# Exploring Visit Intention to Green Hotels Using the Norm Activation Model (NAM) Theory and the Moderating Effects of Guest's Demographic Attributes

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*Abstract: The hotel industry is fiercely competitive and requires innovation to attract guests. Innovation includes adopting proactive steps to be environmentally-friendly. This causal research explores what influences them to visit green hotels on the basis of the sequential model of the norm activation model (NAM) theory due to research calls for developing deeper understanding about green visit intention. The attributes of guests will also be investigated to explore if it moderates the model of the study. 150 respondents who are familiar with green hotels and have visited a green hotel or resort for at least once a year were gathered through online survey. Data were analyzed using a structural equation modeling (SEM) through the WarpPLS 7.0. The findings demonstrated that by raising awareness of the consequences and highlighting their responsibility for environmental concerns, personal norms may be enhanced and green visit intention will be promoted. The demographic attributes of guests, such as age, sex, and income, were shown to have no moderating influence on the study's model. The connection between personal norms and green visit intention was found to be moderated only by educational background.*

**Keywords** – visit intention, green hotels, environmentally-friendly, norm activation model theory, attributes, structural equation modeling

## 1. INTRODUCTION

In the business setting, the hotel industry is fiercely competitive. In order to stand out and persuade clients to stay, hotels must continue to innovate in order to retain current customers and attract new ones (Kunchornsirimongkon, 2018). Growing number of hotels are adopting and innovating proactive steps to improve their environmental management in order to remain competitive (Aboelmaged, 2018; Walsh, 2017; Bagheri et al., 2020). This conviction was due to the fact that hotels are big users of natural resources (e.g. water, electricity) with significant negative impacts on the environment, making it a major concern (Ustad, 2010; Legrand et al., 2016).

The Green Hotels Association (2014) defines green hotels as pro-environmental lodging properties that adopt green practices to protect the environment, such as conserving water and energy, reducing solid waste, and recycling and reusing durable service items (e.g., bins, towels, etc.). Green certification and accreditation have established a voluntary niche in international hotels (Can et al., 2014; Scarinci & Myers, 2014; Smith et al., 2006). In the Philippines, the Department of Tourism (DOT) has awarded 27 hotels and resorts, nationwide, the ANAHAW Philippine Sustainable Tourism Certification. This certification is for hotels and resorts which follow best practices and strategies for sustainable growth and ecotourism in order to contribute to the green economy of the country. Rusiana (2015) mentioned on her study that green practices are being implemented at a rapid pace by chain-affiliated hotels, specifically those located in Cebu, Philippines. This is because they do have

sufficient funding to invest in green-practices, and it's some sort of internal organization effort aimed at branding the hotel and, eventually, marketing positions (Edralin & Castillo, 2001).

In the consumers' context, hotel guests begun to recognize that their purchasing habits are one of the causes of global warming and pollution (Shyan, 2010). As consumer knowledge of environmental preservation grows, the occupancy rate of green hotels climbs, increasing the green hotel's long-term growth (Gupta et al.2019). Numerous investigations have been followed through to further develop an apprehension of guests' intention to visit green accommodations. Consumer views of green hotels (Cometa, 2012), management incentives to embrace green hotel practices (Kamalul Ariffin et al., 2013), and customer satisfaction with green hotels (Robinot & Giannelloni, 2010) were the focus of the majority of previous studies in the field of green hotels. Based on the study of Agulto and Nacario (2016), Filipino hotel guests found it acceptable to pay premium rate for staying at hotels that implements green practices and considered staying here when travelling. However, environmental issues (saving energy, reducing water usage, reducing solid waste, recycling, etc.) were insignificant for them.

In comparison to western nations, there have been comparatively few green marketing research (Lee, 2008), making it critical to understand green purchase (visit) intention (Mei, et al. 2012) most especially in the context of Filipinos. Intention to visit a green hotel is an example of pro-environmental behavior (PEB). In terms of predicting PEB

and pro-social behavior of consumers, scholars believe that Norm Activation Model (NAM) Theory is effective and applicable. The NAM theory, developed by Shalom Schwartz and introduced in 1977, explains altruistic and ecologically friendly behavior by posing three sorts of antecedents that may be used to predict PEB (i.e., awareness of consequences, ascription of responsibility, and personal norm). Norm activation, according to this idea, begins with an individual's knowledge of potentially harmful outcomes and his or her attribution of responsibility for not behaving pro-environmentally. Individuals behave in accordance with personal norms as a result of their anticipated pride and guilt (Schwartz, 1977).

In the past studies, scholars proposed that additional predictors of environmental behaviors should be studied into the behavioral change of individuals, specifically hotel guests. Kumar (2014) states that the following demographic attributes influence consumer behavior: age, sex (gender), civil status, income, background of the family, educational background, job, family size, geographic factors, and psychological concerns. Various demographic characteristics have been proven to have distinct effects on previous studies on concerns about the environment and behavioural markers by age (Lukas, 2005; Wernik et al., 2013), sex (Shang et al., 2010), education, and income (Geerts, 2014). The advice of Gregorio (2013) to investigate a larger scope of research on green Filipino consumers, taking into account the disparities in demographic characteristics and geographic areas of the country.

Thus, this paper will have the following contributions: First, the researcher will respond to research calls for developing deeper understanding about guests' intention to visit a green hotel by employing a theoretically driven test (Kim et al., 2017; Warren et al., 2017). In lieu of the study's theoretical contribution, utilizing NAM Theory in the Philippine setting would offer more information on the NAM Theory's cultural universality and this research will serve as springboard for NAM Theory's applicability for further studies about consumer's pro-environmental behavior. Secondly, this study's practical contribution is to help hotel and resort management/owners understand better their hotel guests and create and involve themselves to environmental programs to continually provide exceptional hotel quality service and corporate social responsibility. The researcher will investigate how the hotel guests' demographic attributes influences the model of the study in response to the need of broad research on the green consumer's characteristics (Gregorio, 2013; Mei et al., 2012; Bui, 2005).

## Green Visit Intention

The green hospitality business began in the 1990s as a result of associated financial benefits and changing tourist attitudes toward more sustainable tourism. Since acknowledging their critical role in becoming more environmentally friendly, the whole hotel industry has surmounted several hurdles to implement green practices in recent years (Chan et al., 2014; Han & Kim 2010; Mohd Noor et al., 2014). The hotel sector has adopted more ecologically friendly procedures as a result of the increased interest in customers' green behaviors (Choi et al., 2015). Furthermore, as a result of increased environmental awareness and the installation of more environmental restrictions, travelers have begun to gravitate toward green hotels rather than traditional hotels (Mohd Noor et al., 2014).

