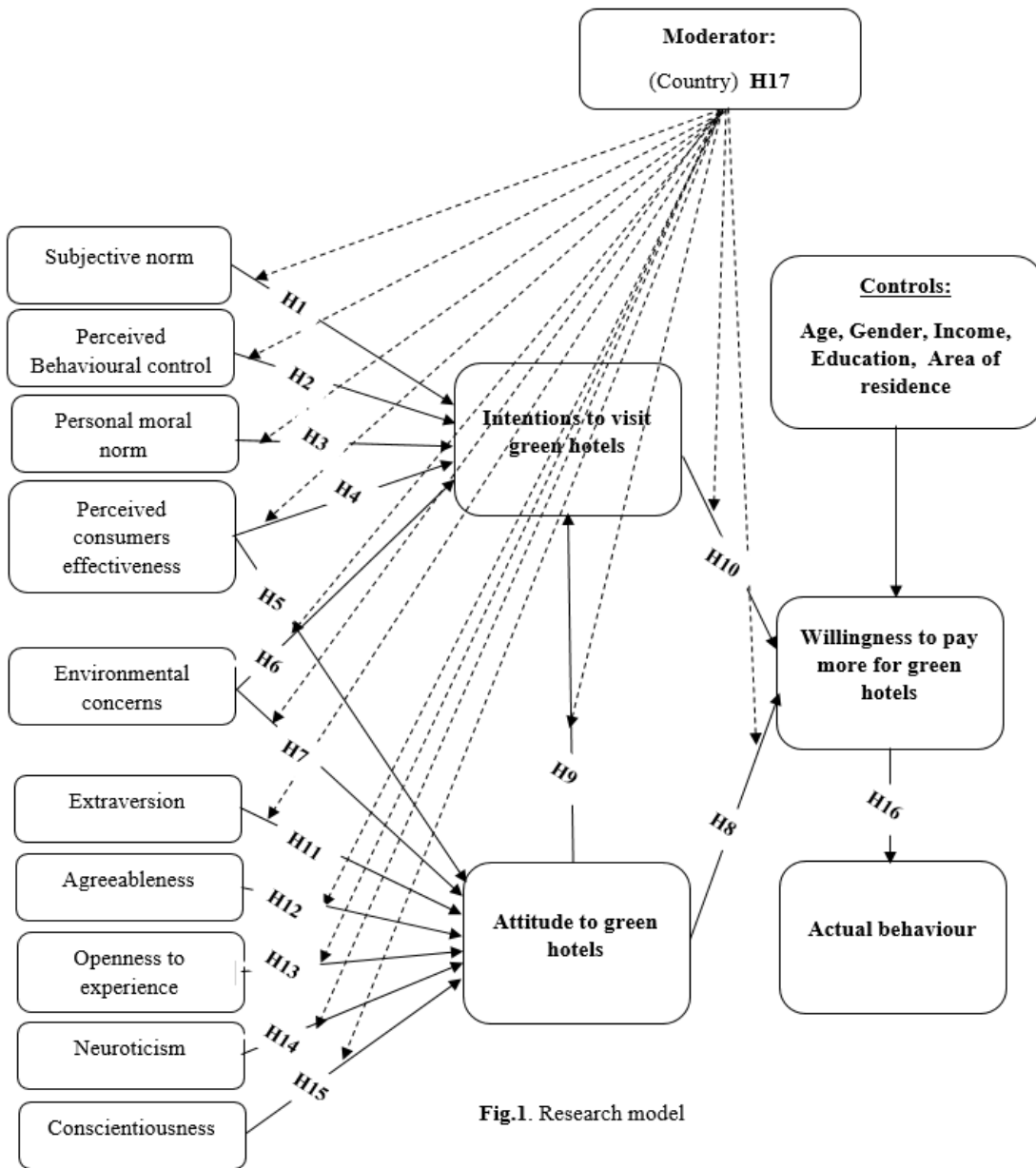


Fig.1. Research model

Table 1 Previous studies on the role of national culture in the context of green consumption

Source	National cultural model employed	Country	Key findings
Hudson and Ritchie (2001)	No cultural model used	UK, Canada and USA	National cultures affects skiers' attitudes towards the environmental impacts of skiing.
Bohdanowicz (2006)	No cultural model used	Sweden and Poland	National culture influences pro-environmental attitudes of hotel operators
Kang and Moscardo (2006)	No cultural model used	South Korea, UK and Australia	National culture influences consumer attitudes towards responsible tourist behavior
Weeden (2011)	Schwartz	UK	The Schwartz's value theory contributes to a better understanding of travel motivations of responsible tourist
Landauer et al. (2014)	No cultural model used	Australia and Finland	National culture influences skiers' preferences of climate change adaptation strategies at a skiing destination
Xu and Fox (2014)	No cultural model used	UK and China	National culture aids in an understanding of sustainable management practices in national parks
Packer et al. (2014)	No cultural model used	China and Australia	National culture aids in an understanding of tourist attitudes to nature, animals and environmental issues
Kim and Filimonau (2017)	No cultural model used	South Korea and China	Language, as a cognitive attribute of national culture, can shape the attitudes of tourists towards environmental impacts
Gregory-Smith, Manika, and Demirel, (2017)	Hofstede - Individualism and collectivism, power distance, Long-term and short-term orientation dimensions.	28 European Union (EU) countries.	Hofstede's cultural dimensions of uncertainty tolerance and individualism explain differences in WTP for environmentally-friendly products across EU countries
Filimonau et al. (2018)	Hofstede - Individualism and collectivism, Long-term and short-term orientation dimensions; Trompenaars & Hampden-Turner - Individualism and communitarianism, Internal and external dimension; Schwartz - Harmony and mastery	Poland	The national cultural dimensions/values of Individualism, long-term orientation and harmony significantly influence pro-environmental tourist attitudes
He and Filimonau (2020)	Hofstede - Individualism and collectivism, Long-term and short-term orientation dimensions; Trompenaars & Hampden-Turner - Individualism and communitarianism, Internal and external dimension; Schwartz - Harmony and mastery.	UK and China	The study establishes the causal relationships between the cultural backgrounds of tourists, their environmental knowledge, pro-environmental attitudes and pro-environmental behavioural intentions.

Table 2. Selected Hofstede’s dimensions of national culture for the seven countries

Country/Dimension	Individualism	Masculinity	Uncertainty avoidance	Power distance
UK	89	66	35	35
USA	91	62	46	40
France	71	43	86	68
South Korea	18	39	85	60
China	20	66	30	80
Turkey	37	45	85	66
Egypt	25	45	80	70

Source: Hofstede, Hofstede, and Minkov (2010).

