MODERATING ROLE OF GREENWASHING PERCEPTIONS IN PREDICTING TOURISTS' INTENTION TO VISIT GREEN HOTELS

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ABSTRACT

Moderating Role of Greenwashing Perceptions

in Predicting Tourists' Intention to Visit Green Hotels

This study aimed to find what factors determined tourists' intention to visit green hotels. More importantly, it aimed to investigate whether tourists' greenwashing perceptions played a negative moderating role in visit intention formation. As the theoretical framework, this study adopted The Theory of Planned Behavior (Ajzen, 1991), and extended the original model by including perceived greenwashing as a moderator. An online survey was administered via Google Forms and yielded 392 complete responses. Findings showed that subjective norm, perceived behavioral control and personal norm were main determinants of intention to visit green hotels, with personal norm having the largest influence on intention. Attitude towards green hotels and perceived greenwashing were not found to have a significant impact on intention. Findings also demonstrated that perceived greenwashing significantly weakened the attitude – intention relationship while significantly strengthening the perceived behavioral control – intention relationship. Finally, between-group comparisons indicated that tourists who belonged to different age and income groups and those with different educational backgrounds significantly differed in their intention to visit green hotels. While tourists with prior green hotel experience significantly differed in their intention than those without green hotel experience, males and females were not found to differ than each other in this manner.

ÖZET

Turistlerin Çevreye Duyarlı Otelleri Ziyaret Etme Niyetlerini Tahmin Etmede Yeşil Aklama Algılarının Düzenleyici Rolü

Bu çalışma ile, turistlerin çevreye duyarlı otelleri ziyaret etme niyetini belirleyen faktörlerin neler olduğunu öğrenmek amaçlanmıştır. Daha da önemlisi, turistlerin yeşil aklama algılarının ziyaret niyeti oluşumunda olumsuz düzenleyici bir rol oynayıp oynamadığı araştırılmak istenmiştir. Bu çalışma, teorik çerçeve olarak Planlı Davranış Teorisini (Ajzen, 1991) benimsemiş ve bu modeli, algılanan yeşil aklamayı düzenleyici değişken olarak dahil ederek geliştirmiştir. Veriler Google Formlar üzerinden çevrimiçi bir anket aracılığıyla toplanmış ve 392 tam yanıt elde edilmiştir. Araştırma bulguları öznel değerler, algılanan davranışsal kontrol ve kişisel değerlerin çevreye duyarlı otelleri ziyaret etme niyetinin ana belirleyicileri olduğunu ve kişisel değerlerin niyet üzerinde en büyük etkiye sahip olduğunu göstermiştir. Çevreye duyarlı otellere yönelik tutumun ve algılanan yeşil aklamanın ise ziyaret niyeti üzerinde anlamlı bir etkisi olduğu gözlenmemiştir. Bulgular ayrıca algılanan yeşil aklamanın tutum-niyet ilişkisini önemli ölçüde zayıflattığını, algılanan davranışsal kontrol-niyet ilişkisini ise önemli ölçüde güçlendirdiğini göstermiştir. Son olarak gruplar arası karşılaştırmalar, farklı yaş ve gelir gruplarına mensup ve eğitim seviyeleri farklı olan turistlerin çevreye duyarlı otelleri ziyaret etme niyetlerinin önemli ölçüde farklılaştığını göstermiştir. Çevreye duyarlı otel deneyimi olan turistlerin ziyaret niyetleri, deneyimi olmayanlardan önemli ölçüde farklılaşırken, erkeklerin ve kadınların bu bağlamda birbirlerinden farklılaşmadığı görülmüştür.

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CHAPTER 1

INTRODUCTION

Travel and tourism industry is a huge contributor to the global economy. In 2023, it accounted for 9.1% of the global GDP, and created 27 million new jobs worldwide (World Travel and Tourism Council, 2024a). However, travel and tourism industry consumes excessive amounts of energy and natural resources along with polluting the environment (Chua & Han, 2022). The industry is accountable for 8.1% of global greenhouse gas (GHG) emissions, 5.8% of global freshwater use, and between 5% and 8% of global material extraction (World Travel and Tourism Council, 2024b). In addition to increasing public awareness of adverse impacts caused by travel and tourism related activities, green consumerism (Rahman et al., 2015) and ethical concerns (Chua & Han, 2022) have led hotels to increasingly implement green practices that include sourcing food and beverage items from fair trade vendors, implementing linen/towel reuse programs, energy consumption tracking, composting and reducing single-use plastic (Greenview, 2022). Thus, a new concept called "green hotel" has emerged.

Today, travelers are more willing to travel sustainably (Booking.com, 2023). For instance, 78% of global travelers intend to stay in a sustainable accommodation in the near future (Statista Research Department, 2022), and 65% prefer staying in an accommodation with a sustainable certification or label (Booking.com, 2023). Travelers' increasing demand for sustainable accommodation options, particularly for green hotels, has attracted a huge academic interest. In order to understand what contributes to this increase, previous studies in the hospitality literature investigated antecedents (Chen & Tung, 2014; Wang et. al., 2018; Fauzi et. al., 2022) and

consequences of travelers' intention to visit green hotels (Yarımoğlu & Günay, 2020; Eid et. al., 2021). Previous studies explained visit intention through individual-oriented factors such as values (Yadav et. al, 2019), beliefs (Nimri et. al., 2020a) and attitudes (Nimri et. al., 2020b) as well as contextual factors like corporate image (Eid et. al., 2021), green hotel certification (Qubbaj et. al., 2023) and service quality (Hashish et. al., 2022). In addition, they found that visit intention is a strong immediate predictor of actual visit behavior (Eid et. al., 2021). However, in most cases, even though travelers express strong intention to visit green hotels, much fewer of them actually do so (Chi et. al., 2022). This phenomenon refers to the intention-behavior gap, which means that individuals do not always translate their intention to action (Sheeran & Webb, 2016).

A subtle factor that was overlooked by previous studies might interfere in the visit intention formation process. That factor might weaken, or even hinder effects of its determinants on visit intention. In the end, travelers might have weak intention, or no intention at all, to visit green hotels. As a result, they might not actually visit green hotels, thereby leading to a gap between their behavior and initial intention. The abovementioned interfering factor might be the rising consumer skepticism about sustainability claims made by hotels (Tan & Abd Aziz, 2021). This consumer skepticism particularly arises from the situation in which some hotels just claim they are environmentally- friendly facilities although they are not (Choi et al., 2015) in order to take advantage of environmentally conscious consumers (Pimonenko et. al., 2020). This phenomenon is called "greenwashing" and it adversely affects travelers' view of all green hotels (Tan & Abd Aziz, 2021).

Despite growing awareness of greenwashing made by hotels, research that examine the role of tourists' greenwashing perceptions in determining their intention to visit

green hotels is relatively scarce. Additionally, there are a very limited amount of green hotel studies in Turkey. In order to fill these research gaps, this study aimed to investigate what factors determined Turkish tourists' intention to visit green hotels and more importantly, how their greenwashing perceptions interfered in the process of their visit intention formation. As the theoretical framework, this study adopted the Theory of Planned Behavior, or TPB (Ajzen, 1991). TPB was chosen as the theoretical framework of this study due to its greater applicability and higher reliability in predicting pro-environmental behavioral intentions (Yarımoğlu & Günay, 2020; Ferreira et. el., 2023). One shortcoming of TPB is that it heavily relies on the assumption that individuals make rational decisions and therefore explains pro-environmental behavioral intentions only with cognitive variables (Ferreira et. el., 2023). Therefore, Ajzen (1991) suggested that TPB could further be extended by adding other variables as long as they captured a significant proportion of the variance in intention or behavior. In line with Ajzen (1991), the original TPB model was extended by adding perceived greenwashing construct. Perceived greenwashing was included not only as a direct predictor of visit intention but also as a moderator. Because it was presumed that tourists' greenwashing perceptions would negatively moderate relationships between their intention to visit green hotels and factors that determine it. As a result of this negative moderation, tourists would less intend, or do not intend at all, to visit green hotels even though they initially had positive views of these hotels. Eventually, tourists would not visit green hotels and there would be a gap between their actual behavior and initial intention.

By unveiling factors that determined intention to visit green hotels and by investigating whether greenwashing perceptions regulated visit intention formation in Turkey, this study aimed to make unique contributions to green hotel research.

CHAPTER 2

LITERATURE REVIEW AND HYPOTHESES

2.1 Theory of planned behavior

In the Theory of Planned Behavior (TPB), Ajzen (1991) proposes that behavioral intention is the strongest predictor of actual behavior in cases where the individual has a volitional control, i.e. the individual is at will to perform the behavior. Ajzen (1991) further posits that there are three main determinants of behavioral intention: (1) attitude, (2) subjective norm and (3) perceived behavioral control. Attitude refers to the degree to which an individual has a favorable or unfavorable evaluation of the outcome of a behavior. Subjective norm refers to an individual's perception of social pressure by his/her significant others for performing a behavior. Finally, perceived behavioral control refers to the extent to which an individual finds it easy to perform a behavior, and to contextual factors that may either facilitate or hinder that behavior. According to Ajzen (1991), when an individual holds more favorable attitude, has higher subjective norms, and perceives greater control over performing the behavior, he/she is likely to have a stronger intention to engage in that behavior.

In line with Ajzen (1991), this study contends that as tourists hold more positive attitudes towards green hotels, their intention to visit these hotels will be stronger. Hence, in various studies applying TPB, tourists' attitude towards green hotels were found to exert a significant positive influence on their intention to visit these hotels (Chen & Tung, 2014; Wang et al., 2018). Thus, the following hypothesis is proposed:

H_1: Attitude towards green hotels positively affects intention to visit green hotels.

