

## Investigation of Chinese Gen Y's Environmental Behavior to Visit Green Hotel

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### ABSTRACT

Environmental concern is growing in recent decade. Green hotel is an environmental preservation concept. Staying in green hotel is a socially responsible practice and tries to protect the global environment. Previous research on green hotel is limited and the green practice of different age group is different. This study applied the theory of planned behavior (TPB) as critical framework to examine the environmental behavior and the Gen Ys' intention to visit green hotel. In addition, the environmental behavior of Chinese Gen Ys may not be the same as the Gen Ys in other cities or countries. A quantitative research was conducted in Hong Kong, in total of 389 respondents was interviewed and investigated their intention to visit green hotels. The results suggested that green knowledge negatively moderated the relationship between 'subject norm' and 'Gen Ys' intention to stay in green hotel' as well as the relationships between 'perceived behavioral control' and 'Gen Ys' intention to stay in green hotel'.

**Keywords:** Green hotel, environmental behavior, attitude, perceived behavioral control, subjective norm, culture

### INTRODUCTION

In recent decades, global environmental concerns are increasing popular. It is also part of corporate social responsibility of the companies. Companies from different markets are having pressure to improve the environmental friendly measures (1, 2). Hotel industry is therefore also needed to face this issue. The concept of 'green hotel' is also emerged in recent years. According to the website of Green Hotels Associations (3,4), 'green hotel' refers to the environmental friendly hotels that will have measures to save the nature resources such as water, energy on so on in their daily operations and at the end these hotels aim to protect the mother earth. The hotel industry is becoming more highly competitive and concerns for environment protection in the market. Many visitors attempted to purchasing tourism products have direct relate to ecological problems (5). Hotel groups have repositioned their organizational culture to more environmental concern in their daily operation skills. They are included recycling and energy saving (6).

According to Manaktola and Jauhari (7) mentioned becoming a green hotel can be the foundation for a great marketing strategy and the first step in marking in providing consumers with their want and need. Some hotels adopted the icon "green hotel" to attract their potential customers (8) and they believed to play a critical role in customers' decision- making and buying decision making and behavioural intentions (9). Worldwide hotel groups such as Starwood Hotels, Shangr-La Hotels and Resorts pay attention to obtain reorganization of green standard (10).

Growing consumers pay attention to green hotel and awareness of environmental issues, green hotel and product provides competitive edge in the industry. The hotel guests are becoming increasingly concerned regarding the environment and environmentally friendly products (7). It is important for hotel industry try to explore this concept of green hotels in more details. Previous study (11) mentioned greening services and operations are becoming more widely embraced

and environmentally friendly attributes now considered being a basic measure of a hotel services. Many hotels have many environmental attributes in place, while many have just a few.

The environmental concerns of the hotel customers are increasing since 1990 (12). If the customers are concern about the environment, they are more preferred to choose those hotels which have more measures on preserving the environment. It is important to understand more about the purchase decisions of the customers when they choose a hotel.

Are they really concern about the environmental preservation? Some studies mentioned that with better green knowledge, the customers will prefer to choose the green hotel. Does it apply to the young generation like Generation Y (Gen Y), particularly the Chinese Gen Y's?

Based on Nielsen report (13), Gen Y's or Millennials, are people who born between 1977 to 1995. Some literatures (14, 13) point out that Gen's is a "ME generation" (13) which means that Gen Ys care about themselves and value self-expression. It is interesting to notice that when Gen Y purchase, they also care about the companies who concern the society.

They are more willing to spend more for these companies. On the Boston Consulting Group (15), some Chinese Gen Ys are regarded as 'little prince' which are fond of luxury and brands. They may not concern too much on environmental protection. And the concept of environmental friendly is more a western concept. It may not so popular in the Chinese culture. The purpose of this study is to investigate whether green hotel knowledge will moderate the Chinese Gen Ys' perceptions towards staying at green hotels.