According Kim and Kwon (2018), visit intention is the representation on tourists' strategy for future travel behavior. The ability and inclination of a person to favor eco-friendly products over traditional products in consumer buying decisions was termed as green purchase intention (Abdul & Muhmin, 2007), referring to purchase of green accommodation is considered intention to visit a green hotel. Based on some research, tourists prefer booking at a hotel that integrates pro-environmental policies because they believe that by staying in such hotels, they will be helping to safeguard the environment (Nimri et al., 2017; Rahman & Reynolds, 2016). As consumer knowledge of environmental preservation grows, the occupancy rate of green hotels climbs, increasing the green hotel's long-term growth (Gupta et al.2019).

In contrary, guests were hesitant to stay in green hotels because they were scared that their luxury and comfort would be jeopardized (Nimri et al., 2017). In the hospitality context, hotel owners are still hesitant to be a "green" hotel because of the uncertainty of investment and it benefits despite the fact that there is a growing demand for green hotel practices (Kang et al., 2012). Hoteliers are skeptical whether investing in green practices would improve tourists' intention to visit their establishment. As a result, in order to persuade them to invest in green practices, a thorough understanding of guests' pro-environmental behavior is critical, particularly knowing the elements that impact consumers' patronage of these green hotels (Razali et al. 2019). Additionally, there is still a lack of study on guest intents to stay in a green hotel (Mohamad et al., 2014; Myung et al. 2012).

## Norm Activation Theory

Schwartz proposed the Norm Activation Model (NAM) theory to explain customers' prosocial and ecologically beneficial behavior. According to the NAM theory, behavior is impacted by the personal norm (PN), which is influenced by the awareness of consequences (AC) and its implications, including the attribution of responsibility (AR). The activation of the personal standard or moral standard is critical to the accomplishment of such action. From an ethical standpoint, it refers to a sense of moral obligation to act. As a result, there is no external pressure on the individual to engage in the desired action. Still, it's for the sake of internal consistency, or convictions, between acts and values. (Schwartz, 1977).

The NAM theory seemed to be effective at explaining a variety of pro-environmental intentions and behaviors, such as energy conservation (Black et al.,1985; Tyler et al., 1982), willingness to pay for environmental protection (Guagnano, 2001; Guagnano et al.,1994), willingness to reduce car use

(Eriksson et al., 2006), using the car for short distances and closing the faucet while brushing teeth (Harland et al., 2007), recycling (Bratt, 1999; Hopper & Nielsen, 1991; Schultz, 1999; Vining & Ebreo, 1992), political behaviour (e.g., Ga¨rling et al., 2003), environmental citizenship (e.g., Stern et al., 1999), policy acceptability (e.g., De Groot & Steg, 2009; Steg et al., 2005), and general pro-environmental behaviour (Nordlund & Garvill, 2002; Schultz et al., 2005). The hotel and tourism industry are also sponsors of the NAM theory. The emotional process, for example, is used by NAM to describe travelers' behavioral intentions (De Groot and Steg, 2009). In recent years, previous research has demonstrated that the NAM theory may be used to anticipate green travel intentions (Ellen & Steg, 2015) as well as energy-saving appliance adoption intentions (Song et al., 2019).

Steg and De Groot (2010) tested the causal relationship in the NAM theory. Based on their discussion, there are at least three model interpretation of NAM theory: (1) the relationship of personal norms and the behavior or intention is moderated by AC and AR (e.g., Hopper & Nielsen, 1991; Schultz & Zelezny, 1998; Schwartz, 1973, 1977; Schwartz & Howard, 1980; Vining & Ebreo, 1992) [2] a sequential method to achieve behavior or intention, in which AC influences AR, AR influences PN, and PN influences behavior or intention (e.g., Ga¨rling et al., 2003; Nordlund & Garvill, 2002, 2003; Steg et al., 2005; Stern et al., 1999; see also Schwartz & Howard, 1981), and (3) both AC and AR independently influences PN, and PN influences the behavior or intention (e.g., Bamberg & Schmidt, 2003; Harland et al., 2007). Steg and De Groot (2010) reported that NAM's sequential model is consistent with Schwartz and Howard's (1981) initial assertions, which said that when a person's awareness of the problem is high, he or she will assess if effective measures can be made to minimize the problem. This model is also the most conceptually realistic, because it is unlikely that one will feel responsibility for behaving pro-socially or consider the efficacy of alternative acts without first determining if not acting pro-socially is a problem.

### *Awareness of Consequences*

The impression of a person's own behavior's severity on the welfare of others is referred to as awareness of consequences (De Groot et al., 2009). When people are aware of the negative implications of their actions/inactions on others and themselves, they are more inclined to engage in environmental concerns and exhibit pro-environmental behaviors (Hansla, 2008). Previous research has found that awareness of consequences has an impact on pro-environmental actions in a variety of settings, including green electricity participation (Clark et al., 2003), vehicle ownership and usage (Flamm, 2009), water recycling (Saphores et al., 2012), and land management (Price & Leviston, 2014).

### *Attribution of Responsibility*

A person's own feeling regarding whether he or she is liable or the consequences of his or her behavior is referred to as attribution of responsibility (De Groot et al., 2009). People

who accept personal responsibility for environmental issues are more likely to endorse and engage in pro-environmental behavior (Steg et al., 2005). Prior research looked at the effects of responsibility ascription on a variety of topics, including green lodging (Han, 2015), green electricity usage (Clark, 2003), eco-innovation adoption (Jansson et. al., 2010), and trash reduction (Ebreo et al., 2003).

### *Personal Norms*

Personal norms represent sentiments of moral duty to do a given behavior that are related to the personality (Schwartz, 1973, 1977). Compliance with personal norms, for example, has been linked to sentiments of pride, whilst non-compliance with personal norms has been linked to feelings of guilt (Onwezen et al., 2013). Various investigations have explored the correlation between personal norms and the inclination to participate in ecologically friendly behavior when traveling. (e.g. Dolnicar, 2010; Dolnicar and Leisch, 2008; Ong and Musa, 2011). Dolnicar and Grün (2009) investigated visitor variability in terms of several pro-environmental behaviors. One of their results was that while individuals were on vacation, they saw less of a moral need to safeguard the environment than when they were at home. Possessing a moral commitment to safeguard the environment, according to Mehmetoglu (2010), was linked to PEB, both on travel and at residence. Personal norms were found to have a greater proportional influence on behavior and intentions (Niemiec et al., 2020). At the same time, it affects consumer's decision-making process which is highly relevant to company's direction towards their corporate social responsibility (CSR), marketing, and other business strategies (Diddi & Niehm, 2017). As a result, investigating its influence on visit intention of guests towards green hotels would yield more relevant data to the hospitality business.