Table 3. Participants demographics

Demographics	USA (n=950) %	UK (n=830) %	China (n=810) %	France (n=760) %	Turkey (n=580) %	S. Korea (n=650) %	Egypt (n=690) %
Age groups							
18-24	11	23	8	21	7	19	26
25-34	29	21	39	27	31	10	32
35-44	36	34	25	22	24	32	21
45-54	18	13	10	17	21	26	10
55+	6	9	18	13	17	13	11
Gender							
Male	43	49	56	47	53	57	59
Female	57	51	44	53	47	43	41
Education							
High school diploma	5	12	9	11	7	4	14
Some college	29	34	25	38	35	28	31
Bachelor's Degree	37	30	31	29	32	30	37
Master's Degree	22	19	28	18	21	35	11
PhD degree	7	5	7	4	5	3	7
Income							
<£25,000	23	36	21	28	19	11	32
£25,001–50,000	42	41	34	34	35	46	46
£50,001–100,000	11	10	28	31	30	21	21
£100,001–150,000	19	9	10	5	10	17	1
>£150,000	5	4	6	2	6	5	0
Area of residence							
Small or medium-sized town	22	37	31	49	36	41	39
Large town-city	49	40	44	32	48	42	36
Rural area or village	29	23	25	19	16	17	25
Frequency of hotel bookings within a year							
<3 times	28	31	37	42	37	32	29
3-6 times	37	42	32	30	41	39	38
7-10 times	34	18	21	19	20	25	25
> 10 times	1	9	10	9	2	4	8

Table 4. Measurement statistics of construct scales

Construct/Indicators	Indicator loadings	CR	VIF	Cronbach's α	AVE	MSV	ASV
Willingness to pay more WTP1 WTP2 WTP3	0.94 0.93 0.89	0.97	2.073	0.95	0.53	0.201	0.182
Intention to stay at a green hotel INT1 INT2 INT3	0.93 0.96 0.92	0.94	1.802	0.92	0.65	0.245	0.175
Consumer effectiveness PCE1 PCE2 PCE3 PCE4 PCE5	0.95 0.93 0.87 0.95 0.92	0.95	2.084	0.92	0.69	0.245	0.173
Subjective norm SUB1 SUB2 SUB3	0.95 0.97 0.93	0.97	2.030	0.95	0.69	0.243	0.273
Attitude ATT1 ATT2 ATT3 ATT4 ATT5	0.97 0.93 0.96 0.92 0.94	0.98	2.734	0.94	0.63	0.339	0.272
Perceived behavioural control PBC1 PBC2 PBC3	0.96 0.94 0.94	0.96	2.134	0.94	0.53	0.243	0.074
Personal moral norm PMN1 PMN2 PMN3	0.93 0.96 0.94	0.96	1.839	0.93	0.57	0.339	0.063

Construct/Indicators	Indicator loadings	CR	VIF	Cronbach's α	AVE	MSV	ASV
Environmental concerns		0.96	1.043	0.93	0.66	0.257	0.243
ENV1	0.96						
ENV2	0.94						
ENV3	0.91						
ENV4	0.89						
Extraversion		0.95	1.243	0.93	0.59	0.243	0.327
EXT1	0.93						
EXT2	0.95						
EXT3	0.93						
EXT4	0.97						
EXT5	0.96						
EXT6	0.97						
EXT7	0.95						
EXT8	0.98						
Agreeableness		0.94	1.290	0.91	0.63	0.302	0.127
AGR1	0.89						
AGR2	0.94						
AGR3	0.97						
AGR4	0.94						
AGR5	0.91						
AGR6	0.95						
AGR7	0.90						
AGR8	0.94						
AGR9	0.96						
Openness to experience		0.89	1.475	0.86	0.54	0.201	0.174
OEX1	0.87						
OEX2	0.92						
OEX3	0.91						
OEX4	0.89						
OEX5	0.83						
OEX6	0.90						
OEX7	0.89						
OEX8	0.95						
OEX9	0.93						
OEX10	0.96						

Construct/Indicators	Indicator loadings	CR	VIF	Cronbach's α	AVE	MSV	ASV
Neuroticism		0.96	1.029	0.93	0.63	0.304	0.210
NEU1	0.92						
NEU2	0.93						
NEU3	0.97						
NEU4	0.93						
NEU5	0.90						
NEU6	0.95						
NEU7	0.89						
NEU8	0.90						
Conscientiousness		0.94	1.827	0.92	0.58	0.283	0.182
CON1	0.93						
CON2	0.97						
CON3	0.92						
CON4	0.94						
CON5	0.94						
CON6	0.90						
CON7	0.89						
CON8	0.95						
CON9	0.94						

Note:

WTP = Willingness to pay more; **INT**= Intentions to stay at a green hotel; **ATT**= Attitude towards green hotels; **PBC** = Perceived behavioural control; **SUB**= Subjective norms; **PMN** = Personal moral norm; **PCE** = Perceived consumer effectiveness; **ENV** = Environmental concern; **EXT** = Extraversion; **AGR**= Agreeableness; **OEX**= Openness to experience; **NEU** = Neuroticism; **CON** = Conscientiousness; **VIF** = Variance Inflation Factor; **MSV**= Maximum Shared Squared Variance; **ASV**= Average Shared Squared Variance.

Table 5. Discriminant Validity of the Correlations between Constructs

Construct	Correlations and square roots of AVE												
	WTP	INT	ATT	PBC	SUB	PMN	PCE	ENV	EXT	AGR	OEX	NEU	CON
WTP	0.728												
INT	0.647	0.706											
ATT	0.583	0.423	0.794										
PBC	0.628	0.639	0.631	0.728									
SUB	0.329	0.623	0.449	0.447	0.831								
PMN	0.237	0.526	0.238	0.354	0.458	0.755							
PCE	0.604	0.643	0.343	0.537	0.634	0.519	0.831						
ENV	0.573	0.336	0.674	0.410	0.458	0.543	0.476	0.812					
EXT	0.319	0.402	0.403	0.349	0.671	0.493	0.412	0.541	0.768				
AGR	0.403	0.403	0.484	0.602	0.328	0.419	0.483	0.573	0.453	0.794			

OEX	0.390	0.572	0.408	0.472	0.472	0.439	0.389	0.389	0.493	0.403	0.735		
NEW	0.504	0.443	0.377	0.329	0.529	0.378	0.476	0.430	0.230	0.392	0.406	0.794	
CON	0.518	0.503	0.540	0.602	0.348	0.520	0.603	0.483	0.403	0.203	0.490	0.421	0.762

Note:

a Composite reliabilities are along the diagonal, **b** Correlations,

WTP = Willingness to pay more; **INT**= Intentions to visit green hotels; **ATT**= Attitude towards green hotels; **PBC** = Perceived behavioural control; **SUB**= Subjective norms; **PMN** = Personal moral norm; **PCE** = Perceived consumer effectiveness; **ENV** = Environmental concern; **EXT** = Extraversion; **AGR**= Agreeableness; **OEX**= Openness to experience; **NEU** = Neuroticism; **CON** = Conscientiousness.