### Study Rationale

With the corporate social responsibility getting popular in recent decades, the concept of green hotel is growing rapidly. It is because it can benefit the hotel in terms of economic and image. Gen Y is one of the prosperous customer sectors. They concern about sustainability and environment. But they also regarded as 'ME' generation which have their own style and attitude. This study aims to understand more about Gen Y's attitude towards green hotel. In particular we want to explore if Gen Y would be affected by the green knowledge and their intention to stay at green hotels. Gen Ys are the potential customers. Their behaviour and attitudes affect much about the success of green

hotel business. Thus, marketers should understand how the psychological aspects of customers affect their behaviour and attitudes towards green hotel. Marketers should also investigate the major implications to practitioners for better understand of Gen Y's environmental behaviour particularly in choosing hotels.

Previous studies have pointed out green knowledge can moderate the intention of staying at green hotel (16, 17, 18, 19). Age is an important factor to affect the attitude of staying at green hotel. But limited studies investigate further on the Gen Y sector particularly the Chinese community. Even those who investigate the Gen Y customers, the results are varied.

Some research findings show that Gen Y in general will stay more at green hotel (18, 19). But does the research finding also apply to the Gen Y of Chinese? As the corporate social responsibility and green hotel are western concepts, the green knowledge might not be widely spread among Chinese society. As such, the Gen Y of Chinese might respond differently towards staying at green hotel. They may concern more about their own feeling and benefits rather than the environmental protection matters.

This study will employ the theory of planned behaviour (TPB) which explores the relationship between attitude and behaviour (20) as the base for study. Mohd Suki and Mohd Suki's model (19) is use to examine whether green knowledge could affect the attitude of Chinese Gen Y's towards staying at green hotels.

Hence, the objectives of this research attempt to examine the relationship between Gen Y environmental behaviour and intension to stay at green hotel; influences of moderating variable to stay in a green hotel and recommendation to marketers in promoting green hotel to Gen Y.

## LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

### Green Product Concept

Green marketing is refers to organization's effort to design, promote, price and distribute products that have no bad effects to bad effect on the environment (21). From the management perspectives, how to deal with customer and society environmental requirements in a profit making and sustainable way (22, 23)The process of marketing products and or services which are produces and packaged in an environmentally friendly way based on the environmental

benefits previous scholar (24) mentioned effective definition of green marketing must integrate transformative change that creates values for individuals, society and natural environment.

In the green marketing strategies should target customers provided with detail information on the environmental effects of products which may affect consumer purchase behaviour. Refer to Mathur (25) identified four core categories to analyse the wealth effects of green marketing strategies, they are including green products, recycling, green promotions and the appointment of environmental policy managers.

In the academic field, many scholars have examined various approaches to green marketing and in applications (26, 27, 28) also the marketing strategies identified the influence of stakeholders on green strategies and its strategies affected by perceptual, behavioural and organizational factors.

Moisander (29) found that the low degree of credibility of environmental information have been found to influence green marketing effectiveness. Many customers also complained about the high price of eco-products. However, different culture approach will also affect their choice of the green hotel.

### Green Hotels in Marketing

Green hotel often called eco-friendly hotels, Eco lodges, or environmentally friendly hotels are defined by various meaning. Green hotels are environmental –friendly properties that managers are eager to institute programs that save water, energy and reduce waste while saving the cost to help protect our environment (3).

Hotel can reduce its negative impact on the environment which also makes it difficult to specifically define a green hotel. According to Watkins (30) green hotels are those that show concern for the environment.

Hotel may adopt re-use programs and waste management systems while other taken wide-spread steps to reduce energy consumption by installing different energy saving appliance in lobby or hotel rooms. A certification program has developed levels of greenness to avoid the confusion in the eco-friendly hotel.

A hotel who involved in waste management may consider in a low level while those hotels having more broad measures would be at higher levels. Although there are a lot of different practices followed by hotels to decrease the impact on the environment, it is crucial which

practices or attribute is important for consumers to stay at green hotel. Many hotels aim on green hotels in order show as a label as marketing ploy to attract customers (8).

Hotel indicated by green marketing activities can increase competitiveness by positioning itself distinctively in the competitive arena (7). Besides, public relations, and better relationship with local community and good financial and marketing advantages can benefits hotel management (31).