Social influence plays a vital role in shaping tourists' intention to visit green hotels even in individualistic countries. For instance, Ponnapureddy et. al. (2020) found that subjective norms had significant positive impact on Swiss, German and US travelers' intention to book a sustainable hotel via online travel booking websites. In also collectivist countries like Turkey (Hofstede-Insights, 2024), tourists are highly susceptible to be influenced in their green hotel choices by people whose opinions they value (Yarımoğlu & Günay, 2020). Thus, the following hypothesis is proposed:

H_2: Subjective norm positively affects intention to visit green hotels.

A tourist's perception of whether or not to visit green hotels is under his/her control, and he/she has resources and opportunities to visit green hotels is an important factor that contributes to his/her intention to visit these hotels. Likewise, if a tourist thinks he/she is not able to afford visiting green hotels or he/she does not have access to green hotels, that tourist will be less likely to intend to visit these hotels. Previous studies provided support for significant positive influence of tourists' perception of self-control as well as availability of opportunities and resources, in other words, perceived behavioral control, on their intention to visit green hotels (Nimri et. al., 2020a, 2020b; Fauzi et. al., 2022; Pan et. al.; 2022). As a result, this study proposes the following hypothesis:

H_3: Perceived behavioral control over visiting green hotels positively affects intention to visit green hotels.

Ajzen (1991) suggested that the original TPB model could be extended by adding other variables like personal or moral norm. Personal norm refers to an individual's sense of moral obligation to engage in a behavior (Schwartz, 1977). Ajzen (1991) proposes that individuals who have higher levels of moral obligation to engage in a behavior are likely to have a stronger intention to perform that behavior. He further demonstrated

that adding personal norm into the original TPB model significantly increased the explained variance in behavioral intention and the overall model's predictive power.

Following Ajzen (1991), this study suggests that tourists who have higher levels of moral obligation, or personal norm, to visit green hotels are likely to have a stronger intention to visit these hotels. In previous studies, personal norm was found to have a significant positive influence on tourists' intention to visit green hotels (Chen & Tung, 2014; Eid et. al., 2021). Hence, the following hypothesis is proposed:

H_4: Personal norm positively affects intention to visit green hotels.

2.2 Perceived greenwashing

Today, many hotels increasingly implement green practices to support environmental sustainability (Chua & Han, 2022). However, there are also many other hotels that implement green practices only with financial or marketing purposes. For instance, some hotels adopt green practices merely to benefit from cost-savings (Rahman et. al., 2015) and increase their short-term profits (Peattie & Crane, 2005). Also, some hotels just claim that they are environmentally- friendly facilities although they are not (Choi et al., 2015) in order to attract environmentally conscious consumers and investors (Pimonenko et. al., 2020). By doing so, these hotels engage in a behavior called "greenwashing", which is defined as "the act of misleading consumers regarding the environmental practices of a company or the environmental benefits of a product or service" (Parguel et al., 2011).

Previous studies found that tourists' greenwashing perception had severe adverse consequences on their views about green hotels, and subsequently weakened their intention to visit these hotels (Tan & Abd Aziz, 2021). In a similar vein, this study proposes the following hypothesis:

H_5: Perceived greenwashing negatively affects intention to visit green hotels.

Besides its direct negative influence, greenwashing perception negatively moderates relationships between pro-environmental behavioral intention and its determinants (Bulut et. al., 2021; Wu and Liu, 2022). In Turkey, Aktan et. al. (2024) found that tourists' greenwashing perceptions exerted a significant negative moderation on the relationship between their subjective environmental knowledge and intentional readiness for net – zero tourism. By the same analogy, this study holds that greenwashing perceptions will negatively moderate all hypothesized relationships between TPB constructs and intention to visit green hotels:

H_6: Perceived greenwashing significantly weakens the positive relationship between attitude towards green hotels and intention to visit green hotels.

H_7: Perceived greenwashing significantly weakens the positive relationship between subjective norm and intention to visit green hotels.

H_8: Perceived greenwashing significantly weakens the positive relationship between perceived behavioral control over visiting green hotels and intention to visit green hotels.

H_9: Perceived greenwashing significantly weakens the positive relationship between personal norm and intention to visit green hotels.

Previous studies in the hospitality literature found significant differences between demographic groups in terms of visit intention (Kim et. al., 2012; Tilikidou & Delistavrou, 2014; Pan et. al., 2022; Prayag et al., 2022; Ferreira et. al., 2023). For instance, Ferreira et. al. (2023) found that people who had previously stayed in a green hotel significantly more intended to visit green hotels than those who had not. In addition, Pan et. al. (2022) demonstrated that males and females significantly differed in their intention to visit green hotels. Furthermore, Prayag et. al. (2022) found that

Gen Z (born after mid 1990s) and Gen X (mid-1960s to late 1970s) tourists tended to engage more in sustainable practices such as using more sustainable modes of transportation, buying more eco-friendly products and saving more resources than those who belonged to Gen Y (1980 to mid- 1990s). Also, Tilikidou & Delistavrou (2014) observed significant differences in visit intention among tourists who had different educational backgrounds. Finally, Kim et. al. (2012) confirmed that tourists who belonged to different income groups significantly differed in their intention to visit green hotels. Based on aforementioned findings, the following hypotheses were proposed:

H_{10}: Tourists with prior green hotel experience have stronger intentions to visit green hotels than those without prior green hotel experience.

H_{11}: Males and females significantly differ in their intention to visit green hotels.

H_{12}: Tourists who belong to different age groups significantly differ in their intention to visit green hotels.

H_{13}: Tourists with different educational backgrounds significantly differ in their intention to visit green hotels.

H_{14}: Tourists who belong to different income groups significantly differ in their intention to visit green hotels.

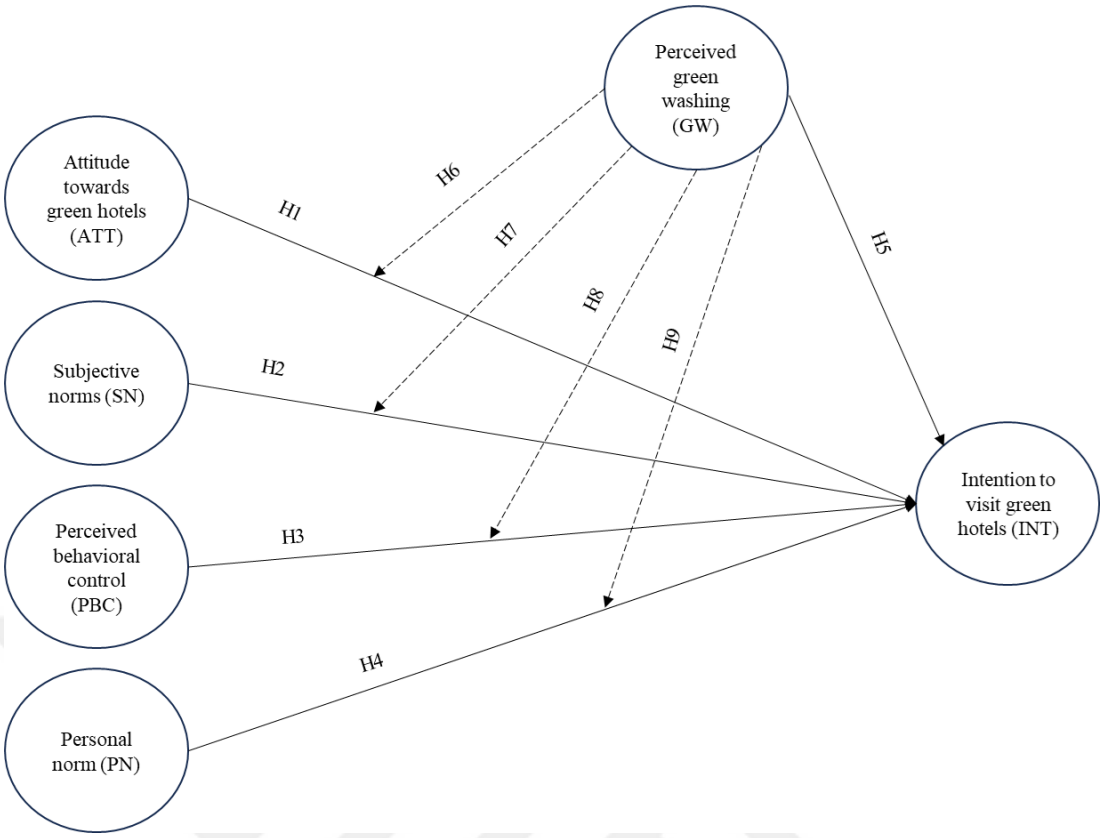


Figure 1. Conceptual framework

CHAPTER 3

METHODOLOGY

3.1 Methodology and data collection procedure

This study applied the quantitative research method. Data were collected through an online survey that was administered in Turkish language.

3.1.1 Pretest

Original scales that were adapted from the literature were translated from English to Turkish. Therefore, before the main survey was administered, a pretest was conducted in order to make sure that items were translated to Turkish properly and easily understood by respondents, and the reliability of each scale was maintained after translation. The pretest was distributed via Google Forms, and the fieldwork covered a time period from 20 March to 21 March 2024.

3.1.2 The questionnaire

At the beginning of the questionnaire, there was the Information and Consent question. In the question text, research objectives were specified. Respondents were informed about that their participation was completely on a voluntary basis, they had the right to quit the survey at any time they wanted, and there would be no penalty if they did so or if they refused to participate in the first place. Furthermore, participants were informed that if they withdrew from the study, their answers would not be saved. It was also clearly stated that participants would not be asked to share any personally identifiable data (e.g. name, surname, postal address, national ID number, passport number etc.) if they agreed to participate in the study. In the

question text, it was also stated that no questions would be asked during the survey that would trigger any sensitivity or trauma and/or that would make participants feel they were being discriminated due to their demographic, social, cultural, ethnic or religious characteristics. It was also stated that the demographic information they would provide during the survey would only be used to investigate whether demographic groups differed in their intention to visit green hotels. It was clearly stated that data that were collected through this survey would only be accessible to the thesis student and her thesis advisor to conduct statistical analyses within the scope of the research. Participants were informed that data they agreed to provide would not be shared with any other person or legal entity. Finally, participants were informed that study results would be cumulatively reported in the Master's Thesis (and in publications resulting from the thesis) of the thesis student so that privacy of participants would be protected. At the end of the question text, participants were asked “Would you like to participate in this survey?”. The survey was automatically terminated for those who answered “No”. Only those who answered “Yes” to the Information and Consent question were able to proceed to the questionnaire.