### Demographic attributes of guests

According to a comprehensive study, NAM may be expanded by increasing the antecedent factors and including external inputs (He & Zhan, 2018; Song et al., 2019). Digby (2012) analyzed demographic characteristics (such as age, sex, education, and income) to further know the impact on ecological levels of literacy. The aforementioned four variables of customer demographic attributes have a role in their buying decision-making approach and behavior, according to Lee (2005) and Kumar (2014). Thus, this study will only investigate the role of demographic characteristics of guests if it moderates between personal norms and green visit intention. Companies are expected to achieve progress in their marketing practice in terms of the effectiveness of their operations by examining the impact of demographic characteristics on the approach to green purchasing (Witek & Ku´zniar, 2021). For instance, age, gender, educational background, and income will be considered as demographic variables for this study.

### *Age*

McCluskey et al. (2009) reported that age affects the consumption of fair-trade products negatively, whereas, Wright et al. (2003) stated that older individuals are unconcerned about environmental issues, as there is a wide range of concerns and attitudes toward environmental issues among the elderly. With age, ecological views deteriorate, and elderly people report higher "homebased" PEBs (wanting to read environmental periodicals; recycling), but far less "active" behaviors (engaging in recreation and tourism, supporting environmental activists). The amount of energy and stamina necessary to participate in various activities explains this (Johnson, et al. 2003). PEB appears to follow a life cycle, with the lowest potential point occurring at the age when people begin parenting - children impose financial and time limitations on parents (Longhi, 2013). However, Schewe and Noble (2000) reported that, as a result of the oil crisis in 1970s, Baby Boomers (born 1944 – 1964) grew more conscious of their environmental impact. A study of Generation X (born between 1965 and 1979) indicated that they are less worried about the environment and climate change is not their major concern (Miller, 2012). Individuals born between 1980 and 2000 compose the millennial generation (Jain & Dutta, 2019), socially conscious of their environmental influence and are driven to join the movement toward sustainable consumption but, at the same time, whether millennials are dedicated to turning green remains controversial (Naderi & Van Steenburg, 2018). Provided their biological and environmental factors, Baby Boomers and Millennials are predicted to be more pro-green than Gen Xers (Haws et al., 2014). A series of multiple regression studies revealed that each generation had similar but distinctive ideas about buying green products (Ham et al., 2021). The effect of a consumer's age on their green behavior has yielded conflicting results (Gilg et al., 2005). According to studies, there are substantial variances in customer behavior between generations when it comes to channel marketing selection at the stage of seeking information and purchasing services (Lipowski, 2017). Hence, this study will offer light on the contradicting notions about how the age of the guests influences their green visit intention and based on their personal norm.

### Sex

PEB levels varied dramatically between males and females (Eisler et al., 2003). Gender information is frequently used to have a better knowledge of consumer behavior. Men and women have different attitudes and behaviors, which can help marketers build more effective marketing techniques (Olsen, 2007). Pro-environmental behaviors were greater among females than in males (Lynn & Longhi, 2011; Longhi, 2013), a result that has been reproduced throughout regions (Hunter et al., 2004). Other studies (Hines et al., 1987) show no or very minimal gender effects that may be explained by the selected activity (Blocker & Eckberg, 1997). For example, women report more recycling activities (at home), whereas men report more external behavior (reading environmental material or joining environmental groups)

[Johnson et al., 2004]. It is crucial to understand the reasons that contribute to the difference between men and women when both are heavily active in green products (Park & Young, 1986). A comparison of various eco-products should be done to determine whether men's and women's perceptions differ across other eco-friendly product categories (Tung et al., 2017) such as purchase of green accommodation. Furthermore, while the influence of gender on decision-making has been demonstrated in a variety of consumer-related scenarios (Kim, 2012; Wang et al., 2018), few attempts have been made to determine whether this demographic characteristic moderates the relationships between a theoretical model and green visit intention. Also, Jimenez Almaguer (2020) reported that there is still gap in literature between analysing the role of gender in green purchase intention.

### Educational background

Based on the study of Longhi (2013), among the income, age, or work position, education has the greatest influence towards PEBs. Higher education has a favorable impact on some behaviors (consumption of recycled paper goods, boycott of over-packaged things, not turning on the heat, turning off the faucet), while a lower level of education has a positive impact on other types of PEB (turning TV off overnight, switching off lights, using public transport) [Lynn & Longhi, 2011]. Environmental concerns are generally influenced by education since it increases understanding about environmental issues. (Franzen & Meyer, 2010). Nguyen et al. (2019) discovered that greenwashing has a greater negative impact on green purchasing intentions among high-knowledge consumers than among low-knowledge consumers. According to Lithuanian study, knowledgeable consumers are better at identifying and responding to environmental challenges (Banyte et al., 2010). Higher education is typically associated with greater knowledge, which transfers into purchasing behaviour. In general, higher education promotes a better understanding of social processes, a more rational approach to resource consumption and management in the home, purchasing decisions that prioritize environmentally friendly products, and the acceptance of additional costs that must be borne to resolve environmental issues (Witek & Ku´zniar, 2021). On the other hand, Yin et al. (2010) discovered no connection between academic attainment (including age) and green product purchases. This study aims to apply the attribute of guests' educational background on how it moderates between the NAM theory and green visit intention, which will add to the current literatures.

### Income

Traveling is largely influenced by financial and personal constraints (King et al. 2009). If PEB is not expensive, people are more likely to participate (in terms of money, time, effort and convenience) [Diekmann & Preisendorfer, 2003]. Less well-off individuals are more likely to participate in PEB, such as increased demand for public transportation and

reduced heating-equipment expenditures, when single behaviors are examined (Longhi, 2013). Income, on the other hand, has little bearing on going green (De Silva & Pownall, 2014) or being a passionate environmentalist (Owen et al., 2010). When evaluating cross-sectional data, Whitmarsh & O'Neill (2010) discovered that wealth had a smaller impact on individual PEBs. As a result, in response to contradictory literatures, this study seeks to evaluate how income moderates the relationship between NAM Theory and intention to visit a green hotel.

**This study focused on investigating the following:**
1. **How may guest's awareness of consequences influence their attribution of responsibility?**
2. **How may guest's attribution of responsibility influence their personal norms?**
3. **How may guest's attribution of responsibility mediate between their awareness of consequences and their personal norms?**
4. **How may the personal norms of guests mediate between their attribution of responsibility and their intention to visit a green hotel?**
5. **How may guest's demographic characteristics moderate the relationship of personal norms and green visit intention in terms of:**
    - Age;
    - Gender;
    - Educational background;
    - Income?