The best predictors of proactive hotel green marketing were found to be organizational contextual variables, particularly the target of western tourists, affiliation with an international hotel chain and the demographic factors of marketers themselves, such as age and sex in their studies. However, limited of studies in examining Chinese Gen Y for the purchase intention in green hotel

Empirical results derived from this study fill the gap in the existing body of literature pertaining the Gen Y intention of studying in green hotels. Provided significant information to marketers a better understanding in Gen Y It was essential for hotel industry to understand Gen Y want from the hotel and aware of their attributes' that affect their attitudes and perceptions in order to implication for marketers organize their marketing campaign.

This paper applied the theory of planned behaviour (TPB) as the conceptual framework for study. Ajzen (20) points out that consumer's attitude towards certain behaviour, subject norm (i.e. the perception of social pressure to perform certain behaviour) and perceived behavioural controls (i.e. control over performance of the behaviour) are the three precedents to predict consumer intention.

However, do attitude predict behaviour particularly staying in green hotel in Chinese culture? The researchers are interested to explore this in more details.

### Green Consumer Behavior

Consumer behaviour refers to the behaviour that consumers are looking for, buying, using, evaluating and processing products and services that they expect to meet their needs (32). Swarbrooke and Horner (33) argued that consumer behaviour is the key to marketing activities of all tourism products. In many countries, green marketing campaigns were on the rise and have had a significant impact on

improving consumer knowledge and getting consumers to buy green products (34). Meanwhile, business sustainability is a concept widely concerned by society and scholars and environmental problems lead to changes in consumer intentions and behaviours (26).

Therefore, many consumers show increasing environmental awareness and inclination towards environmentally friendly enterprises and their products, revealing their enthusiasm to buy green products/services and their willingness to pay more (7, 35). Consumer who with positive ecological behaviours are more likely to buy these green products, because a consumer's positive indication of environmental behaviour would increase the possibility and frequency of choosing these products (36)

Ellen, Weiner and Cobb-Walgren (37) argue that people who believe their environmentally conscious actions have positive consequences are more likely to engage in such actions to support their environmental concerns. Therefore, self-efficacy beliefs may affect the likelihood of implementing green buying behaviours.

### Factors Influencing Green Hotel Choice

A hotel can be viewed by consumers as a combination of various attributes (38). Many consumers make their decisions because of different hotel attributes and benefit before they made purchase decision (39). Weaver and Oh (40) found that a sample of 433 business travellers in America because of the good reputation, good services, cleanliness and safety and security facilities therefore they choose to stay at this hotel.

Besides, Dube and Renaghan (41) identified the top five hotels selection criteria and the location, hotel branding and reputation, physical property, value for money and hotel room design while the main five attributes creating value during the stay were identified as guest-room design, interpersonal service, functional services and food and beverage related services.

However, little study was related to attributes of environmental attributes of a hotel. According to Lockyer (42) conducted a study to investigate the factors that influences the selection of the hotel. The focus group conversation identified four main areas which includes location, price, facilities and cleanliness and found the price was the most important elements for selecting of in the hotel.

According to a Study from Kasim (43) found tourist were found knowledge and cared about the environment but they did not consider a hotel's environmental strategy as a foundation for their hotel choice. Many travellers were keen to accept room with water and energy saving features, recycling bins, fire-safety feature and information on local ecotourism places.

A study by Baruca and Civre (44) on 1520 hotel guests in 10 different hotels to investigate different factors which represents the reasons for consumer decision making in hotel selection and segmentation of hotel guests bases on hotel attributes found that typical attributes such as recommendations and personal experiences and location were most important in the decision making process in hotel selection.

Many eco hotel provided programs such as recycling waste and water, towel re-use programs, line exchange programs eco-friendly bathroom amenities especially toiletries, energy-efficient lighting and green accreditations in a direction to run more sustainably(2009). Many visitors usually refer online hotel comments before making their decision.

### Gen Y Spending Behavior In Hotel

Each generation has their different expectations when they were visited hotels. This is because they live in different social environments. Each generation's specific impact on the market and industry are based on previous generations, which requires the market and hotel industry to adapt to the new expectations of each generation (45). Generation Y consumers attach great importance to online user experience when shopping online.