The questionnaire consisted of four sections. The first section comprised a single screening question that asked participants whether they had visited any hotel within the last 12 months, and only those who met this criterion were qualified to proceed to the second section. In the second section, participants were asked questions about their demographic characteristics including their age, gender, income, and education level. The survey was automatically terminated for participants who answered "younger than 18 years" or "older than 64 years" to the age question. Only participants who were between 18-64 years of age were allowed to continue to the third section. The third section comprised 26 items that were aimed

at measuring all study constructs. Finally, in the fourth section, there was an open-ended, optional question asking “Is there anything else you would like to add?”. By asking this question, it was aimed to get feedback from participants that could provide insights and directions for future research.

3.1.3 Measures

In order to measure all study constructs, previously validated scales were adapted from the literature. Among TPB constructs, Attitude Towards Green Hotels (ATT) scale with 7 items was adapted from Nimri et al. (2020b) and was measured on a 7-point semantic differential scale by using adjective pairs such as bad-good, unfavorable-favorable, foolish-wise etc. Before moving on to items, participants were provided a brief explanation about how to interpret each score on the ATT scale. It said “1 = you are closest to the adjective on the left, 7 = you are closest to the adjective on the right, 4 = you are equally close to both adjectives.” Items that consisted of adjective pairs followed the stem “For me, visiting green hotels while traveling is:” All other constructs were measured on a 7-point Likert type scale ranging from 1 = Strongly Disagree to 7 = Strongly Agree, and items followed the stem “Please select the option that best applies to you.”. Subjective Norm (SN) scale was adapted from Chen & Tung (2014), and was measured with 3 items. A sample item for SN scale included “Most people who are important to me think that I should visit green hotels while traveling.”. Perceived Behavioral Control (PBC) scale was adapted from Nimri et. al. (2020b), and was measured with 3 items. A sample item for PBC scale included “Whether or not I visit green hotels while traveling is completely up to me.”. Personal Norm (PN) scale was adapted from Choi et. al. (2015), and was measured with 6 items. A sample item for PN scale included “I feel

morally obliged to visit green hotels while traveling, regardless of what others do.". The final TPB construct, Intention to Visit Green Hotels (INT), was adapted from Chen & Tung (2014), and was measured with 3 items. A sample item for INT scale included "I am willing to visit green hotels while traveling.". Finally, Perceived Greenwashing (GW) scale consisted of 4 items and was adapted from Chen et al. (2019). A sample item for GW scale included "Hotels that are claimed to be green mislead with words in their environmental features.".

Questions that were asked in the pretest are presented in Appendix A, and their Turkish translations are presented in Appendix B.

3.1.4 Pretest results

Thirty-four respondents participated in the pretest. However, there were only 31 complete questionnaires because 3 participants stated they had not visited any hotel in the last 12 months so they could not move on to subsequent sections. Therefore, only data that were collected from those 31 participants were included in statistical analyses. Cronbach's alpha coefficient for each scale was calculated in SPSS 29. Scales had Cronbach's alpha values ranging from 0.723 to 0.935, all of which exceeded the recommended threshold value 0.7 (Nunnally, 1978).

In line with feedbacks from participants to the pretest, minor revisions to Turkish translations of items were made. Furthermore, the screening question in the first section was rephrased as "Have you visited any hotel in Turkey in the last 12 months?" because the study was being conducted in the Turkey. Therefore, including only those participants who had hotel experience in Turkey would be relevant to research objectives. Another section was also added to the questionnaire following the screening section. In this additional section, participants were provided a brief

definition of green hotel and then asked whether they had visited any green hotel in Turkey. However, it was not a filtering question so all participants were allowed to proceed to the third section regardless of whether they answered "Yes" here. Lastly, the "Other" option in gender question was made open-ended.

In the fourth section, English versions of all scales except GW scale remained exactly the same as they had been in the pretest. Before moving on to items in GW scale, participants were provided a brief definition of greenwashing. Also, the phrase "Hotels that are claimed to be green…" was replaced with "Hotels that are promoted as green…" in all items that comprise GW scale in order to make them sound more objective. Finally, in GW1, "words" are further explained with examples such as bio, eco, environmentally friendly, and in GW2, "visuals" are further explained with examples such as the recycling symbol, tree, leaf and Earth icons. By making this adjustment, it was aimed to clarify what was meant by "misleading with words" and "misleading with visuals".

After all revisions were made, the main survey was administered between 24 March and 29 March 2024. Questions that were asked in the main survey were presented in Appendix C, and their Turkish translations were presented in Appendix D.

3.2 Sampling procedure and the study sample

The population of the research consisted of Turkish hotel customers who were between 18-64 years of age and who had visited any hotel in Turkey in the last 12 months. In order to determine the age range of people who would be included in the research population, the latest TURKSTAT data were used. According to the latest TURKSTAT data, people in 15-64 years age group constituted 73% of all people

who resided in Turkey and had travelled domestically during the first, second and third quarters of 2023 (Turkish Statistical Institute, 2024a). Also, at the end of 2023, people in 15-64 years age group constituted 68% of Turkey's population (Turkish Statistical Institute, 2024b). Finally, 53% of people in this age group were actively participating in the workforce and 49% were currently employed (Turkish Statistical Institute, 2024c). In other words, people in 15-64 years age group constituted the economically independent population. Therefore, it was presumed that these people could better afford to visit hotels and were more likely than other age groups to have visited any hotel in Turkey at least once in the last 12 months. Since individuals who were younger than 18 years were outside the scope of this study, the research population was limited to 18-64 years age group.

In this study, since it was not possible to reach everyone in the research population due to time and resource constraints, convenience and snowball sampling techniques were used. First, the online survey link was shared by the thesis student with Turkish hotel customers who were between 18-64 years of age via digital and social media platforms including Whatsapp and Linkedin InMail. Then, participants who were initially selected by convenience sampling technique were kindly asked to share the online survey link with people in their own personal and professional networks.

As previously mentioned, participants who answered "No" to the screening question "Have you visited any hotel in Turkey in the last 12 months?" and those who answered "younger than 18 years" or "older than 64 years" to the age question were not allowed to complete the survey. Answers given by aforementioned participants in the information and consent, screening, and demography sections were deleted and were not included in subsequent analyses. Thus, by filtering, it was

ensured that only participants who possessed predetermined characteristics of the research population were included in the study sample.

In order to determine the minimum required sample size for this study, Cochran's (1977) formula was used because the population of the research was relatively large. Cochran's (1977) sample size formula is as follows:

$$n_0 = \frac{t^2 pq}{d^2}$$

where:

n_0 = sample size

t = value for the selected alpha level

d = margin of error

p = estimated proportion of the population that has the attribute of interest,

q = 1 – p

For 95% confidence level, the margin of error equals to 5%, or 0.05. So, the alpha level becomes 0.025 in each tail of a two-tailed normal distribution, and the t value is given as 1.96. According to Cochran (1977), when dealing with large populations, p is often assumed to be equal to 0.5 because this value is the maximum possible proportion that might have a particular attribute (Bartlett et. al., 2001). When p is taken as 0.5, q also becomes 0.5 and multiplication of p x q assures the maximum variability (Bartlett et. al., 2001). If all these values are substituted in the formula, the minimum required sample size for a large population is found as follows:

$$n_0 = \frac{(1.96)^2(0.5)(0.5)}{(0.05)^2} = 384$$

In line with Cochran (1977), this study aimed to reach at least 384 participants in

order to make statistically significant inferences in 95% confidence level. At the end of the fieldwork, 392 complete questionnaires were obtained.

3.3 Data Analysis

In order to test all hypotheses that were previously mentioned in Chapter 2, data were analyzed in SPSS 29. First, Cronbach's alpha values were calculated to test each scale's reliability and internal consistency. Then, Exploratory Factor Analysis (EFA) was conducted to check whether items measured their intended constructs. Based on the solution obtained from EFA, mean variables were created for each construct in the conceptual model. After checking for regression assumptions, multiple linear regression analysis was performed to assess proposed influences of attitude towards green hotels, subjective norm, perceived behavioral control, personal norm and perceived greenwashing on intention to visit green hotels. Then, the hypothesized negative moderating effect of perceived greenwashing was tested by running hierarchical multiple linear regression analyses. Finally, to test differences between groups in terms of their intention to visit green hotels, independent samples t-tests and one-way ANOVA were run.

Before making abovementioned analyses, data were checked whether it contained any outlier. Outliers were detected by testing normality of the dependent variable, intention to visit green hotels. Because as a fundamental assumption of regression, the dependent variable should be normally distributed and should not contain any outliers. Also, standardized residual values, Z-scores, for each value of the dependent variable were calculated. Any entry with a Z-score greater than 2.8 or less than -2.8 were considered as an outlier.

The normality test was run for seven times. Each time outliers were detected; they were removed from the data set and the normality test was rerun. In the seventh normality test, values of the dependent variable were normally distributed and the box plot showed no outliers. Also, the data set did not include any data entry with a Z-score beyond the range [-2.8, 2.8]. Thus, there existed no outliers that needed to be removed from the data set, and rerunning the normality test was not anymore required. After detecting and removing all outliers, there remained 344 usable questionnaires.