Based on the literatures presented, the following hypotheses have been constructed below and also applied on the Fig.1.:

*H1: Guests' awareness of consequences (AC) significantly influences their attribution of responsibility (AR).*
*H2: Guests' AR mediates the relationship between their AC and personal norms (PN).*
*H3: Guests' AR significantly influences their PN.*
*H4: PN mediates the relationship between AR and guests' visit intention to green hotels.*
*H5: Guests' PN significantly influences their visit intention to green hotels.*
*H6a: Age moderates the relationship between the guests' personal norms and their visit intention to green hotels*
*H6b: Sex moderates the relationship between the guests' personal norms and their visit intention to green hotels*
*H6c: Educational background moderates the relationship between the guests' personal norms and their visit intention to green hotels*
*H6d: Income moderates the relationship between the guests' personal norms and their visit intention to green hotels*

**Figure 1. Conceptual Model**
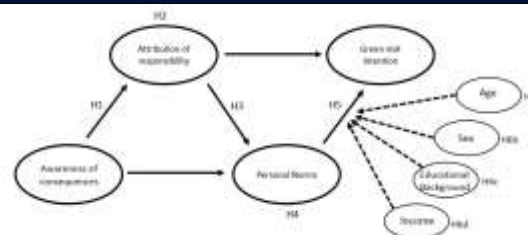


## 2. METHODOLOGY

A causal research technique was used in this quantitative investigation. According to Dudovskiy (2016), the goal of causal research is to determine the size and type of cause-and-effect relationships. Explanatory study, also known as causal research, can be used to evaluate the consequences of specific modifications on current standards, procedures, and so on. In research, an independent variable is a variable whose value is not influenced by the value of another variable, whereas a dependent variable is a variable whose value is influenced by the value of the independent variable (Sugiyono, 2018). Specifically, it is used to measure the direct effect of NAM Theory on the visit intention of guests. The awareness of consequences is identified as the independent variable, while the intention to visit a green hotel serves as the dependent variable. Attribution of responsibility and personal norms are labeled as the mediating variables and the four demographic attributes are the moderating variables. Thus, this study will investigate the causal relationship of NAM theory variables and its influence towards green visit intention.

The following criteria were met by respondents in order to meet the needs of this study: (1) familiar with the concept of green or eco-hotel, and (2) have stayed at a green/eco-hotel at least once a year (Suki & Suki, 2015) specifically those who have stayed in green hotels and/or resorts with the DOT ANAHAW Philippine Sustainable Tourism Certification. At the same time, because visiting hotels requires spending, the study's respondents must be from the working generation between the ages of 18 and 64 years old. The 18 to 21 years old represents Generation Z, 22 to 41 years old represents the millennials, 42 to 56 years old represent the Generation X, and lastly, the Boomers aging 57 to 64 years old. By dividing the age group, the researcher will be able to shed light which generation differences towards PEB and visit intention to green hotels (Ham et al., 2021).

Two methods were used to estimate minimum required sample sizes, the inverse square root and gamma-exponential methods (Kock & Hadaya, 2018). Minimum sample sizes of 129 (inverse square root method) and 111 (Gamma-exponential method) were computed. The final size of 150 qualifies respondents as determined sufficient, as indicated on the Figure 2. The minimum absolute significant path coefficient in the model has a significant level of 0.05, and a power level of 0.95.

A self-administered questionnaire (SAQ) is one that has been specifically developed to be completed by a respondent without the intervention of the researchers collecting the data (Lavrakas, 2008). The survey questionnaire, which was adopted from various scale authors (see Table 1), consists of two parts as reflected on Appendix A. The first section includes the respondents' demographic profile. This will provide information about their age, sex, educational background, and income. The study framework provided in the second section includes four latent variables, which serve as word intermediaries for each research phenomenon. The researcher sent an electronic mail to scale authors seeking for their permission adopt the following constructs on Table 1.

The NAM theory variables namely awareness of consequences (AC), attribution of responsibility (AR), and personal norms (PN), will be measured using a 5-point Likert scale: 1 – Strongly Disagree, 2 – Disagree, 3 – Neither agree or disagree, 4 – Agree, and 5 – Strongly Agree.

For the guests' green visit intention, it will use a 5-point frequency scale: 1 – never, 2 – sometimes, 3 – often, 4 – very often, and 5 – always. Table 1.1 shows the measurement for each constructs along with its source.

**Table 1. Variables' Items and its Source**

| Construct | | Source |
|---|---|---|
| | *Awareness of consequences* | |
| AC1 | Hotels contribute to pollution, climate change, and scarcity of natural resources. | |
| AC2 | The hotel will have an ecological impact on the surrounding area as well as the wider environment. | |
| AC3 | Hotels can contribute to environmental degradation by generating garbage and overusing electricity and water in guest rooms, restaurants, and other services. | Bamberg and Schmidt (2003) |
| AC4 | To avoid environmental degradation, environmentally responsible hotels adopt energy/water saving, trash reduction, and environmental initiatives. | |
| | *Attribution of responsibility* | |
| AR1 | I feel that every hotel guest bears a portion of the blame for the hotel industry's environmental problems. | |
| AR2 | I feel that the hotel industry is responsible for the deterioration of the hotel environment | Onwezen et. al. (2013) |
| AR3 | Every hotel guest is responsible for the environmental issues that arise as a result of their stay. | |
| | *Personal Norm* | |
| PN1 | I'll be a better person if I live in a green hotel and use green products and services. | |
| PN2 | Living in a green hotel, in contrast to traditional hotels, makes me feel like a moral person. | Beck and Ajzen (1991) |
| PN3 | I feel guilty if I don't stay at a green hotel. | |
| | *Green Hotel Visit Intention* | |
| VI1 | I'd like to stay at a green hotel when I travel | |
| VI2 | I plan to stay at a green hotel when I travel | Chen and Tung (2014) |
| VI3 | I try to stay at a green hotel when I travel | |

The survey instrument was created to gather information from qualified respondents. Since it was discussed that there was a set of criteria to be met in order to qualify as a respondent, the researcher used a purposive sampling strategy to reach the target respondents of this study. Purposive sampling, also known as judgment sampling, is the purposeful selection of an informant based on the attributes the informant possesses. Simply said, the researcher determines what needs to be known and then sets out to identify people who can and are willing to supply the information through their knowledge or experience (Bernard 2002, Lewis & Sheppard 2006).

In order for the respondents to engage in the study despite of the limitations caused by the pandemic, a Google form was set up as a survey instrument for online data collection and were provided to them through email and even on various social media platforms like Facebook, Messenger, Twitter, and Instagram. This will help the researcher to reach out to qualified respondents who have visited the green hotels and/or resorts with the DOT ANAHAW Philippine Sustainable Tourism Certification.

Respondents were asked to read a cover letter outlining the survey's objective and sign an individual consent form that

ensures the respondents' confidentiality and anonymity. The researcher's contact details were also shared. Before examining the tabulated data in aggregate form, the survey link was removed.

The researcher used structural equation modeling (SEM) analysis to examine the variables on the framework using WarpPLS 7.0. SEM is a multivariate, hypothesis-driven method based on a structural model that represents a theory about the causal relationships between multiple factors (Stephan & Friston, 2009). First, the researcher used confirmatory factor analysis (CFA) to test the hypothesis if there is a link between the observable variables and their underlying latent constructs. After that, path analysis was used to explore the influences of the variables in the framework, as well as, the moderating effect of guest's demographics. Path analysis is used to produce estimates of the extent and importance of postulated causal links between sets of variables using path diagrams (Stage et al., 2004).