Table 6. Results of the country-specific structural model

Path	All sample (β)	USA (β)	UK (β)	France (β)	South Korea (β)	Turkey (β)	China (β)	Egypt (β)
SUB → INT	0.31***	0.27***	0.32***	0.21***	0.35***	0.19***	0.14**	0.11**
PBC → INT	0.06ns	0.09ns	0.02*	0.08ns	0.09ns	0.03*	0.04*	0.11**
PMN → INT	0.11**	0.23***	0.13**	0.02*	0.04*	0.11**	0.13**	0.06ns
PCE → INT	0.63***	0.71***	0.48***	0.41***	0.56***	0.33***	0.36***	0.29***
PCE → ATT	0.37***	0.46***	0.32***	0.28***	0.42***	0.30***	0.21***	0.30***
ENV → INT	0.26***	0.18***	0.36***	0.19***	0.24***	0.16**	0.12**	0.17***
ENV → ATT	0.39***	0.44***	0.41***	0.31***	0.20***	0.22***	0.18***	0.23***
ATT → WTP	0.49***	0.56***	0.39***	0.47***	0.63***	0.36***	0.34***	0.44**
ATT → INT	0.61***	0.67***	0.54***	0.73***	0.70***	0.42***	0.49***	0.52***
INT → WTP	0.68***	0.61***	0.47***	0.54***	0.49***	0.74***	0.78***	0.72***
EXT → ATT	0.32***	0.34***	0.29***	0.37***	0.41***	0.22***	0.18***	0.27***

AGR → ATT	0.58***	0.72***	0.51***	0.39***	0.43***	0.36***	0.29***	0.35***
OEX → ATT	0.17***	0.21***	0.11**	0.19***	0.03*	0.11**	0.02*	0.14**
NEU → ATT	0.08ns	0.02*	0.09ns	0.06ns	0.07ns	0.04*	0.13**	0.08ns
CON → ATT	0.24***	0.21***	0.35***	0.14**	0.22***	0.21***	0.18***	0.01*

Table 7. Analysis of direct and indirect effects of the independent variables on willingness to pay more for green hotels

Path	Direct effects		Indirect effects		Total effects	
	β	Effect size	β	Effect size	β	Effect size
SUB → WLP	0.08ns	0.11	0.31**	0.24	0.39***	0.32
PBC → WLP	0.06ns	0.10	0.02*	0.11	0.08ns	0.10
PMN → WLP	0.09ns	0.14	0.14**	0.02	0.23***	0.21
PCE → WLP	0.07ns	0.10	0.49**	0.36	0.56***	0.49
ENV → WLP	0.04ns	0.08	0.37***	0.27	0.41***	0.37
EXT → WLP	0.08ns	0.11	0.21***	0.19	0.29***	0.25
AGR → WLP	0.07ns	0.09	0.48***	0.36	0.55***	0.51
OEX → WLP	0.09ns	0.13	0.13**	0.10	0.22***	0.19
NEU → WLP	0.08ns	0.11	0.16*	0.01	0.24***	0.20
CON → WLP	0.05ns	0.08	0.30***	0.23	0.35***	0.31

Table 8. Compositional invariance between countries

Paths	USA vs. UK		USA vs. China		USA vs. France		USA vs. Egypt		USA vs. Korea		USA vs. Turkey		UK vs. China	
	c	5%quantile of c_u	c	5%quantile of c_u	c	5%quantile of c_u	c	5%quantile of c_u	c	5%quantile of c_u	c	5%quantile of c_u	c	5%quantile of c_u
WTP	0.999	0.995	1.00	0.999	0.999	0.996	1.00	0.999	0.999	0.997	1.00	1.00	0.999	0.997
INT	1.00	0.999	0.999	0.998	0.999	0.998	0.999	0.998	0.996	0.996	1.00	0.998	0.999	0.999
ATT	0.998	0.995	0.998	0.996	0.999	0.997	0.999	0.999	0.998	0.997	0.999	0.997	0.997	0.996
PBC	0.999	0.994	0.999	0.997	0.998	0.996	0.998	0.997	0.995	0.994	0.998	0.996	0.995	0.995
SUB	0.999	0.994	0.999	0.996	0.997	0.995	0.999	0.999	0.997	0.996	0.999	0.998	0.998	0.996
PMN	0.995	0.999	0.997	0.994	0.998	0.998	0.999	0.997	0.997	0.996	0.997	0.996	0.996	0.995
PCE	0.999	0.998	0.995	0.993	0.996	0.996	0.996	0.996	0.995	0.994	0.996	0.995	0.997	0.996
ENV	0.996	0.996	1.00	0.999	0.999	0.998	0.995	0.994	0.994	0.994	0.997	0.996	0.999	0.998
EXT	1	0.999	1.00	0.999	0.998	0.997	0.998	0.995	0.995	0.995	0.998	0.997	0.998	0.997
AGR	0.999	0.997	0.999	0.998	0.997	0.996	0.999	0.998	0.997	0.996	0.999	0.998	0.999	0.997
OEX	0.994	0.993	0.999	0.997	0.997	0.997	0.999	0.997	0.995	0.994	0.999	0.999	0.999	0.999
NEU	0.999	0.996	0.995	0.993	0.999	0.996	0.996	0.996	0.996	0.995	0.998	0.997	0.997	0.995
CON	0.998	0.995	0.997	0.995	0.999	0.998	0.997	0.996	0.998	0.997	0.999	0.998	0.996	0.995
Paths	UK vs. France		UK vs. Egypt		UK vs. Korea		UK vs. Turkey		China vs. France		China vs. Egypt		China vs. Korea	
	c	5%quantile of c_u	c	5%quantile of c_u	c	5%quantile of c_u	c	5%quantile of c_u	c	5%quantile of c_u	c	5%quantile of c_u	c	5%quantile of c_u
WTP	0.999	0.998	1.00	0.999	0.999	0.997	0.999	0.997	1.00	0.999	0.998	0.997	1.00	0.999
INT	1.00	1.00	0.999	0.999	1.00	0.999	0.998	0.996	0.999	0.998	0.997	0.996	0.998	0.997
ATT	1.00	1.00	0.999	0.997	0.999	0.999	0.999	0.998	0.998	0.998	0.999	0.999	0.999	0.998
PBC	0.999	0.999	0.999	0.998	0.998	0.997	0.997	0.997	0.999	0.997	0.999	0.998	0.999	0.999