CHAPTER 4

FINDINGS

4.1 Sample characteristics

As shown in Table 1, 67.4% of respondents stated that they had visited a green hotel in Turkey within the last 12 months. Furthermore, 43.9% of respondents were male and 55.2% were female. The majority of participants (75.8%) aged between 25-54 years, held a Bachelor's degree (47.1%), and earned 25,001-50,000 TRY (41.3%) in a month.

Table 1. Demographic Characteristics of The Sample

	n	%
Past Green Hotel Experience		
No	112	32.6
Yes	232	67.4
Gender		
Male	151	43.9
Female	190	55.2
I do not want to specify	3	.9
Age Group		
18-24	20	5.8
25-34	71	20.6
35-44	85	24.7
45-54	105	30.5
55-64	63	18.3
Education		
Primary school	6	1.7
Secondary school	7	2.0
High school	63	18.3
Associate's Degree	33	9.6
Bachelor's Degree	162	47.1
Master's Degree	52	15.1
PhD	21	6.1
Income Group		
Below 17,002 TRY	29	8.4
17.002- 25,000 TRY	42	12.2
25,001-50,000 TRY	142	41.3
50,001-75,000 TRY	75	21.8
75,000-100,000 TRY	36	10.5
Above 100,000 TRY	20	5.8
Total	347	100.0

4.2 Reliability of scales and exploratory factor analysis

In order to measure the reliability of scales, Cronbach's alpha values were calculated in SPSS 29. Cronbach's alpha values of scales ranged from 0.764 to 0.939, all of which well exceeded the recommended threshold value 0.7 (Nunnally, 1978) indicating that all scales achieved high levels of internal consistency.

Once the reliability of scales was confirmed, Exploratory Factor Analysis (EFA) was conducted to investigate whether items measured their intended constructs. Principal Component Analysis was chosen as the extraction method and Varimax, an orthogonal rotation method, was applied. Orthogonal rotation was deemed appropriate for factor analysis because it was presumed that there would be very low and negligible, if any, correlations between factors.

As can be seen from Table 2, KMO was measured as 0.871. Furthermore, Bartlett's test of sphericity was measured as $p < 0.001$. Both measures indicated that the sample size was sufficiently large to further proceed with factor analysis.

Table 2. KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.871
Bartlett's Test of Sphericity	Approx. Chi-Square	6303.829
	df	325
	Sig.	<.001

EFA yielded a six-factor solution. As shown in Table 3 and Figure 2, 6 factors with Eigenvalues greater than 1 explained 73.00% of the total variance.

Table 3. Eigenvalues, Percentages of Variance and Cumulative Percentages for Factors

Factor	Eigenvalue	% of Variance	Cumulative %
1	7.50	28.83	28.83
2	4.74	18.24	47.07
3	2.79	10.74	57.81
4	1.60	6.15	63.95
5	1.19	4.59	68.55
6	1.16	4.46	73.00

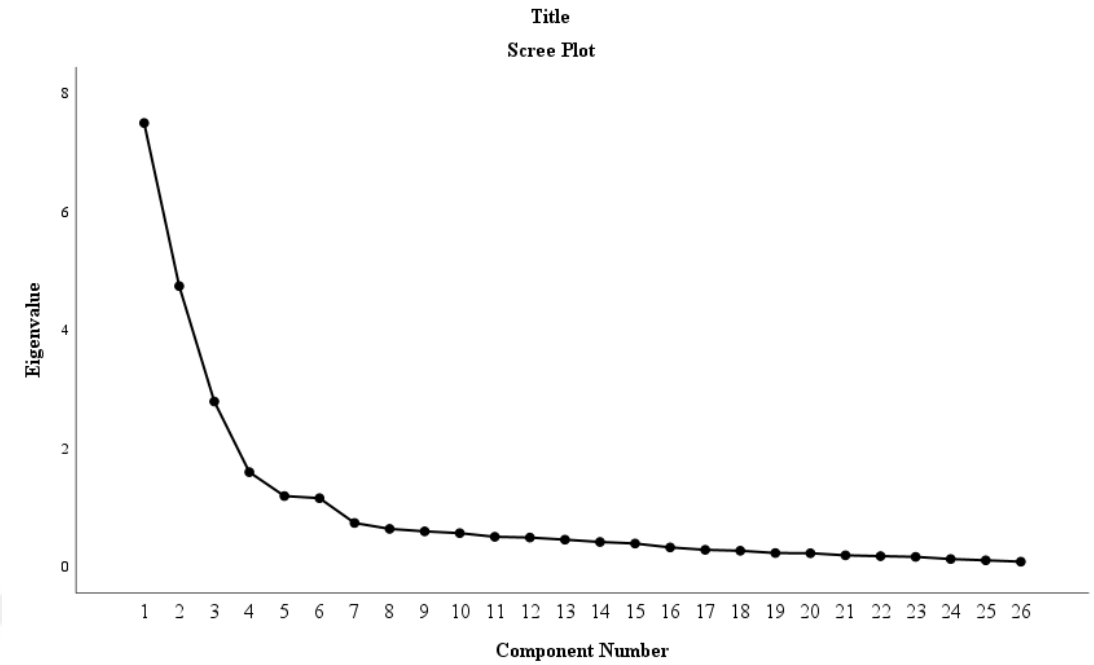


Figure 2. Scree plot

While running the analysis, factor loadings less than 0.50 were suppressed. As displayed in Table 4, each item was loaded onto their respective constructs, and no items had loadings greater than 0.50 in more than one factor. Therefore, no items needed to be deleted and there was no need to rerun the analysis. As a result of EFA, 6 factors were extracted, each of which represented one variable in the conceptual model.

4.3 Hypotheses testing

4.3.1 Multiple linear regression analysis

Before performing multiple linear regression analysis, data were checked whether they met fundamental assumptions of regression. First of all, normality of the dependent variable, intention to visit green hotels, was tested. As previously mentioned in Chapter 3, until the seventh normality test, outliers were detected and removed from the data set. Then, the normality test was rerun.

Table 4. Factor Loadings, Cronbach's α Values and Descriptive Statistics

Items	Factor Loadings						Cronbach's α	M	S.D.
	1	2	3	4	5	6			
ATT1	.642						.939	6.17	1.30
ATT2	.849								
ATT3	.897								
ATT4	.888								
ATT5	.917								
ATT6	.864								
ATT7	.872								
SN1				.827			.913	5.46	1.32
SN2				.857					
SN3				.826					
PBC1						.572	.764	5.67	1.07
PBC2						.823			
PBC3						.803			
PN1		.719					.866	5.93	.90
PN2		.797							
PN3		.707							
PN4		.659							
PN5		.778							
PN6		.736							
INT1					.672		.820	6.11	.64
INT2					.811				
INT3					.836				
GW1			.885				.887	5.00	1.34
GW2			.874						
GW3			.851						
GW4			.819						

Note: ATT = Attitude Towards Green Hotels, SN = Subjective Norm, PBC = Perceived Behavioral Control, PN = Personal Norm, INT = Intention to Visit Green Hotels, GW = Perceived Greenwashing

Table 5 shows that in the seventh normality test, skewness and kurtosis values were measured as -0.062 and -0.856, respectively. Since skewness and kurtosis values were found to be less than critical values 0.8 and 3.0, the dependent variable was assumed to be normally distributed. As can be seen from Figures 3 and 4, the histogram had a normal distribution and the box plot showed no outliers. Also, the data set did not include any data entry with Z-scores beyond the range [-2.8, 2.8]. As a result, the data met the assumption of normality.

Table 5. Descriptive Statistics for The Dependent Variable in The Final Normality Test

			Statistic	Std. Error
Intention to Visit Green Hotels	Mean		6.107	.034
	95% Confidence Interval for Mean	Lower Bound	6.039	
		Upper Bound	6.174	
	5% Trimmed Mean		6.118	
	Median		6.000	
	Variance		.406	
	Std. Deviation		.638	
	Minimum		5.000	
	Maximum		7.000	
	Range		2.000	
	Interquartile Range		1.000	
	Skewness		-.066	.131
	Kurtosis		-.862	.262

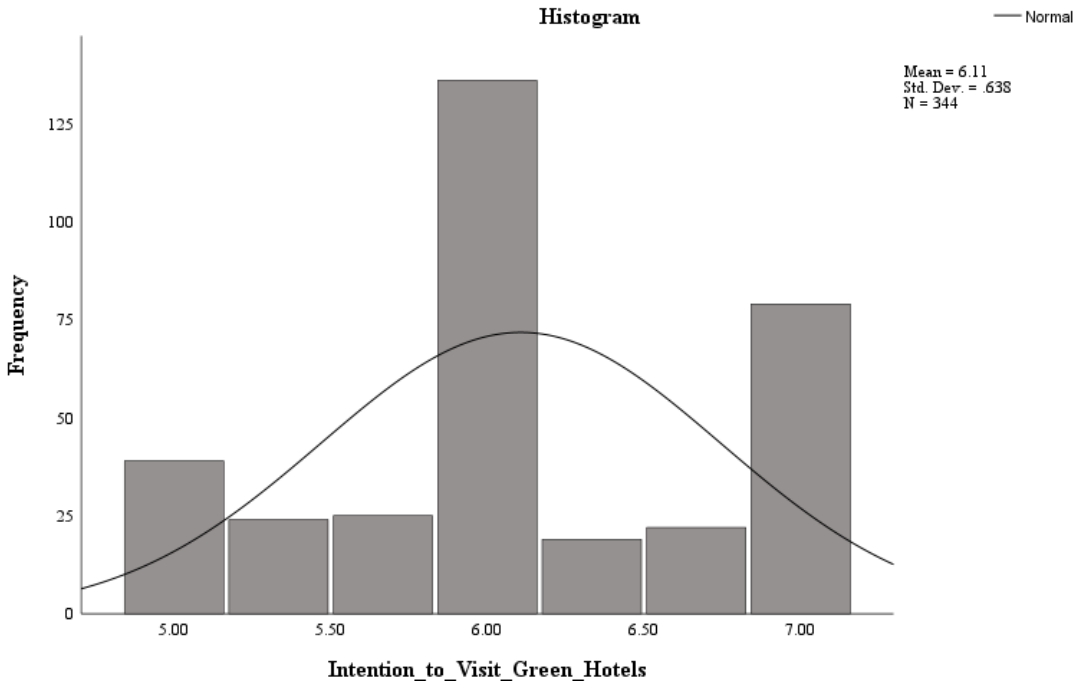


Figure 3. Histogram in the final normality test

The next regression assumption to be checked was whether regression standardized residuals had homogeneous variances. As displayed in the scatterplot of regression standardized residuals in Figure 5, data points are almost randomly scattered over the

chart area indicating that data met the assumption of homogeneity of variances, which is called homoscedasticity. Scatterplot of standardized residuals in Figure 5 also shows that data met the assumption of linearity.