Respondents in this study has the right to decline, willingly engage in, and withdraw from the study at any moment throughout the study without facing any negative repercussions. They can also get access to the researcher's contact information in case they have any questions regarding the study. During the data collection, they must complete an informed consent form (see Appendix B) and read a cover letter outlining the study's purpose, risks and benefits, and data storage and disposal procedures. The respondents' identities, responses, and other pertinent information were kept anonymous, and the data acquired will be managed with the strictest confidentiality. This also applies to the mentioned hotels and resorts on the survey.

Furthermore, the researcher sought permission from scale authors via email (see Appendix D). Also, the researcher sent letter of request to the management of The Light House Marina Resort for the purpose of providing survey to the hotel guest, however, the request was not granted (see Appendix C). The hotel names indicated on the survey questionnaire will not be published in the findings or discussion to protect the companies. It is the researcher's responsibility to maintain the confidentiality of the study's data, and everything will be handled appropriately.

This study responds to research calls for developing deeper understanding towards visit intention to green hotels using the NAM theory and to investigate how the hotel guest's demographic attributes influences the framework of the study. Only the information required to conduct this survey were obtained from participants. The survey questionnaire includes demographic profile. Respondents were given ten to fifteen minutes to complete the online survey.

After 150 valid responses, the online survey link was removed. The aggregated main data were downloaded in MS Excel format and saved in a password-protected computed accessible only to the researcher. Data from the printed copies was also tallied on the MS Excel Sheet. The electronic data will be kept on the computer for a maximum of three years before being properly deleted. Only the relevant data were evaluated, saved, and maintained in a soft copy. Within the

duration specified, data will not be utilized for possible secondary analysis, and they will have the opportunity to decline further storage and use of the acquired data for future research.

During data collection, participants' honesty and candor in their replies were expected and monitored. The respondents' use of a safe space, a good internet connection, and their devices in completing the online survey were valued. Respondents were informed that the study's results may be made available to them. They were also notified that the study may be discussed at research forums and published in a research journal by the researcher. Respondents were not compensated for their voluntary involvement, and there was no monetary cost to them during the data gathering process.

This thesis proposal is required for the Master of Science in Hospitality and Tourism Management program at Holy Angel University. Prior to implementing the research methodology, the researcher sought for a clearance from the Institutional Review Board (IRB). It passed the Turnitin plagiarism check. The ethics board's contact information was supplied. There were no sponsors, and the study was undertaken without profit motive. The study involved minimal perceived risk to the respondents, researcher, and the University. Such risks are limited to day-to-day risks that may happen and may not be directly attributed to the respondents' participation in the study.

## 3. RESULT AND DISCUSSION

### Demographic distribution of the respondents

197 responses were collected throughout the data collecting process, however only 150 were qualified, resulting in a response rate of 76.14 percent. The data acquired from the respondents (n = 150) revealed that the great majority of those who took part were between the ages of 22 - 41, or millennials, accounting for 56.0 percent (n = 84). Female respondents constituted for 55.3 percent (n=83) of the total number of respondents. In terms of educational background, 52.7 percent of respondents (n = 79) had a bachelor's degree. Finally, respondents earning between Php10,000.00 and Php29,999.00 per month topped the list with 45.3 percent (n = 68).

**Table 2. Demographic Distribution of the Respondents**

| Measure | Item | n | % |
|---|---|---|---|
| Age | 18-21 | 14 | 9.3 |
| | 22-41 | 84 | 56.0 |
| | 42-56 | 42 | 28.0 |
| | 57-64 | 10 | 6.7 |
| | | | |
| Sex | Male | 67 | 44.7 |
| | Female | 83 | 55.3 |
| | | | |
| Educational Background | SHS level | 1 | 0.7 |
| | College | 38 | 25.4 |
| | undergraduate | 79 | 52.7 |
| | Bachelor's Degree | 4 | 2.7 |

| | | | |
|---|---|---|---|
| | Associate Degree | 19 | 12.7 |
| | Master's Degree | 9 | 6.0 |
| | Doctorate Degree | | |
| Income | Less than Php10,000.00 | 17 | 11.3 |
| | Php10,000.00 – Php29,999.00 | 68 | 45.3 |
| | Php30,000.00 – Php49,999.00 | 38 | 25.3 |
| | Php50,000.00 – Php69,999.00 | 17 | 11.3 |
| | Php70,000.00 – Php89,999.00 | 4 | 2.7 |
| | Php90,000.00 or more | 6 | 4.0 |

*N=150*

## Model Fit and Quality Indices

The model fit and quality indices of the structural equation model was calculated. The average path coefficient (APC) [0.347, p0.001], average r-squared (ARS) [0.582, p0.001], and average adjusted r-squared (AARS) [0.575, p0.001] all had p-values less than the acceptable 0.05. (Kock, 2017a). The model's average block VIF (AVIF) [1.948, acceptable if=5, ideally=3.3] and average full collinearity VIF (AFCVIF) [2,227, acceptable if=5, ideally=3.3] suggest that it does not have common method bias or pathological collinearity (Kock, 2015). Also, the WarpPLS 7.0 statistical test yielded a Tenehaus GoF (GoF) [0.730, big, >=0.36], suggesting a substantial effect (Kock, 2017a). The study's model has optimal coefficient rating based on Sympson's Paradox Ratio (SPR) [1.00], r-squared contribution ratio (RSCR) [1.00], statistical suppression ratio (SSR) [1.00], and nonlinear bivariate causality direction ratio (NLBCDR) [1.00].

**Table 3. Model Fit and Quality Indices**

| Index | Coefficient |
|---|---|
| Average Path Coefficient (APC) | 0.347, p<0.001 |
| Average R-squared (ARS) | 0.582, p<0.001 |
| Average Adjusted R-squared (AARS) | 0.575, p<0.001 |
| Average Block VIF (AVIF) | 1.948, acceptable if ≤5, ideally ≤3.3 |
| Average Full Collinearity VIF (AFVIF) | 2.227, acceptable if ≤5, ideally ≤3.3 |
| Tenenhaus GoF (GoF) | 0.730, small ≥0.1, medium ≥0.25, large ≥0.36 |
| Sympson's Paradox Ratio (SPR) | 1.000, acceptable if ≥0.7, ideally =1.0 |
| R-squared Contribution Ratio (RSCR) | 1.000, acceptable if ≥0.9, ideally =1.0 |
| Statistical Suppression Ratio (SSR) | 1.000, acceptable if ≥0.7 |
| Nonlinear Bivariate Causality Direction Ratio (NLBCDR) | 1.000, acceptable if ≥0.7 |

## Evaluation of the Measurement Model

The study's measuring model was examined by determining the latent variables' reliability and validity. Personal norms (PN) [CR = 0.913, CA = 0.856], awareness of consequences (AC) [CR = 0.959, CA = 0.942], attribution of responsibility (AR) [CR = 0.929, CA = 0.884], and green visit intention (GVI) [CR = 0. All of them [957, CA = 0.933] exceeded the minimum permissible value of 0.70. (Kock, 2014).