SUB	0.998	0.996	0.997	0.995	0.997	0.997	0.997	0.996	0.999	0.997	0.999	0.997	1.00	1.00
PMN	0.999	0.999	0.995	0.993	0.998	0.996	0.998	0.995	1.00	0.999	0.998	0.996	0.999	0.998
PCE	0.999	0.998	0.998	0.997	0.999	0.998	0.996	0.994	0.999	0.998	0.997	0.995	0.996	0.996
ENV	0.997	0.996	0.997	0.997	0.998	0.997	0.999	0.999	0.997	0.996	0.996	0.996	0.999	0.998
EXT	0.995	0.995	0.998	0.998	0.999	0.999	0.999	0.998	0.998	0.997	0.999	0.999	0.998	0.996
AGR	0.998	0.996	0.999	0.997	0.998	0.997	1.00	1.00	0.996	0.995	0.999	0.999	0.997	0.997
OEX	0.999	0.998	0.999	0.999	0.999	0.999	1.00	0.999	0.999	0.997	0.998	0.997	0.998	0.997
NEU	0.998	0.997	0.996	0.995	0.997	0.997	0.999	0.997	0.998	0.997	0.995	0.995	0.999	0.999
CON	0.999	0.999	0.998	0.994	0.998	0.995	0.998	0.998	0.997	0.996	0.997	0.996	0.996	0.995
Paths	China vs. Turkey		China vs. Turkey		France vs. Egypt		France vs. Korea		France vs. Turkey		Egypt vs. Turkey		Korea vs. Turkey	
	c	5%quantile of c_u	c	5%quantile of c_u	c	5%quantile of c_u	c	5%quantile of c_u	c	5%quantile of c_u	c	5%quantile of c_u	c	5%quantile of c_u
WTP	0.999	0.999	1.00	1.00	0.999	0.998	1.00	0.999	0.997	0.996	0.999	0.999	1.00	0.999
INT	0.999	0.997	0.999	0.999	0.996	0.995	0.999	0.998	0.998	0.998	0.998	0.997	0.999	0.998
ATT	1.00	1.00	0.998	0.997	0.998	0.995	0.998	0.996	0.999	0.997	0.999	0.998	0.998	0.997
PBC	0.999	0.996	0.998	0.995	0.999	0.998	0.999	0.999	1.00	0.999	1.00	1.00	0.999	0.999
SUB	0.998	0.998	0.999	0.998	0.998	0.997	0.999	0.997	0.999	0.998	0.998	0.998	0.999	0.998
PMN	0.997	0.996	1.00	0.999	0.999	0.995	0.999	0.998	0.999	0.999	0.999	0.997	0.997	0.996
PCE	0.998	0.998	1.00	0.999	0.999	0.999	0.997	0.995	0.998	0.998	0.997	0.996	0.996	0.995
ENV	0.999	0.996	0.999	0.997	1.00	0.999	0.996	0.995	0.999	0.997	0.999	0.998	0.999	0.998
EXT	0.997	0.995	0.998	0.996	0.999	0.998	0.999	0.999	0.999	0.996	0.996	0.996	0.999	0.999
AGR	0.998	0.998	0.997	0.996	0.998	0.997	0.998	0.997	0.997	0.995	0.999	0.998	0.998	0.997
OEX	0.999	0.997	0.999	0.999	0.999	0.998	0.997	0.996	0.999	0.998	0.997	0.995	1.00	0.999
NEU	0.998	0.996	0.996	0.995	0.997	0.997	1.00	1.00	0.998	0.997	0.998	0.997	0.997	0.996
CON	1.00	0.999	0.998	0.996	0.999	0.997	0.999	0.998	0.996	0.995	0.999	0.998	0.999	0.998

Table 9. PLS-MGA across the seven countries

Paths	USA vs. UK		USA vs. China		USA vs. France		USA vs. Egypt		USA vs. Korea		USA vs. Turkey		UK vs. China	
	Path coefficients diff	P value diff	Path coefficients diff	P value diff	Path coefficients diff	P value diff	Path coefficients diff	P value diff	Path coefficients diff	P value diff	Path coefficients diff	P value diff	Path coefficients diff	P value diff
SUB → INT	.071	.602	.293	.026	.081	.589	.054	.995	.041	.490	.194	.026	.096	.961
PBC → INT	.385	.071	.061	.562	.054	.673	.120	.019	.012	.837	.216	.997	.102	.639
PMN → INT	.069	.904	.074	.973	.067	.905	.307	.028	.320	.091	.219	.041	.217	.032
PCE → INT	.072	.605	.030	.981	.056	.842	.025	.993	.219	.063	.026	.984	.028	.984
PCE → ATT	.253	.712	.326	.012	.105	.569	.037	.991	.045	.906	.217	.039	.012	.973
ENV → INT	.348	.017	.217	.092	.247	.085	.320	.028	.268	.089	.025	.905	.318	.021
ENV → ATT	.517	.042	.349	.070	.120	.479	.128	.490	.376	.035	.217	.035	.189	.430
ATT → WTP	.128	.523	.074	.996	.048	.674	.340	.088	.239	.086	.126	.569	.038	.974
ATT → INT	.031	.816	.238	.037	.125	.430	.259	.021	.032	.031	.219	.063	.031	.997
INT → WTP	.058	.771	.195	.046	.039	.780	.320	.017	.129	.067	.034	.998	.018	.988
EXT → ATT	.207	.087	.206	.984	.308	.195	.979	.910	.328	.072	.318	.015	.290	.075
AGR → ATT	.319	.073	.290	.980	.124	.173	.958	.569	.056	.091	.120	.984	.167	.402
OEX → ATT	.084	.519	.047	.812	.029	.910	.032	.785	0.329	.087	.053	.978	.104	.760
NEU → ATT	.126	.492	.034	.710	.175	.394	.056	.813	.346	.052	.150	.672	.219	.085
CON → ATT	.308	.091	.127	.419	.238	.071	.157	.082	.045	.758	.236	.084	.053	.675

Paths	UK vs. France		UK vs. Egypt		UK vs. Korea		UK vs. Turkey		China vs. France		China vs. Egypt		China vs. Korea		China vs. Turkey	
	Path coefficients diff	P value diff	Path coefficients diff	P value diff	Path coefficients diff	P value diff	Path coefficients diff	P value diff	Path coefficients diff	P value diff	Path coefficients diff	P value diff	Path coefficients diff	P value diff	Path coefficients diff	P value diff
SUB → INT	.093	.621	.074	.980	.306	.097	.028	.997	.129	.075	.215	.093	.068	.903	.079	.989
PBC → INT	.127	.410	.106	.964	.142	.092	.106	.962	.329	.084	.126	.830	.039	.927	.107	.971
PMN → INT	.293	.082	.039	.951	.407	.084	.310	.040	.063	.549	.239	.093	.120	.628	.083	.990
PCE → INT	.175	.308	.210	.673	.123	.568	.237	.089	.370	.095	.318	.076	.239	.085	.172	.042
PCE → ATT	.236	.092	.180	.725	.210	.097	.271	.093	.197	.064	.107	.470	.136	.590	.108	.027
ENV → INT	.163	.637	.271	.642	.053	.569	.105	.026	.219	.625	.328	.079	.290	.075	.239	.609
ENV → ATT	.220	.071	.190	.450	.206	.120	.170	.063	.147	.097	.125	.067	.172	.590	.275	.790
ATT → WTP	.358	.092	.021	.995	.067	.579	.076	.998	.329	.068	.320	.095	.219	.093	.148	.035
ATT → INT	.107	.657	.126	.027	.037	.209	.042	.963	.179	.439	.174	.546	.156	.703	.317	.029
INT → WTP	.119	.804	.065	.979	.126	.086	.049	.996	.207	.096	.210	.730	.119	.438	.219	.016
EXT → ATT	.027	.890	.268	.097	.327	.094	.329	.096	.319	.074	.108	.827	.210	.096	.106	.983
AGR → ATT	.124	.627	.199	.684	.238	.075	.217	.067	.126	.092	.302	.075	.264	.073	.110	.977
OEX → ATT	.239	.063	.295	.107	.085	.639	.196	.083	.218	.690	.125	.674	.127	.438	.074	.906
NEU → ATT	.153	.709	.158	.649	.029	.519	.306	.076	.317	.096	.265	.090	.320	.095	.329	.093
CON → ATT	.370	.088	.220	.710	.023	.725	.279	.062	.265	.070	.317	.078	.164	.705	.217	.692