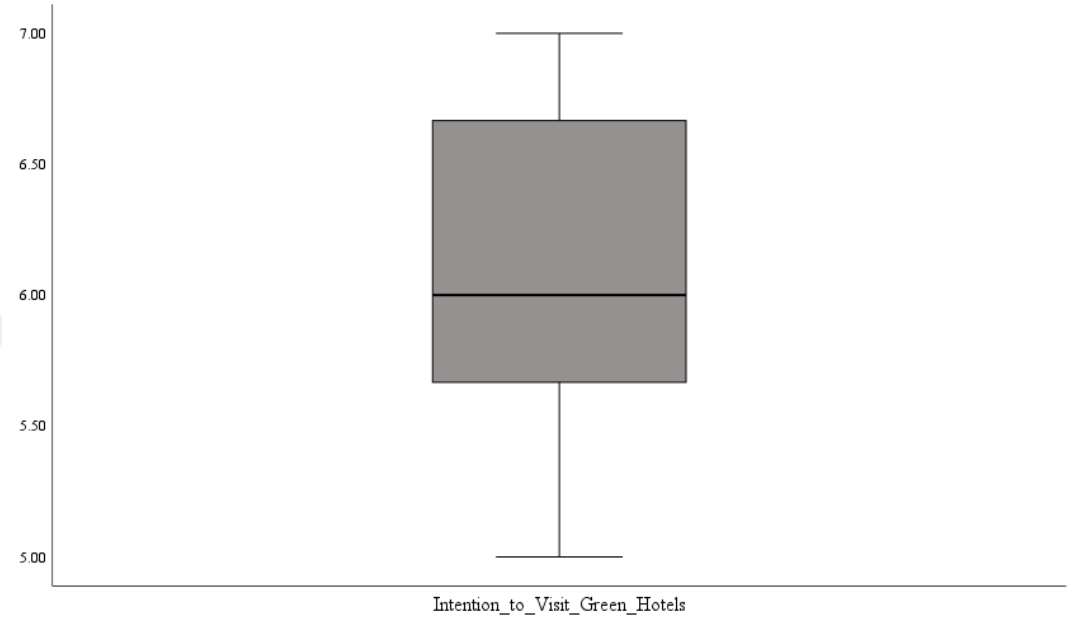


Figure 4. Box plot in the final normality test

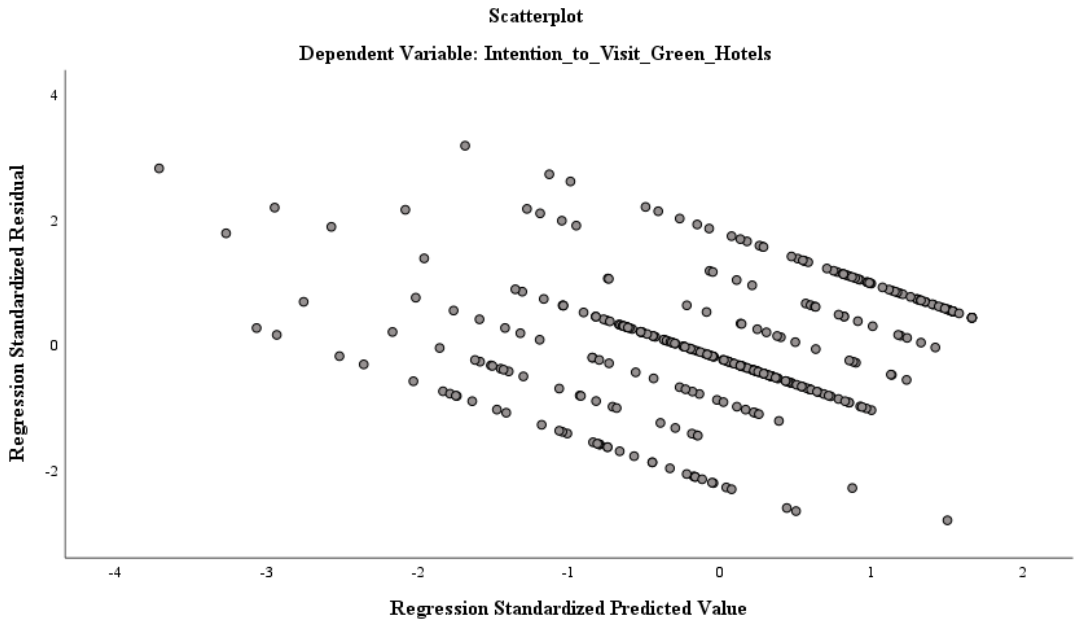


Figure 5. Scatterplot of regression standardized residuals

As shown in Table 6, all bivariate correlations among study variables were statistically significant except the correlation between perceived greenwashing and attitude. Furthermore, there were no correlations that exceeded the critical value 0.8 indicating that multicollinearity was not an issue.

Table 6. Descriptive Statistics and Pearson Correlations

Variable	n	M	S.D.	1	2	3	4	5	6
INT	344	6.11	.64	—					
ATT	344	6.17	1.30	.113*	—				
SN	344	5.46	1.32	.524***	.214***	—			
PBC	344	5.67	1.07	.478***	.160**	.494***	—		
PN	344	5.93	.90	.533***	.140**	.515***	.434***	—	
GW	344	5.00	1.34	.159**	-.049	.162**	.183***	.125*	—

Note: ATT = Attitude Towards Green Hotels, SN = Subjective Norm, PBC = Perceived Behavioral Control, PN = Personal Norm, INT = Intention to Visit Green Hotels, GW = Perceived Greenwashing

Note: *p < .05. **p < .01. ***p < .001

As displayed in Table 7, the model was statistically significant ($F (5, 338) = 45.909$, $p < 0.001$). Also, Table 8 shows that all predictors together explained 40.4% of the variance in the dependent variable, intention to visit green hotels ($R^2 = 0.404$, R^2 Adjusted = 0.396).

Table 7. ANOVA for The Multiple Linear Regression Analysis

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	56.391	5	11.278	45.909	<.001
	Residual	83.034	338	.246		
	Total	139.425	343			

Table 8. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.636	.404	.396	.49565	1.973

Assumptions of autocorrelation (independent errors) and collinearity were checked after multiple linear regression analysis was run. From Table 8, it can be clearly seen

that data met the assumption of independent errors since Durbin-Watson value was between 1 and 3 (Durbin-Watson value = 1.973). Finally, as can be seen from Table 9, collinearity statistics confirmed that multicollinearity was not a concern since all Tolerance values were greater than 0.1 and all Variance Inflation Factor (VIF) values were less than 10 (Attitude Towards Green Hotels, Tolerance = 0.941, VIF = 1.062; Subjective Norm, Tolerance = 0.628, VIF = 1.593; Perceived Behavioral Control, Tolerance = 0.700 , VIF = 1.429; Personal Norm, Tolerance = 0.691 , VIF = 1.446; Perceived Greenwashing, Tolerance = 0.951, VIF = 1.052).

Multiple linear regression analysis was run to test hypotheses H_1 – H_5. Subjective norm ($\beta = 0.125$, $p < 0.001$), perceived behavioral control ($\beta = 0.127$, $p < 0.001$), and personal norm ($\beta = 0.216$, $p < 0.001$) were found to have a significant direct positive influence on intention to visit green hotels. Therefore, H_2, H_3 and H_4 were supported. Nevertheless, proposed direct effects of attitude ($\beta = -0.009$, ns.) and perceived greenwashing ($\beta = 0.019$, ns.) were not significant. Thus, H_1 and H_5 were not supported.

Table 9. Regression Coefficients

Model	Coefficients		t	Sig.	95% Confidence Interval for β		Collinearity Statistics	
	β	Std. Error			Lower Bound	Upper Bound	Tolerance	VIF
(Constant)	3.375	.230	14.671	<.001	2.922	3.827		
ATT	-.009	.021	-.407	.685	-.050	.033	.941	1.062
SN	.125	.026	4.905	<.001	.075	.176	.628	1.593
PBC	.127	.030	4.243	<.001	.068	.186	.700	1.429
PN	.216	.036	6.027	<.001	.146	.287	.691	1.446
GW	.019	.021	.912	.362	-.022	.059	.951	1.052

Dependent Variable: Intention to Visit Green Hotels

Note: ATT = Attitude Towards Green Hotels, SN = Subjective Norm, PBC = Perceived Behavioral Control, PN = Personal Norm, GW = Perceived Greenwashing

4.3.2 Moderation analysis

In order to test moderation effects proposed in hypotheses H_6 – H_9, hierarchical multiple linear regression analyses were conducted. Before conducting hierarchical multiple linear regression analyses, all variables except the dependent variable, intention to visit green hotels, were mean centered. Mean centering was done by subtracting each value of every variable from its mean. The main purpose of mean centering was to ensure that incorporating interaction terms into analyses would not cause multicollinearity to occur.