Hotel brands need to develop web sites that attract customers and encourage online booking and keep loyalty customers (46). In the growing environment of Generation Y, almost everything has been branded. Therefore, they are more adapted to the brand than the previous generation and have different responses to the brand. They have a special attitude towards brands (47).

### Chinese Generation Y

Generation Y refers to young adult consumers, generation Y is a demographic group classified as born between 1981 and 2000(48). In the context of reform and opening up policy and on-child policy, Chinese generation Y are growing up in modern China, they would soon become an important force in China's future of science, technology and economy (49). They are often



described as being socially and environmentally conscious, pragmatic, intelligent and open to new experiences (32). This generation, living in the context of the rapid development of the Internet, embraces high technology as their daily life, which is characterized by skilled technology (50). This generation also has a strong economy. According to a survey by credit Suisse first Boston, the group's revenue has risen 34% in the past three years, the fastest growth of any generation in China (51).

### Consumers' Attitude

Based on Ajzen (20), it is assumed that attitude is talking about the evaluation of an individual on a particular behaviour. It is related to an individual's preference of behaviour. If the consumers have built up an attitude towards a brand, it is more likely for the consumers to purchase or not to purchase the brand. The consumers' decision on whether they stay at a hotel is back up by their experience towards the hotel and their personal characters. Previous research stated that hotel customers' environmentally friendly attitudes may or may not affect their intention to stay at a green hotel (16, 17, 18, and 19). And attitude may affect consumers' intention to stay at green hotel (19, 20, and 52). As such, it is hypothesized that:

H1: Gen Ys' attitude has a signature relationship with Gen Ys' intention to stay at green hotel.

### Subject Norm

For subjective norm, it refers to the social pressure affecting an individual's behavioural intention and attitude (20). People may under pressure and may be influenced by people who surround them like family members and friends. They may face dilemma and perform different behaviour if their attitude is different from the social norm. They may perform a particular behaviour to conform with the people surround them (53, 54). In the case of staying at green hotel, Gen Ys may face dilemma of either following their own attitude or may under the social pressure to make decision of staying at green hotel. In some research study, it is noticed that there is positive influence of social normal towards their intention to revisit a green hotel (17, 55). The hypothesis is posited as:

H2: Subject norm has a signature relationship with the Gen Ys' intention to stay at green hotel.

### Perceived Behavioural Control

According to Ajzen (20), perceived behavioural control refers to the access of resources and

opportunities needed to perform behaviour. This includes the available resources (e.g. money, hard wares, time and the like) and the individual's self confidence to perform the behaviour. Previous studies also pointed out that perceived behavioural control might be able to predict the behavioural intention of an individual (20). In the green hotel study, Gen Ys may be affected by the resources they have to decide whether they stay at the green hotel or not. Some studies find out that the perceived behavioural control influence the consumers' behavioural intention. As such, it is hypothesized that:

H3: Perceived behavioural control has a signature relationship with the Gen Ys' intention to stay at green hotel.

### Green Hotel Knowledge and Chinese Culture

Previous studies suggest that green knowledge may moderate the consumers' intention towards staying at the green hotel. However, the finding is varied for Gen Ys. Some studies point out that the older generation is more environmental friendly than the younger age group (16). But some other studies notice that Gen Ys' intention of staying at green hotel will be higher if they have more knowledge of green hotel (18,19). However, the researchers would like to point out that environmental protection concept is a western originated concept. Although the concept is getting popular in Asian countries; most Chinese people may not put the environmental protection concept in their first priority in choosing products/ services. As such, the Chinese Gen Y's might more concerned about their own situation (e.g. their resources, their preferences) rather than the environmental concern issue when they choose a hotel to stay. The researchers therefore propose the following hypotheses:

H4: Green hotel knowledge negatively moderates the relationships between Gen Ys' attitude and their intention to stay in green hotel

H5: Green hotel knowledge negatively moderates the relationships between subject norm and Gen Ys' intention to stay in green hotel

H6: Green hotel knowledge negatively moderates the relationships between perceived behavioural control and Gen Ys' intention to stay in green hotel. The model shown in Figure 1 below is the study of MohdSuki & MohdSuki (19). The researchers attempt to use the model to test proposed hypotheses regarding to Gen Y staying at green hotel.