Paths	China vs. Turkey		France vs. Egypt		France vs. Korea		France vs. Turkey		Egypt vs. Korea		Egypt vs. Turkey		Korea vs. Turkey	
	Path coefficients diff	P value diff	Path coefficients diff	P value diff	Path coefficients diff	P value diff	Path coefficients diff	P value diff	Path coefficients diff	P value diff	Path coefficients diff	P value diff	Path coefficients diff	P value diff
SUB → INT	.194	.409	.107	.962	.289	.086	.102	.993	.270	.996	.132	.650	.217	.964
PBC → INT	.230	.910	.063	.997	.173	.790	.418	.074	.296	.971	.320	.104	.380	.072
PMN → INT	.165	.547	.210	.978	.218	.640	.237	.992	.310	.086	.219	.689	.214	.980
PCE → INT	.108	.420	.164	.610	.402	.932	.208	.998	.116	.637	.416	.085	.207	.996
PCE → ATT	.236	.082	.371	.082	.190	.684	.025	.672	.210	.961	.218	.749	.128	.628
ENV → INT	.092	.063	.210	.970	.216	.829	.143	.964	.228	.994	.264	.730	.085	.320
ENV → ATT	.201	.596	.143	.993	.294	.883	.110	.973	.109	.989	.320	.095	.214	.873
ATT → WTP	.278	.201	.237	.983	.173	.610	.236	.910	.216	.953	.294	.659	.225	.988
ATT → INT	.320	.092	.108	.994	.086	.907	.129	.618	.329	.074	.117	.830	.170	.970
INT → WTP	.026	.329	.265	.973	.314	.102	.320	.015	.254	.993	.290	.785	.419	.030
EXT → ATT	.195	.107	.329	.084	.210	.673	.216	.920	.296	.909	.407	.061	.328	.084
AGR → ATT	.371	.074	.114	.977	.273	.802	.257	.995	.084	.637	.113	.938	.190	.785
OEX → ATT	.265	.601	.205	.990	.429	.526	.219	.973	.104	.824	.209	.764	.327	.089
NEU → ATT	.231	.716	.164	.629	.312	.093	.110	.610	.210	.609	.419	.076	.120	.886
CON → ATT	.106	.820	.210	.731	.164	.720	.318	.090	.236	.913	.236	.659	.223	.610

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Tables:

Table 1 Previous studies on the role of national culture in the context of green consumption

Source	National cultural model employed	Country	Key findings
Hudson and Ritchie (2001)	No cultural model used	UK, Canada and USA	National cultures affects skiers' attitudes towards the environmental impacts of skiing.
Bohdanowicz (2006)	No cultural model used	Sweden and Poland	National culture influences pro-environmental attitudes of hotel operators
Kang and Moscardo (2006)	No cultural model used	South Korea, UK and Australia	National culture influences consumer attitudes towards responsible tourist behavior
Weeden (2011)	Schwartz	UK	The Schwartz's value theory contributes to a better understanding of travel motivations of responsible tourist
Landauer et al. (2014)	No cultural model used	Australia and Finland	National culture influences skiers' preferences of climate change adaptation strategies at a skiing destination
Xu and Fox (2014)	No cultural model used	UK and China	National culture aids in an understanding of sustainable management practices in national parks
Packer et al. (2014)	No cultural model used	China and Australia	National culture aids in an understanding of tourist attitudes to nature, animals and environmental issues
Kim and Filimonau (2017)	No cultural model used	South Korea and China	Language, as a cognitive attribute of national culture, can shape the attitudes of tourists towards environmental impacts
Gregory-Smith, Manika, and Demirel, (2017)	Hofstede - Individualism and collectivism, power distance, Long-term and short-term orientation dimensions.	28 European Union (EU) countries.	Hofstede's cultural dimensions of uncertainty tolerance and individualism explain differences in WTP for environmentally-friendly products across EU countries
Filimonau et al. (2018)	Hofstede - Individualism and collectivism, Long-term and short-term orientation dimensions; Trompenaars & Hampden-Turner - Individualism and communitarianism, Internal and external dimension; Schwartz - Harmony and mastery	Poland	The national cultural dimensions/values of Individualism, long-term orientation and harmony significantly influence pro-environmental tourist attitudes
He and Filimonau (2020)	Hofstede - Individualism and collectivism, Long-term and short-term orientation dimensions; Trompenaars & Hampden-Turner - Individualism and communitarianism, Internal and external dimension; Schwartz - Harmony and mastery.	UK and China	The study establishes the causal relationships between the cultural backgrounds of tourists, their environmental knowledge, pro-environmental attitudes and pro-environmental behavioural intentions.

Table 2. Selected Hofstede’s dimensions of national culture for the seven countries

Country/Dimension	Individualism	Masculinity	Uncertainty avoidance	Power distance
UK	89	66	35	35
USA	91	62	46	40
France	71	43	86	68
South Korea	18	39	85	60
China	20	66	30	80
Turkey	37	45	85	66
Egypt	25	45	80	70

Source: Hofstede, Hofstede, and Minkov (2010).

Table 3. Participants demographics

Demographics	USA (n=950) %	UK (n=830) %	China (n=810) %	France (n=760) %	Turkey (n=580) %	S. Korea (n=650) %	Egypt (n=690) %
Age groups							
18-24	11	23	8	21	7	19	26
25-34	29	21	39	27	31	10	32
35-44	36	34	25	22	24	32	21
45-54	18	13	10	17	21	26	10
55+	6	9	18	13	17	13	11
Gender							
Male	43	49	56	47	53	57	59
Female	57	51	44	53	47	43	41
Education							
High school diploma	5	12	9	11	7	4	14
Some college	29	34	25	38	35	28	31
Bachelor's Degree	37	30	31	29	32	30	37
Master's Degree	22	19	28	18	21	35	11
PhD degree	7	5	7	4	5	3	7
Income							
<£25,000	23	36	21	28	19	11	32
£25,001–50,000	42	41	34	34	35	46	46
£50,001–100,000	11	10	28	31	30	21	21
£100,001–150,000	19	9	10	5	10	17	1
>£150,000	5	4	6	2	6	5	0
Area of residence							
Small or medium-sized town	22	37	31	49	36	41	39
Large town-city	49	40	44	32	48	42	36
Rural area or village	29	23	25	19	16	17	25
Frequency of hotel bookings within a year							
<3 times	28	31	37	42	37	32	29
3-6 times	37	42	32	30	41	39	38
7-10 times	34	18	21	19	20	25	25
> 10 times	1	9	10	9	2	4	8

Table 4. Measurement statistics of construct scales

Construct/Indicators	Indicator loadings	CR	VIF	Cronbach's α	AVE	MSV	ASV
Willingness to pay more. WTP1 WTP2 WTP3	0.94 0.93 0.89	0.97	2.073	0.95	0.53	0.201	0.182
Intention to stay at a green hotel. INT1 INT2 INT3	0.93 0.96 0.92	0.94	1.802	0.92	0.65	0.245	0.175
Consumer effectiveness PCE1 PCE2 PCE3 PCE4 PCE5	0.95 0.93 0.87 0.95 0.92	0.95	2.084	0.92	0.69	0.245	0.173
Subjective norm SUB1 SUB2 SUB3	0.95 0.97 0.93	0.97	2.030	0.95	0.69	0.243	0.273
Attitude ATT1 ATT2 ATT3 ATT4 ATT5	0.97 0.93 0.96 0.92 0.94	0.98	2.734	0.94	0.63	0.339	0.272
Perceived behavioural control. PBC1 PBC2 PBC3	0.96 0.94 0.94	0.96	2.134	0.94	0.53	0.243	0.074
Personal moral norm PMN1 PMN2	0.93 0.96	0.96	1.839	0.93	0.57	0.339	0.063