After mean centering was done, interaction terms were created by multiplying each independent variable by the moderator (GW x ATT, GW x SN, GW x PBC, and GW x PN). Then, four separate hierarchical multiple linear regression analyses were run. In Step 1 of each hierarchical multiple linear regression, the predictor and the moderator were entered to test main effects on the dependent variable. In Step 2, the interaction term was entered to test the interaction (moderating) effect.

Table 10 displays moderation analysis results. In all hierarchical multiple linear regressions, tolerance scores of each regression coefficient were greater than 0.1 (ATT, GW, GW x ATT = 0.884 – 0.996; SN, GW, GW x SN = 0.954 – 0.978; PBC, GW, GW x PBC = 0.946 – 0.966; PN, GW, GW x PN = 0.972), and Variance Inflation Factor (VIF) scores were less than 10 (ATT, GW, GW x ATT = 1.004 – 1.131; SN, GW, GW x SN = 1.022 – 1.048; PBC, GW, GW x PBC = 1.035 – 1.057; PN, GW, GW x PN = 1.028 – 1.029), indicating that multicollinearity was not a concern. From Table 10, it can also be seen that only interaction between attitude and perceived greenwashing ($\beta = -0.062$, $p < 0.01$) and interaction between perceived behavioral control and perceived greenwashing ($\beta = 0.051$, $p < 0.01$) were found to be significant. Both interactions accounted for significant incremental variance in

intention to visit green hotels (GW x ATT, $\Delta R^2 = 0.027$, $p < 0.01$; GW x PBC, $\Delta R^2 = 0.018$, $p < 0.01$).

Table 10. Moderation Analysis Results

		Coefficients	Sig.	Collinearity Statistics		Sig. Model	R^2	ΔR^2	ΔF	Sig. ΔF
				Tolerance	VIF					
1	(Constant)	6.107								
	ATT	.059*	.024	.998	1.002	<.001	.040	.040	7.092	<.001
	GW	.079**	.002	.998	1.002					
2	(Constant)	6.102								
	ATT	.088**	.001	.884	1.131	<.001	.067	.027	9.849	.002
	GW	.082**	.001	.996	1.004					
	GW x ATT	-.062**	.002	.886	1.129					
1	(Constant)	6.106								
	SN	.036	.103	.974	1.027	<.001	.281	.281	66.518	<.001
	GW	.247***	<.001	.974	1.027					
2	(Constant)	6.107								
	SN	.037	.102	.954	1.048	<.001	.281	.000	.021	.884
	GW	.247***	<.001	.970	1.031					
	GW x SN	-.002	.884	.978	1.022					
1	(Constant)	6.106								
	PBC	.036	.123	.967	1.034	<.001	.234	.234	52.001	<.001
	GW	.278***	<.001	.967	1.034					
2	(Constant)	6.093								
	PBC	.026	.251	.948	1.055	<.001	.252	.018	8.247	.004
	GW	.290***	<.001	.946	1.057					
	GW x PBC	.051**	.004	.966	1.035					
1	(Constant)	6.106								
	PN	.045*	.041	.984	1.016	<.001	.293	.293	70.587	<.001
	GW	.371***	<.001	.984	1.016					
2	(Constant)	6.111								
	PN	.049*	.027	.972	1.029	<.001	.298	.006	2.672	.103
	GW	.377***	<.001	.972	1.029					
	GW x PN	-.035	.103	.972	1.028					

Dependent Variable: Intention To Visit Green Hotels

Note: ATT = Attitude Towards Green Hotels, SN = Subjective Norm, PBC = Perceived Behavioral Control, PN = Personal Norm, GW = Perceived Greenwashing

Note: *p < .05. **p < .01. ***p < .001

In order to understand the nature of the interaction effect GW x ATT, intention to visit green hotels was plotted against negative vs. positive attitude and high vs. low levels of perceived greenwashing. While constructing GW x ATT interaction plot, negative attitude and low levels of perceived greenwashing were determined by subtracting 1 standard deviation from mean scores of both variables. By the same logic, positive attitude and high levels of perceived greenwashing were determined

by adding 1 standard deviation to their means.

Figure 6 shows that when low level of greenwashing was perceived, intention increased as attitude got more positive. However, when high level of greenwashing was perceived, the positive relationship between attitude and intention weakened as the regression line flattened. As a result, the proposed negative moderating effect of perceived greenwashing on the attitude – intention relationship was confirmed. Thus, H_6 was supported.

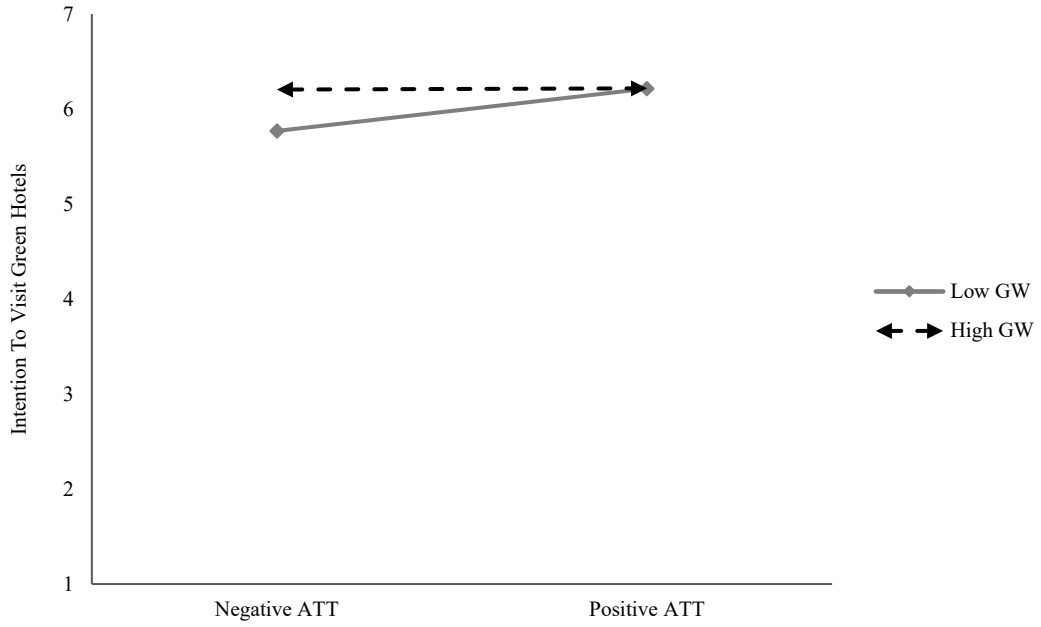


Figure 6. Negative moderating effect of perceived greenwashing

To illustrate the interaction effect GW x PBC, intention to visit green hotels was plotted against high vs. low levels of perceived behavioral control and high vs. low levels of perceived greenwashing. While constructing GW x PBC interaction plot, low levels of perceived behavioral control and perceived greenwashing were determined by subtracting 1 standard deviation from mean scores of both variables. Similarly, high levels of perceived behavioral control and perceived greenwashing were determined by adding 1 standard deviation to their means.

As Figure 7 shows, for both low and high levels of perceived greenwashing, intention increased as perceived behavioral control increased. However, when high level of greenwashing was perceived, the regression line got steeper indicating that the interaction term strengthened the positive relationship between perceived behavioral control and intention. As opposed to what was hypothesized, perceived greenwashing was found to exert a positive moderating effect on the perceived behavioral control – intention relationship. Therefore, H_8 was not supported.

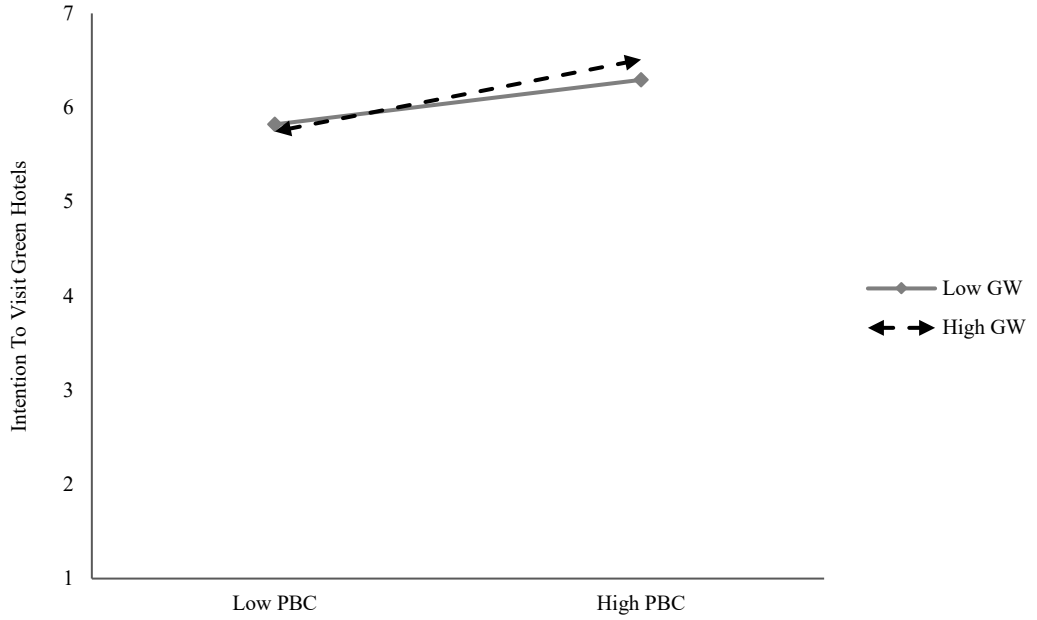


Figure 7. Positive moderating effect of perceived greenwashing

Both interaction terms GW x SN ($\Delta R^2 = 0.000$, ns.) and GW x PN ($\Delta R^2 = 0.006$, ns.) did not account for significant incremental variance in intention to visit green hotels. Therefore, hypotheses H_7 and H_9 were not supported.