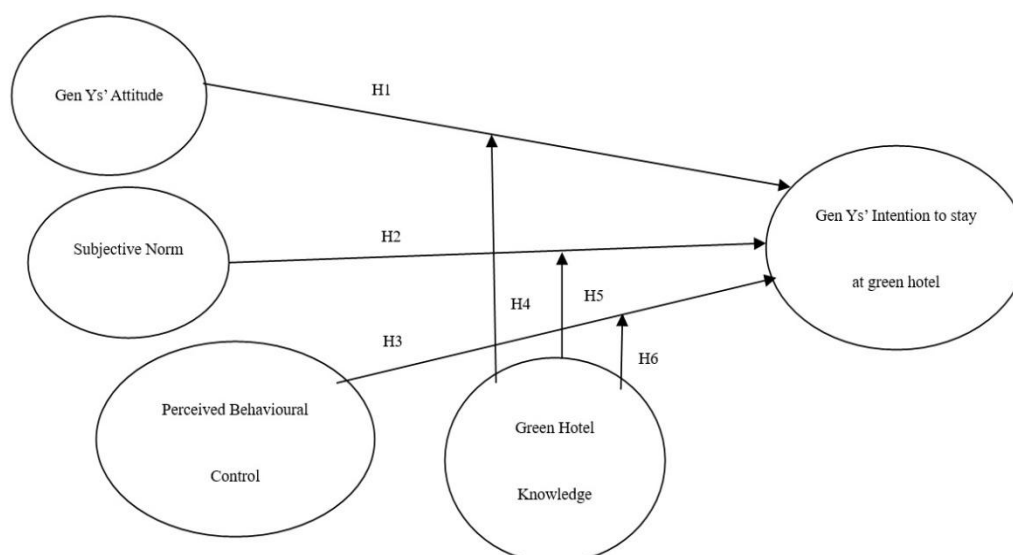


Figure 1. The study model

## METHODOLOGY

### Measures

This study adopted the questionnaire from MohdSuki & Mohd Suki (19) to conduct a quantitative study in Hong Kong. The structured closed-ended questionnaire was designed to target to answer the hypotheses. The questionnaire used in the study was divided into two parts. In the first part, some basic information was collected, such as gender, age; factors influenced staying at green hotels etc. In the second part, the respondents were asked whether they stayed at green hotel before and why they chose green hotel.

In the final part, questions related to consumers 'attitude, subjective norm and perceived behavioural control were asked. 5-point Likert-type scale (1=strongly disagree, 5=strongly agree) was used.

### Validation

Some measures were taken to validate the questionnaires and the data received. The first relates to the translation of the questionnaire. As the survey was conducted in Chinese, a back-translation technique was used to cross check the accuracy of the questionnaire items. The questionnaire was first translated from English to Chinese.

Then an external bilingual professional was invited to translate the Chinese version of questionnaire back into English. The two sets of original English language questionnaires were then compared and a judgment was made on the quality of the translated questionnaire before moving to pilot testing. The second measure

was to carry out the pilot test. The purpose of the pilot test was to make a final check of the questionnaire. During the pilot interviews, the 10 respondents were interviewed. The researchers reviewed the feedback and examined if questionnaire needed any amendment.

### Data Collection

A total of 389 usable questionnaires were collected from Gen Ys in Hong Kong via email to those target samplings which fall into Gen Y group. Convenient sampling technique was used as the data collection method in May 2017. In the start of the survey, an explanation of green hotel including green practices (e.g. waste and water recycling, energy saving) was given. Participants were told to read before they completed the questionnaires.

### Sample Profile

In the sample of 389, about 48.1% respondents were male and 51.9% were female. Regarding to the age, majority (84.8%) are aged below 25 years old or lower. 8.2% aged between 26-35 years old and 6.9% aged between 36 years old or above. Regarding to the reasons that affect the respondents to choose to stay at green hotel, most of them choose 'price' rather than 'brand', 'environmental protection' or 'entertainment facilities'.

### Data Analysis

All data were coded, analysed and summarised using SPSS 21 software. Before the descriptive analysis was run, data cleaning was conducted. This process aimed to ensure that there was no missing data. Descriptive information on the sample were calculated and summarised.