Construct/Indicators	Indicator loadings	CR	VIF	Cronbach's α	AVE	MSV	ASV
PMN3	0.94						
Environmental concerns		0.96	1.043	0.93	0.66	0.257	0.243
ENV1	0.96						
ENV2	0.94						
ENV3	0.91						
ENV4	0.89						
Extraversion		0.95	1.243	0.93	0.59	0.243	0.327
EXT1	0.93						
EXT2	0.95						
EXT3	0.93						
EXT4	0.97						
EXT5	0.96						
EXT6	0.97						
EXT7	0.95						
EXT8	0.98						
Agreeableness		0.94	1.290	0.91	0.63	0.302	0.127
AGR1	0.89						
AGR2	0.94						
AGR3	0.97						
AGR4	0.94						
AGR5	0.91						
AGR6	0.95						
AGR7	0.90						
AGR8	0.94						
AGR9	0.96						
Openness to experience		0.89	1.475	0.86	0.54	0.201	0.174
OEX1	0.87						
OEX2	0.92						
OEX3	0.91						
OEX4	0.89						
OEX5	0.83						
OEX6	0.90						
OEX7	0.89						
OEX8	0.95						

Construct/Indicators	Indicator loadings	CR	VIF	Cronbach's α	AVE	MSV	ASV
OEX9	0.93						
OEX10	0.96						
Neuroticism		0.96	1.029	0.93	0.63	0.304	0.210
NEU1	0.92						
NEU2	0.93						
NEU3	0.97						
NEU4	0.93						
NEU5	0.90						
NEU6	0.95						
NEU7	0.89						
NEU8	0.90						
Conscientiousness		0.94	1.827	0.92	0.58	0.283	0.182
CON1	0.93						
CON2	0.97						
CON3	0.92						
CON4	0.94						
CON5	0.94						
CON6	0.90						
CON7	0.89						
CON8	0.95						
CON9	0.94						

Note:

WTP = Willingness to pay more; **INT**= Intentions to stay at a green hotel; **ATT**= Attitude towards green hotels; **PBC** = Perceived behavioural control; **SUB**= Subjective norms; **PMN** = Personal moral norm; **PCE** = Perceived consumer effectiveness; **ENV** = Environmental concern; **EXT** = Extraversion; **AGR**= Agreeableness; **OEX**= Openness to experience; **NEU** = Neuroticism; **CON**= Conscientiousness; **VIF** = Variance Inflation Factor; **MSV**= Maximum Shared Squared Variance; **ASV**= Average Shared Squared Variance.

Table 5. Discriminant Validity of the Correlations between Constructs

Construct	Correlations and square roots of AVE												
	WTP	INT	ATT	PBC	SUB	PMN	PCE	ENV	EXT	AGR	OEX	NEU	CON
WTP	0.728												
INT	0.647	0.706											
ATT	0.583	0.423	0.794										
PBC	0.628	0.639	0.631	0.728									
SUB	0.329	0.623	0.449	0.447	0.831								
PMN	0.237	0.526	0.238	0.354	0.458	0.755							
PCE	0.604	0.643	0.343	0.537	0.634	0.519	0.831						
ENV	0.573	0.336	0.674	0.410	0.458	0.543	0.476	0.812					
EXT	0.319	0.402	0.403	0.349	0.671	0.493	0.412	0.541	0.768				
AGR	0.403	0.403	0.484	0.602	0.328	0.419	0.483	0.573	0.453	0.794			

Construct	Correlations and square roots of AVE												
	WTP	INT	ATT	PBC	SUB	PMN	PCE	ENV	EXT	AGR	OEX	NEU	CON
OEX	0.390	0.572	0.408	0.472	0.472	0.439	0.389	0.389	0.493	0.403	0.735		
NEW	0.504	0.443	0.377	0.329	0.529	0.378	0.476	0.430	0.230	0.392	0.406	0.794	
CON	0.518	0.503	0.540	0.602	0.348	0.520	0.603	0.483	0.403	0.203	0.490	0.421	0.762

Note:

a Composite reliabilities are along the diagonal, **b** Correlations,

WTP = Willingness to pay more; **INT**= Intentions to visit green hotels; **ATT**= Attitude towards green hotels; **PBC** = Perceived behavioural control; **SUB**= Subjective norms; **PMN** = Personal moral norm; **PCE** = Perceived consumer effectiveness; **ENV** = Environmental concern; **EXT** = Extraversion; **AGR**= Agreeableness; **OEX**= Openness to experience; **NEU** = Neuroticism; **CON** = Conscientiousness.

Table 6. Results of the country-specific structural model

Path	All sample (β)	USA (β)	UK (β)	France (β)	South Korea (β)	Turkey (β)	China (β)	Egypt (β)
SUB → INT	0.31***	0.27***	0.32***	0.21***	0.35***	0.19***	0.14**	0.11**
PBC → INT	0.06ns	0.09ns	0.02*	0.08ns	0.09ns	0.03*	0.04*	0.11**
PMN → INT	0.11**	0.23***	0.13**	0.02*	0.04*	0.11**	0.13**	0.06ns
PCE → INT	0.63***	0.71***	0.48***	0.41***	0.56***	0.33***	0.36***	0.29***
PCE → ATT	0.37***	0.46***	0.32***	0.28***	0.42***	0.30***	0.21***	0.30***
ENV → INT	0.26***	0.18***	0.36***	0.19***	0.24***	0.16**	0.12**	0.17***
ENV → ATT	0.39***	0.44***	0.41***	0.31***	0.20***	0.22***	0.18***	0.23***
ATT → WTP	0.49***	0.56***	0.39***	0.47***	0.63***	0.36***	0.34***	0.44**
ATT → INT	0.61***	0.67***	0.54***	0.73***	0.70***	0.42***	0.49***	0.52***

Path	All sample (β)	USA (β)	UK (β)	France (β)	South Korea (β)	Turkey (β)	China (β)	Egypt (β)
INT → WTP	0.68***	0.61***	0.47***	0.54***	0.49***	0.74***	0.78***	0.72***
EXT → ATT	0.32***	0.34***	0.29***	0.37***	0.41***	0.22***	0.18***	0.27***
AGR → ATT	0.58***	0.72***	0.51***	0.39***	0.43***	0.36***	0.29***	0.35***
OEX → ATT	0.17***	0.21***	0.11**	0.19***	0.03*	0.11**	0.02*	0.14**
NEU → ATT	0.08ns	0.02*	0.09ns	0.06ns	0.07ns	0.04*	0.13**	0.08ns
CON → ATT	0.24***	0.21***	0.35***	0.14**	0.22***	0.21***	0.18***	0.01*

Table 7. Analysis of direct and indirect effects of the independent variables on willingness to pay more for green hotels

Path	Direct effects		Indirect effects		Total effects	
	β	Effect size	β	Effect size	β	Effect size
SUB → WLP	0.08ns	0.11	0.31**	0.24	0.39***	0.32
PBC → WLP	0.06ns	0.10	0.02*	0.11	0.08ns	0.10
PMN → WLP	0.09ns	0.14	0.14**	0.02	0.23***	0.21
PCE → WLP	0.07ns	0.10	0.49**	0.36	0.56***	0.49
ENV → WLP	0.04ns	0.08	0.37***	0.27	0.41***	0.37
EXT → WLP	0.08ns	0.11	0.21***	0.19	0.29***	0.25
AGR → WLP	0.07ns	0.09	0.48***	0.36	0.55***	0.51
OEX → WLP	0.09ns	0.13	0.13**	0.10	0.22***	0.19
NEU → WLP	0.08ns	0.11	0.16*	0.01	0.24***	0.20
CON → WLP	0.05ns	0.08	0.30***	0.23	0.35***	0.31