4.3.3 Comparing demographic groups

As mentioned earlier, to test differences between groups in terms of visit intention, independent samples t-test and one-way ANOVA were conducted. Tables 11 and 12 show results of the independent samples t-test comparing mean intention scores of respondents with and without prior green hotel experience. First, Levene's test was not significant ($p > 0.05$) indicating that the assumption of equal variances was not violated. Additionally, tables 11 and 12 indicate that respondents who had previously visited a green hotel ($M = 6.20$, $SD = 0.626$) had significantly higher mean intention scores than those who had not ($M = 5.92$, $SD = 0.622$), $t(342) = -3.92$, $p = < 0.001$. As these findings suggest, people with prior green hotel experience have significantly stronger intentions to visit green hotels than those without prior green hotel experience. Therefore, H_{10} was supported.

Table 11. Group Statistics – Prior Green Hotel Experience

	Prior Green Hotel Experience	n	M	SD.
Intention to Visit Green Hotels	No	112	5.92	.622
	Yes	232	6.20	.626

Table 12. Independent Samples T-Test – Prior Green Hotel Experience

	t	df	Sig.	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		Cohen's d
						Lower	Upper	
INT	-3.92	342	<.001	-.28	.072	-.42	-.14	-.45

Note: INT = Intention to Visit Green Hotels

Note: Levene's test is not significant ($p > .05$) indicating that the assumption of equal variances is not violated.

No significant difference between mean intention scores of males and females in the sample was observed, $t(298) = -0.06$, $p = 0.954$, suggesting that males and females in the population did not significantly differ in their visit intention. Thus, H_{11} was

not supported. Results of the independent samples t-test comparing mean intention scores of males and females are presented in Appendix E.

Table 13 shows results of one-way ANOVA comparing respondents who belong to different age groups. As Table 13 displays, Levene statistic was not significant at 0.05 level, suggesting that the assumption of homogeneity of variances was not violated, F (4, 339) = 1.83, p = 0.122. Furthermore, one-way ANOVA yielded that mean intention scores of respondents who belong to at least two different age groups significantly differed from each other, F (4, 339) = 3.78, p = 0.005. Therefore, H_{12} was supported.

Table 13. One-Way ANOVA Results – Age Group

Descriptives			
Age Group	N	Mean	Std. Deviation
18-24	20	6.43	.65
25-34	71	5.91	.71
35-44	85	6.10	.65
45-54	105	6.10	.61
55-64	63	6.24	.52

Levene's Test for Homogeneity of Variances				
	F	df1	df2	Sig.
Intention to Visit Green Hotels	1.83	4	339	.122

ANOVA						
	Sum of Squares	df	Mean Square	F	Sig.	η2
Age Group	5.95	4	1.49	3.78	.005	.04
Residuals	133.47	339	.39			

In order to find out which age groups significantly differed from others in their mean intention scores, post hoc tests with Bonferroni adjustment were run. Applying the Bonferroni adjustment was deemed appropriate for two reasons. First, none of subsamples, age groups, had equal sizes. Thus, instead of Tukey's Honestly Significant Difference (HSD) procedure, Bonferroni post hoc test was used for

pairwise comparisons. Secondly, Bonferroni adjustment reduced the likelihood of a Type 1 error to occur.

As displayed in Table 14, post hoc tests with Bonferroni adjustment yielded only two statistically significant pairwise comparisons. Respondents who were in 25-34 years age group had significantly lower mean intention scores (M = 5.91) than both those who were in 18-24 years age group (M = 6.43; p = 0.011) and in 55-64 years age group (M = 6.24; p = 0.028). All other pairwise comparisons were not significant at 0.05 level.

Table 14. Post Hoc Tests with Bonferroni Adjustment – Age Group

Comparison Between Groups		Mean Difference (I-J)	Std. Error	Sig.
Age Group (I)	Age Group (J)			
18-24	25-34	.52*	.16	.011
	35-44	.33	.16	.343
	45-54	.33	.15	.309
	55-64	.20	.16	1.000
25-34	18-24	-.52*	.16	.011
	35-44	-.19	.10	.590
	45-54	-.19	.10	.486
	55-64	-.33*	.11	.028
35-44	18-24	-.33	.16	.343
	25-34	.19	.10	.590
	45-54	.00	.09	1.000
	55-64	-.14	.10	1.000
45-54	18-24	-.33	.15	.309
	25-34	.19	.10	.486
	35-44	.00	.09	1.000
	55-64	-.14	.10	1.000
55-64	18-24	-.20	.16	1.000
	25-34	.33*	.11	.028
	35-44	.14	.10	1.000
	45-54	.14	.10	1.000

Note: * The mean difference is significant at the .05 level.

Table 15 shows results of one-way ANOVA comparing respondents with different educational backgrounds. From Table 15, it can be seen that Levene statistic was not significant at 0.05 level indicating that the assumption of homogeneity of variances was not violated, F (6, 337) = 1.06, p = 0.384. Also, there was a significant difference

between mean intention scores of at least two groups of respondents with different educational backgrounds, F (6, 337) = 3.01, p = 0.007. Thus, H_{13} was supported.

Table 15. One-Way ANOVA Results – Education

Descriptives			
Education	n	M	SD.
Primary school	6	6.39	.49
Secondary school	7	6.24	.66
High school	63	6.27	.58
Associate's Degree	33	6.29	.71
Bachelor's Degree	162	6.08	.64
Master's Degree	52	5.85	.58
PhD	21	6.00	.63

Levene's Test for Homogeneity of Variances				
	F	df1	df2	Sig.
Intention to Visit Green Hotels	1.06	6	337	.384

ANOVA						
	Sum of Squares	df	Mean Square	F	Sig.	η2
Education	7.10	6	1.18	3.01	.007	.05
Residuals	132.33	337	.39			

Table 16 shows results of post hoc tests with Bonferroni adjustment comparing differences between mean intention scores of respondents with different educational backgrounds. Post hoc tests with Bonferroni adjustment yielded only two significant comparisons. Respondents who held a Master's degree (M = 5.85) had significantly lower mean intention scores than high school graduates (M = 6.27; p = 0.009) and those with an Associate's degree (M = 6.29; p = 0.036). All other pairwise comparisons were not significant at 0.05 level.

Table 17 shows results of one-way ANOVA comparing respondents who belong to different income groups. As Table 17 displays, Levene statistic was not significant at 0.05 level meaning that the assumption of homogeneity of variances was not violated, F (5, 338) = 1.99, p = 0.08. Also, findings suggest that mean intention scores of respondents who belong to at least two different income groups

significantly differed from each other, F (5, 338) = 4.73, $p < 0.001$. Thus, H_{14} was supported.

Table 16. Post Hoc Tests with Bonferroni Adjustment – Education

Comparison Between Groups		Mean Difference (I-J)	SE	Sig.
Education (I)	Education (J)			
Primary school	Secondary school	.15	.35	1.000
	High school	.12	.27	1.000
	Associate's Degree	.10	.28	1.000
	Bachelor's Degree	.30	.26	1.000
	Master's Degree	.54	.27	1.000
	PhD	.39	.29	1.000
Secondary school	Primary school	-.15	.35	1.000
	High school	-.03	.25	1.000
	Associate's Degree	-.05	.26	1.000
	Bachelor's Degree	.15	.24	1.000
	Master's Degree	.39	.25	1.000
	PhD	.24	.27	1.000
High school	Primary school	-.12	.27	1.000
	Secondary school	.03	.25	1.000
	Associate's Degree	-.02	.13	1.000
	Bachelor's Degree	.19	.09	.987
	Master's Degree	.42*	.12	.009
	PhD	.27	.16	1.000
Associate's Degree	Primary school	-.10	.28	1.000
	Secondary school	.05	.26	1.000
	High school	.02	.13	1.000
	Bachelor's Degree	.21	.12	1.000
	Master's Degree	.44*	.14	.036
	PhD	.29	.17	1.000
Bachelor's Degree	Primary school	-.30	.26	1.000
	Secondary school	-.15	.24	1.000
	High school	-.19	.09	.987
	Associate's Degree	-.21	.12	1.000
	Master's Degree	.23	.10	.439
	PhD	.08	.15	1.000
Master's Degree	Primary school	-.54	.27	1.000
	Secondary school	-.39	.25	1.000
	High school	-.42*	.12	.009
	Associate's Degree	-.44*	.14	.036
	Bachelor's Degree	-.23	.10	.439
	PhD	-.15	.16	1.000
PhD	Primary school	-.39	.29	1.000
	Secondary school	-.24	.27	1.000
	High school	-.27	.16	1.000
	Associate's Degree	-.29	.17	1.000
	Bachelor's Degree	-.08	.15	1.000
	Master's Degree	.15	.16	1.000

Note: * The mean difference is significant at the 0.05 level.

Table 17. One-Way ANOVA Results – Income Group

Descriptives			
Income Group	n	M	SD.
Below 17,002 TRY	29	6.29	0.56
17.002- 25,000 TRY	42	6.34	0.60
25,001-50,000 TRY	142	6.11	0.66
50,001-75,000 TRY	75	6.10	0.66
75,000-100,000 TRY	36	5.70	0.52
Above 100,000 TRY	20	6.12	0.41

Levene's Test for Homogeneity of Variances				
	F	df1	df2	Sig.
Intention to Visit Green Hotels	1.99	5	338	0.08

ANOVA						
	Sum of Squares	df	Mean Square	F	Sig.	η2
Income Group	9.11	5	1.82	4.73	<0.001	0.07
Residuals	130.31	338	0.39			

Finally, as Table 18 shows, results of post hoc tests with Bonferroni adjustment indicated four significant pairwise comparisons. Respondents who earned between 75,001-100,000 TRY (M = 5.70) in a month had significantly lower mean intention scores than those who earned below 17,002 TRY (M = 6.29, p = 0.003), 17.002-25,000 TRY (M = 6.34, p < 0.001), 25,001-50,000 TRY (M = 6.11, p = 0.009), and 50,001-75,000 TRY (M = 6.10, p = 0.028). All other pairwise comparisons were not found to be significant at 0.05 level.