Reliability tests were carried out to measure the consistency of the measurement items. The general acceptable lowest threshold level of Cronbach's alpha is 0.60 to 0.70 (56). Simple linear regression analysis was applied to testing H1 to H3. Hierarchical moderated regression analysis was used for the moderation hypotheses of H4 to H6.

**Table1.** Reliability test

Variables	Items	Cronbach's alpha ( $\alpha$ )
Green hotel knowledge	3	0.856
Gen Y's attitude	3	0.734
Subject norm	3	0.774
Perceived behavioral control	2	0.654
Gen Y's intention to stay at green hotel	3	0.786

**Hypotheses Testing**

Prior to hypotheses testing, the means, standard deviation and correlations of control variables, independent variables and moderator were analyzed and presented in Table 2. All the

**Table2.** Correlation of the Variables

Measures	M	SD	1	2	3	4	5
1.Green hotel knowledge	2.40	1.063	1	.472**	.568**	.435**	.518**
2.Gen Ys' attitude	3.00	1.103	.472**	1	.597**	.604**	.612**
3.Subject norm	2.66	1.108	.568**	.597**	1	.563**	.677**
4.Perceived behavioral control	3.21	1.170	.435**	.604**	.563**	1	.644**
5.Gen Ys' intention to stay at green hotel	2.87	1.076	.518**	.612**	.677**	.644**	1

*N* = 389. \*\*indicates significance at the  $p \leq 0.01$  level of confidence

Hypotheses 1 to 3 are tested with regression analysis. For hypotheses 4 to 6, hierarchical moderated regression analyses are used to test the effect of the moderator of 'green knowledge'. Table3 below presents the results of all hypotheses testing. It is noticed that all the hypotheses are accepted except hypothesis 4. For Hypotheses 1 to 3, the figures supported the researchers' hypotheses that 'Gen Ys' attitude', 'Subject norm', and 'Perceived behavioural control' have signature relationships with the 'Gen Ys' intention to stay at green hotel'. For hypotheses 4 to 6, hierarchical moderated regression analysis was employed to test the hypotheses. The independent variable and the moderator were first of all standardized. And

**Table3.** Summary of Hypotheses Testing

Hypotheses	Results	Accepted/ rejected
H1 (Attitude – Intention)	$\beta = 0.612; p = 0.000, <0.05$	Accepted
H2 (SN – Intention)	$\beta = 0.677; p = 0.000, <0.05$	Accepted
H3 (PBC – Intention)	$\beta = 0.644; p = 0.000, <0.05$	Accepted
H4 (Attitude - green hotel knowledge - intention)	$\beta = -0.053; p = 0.175, >0.05$	Rejected
H5 (SN - green hotel knowledge - intention)	$\beta = -0.063; p = 0.088, <0.10$	Accepted
H6 (PBC - green hotel knowledge - intention)	$\beta = -0.104; p = 0.006, <0.05$	Accepted

**RESULTS**

**Reliability Analysis**

The internal consistency reliability of the constructs was tested by Cronbach's coefficient  $\alpha$ . The values of alphas are summarized in Table 1 below. They ranged from 0.654 to 0.856 which meet the acceptable level (57).

variables are significantly correlated with 'Gen Ys' intention to stay at green hotel'. Among all variables, 'subject norm' has the strongest correlation coefficient value with 'Gen Ys' intention to stay at green hotel' ( $r=0.677$ ).

then the moderator of 'green knowledge' was entered separately into the regression model. The results prove that the moderating effect of 'green knowledge' is valid in hypotheses 5 and 6.

It reinforced researchers' points of views that 'green knowledge' negatively moderated the relationship between 'subject norm' and 'Gen Ys' intention to stay in green hotel' as well as the relationships between 'perceived behavioural control' and 'Gen Ys' intention to stay in green hotel'. Only hypothesis 4 is rejected which means the moderating effect of 'green knowledge' cannot negatively moderate the relationships between 'Gen Ys' attitude' and their intention to stay in green hotel.