The validity of each indicator was determined by calculating factor loading and calculating average variance (AVE). With a p-value of 0.001, all indicator loadings are significant (>0.50), implying a link between the indicators and the constructs (Kock, 2017b). Because they all surpass the 0.5 minimum requirement, the AC (AVE = 0.853), AR (AVE = 0.813), PN (AVE = 0.778), and GVI (AVE = 0.881) have an optimum AVE (Fornell & Larcker, 1981).

**Table 4. Reliability and Validity Test of Constructs and Indicators**

| Construct & Item | Factor Loading | AVE | Composite Reliability | Cronbach's Alpha |
|---|---|---|---|---|
| *Awareness of consequences* | | 0.853 | 0.959 | 0.942 |
| AC1 | 0.903 | | | |
| AC2 | 0.941 | | | |
| AC3 | 0.949 | | | |
| AC4 | 0.900 | | | |
| *Attribution of responsibility* | | 0.813 | 0.929 | 0.884 |
| AR1 | 0.902 | | | |
| AR2 | 0.927 | | | |
| AR3 | 0.875 | | | |
| *Personal norms* | | 0.778 | 0.913 | 0.856 |
| PN1 | 0.884 | | | |
| PN2 | 0.942 | | | |
| PN3 | 0.815 | | | |
| *Green visit Intention* | | 0.881 | 0.957 | 0.933 |
| GV1 | 0.944 | | | |
| GV2 | 0.941 | | | |
| GV3 | 0.932 | | | |

*Note: All indicator loadings are significant (p<0.001)*

## Square Roots of AVEs and Correlation Coefficients

Discriminant validity, according to Fornell and Larcker (1981), demands that the square roots of AVEs listed diagonally in Table 5 be greater than the off-diagonal

coefficients. With a p-value of 0.001, the AC, AR, PN, and GVI correlations were all determined to be significant.

**Table 5. Discriminant Validity Statistics**

|  | AC | AR | PN | GVI |
|---|---|---|---|---|
| AC | *0.923* |  |  |  |
| AR | 0.786 | *0.901* |  |  |
| PN | 0.720 | 0.678 | *0.882* |  |
| GVI | 0.561 | 0.536 | 0.712 | *0.939* |

**Evaluation of Structural Model**

Results revealed that awareness of consequences significantly influences their attribution of responsibility ($\beta$ = 0.79, p=<0.01) with a large effect size (Cohen's $f^2$=0.620), thus, *H1* is accepted. Attribution of responsibility was also found to have significant influence on personal norms ($\beta$ = 0.29, p=<0.01) with a medium effect size (Cohen's $f^2$=0.198), making the *H3* accepted. Guests' personal norms significantly influences their green visit intention ($\beta$ = 0.62, p=<0.01) with a large effect size (Cohen's $f^2$=0.449), thus, H5 is accepted. Additionally, H2 was also supported since the guests' attribution of responsibility mediates between their awareness of consequences and personal norms ($\beta$ = 0.25, p=<0.001) with a medium effect size (Cohen's $f^2$=0.168). At the same time, the H4 was also supported because the personal norms of the guests mediate between their attribution of responsibility and visit intention ($\beta$ = 0.182, p=<0.001) with a small effect size (Cohen's $f^2$=0.102).
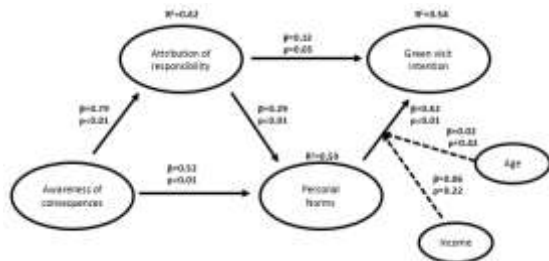
**Figure 2. Evaluation of Structural Model**



**Table 6. Direct and Indirect Effects of the Model**

|  | $\beta$ | p-value | SE | $f^2$ | Decision |
|---|---|---|---|---|---|
| *Direct Effects* | 0.787 | <0.001 | 0.069 | 0.620 | Accept |
| H$_1$ AC | 0.286 | <0.001 | 0.077 | large | Accept |
| $\rightarrow$ AR | 0.623 | <0.001 | 0.071 | 0.198 | Accept |
| H$_3$ AR | 0.522 | <0.001 | 0.073 | medium | Accept |
| $\rightarrow$ PN | 0.129 | 0.054 | 0.079 | 0.449 | Reject |
| H$_5$ PN |  |  |  | large |  |
| $\rightarrow$ GVI |  |  |  | 0.389 |  |
| AC |  |  |  | large |  |
| $\rightarrow$ PN |  |  |  | 0.072 |  |
| AR |  |  |  | small |  |
| $\rightarrow$ GVI |  |  |  |  |  |
| *Indirect Effects* | 0.225 | <0.001 | 0.055 | 0.168 | Accept |
| H$_2$ AC | 0.182 | <0.001 | 0.055 | medium | Accept |
| $\rightarrow$ AR |  |  |  | 0.102 |  |
| $\rightarrow$ PN |  |  |  | small |  |
| H$_4$ AR |  |  |  |  |  |
| $\rightarrow$ PN |  |  |  |  |  |
| $\rightarrow$ GVI |  |  |  |  |  |

*Note: The effect sizes ($f^2$) were measured using the following: 0.02 = small, 0.15 = medium, 0.35 = large (Cohen, 1988); $\beta$=path coefficient; SE=standard error*

The results demonstrated that age ($\beta$ = 0.017, p=0.416; f2 0.004) and income ($\beta$ = 0.063, p=0.218; f2 0.014) have no significant moderating influence between guests' personal norms and their intention to visit green hotels. As a result, H6a and H6d are ruled out.