Table 8. Compositional invariance between countries

Paths	USA vs. UK		USA vs. China		USA vs. France		USA vs. Egypt		USA vs. Korea		USA vs. Turkey		UK vs. China	
	c	5%quantile of c_u	c	5%quantile of c_u	c	5%quantile of c_u	c	5%quantile of c_u	c	5%quantile of c_u	c	5%quantile of c_u	c	5%quantile of c_u
WTP	0.999	0.995	1.00	0.999	0.999	0.996	1.00	0.999	0.999	0.997	1.00	1.00	0.999	0.997
INT	1.00	0.999	0.999	0.998	0.999	0.998	0.999	0.998	0.996	0.996	1.00	0.998	0.999	0.999
ATT	0.998	0.995	0.998	0.996	0.999	0.997	0.999	0.999	0.998	0.997	0.999	0.997	0.997	0.996
PBC	0.999	0.994	0.999	0.997	0.998	0.996	0.998	0.997	0.995	0.994	0.998	0.996	0.995	0.995
SUB	0.999	0.994	0.999	0.996	0.997	0.995	0.999	0.999	0.997	0.996	0.999	0.998	0.998	0.996
PMN	0.995	0.999	0.997	0.994	0.998	0.998	0.999	0.997	0.997	0.996	0.997	0.996	0.996	0.995
PCE	0.999	0.998	0.995	0.993	0.996	0.996	0.996	0.996	0.995	0.994	0.996	0.995	0.997	0.996
ENV	0.996	0.996	1.00	0.999	0.999	0.998	0.995	0.994	0.994	0.994	0.997	0.996	0.999	0.998
EXT	1	0.999	1.00	0.999	0.998	0.997	0.998	0.995	0.995	0.995	0.998	0.997	0.998	0.997
AGR	0.999	0.997	0.999	0.998	0.997	0.996	0.999	0.998	0.997	0.996	0.999	0.998	0.999	0.997
OEX	0.994	0.993	0.999	0.997	0.997	0.997	0.999	0.997	0.995	0.994	0.999	0.999	0.999	0.999
NEU	0.999	0.996	0.995	0.993	0.999	0.996	0.996	0.996	0.996	0.995	0.998	0.997	0.997	0.995
CON	0.998	0.995	0.997	0.995	0.999	0.998	0.997	0.996	0.998	0.997	0.999	0.998	0.996	0.995
Paths	UK vs. France		UK vs. Egypt		UK vs. Korea		UK vs. Turkey		China vs. France		China vs. Egypt		China vs. Korea	
	c	5%quantile of c_u	c	5%quantile of c_u	c	5%quantile of c_u	c	5%quantile of c_u	c	5%quantile of c_u	c	5%quantile of c_u	c	5%quantile of c_u

WTP	0.999	0.998	1.00	0.999	0.999	0.997	0.999	0.997	1.00	0.999	0.998	0.997	1.00	0.999
INT	1.00	1.00	0.999	0.999	1.00	0.999	0.998	0.996	0.999	0.998	0.997	0.996	0.998	0.997
ATT	1.00	1.00	0.999	0.997	0.999	0.999	0.999	0.998	0.998	0.998	0.999	0.999	0.999	0.998
PBC	0.999	0.999	0.999	0.998	0.998	0.997	0.997	0.997	0.999	0.997	0.999	0.998	0.999	0.999
SUB	0.998	0.996	0.997	0.995	0.997	0.997	0.997	0.996	0.999	0.997	0.999	0.997	1.00	1.00
PMN	0.999	0.999	0.995	0.993	0.998	0.996	0.998	0.995	1.00	0.999	0.998	0.996	0.999	0.998
PCE	0.999	0.998	0.998	0.997	0.999	0.998	0.996	0.994	0.999	0.998	0.997	0.995	0.996	0.996
ENV	0.997	0.996	0.997	0.997	0.998	0.997	0.999	0.999	0.997	0.996	0.996	0.996	0.999	0.998
EXT	0.995	0.995	0.998	0.998	0.999	0.999	0.999	0.998	0.998	0.997	0.999	0.999	0.998	0.996
AGR	0.998	0.996	0.999	0.997	0.998	0.997	1.00	1.00	0.996	0.995	0.999	0.999	0.997	0.997
OEX	0.999	0.998	0.999	0.999	0.999	0.999	1.00	0.999	0.999	0.997	0.998	0.997	0.998	0.997
NEU	0.998	0.997	0.996	0.995	0.997	0.997	0.999	0.997	0.998	0.997	0.995	0.995	0.999	0.999
CON	0.999	0.999	0.998	0.994	0.998	0.995	0.998	0.998	0.997	0.996	0.997	0.996	0.996	0.995
Paths	China vs. Turkey		China vs. Turkey		France vs. Egypt		France vs. Korea		France vs. Turkey		Egypt vs. Turkey		Korea vs. Turkey	
	c	5%quantile of c_u	c	5%quantile of c_u	c	5%quantile of c_u	c	5%quantile of c_u	c	5%quantile of c_u	c	5%quantile of c_u	c	5%quantile of c_u
WTP	0.999	0.999	1.00	1.00	0.999	0.998	1.00	0.999	0.997	0.996	0.999	0.999	1.00	0.999
INT	0.999	0.997	0.999	0.999	0.996	0.995	0.999	0.998	0.998	0.998	0.998	0.997	0.999	0.998
ATT	1.00	1.00	0.998	0.997	0.998	0.995	0.998	0.996	0.999	0.997	0.999	0.998	0.998	0.997
PBC	0.999	0.996	0.998	0.995	0.999	0.998	0.999	0.999	1.00	0.999	1.00	1.00	0.999	0.999
SUB	0.998	0.998	0.999	0.998	0.998	0.997	0.999	0.997	0.999	0.998	0.998	0.998	0.999	0.998
PMN	0.997	0.996	1.00	0.999	0.999	0.995	0.999	0.998	0.999	0.999	0.999	0.997	0.997	0.996
PCE	0.998	0.998	1.00	0.999	0.999	0.999	0.997	0.995	0.998	0.998	0.997	0.996	0.996	0.995
ENV	0.999	0.996	0.999	0.997	1.00	0.999	0.996	0.995	0.999	0.997	0.999	0.998	0.999	0.998

EXT	0.997	0.995	0.998	0.996	0.999	0.998	0.999	0.999	0.999	0.996	0.996	0.996	0.999	0.999
AGR	0.998	0.998	0.997	0.996	0.998	0.997	0.998	0.997	0.997	0.995	0.999	0.998	0.998	0.997
OEX	0.999	0.997	0.999	0.999	0.999	0.998	0.997	0.996	0.999	0.998	0.997	0.995	1.00	0.999
NEU	0.998	0.996	0.996	0.995	0.997	0.997	1.00	1.00	0.998	0.997	0.998	0.997	0.997	0.996
CON	1.00	0.999	0.998	0.996	0.999	0.997	0.999	0.998	0.996	0.995	0.999	0.998	0.999	0.998