### DISCUSSION

This study aims to examine whether green knowledge could affect the attitude of Chinese Gen Ys' environmental behaviour towards staying at green hotels. MohdSuki & MohdSuki's model (19) is used as the base of this study. The theory of planned behaviour is the central theory of the conceptual framework. The result demonstrated Gen Y's still have their budget plan when they made a choice of the hotel. If they have budget plan, they are more prefer to stay at a price value for money hotel instead of a green hotel. Environmentally concern is not their norm for selecting a green hotel. Therefore, marketers need to rethink how to stimulate their needs and stay in a green hotel. More likely they need to education their customer such as Gen Ys group, understand the culture aspect of Chinese Gen Ys and design a marketing plan can be more effectively for the future.

#### Theoretical and Managerial Implications

This study suggests some theoretical and managerial implications for understanding the Chinese Gen Ys' environmental behaviour towards staying at green hotels.

In terms of theoretical implications, first of all, few studies investigate the Chinese Gen Ys' environmental behaviour to stay at green hotel. The recent literatures either explore the consumer behaviour on choosing the green hotel in general (16) or the studies of Gen Y's are not focus on Chinese (18,19). This study contributes to the limited literature on age group particularly the Gen Y group of Chinese culture. The result provide a direction guide in order to have a better understanding of the Gen Y's buying behaviour in hospitality product .

Secondly, this study confirms that there are negative moderating effects of 'green knowledge' on the relationship between 'subject norm' and 'Gen Ys' intention to stay in green hotel' as well as the relationships between 'perceived behavioural control' and 'Gen Ys' intention to stay in green hotel'. If the Chinese Gen Ys of culture has more resources, they will prefer to stay in more prestigious or special hotels during leisure.

If the Chinese Gen Ys are with fewer resources, they will prefer to stay at the hotels which are more value for money rather than environmental friendly. It supports the researchers arguments that that the environmental friendly concept may still not very strong among the Chinese culture. As such, the Gen Ys will consider other factors

instead of environmental concern when they are choosing hotels. Some managerial implications to practitioners also suggested in this part. First, this study provides some information for the marketers and practitioners on the environmental concepts and behaviour of the Chinese Gen Ys. More tailor-made marketing campaigns may be stimulated. As a marketer, it can adopt the green concept or tell the story of green product in order convince Chinese Gen Y why they need to stay in a green hotel and what kind of kind of responsibility they need to take .Therefore, marketer can built up a marketing plan special design for this group.

Second, it is suggested that more education and promotion on the concepts related to green knowledge, environmental protection and even socially responsible consumption to younger generation are needed.

It is important to make these concepts popular so that it can build a positive influence in the Chinese societies. For the marketers, it can provide field trips for students or Gen Y visiting to the green hotel. Let the youngsters really understand the importance of green and what can the industry do for the environment and society.

Education was crucial and it can start from the primary school level and provide more visiting to the green hotel. There can be some work-life experience for student during summer school. Let the youngsters really understand the concept of green and demonstrated travelling is part of the life for the contemporary citizens.

Therefore, what green hotel can help to create sustainability for the environment? Third, the Gen Ys nowadays are more interested in high technology. Marketers and practitioners may consider to use more high technology to improve hotel sustainability, promotion etc so as to attract more Gen Ys to stay at the green hotels. For marketers can combine green product with technology in order to attract Gen Y to purchase or book the green hotel. Since green hotel is a trendy thing, therefore, Gen Ys are more willing to spend their money with technology support from the green hotel. It can create the attention for these groups and stimulate their needs as well. Fourth, it is understood that some Gen Ys may have their budget plan. They may consider more value-for-money hotels to stay. As such, marketers and practitioners may think about how to develop some green hotels which are more valuable for Gen Ys to stay.



### Limitation and Directions for Future Research

Same as other study, this study has some limitations that suggest direction for further research. First of all, the respondents of this study are the Chinese Gen Ys in Hong Kong only. It may consider replicating this study in other cities or countries of Chinese culture. It is interesting to see if there will be different in environmental behaviour of the Gen Ys in different Chinese cities. Secondly, this study is a quantitative study. It may also consider to conduct qualitative study to understand more about the in depth environmental behaviour of Gen Ys in choosing hotels for leisure. Finally, it may be interesting to explore if there is any different in terms of gender on environmental behaviour of Chinese Gen Ys as well.

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