**Table 7. Moderating Effect of Age and Income on PN to GVI**

|  | $\beta$ | p-value | SE | $f^2$ | Decision |
|---|---|---|---|---|---|
| H$_{6a}$ PN $\rightarrow$ | 0.017 | 0.416 | 0.081 | 0.004 | Reject |
| GVI AGE | 0.063 | 0.218 | 0.081 | 0.014 | Reject |
| H$_{6d}$ PN $\rightarrow$ |  |  |  |  |  |
| GVI |  |  |  |  |  |
| INCOME |  |  |  |  |  |

**Common Method Bias**

The VIF values are used to analyze the exogenous constructs' collinearity concerns. The full collinearity VIF of AC (3.154), AR (2.815), PN (3.024), and GVI (2.053) all gained a rating of less than or equal to 3.3. This suggests the existence of no multicollinearity in the model and no common method bias (Kock, 2015c; Kock & Lynn, 2012). By examining the R-squared coefficients to determine the explanatory power of the latent variables, all four variables are over the 0.02 revision criterion, indicating that the R-squared coefficients is still acceptable (Kock, 2014a). Through the endogenous latent variable that is the criterion variable in the block, the Stone-Geisser Q-squared coefficients are used to assess the predictive validity (or relevance) associated with each latent variable block in the model (Kock, 2015d; Kock & Gaskins, 2014). In the context of an endogenous latent variable that should be larger than zero, AR (0.620), PN (0.589), and GVI (0.534) have adequate predictive validity.

**Table 8. Common MethodBbias, $R^2$, and Stone-Geisser $Q^2$**

| Construct | Full collinearity VIF | $R^2$ | Stone-Geisser $Q^2$ |
|---|---|---|---|
| Awareness of consequences | 3.154 |  |  |

| | | | |
|---|---|---|---|
| Attribution to responsibility | 2.815 | 0.620 | 0.620 |
| Personal norms | 3.024 | 0.586 | 0.589 |
| Green visit intention | 2.053 | 0.540 | 0.534 |

**Multigroup Analysis**

This analysis is intended to test the moderating effect for categorical variables which is the sex and educational background of the guests visiting green hotels. Using constrained latent growth method, analysis of the data revealed no significant difference is observed in the moderation of sex on the relationship between guests' personal norms and their visit intention to green hotels. When $p>0.10$, the hypothesized relationship signifies that there is no significant different (Kock, 2014). The recommended threshold, therefore, for each p-value of every hypothesized relationship is 0.10. The result suggested that the hypothesized association between male and female groups was generally consistent.

**Table 9. Reject H6b: Sex moderates the relationship between the guests' personal norms and their visit intention to green hotels**

| | β (Male) | β (Female) | Absolute Latent Growth Coefficient | SE | P (one tailed) | T-ratios |
|---|---|---|---|---|---|---|
| H6b PN → GVI SEX | 0.547 | 0.637 | 0.039 | 0.081 | 0.316 | 0.478 |

Using constrained latent growth method, analysis of the data revealed that there is a significant difference observed in the moderation of educational background on the relationship between guests' personal norms and their visit intention to green hotels. Results also suggested that the hypothesized association between male and female is not generally consistent.

**Table 10. Partially Accept H6c: Educational background moderates the relationship between the guests' personal norms and their visit intention to green hotels**

| | β (College Undergraduate) | β (Bachelor's Degree) | β (Master's Degree) | Absolute Latent Growth Coefficient | SE | P (one tailed) | T-ratios |
|---|---|---|---|---|---|---|---|
| H6c PN → GVI EDUC | 0.849 | 0.610 | 0.149 | 0.115 (College Undergraduate - Bachelor's Degree) | 0.090 | 0.100 | 1.283 |
| | | | | 0.159 (College Undergraduate - Master's Degree) | 0.125 | 0.102 | 1.268 |
| | | | | 0.022 (Bachelor's Degree - Master's Degree) | 0.100 | 0.414 | 0.217 |

The NAM theoretical framework (sequential model) was used to analyze how hotel guests' personal norms, awareness of consequences, and attribution of responsibility can influence their intention to visit green hotels and resorts. Awareness of consequences is the degree to which individuals are aware of environmental problems and support attempts to address them, as well as their desire to individually participate to their solutions, which leads to attribution of responsibility (Bamberg & Schmidt, 2003; Onwezen et. al., 2013). The findings demonstrated that being aware of the environmental consequences had a considerable impact on guests' attribution of responsibility, supporting H1 (see Table 6). Because hotel guests are aware of how hotels and resorts have an environmental impact and contribute to environmental deterioration, they are more likely to feel responsible when visiting these places. This implies that when people become aware of the environmental consequences in visiting traditional hotels, they will likely to feel responsible to act pro-socially by choosing green hotels/resorts. This emphasizes the need of raising public awareness about environmental issues that are occurring, particularly those that are created by hotel industry. The findings are consistent with those of Steg and De Groot (2009), Stern et al., (1999), Fang et al., (2019), and Han (2014), which confirm the NAM

theory's sequential model and show that attribution of responsibility is influenced by awareness of consequences.

Findings suggest that H2 is supported since attribution of responsibility mediates between hotel's guests' awareness of consequences and their personal norms. This means that in order for hotel guests to live up to their personal and moral standards about their stand on environment, they must acquire responsibility for environmental problems that are arising contributed by lodging establishments (De Groot et al., 2009; Han, 2015). If they plan to stay in a traditional hotel, hotel visitors must accept full responsibility for their role as contributors to environmental issues. They will feel obligated to stay at green hotels as a result of this. This also supports the H3 of the study in which it was proven that guests' attribution of responsibility influences directly their personal norms. Additionally, the study's H3 concurs with the findings of Ellen & Steg (2015) and Fang et. al., (2019) which suggests that attribution of responsibility positively affects personal norms.

Results of the analysis also indicates that guests' personal norms have a mediating effect between the attribution of responsibility and their intention to visit green hotels, supporting the H4 (see Table 6). This means that in order to entice tourists to visit green hotels, their sense of responsibility to address environmental issues must be translated into a moral obligation to support environmentally friendly accommodation establishments. Also, the H5 which tests the direct influence of personal norms to green visit intention was also supported similar with the previous studies (Schwartz, 1977; Harland et. al.,2007; De Groot & Steg, 2009; & Fang et al., 2018) and identified as a key factor to pro-environmental behaviors (Fang et al., 2019). Personal norms motivate people to act in certain ways; in this situation, hotel visitors will fulfill their responsibility to assist battle environmental issues by supporting green hotels. These findings agree with Yan and Chai (2021) which discussed that the more customers are aware of the environmental pollution created by regular hotels, the more ethical rules compel them to stay in a green hotel, and the more they feel a feeling of responsibility and belonging, the more they are obliged to visit a green hotel.

For the moderating effect, both age and income – as moderating variables to personal norms and green visit intention were rejected (see Table 7). This means that ages of hotel guests and their income doesn't play any interaction on their personal norms and visit intention to green hotels. According to Gilg et al. (2005), the age of consumers has yielded conflicting results in terms of their green behavior Han et al. (2011) stated that age is not a significant predictor of consumer's willingness to actively support green initiatives, except on the paper towel use of young consumers. Also, Wang et al. (2021) reported that by adding the age as variable on the model of their study, the effects of other variables stay the same. Reinhart (2018) reported that global warming is now becoming a public concern and is evident to all age groups in the U.S. In this case, the result of the study shows to us that all ages of hotel guests now are inclined on

visiting environmentally friendly establishments. This concept might assist green hotel and resort operators in better preparing their establishments for all generations and catering to all of their demands in order to increase their appeal and guest satisfaction.