Table 9. PLS-MGA across the seven countries

Paths	USA vs. UK		USA vs. China		USA vs. France		USA vs. Egypt		USA vs. Korea		USA vs. Turkey		UK vs. China	
	Path coefficients diff	P value diff	Path coefficients diff	P value diff	Path coefficients diff	P value diff	Path coefficients diff	P value diff	Path coefficients diff	P value diff	Path coefficients diff	P value diff	Path coefficients diff	P value diff
SUB → INT	.071	.602	.293	.026	.081	.589	.054	.995	.041	.490	.194	.026	.096	.961
PBC → INT	.385	.071	.061	.562	.054	.673	.120	.019	.012	.837	.216	.997	.102	.639
PMN → INT	.069	.904	.074	.973	.067	.905	.307	.028	.320	.091	.219	.041	.217	.032
PCE → INT	.072	.605	.030	.981	.056	.842	.025	.993	.219	.063	.026	.984	.028	.984
PCE → ATT	.253	.712	.326	.012	.105	.569	.037	.991	.045	.906	.217	.039	.012	.973
ENV → INT	.348	.017	.217	.092	.247	.085	.320	.028	.268	.089	.025	.905	.318	.021
ENV → ATT	.517	.042	.349	.070	.120	.479	.128	.490	.376	.035	.217	.035	.189	.430
ATT → WTP	.128	.523	.074	.996	.048	.674	.340	.088	.239	.086	.126	.569	.038	.974
ATT → INT	.031	.816	.238	.037	.125	.430	.259	.021	.032	.031	.219	.063	.031	.997
INT → WTP	.058	.771	.195	.046	.039	.780	.320	.017	.129	.067	.034	.998	.018	.988
EXT → ATT	.207	.087	.206	.984	.308	.195	.979	.910	.328	.072	.318	.015	.290	.075

AGR → ATT	.319	.073	.290	.980	.124	.173	.958	.569	.056	.091	.120	.984	.167	.402
OEX → ATT	.084	.519	.047	.812	.029	.910	.032	.785	0.329	.087	.053	.978	.104	.760
NEU → ATT	.126	.492	.034	.710	.175	.394	.056	.813	.346	.052	.150	.672	.219	.085
CON → ATT	.308	.091	.127	.419	.238	.071	.157	.082	.045	.758	.236	.084	.053	.675

Table 10. PLS-MGA across the seven countries

Paths	UK vs. France		UK vs. Egypt		UK vs. Korea		UK vs. Turkey		China vs. France		China vs. Egypt		China vs. Korea		China vs. Turkey	
	Path coefficients diff	P value diff	Path coefficients diff	P value diff	Path coefficients diff	P value diff	Path coefficients diff	P value diff	Path coefficients diff	P value diff	Path coefficients diff	P value diff	Path coefficients diff	P value diff	Path coefficients diff	P value diff
SUB → INT	.093	.621	.074	.980	.306	.097	.028	.997	.129	.075	.215	.093	.068	.903	.079	.989
PBC → INT	.127	.410	.106	.964	.142	.092	.106	.962	.329	.084	.126	.830	.039	.927	.107	.971
PMN → INT	.293	.082	.039	.951	.407	.084	.310	.040	.063	.549	.239	.093	.120	.628	.083	.990
PCE → INT	.175	.308	.210	.673	.123	.568	.237	.089	.370	.095	.318	.076	.239	.085	.172	.042
PCE → ATT	.236	.092	.180	.725	.210	.097	.271	.093	.197	.064	.107	.470	.136	.590	.108	.027
ENV → INT	.163	.637	.271	.642	.053	.569	.105	.026	.219	.625	.328	.079	.290	.075	.239	.609
ENV → ATT	.220	.071	.190	.450	.206	.120	.170	.063	.147	.097	.125	.067	.172	.590	.275	.790
ATT → WTP	.358	.092	.021	.995	.067	.579	.076	.998	.329	.068	.320	.095	.219	.093	.148	.035
ATT → INT	.107	.657	.126	.027	.037	.209	.042	.963	.179	.439	.174	.546	.156	.703	.317	.029
INT → WTP	.119	.804	.065	.979	.126	.086	.049	.996	.207	.096	.210	.730	.119	.438	.219	.016

EXT → ATT	.027	.890	.268	.097	.327	.094	.329	.096	.319	.074	.108	.827	.210	.096	.106	.983
AGR → ATT	.124	.627	.199	.684	.238	.075	.217	.067	.126	.092	.302	.075	.264	.073	.110	.977
OEX → ATT	.239	.063	.295	.107	.085	.639	.196	.083	.218	.690	.125	.674	.127	.438	.074	.906
NEU → ATT	.153	.709	.158	.649	.029	.519	.306	.076	.317	.096	.265	.090	.320	.095	.329	.093
CON → ATT	.370	.088	.220	.710	.023	.725	.279	.062	.265	.070	.317	.078	.164	.705	.217	.692

Table 11. PLS-MGA across the seven countries

Paths	China vs. Turkey		France vs. Egypt		France vs. Korea		France vs. Turkey		Egypt vs. Korea		Egypt vs. Turkey		Korea vs. Turkey	
	Path coefficients diff	P value diff	Path coefficients diff	P value diff	Path coefficients diff	P value diff	Path coefficients diff	P value diff	Path coefficients diff	P value diff	Path coefficients diff	P value diff	Path coefficients diff	P value diff
SUB → INT	.194	.409	.107	.962	.289	.086	.102	.993	.270	.996	.132	.650	.217	.964
PBC → INT	.230	.910	.063	.997	.173	.790	.418	.074	.296	.971	.320	.104	.380	.072
PMN → INT	.165	.547	.210	.978	.218	.640	.237	.992	.310	.086	.219	.689	.214	.980
PCE → INT	.108	.420	.164	.610	.402	.932	.208	.998	.116	.637	.416	.085	.207	.996
PCE → ATT	.236	.082	.371	.082	.190	.684	.025	.672	.210	.961	.218	.749	.128	.628
ENV → INT	.092	.063	.210	.970	.216	.829	.143	.964	.228	.994	.264	.730	.085	.320
ENV → ATT	.201	.596	.143	.993	.294	.883	.110	.973	.109	.989	.320	.095	.214	.873
ATT → WTP	.278	.201	.237	.983	.173	.610	.236	.910	.216	.953	.294	.659	.225	.988
ATT → INT	.320	.092	.108	.994	.086	.907	.129	.618	.329	.074	.117	.830	.170	.970

INT → WTP	.026	.329	.265	.973	.314	.102	.320	.015	.254	.993	.290	.785	.419	.030
EXT → ATT	.195	.107	.329	.084	.210	.673	.216	.920	.296	.909	.407	.061	.328	.084
AGR → ATT	.371	.074	.114	.977	.273	.802	.257	.995	.084	.637	.113	.938	.190	.785
OEX → ATT	.265	.601	.205	.990	.429	.526	.219	.973	.104	.824	.209	.764	.327	.089
NEU → ATT	.231	.716	.164	.629	.312	.093	.110	.610	.210	.609	.419	.076	.120	.886
CON → ATT	.106	.820	.210	.731	.164	.720	.318	.090	.236	.913	.236	.659	.223	.610