Similarly, the results show that income does not moderate the influence of personal norms to green visit intention This concurs also with the findings of Junejo et al. (2019) in which the income of consumers shows no association on their purchase intention of eco-friendly product in Hyderabad, Sindh. This implies that regardless of the level of income of the hotel guest, they still tend to visit green hotels and resorts. Because room pricing is one of the determining considerations when booking a hotel, the study's findings can help green hotels and resorts establish flexible room and service offers that range from low to high cost.

On the multigroup analysis (MGA) [see Table 9], it was revealed that sex has also no moderating effect to personal norms and green visit intention, rejecting the H6b. This agrees with the findings of Blocker and Eckberg (1997), Hines et al. (1987), Stern et al. (1993), Lyons and Breakwell (1994) and Jimenez Almaguer (2020) which indicates that there no to very minimal gender effects towards pro-environmental behavior. This implies that regardless whether the hotel guest is male or female, it does not contribute to their pro-environmental behavior. Thus, green hotels and resorts can make their facilities more friendly and comfortable for both male and female to sustain their PEB and visit intention. Morever, it was discussed by Ichsan et al., (2018) that male and female students have their respective advantages in PEB whether it be on social aspect, recycling, purchasing, and even on food intake. But, initially in this study, sex plays no major role between personal norms and green visit intention. We can assume that both male and female are now environmentally aware and tends to visit lodging establishments that are now environmentally friendly since the detrimental effect of global warming does not play to specific genders only.

Educational background was found to have a fractional influence to personal norms and green visit intention, making the H6c partially accepted. Based on the data gathering only respondents that are college undergraduate, bachelor's degree, and master's degree were able to be analyzed since MGA requires a minimum of 10 respondents for each category (Kock, 2014). Based on the findings, there is a significant difference observed on the moderation of educational background towards the relationship between personal norms and green visit intention. This means that the more knowledgeable the hotel guests, considering their level of education, the more they are inclined towards visiting green hotels and resorts. It influences their personal norms manifesting into their PEB. As a result, in order to make their brand more acceptable to hotel guests who understand the same environmental problems, green hotel and resort owners must maintain their accreditation as environmentally friendly institutions and be open about their efforts to addressing environmental challenges. This concurs with the studies of Banyte et al. (2010), Longhi (2013), Lynn and Longhi (2011),

Franzen and Mayer (2010), and Witek & Ku ´zniar (2021) which associates that higher education transfers into pro-environmental purchasing behavior.

## 4. CONCLUSION

The sequential model of the NAM theory was used in this study to predict hotel guests' altruistic and environmental behavior, with an emphasis on their intention to visit green hotels. The information was gathered from 150 participants who were familiar with the concept of a green hotel and had stayed at a DOT certified green hotel/resort at least once a year. As a result, it was discovered that the theory's sequential model has a considerable impact on pro-environmental behavior, especially the intention to visit green hotels. Using the NAM Theory's sequential model, it was demonstrated that hotel guests must be aware of the repercussions of the hotel's negative impact on the environment before they feel responsibility for it as well. As a result, once hotel guests feel that they are somewhat responsible for the negative impacts of hotels on the environment since they are the consumers in the situation, they will feel compelled to visit green hotels/resorts rather than traditional ones. Since majority of the study which uses the NAM theory where focused on consumer goods like food, car, and even on transportation, this research was able to contribute to the theory building in the area of green visit intention of the people, specifically in the context of the Filipinos. Considering that many of the lodging establishments have been implementing and shifting to green and sustainable practices, it is essential for them to understand first what influences the people to be patronize green products/services. This study made a theoretical contribution by presenting a theoretical viewpoint on guests' intentions to visit green hotels using the theory's sequential model and proving the cultural universality of the NAM theory by conducting this in the Philippines. In the lens of the practical contribution, this adds up as a basis for decision and policy making of marketers, managers, and hotel/resort owners on understanding what makes people to support and visit environmentally friendly lodging establishments. Because the study has shed light on the green visit intention of Filipino visitors and the significance of their attributes, this may also motivate traditional hotels to adapt towards making their facilities and operations green.

Moderating variables such as age, sex, and income, on the other hand, were shown to have no significant impact on guests' personal norms and intentions to visit green hotels. This suggests that age, sex, or income had no bearing on the effect of personal norms on green visit intention. Regardless of their age, sex, or income, hotel visitors' desire to stay in green hotels remains consistent. Their educational background, on the other hand, has a minor impact since it has been suggested that having more knowledge makes you more conscious of the present situation, in this example, the negative environmental consequences of hotels. This suggests that the higher the hotel guests' educational level, the more likely they are to visit green hotels.

## 5. RECOMMENDATIONS

The study has also its limitation, primarily, because the exclusion of some of the original variables and other models of NAM theory as this study only considered the sequential model as suggested by Steg & De Groot (2010) indicating that it was the most conceptually realistic to the study of Schwartz. By considering other variables such as anticipated guilt, anticipated pride, and other antecedents of personal norms and intentions might yield additional information especially that this theory wasn't often used in the Philippine setting. Future researchers might also consider using the moderated model of the NAM theory in which the relationship of personal norms and intention or behavior is moderated by awareness of consequences and attribution of responsibility.

Additionally, to further establish the study's theoretical and practical contribution, this can springboard further studies investigating green visit/purchase intention and future researchers might opt to consider testing its integration with other behavioral theories like theory of planned behavior or even the values-belief-norm theory. It is essential to guide marketers, managers, and hotels owners whenever they are creating decisions and policies that incorporates the green ways practices towards their business. It will yield a more fitting products and services to their target consumers. Green activities such as energy conservation, water conservation, solid waste reduction, and recycling must be considered while developing pro-environmental policies for accommodation establishments. These are just a few of the initial actions that can be beneficial, particularly for businesses who are new to the concept of being green. Big hotel corporations, on the other hand, that have made major investments in going green, must continue to promote awareness of environmental issues by cooperating with environmental organizations. Guests will be more likely to visit green hotels and resorts as a result of this endeavor. Also, future researchers may also consider other moderating variables to further understand the pro-environmental behavior of hotel guests.

Finally, the outcomes of the study demonstrate that raising people's awareness of environmental issues might help them develop personal norms. This may be accomplished by emphasizing their responsibility for such issues and educating them on what measures they can take to solve them. People may also be made aware of the relevant issues as well as the significance of their own involvement through communication, education campaigns, or by indicating how green hotels and resorts helps the environment. Future study is needed to establish the best methods for raising awareness of the consequences and attribution of responsibility, and thereby strengthening personal norms and environmental goals.

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