To sum up, while hypotheses H_2 – H_4, H_6, H_{10}, and H_{12} – H_{14} were supported, H_1, H_5, H_7, H_8, H_9 and H_{11} were not supported.

Table 18. Post Hoc Tests with Bonferroni Adjustment – Income Group

Comparison Between Groups				
Income Group (I)	Income Group (J)	Mean Difference (I-J)	SE	Sig.
Below 17,002 TRY	17.002- 25,000 TRY	-.05	.15	1.000
	25,001-50,000 TRY	.18	.13	1.000
	50,001-75,000 TRY	.19	.14	1.000
	75,000-100,000 TRY	.58*	.15	.003
	Above 100,000 TRY	.17	.18	1.000
17.002- 25,000 TRY	Below 17,002 TRY	.05	.15	1.000
	25,001-50,000 TRY	.24	.11	.471
	50,001-75,000 TRY	.24	.12	.640
	75,000-100,000 TRY	.64*	.14	<.001
	Above 100,000 TRY	.22	.17	1.000
25,001-50,000 TRY	Below 17,002 TRY	-.18	.13	1.000
	17.002- 25,000 TRY	-.24	.11	.471
	50,001-75,000 TRY	.01	.09	1.000
	75,000-100,000 TRY	.40*	.12	.009
	Above 100,000 TRY	-.01	.15	1.000
50,001-75,000 TRY	Below 17,002 TRY	-.19	.14	1.000
	17.002- 25,000 TRY	-.24	.12	.640
	25,001-50,000 TRY	-.01	.09	1.000
	75,000-100,000 TRY	.39*	.13	.028
	Above 100,000 TRY	-.02	.16	1.000
75,000-100,000 TRY	Below 17,002 TRY	-.58*	.15	.003
	17.002- 25,000 TRY	-.64*	.14	<.001
	25,001-50,000 TRY	-.40*	.12	.009
	50,001-75,000 TRY	-.39*	.13	.028
	Above 100,000 TRY	-.41	.17	.265
Above 100,000 TRY	Below 17,002 TRY	-.17	.18	1.000
	17.002- 25,000 TRY	-.22	.17	1.000
	25,001-50,000 TRY	.01	.15	1.000
	50,001-75,000 TRY	.02	.16	1.000
	75,000-100,000 TRY	.41	.17	.265

Note: * The mean difference is significant at the .05 level.

Table 19. Summary of Hypotheses Testing Results

	Hypotheses	Test Results
H_1:	Attitude towards green hotels positively affects intention to visit green hotels.	Not Supported
H_2:	Subjective norm positively affects intention to visit green hotels.	Supported
H_3:	Perceived behavioral control over visiting green hotels positively affects intention to visit green hotels.	Supported
H_4:	Personal norm positively affects intention to visit green hotels.	Supported
H_5:	Perceived greenwashing negatively affects intention to visit green hotels.	Not Supported
H_6:	Perceived greenwashing significantly weakens the positive relationship between attitude towards green hotels and intention to visit green hotels.	Supported
H_7:	Perceived greenwashing significantly weakens the positive relationship between subjective norm and intention to visit green hotels.	Not Supported
H_8:	Perceived greenwashing significantly weakens the positive relationship between perceived behavioral control over visiting green hotels and intention to visit green hotels.	Not Supported
H_9:	Perceived greenwashing significantly weakens the positive relationship between personal norm and intention to visit green hotels.	Not Supported
H_{10}:	Tourists with prior green hotel experience have stronger intentions to visit green hotels than those without prior green hotel experience.	Supported
H_{11}:	Males and females significantly differ in their intention to visit green hotels.	Not Supported
H_{12}:	Tourists who belong to different age groups significantly differ in their intention to visit green hotels.	Supported
H_{13}:	Tourists with different educational backgrounds significantly differ in their intention to visit green hotels.	Supported
H_{14}:	Tourists who belong to different income groups significantly differ in their intention to visit green hotels.	Supported

CHAPTER 5

DISCUSSION AND CONCLUSION

This study aimed to find what factors determined tourists' intention to visit green hotels. More importantly, this study aimed to investigate whether greenwashing perceptions negatively regulated relationships between visit intention and its determinants. Findings of this study suggested that subjective norm, perceived behavioral control and personal norm were main determinants of intention to visit green hotels, with personal norm having the largest influence on visit intention. Additionally, it was found that perceived greenwashing negatively moderated the attitude - intention relationship only. As opposed to what was hypothesized, findings demonstrated that perceived greenwashing strengthened the perceived behavioral control - intention relationship. Furthermore, this study found support for significant differences in visit intention between tourists who had prior green hotel experience and those who did not. Finally, findings indicated that tourists who belonged to different age and income groups, and those with different educational backgrounds significantly differed in their intention to visit green hotels.

As mentioned above, the effect of attitude on intention was not found to be significant. This could be highly attributed to the significant negative moderation exerted by perceived greenwashing on the attitude – intention relationship. In other words, tourists' greenwashing perceptions significantly weakened, or even hindered, the effect of their attitude towards green hotels on their intention to visit these hotels. In that context, it can be said that when Turkish tourists perceive higher levels of greenwashing, their intention to visit green hotels will eventually be weaker even though they initially hold positive attitude towards these hotels.

As hypothesized, it was found that subjective norm had a direct positive influence on intention, thereby supporting H_2. It means that when travelers perceive to a greater extent that their significant others would expect them to visit green hotels and approve them for doing so, their intention to visit these hotels will be stronger. Also as expected, perceived behavioral control was found to exert a direct positive influence on intention, thereby supporting H_3. If travelers think they have more time, resources and opportunities to visit green hotels, and whether or not to visit green hotels is up to them to a greater extent, they will feel they have a greater control over visiting these hotels. Then, those travelers' intention to visit green hotels will be stronger. Conversely, if travelers face threats and obstacles that prevent them from visiting green hotels, they will feel they have less control over this behavior. As a consequence, they will be less likely to intend to visit green hotels. Hence, a number of respondents who answered the open-ended question confirmed this assertion. Those respondents stated that the greatest barrier preventing them from visiting green hotels was premium prices green hotels usually charged. Most of those respondents also stated that they could not afford premium prices of green hotels. Thus, their perceived behavioral control decreased due to those premium prices, and their intention to visit green hotels subsequently weakened.

Finally, personal norm was found to have a direct positive influence on intention, thus supporting H_4. It means that as travelers feel a greater moral obligation to visit green hotels, their intention to visit these hotels will be stronger. Among all Theory of Planned Behavior (TPB) constructs, personal norm was found to be the most influential one in predicting tourists' intention to visit green hotels, which was consistent with D'Arco et. al. (2023).

Influence of perceived greenwashing on intention was not found to be significant. One possible reason behind this finding might be that the relationship between perceived greenwashing and intention could be mediated by other factors like green trust (Chen et al., 2019) or green word-of-mouth (Zhang et. al., 2018). Furthermore, as stated by a number of respondents while answering the open-ended question, hotel customers in Turkey have not seen any advertisement from green hotels to date either on traditional mass media or on social media. Thus, hotel customers have not yet been directly exposed to any kind of communication effort from hotels that could be classified as "greenwashing". As a consequence, they have not perceived any explicit greenwashing that would result in a weaker intention to visit green hotels.

This study asserted that the discrepancy between travelers' intention to visit green hotels and their actual visits might stem from a subtle factor that interferes in the visit intention formation process. This factor was proposed to be travelers' greenwashing perception such that it negatively moderated relationships between visit intention and its determinants. As hypothesized, perceived greenwashing was found to negatively moderate the attitude – intention relationship, thus supporting H_6. When Turkish tourists perceive higher levels of greenwashing, their intention to visit green hotels will eventually be weaker even though they initially hold positive attitude towards these hotels.

It was also found that perceived greenwashing significantly moderated the perceived behavioral control – intention relationship. However, as opposed to what was hypothesized, perceived greenwashing strengthened this relationship instead of weakening it, thus failing to provide support for H_8. When travelers perceive more explicit greenwashing from hotels, they might think they can distinguish between real green hotels and greenwashers more easily because greenwashers would stand

out even further. In this case, travelers would be more confident in their green hotel choices and subsequently, they would feel they have higher levels of control over visiting green hotels. Consequently, travelers would have a stronger visit intention. On the contrary, perceived greenwashing did not have a significant moderating effect on the subjective norm – intention relationship. This finding could be explained by the fact that Turkey is a collectivist country (Hofstede- Insights, 2024). It means that social norms and opinions from others are highly influential in Turkish people's decisions including their hotel choices (Yarımoğlu and Günay, 2020). Hence, even though Turkish travelers think that most, if not all, of hotels that are promoted as green are in fact not green, they may still intend to visit these hotels. Because Turkish travelers may want to meet their significant others' expectation that they should visit green hotels and they may aim to get these people's approval by doing do. In that case, travelers' greenwashing perceptions would not alter the impact of their subjective norms on their intention to visit green hotels.

Perceived greenwashing did not significantly moderate the personal norm – intention relationship either. One possible explanation for this finding might be that Turkish travelers may feel such a strong urge, in other words, a strong sense of moral obligation to prefer green hotels over non-green ones even if they do not actually trust environmental claims made by these hotels. Thus, in spite of greenwashers, Turkish travelers may still intend to visit green hotels in order to have a clearer conscience for doing their part in environmental conservation.

Comparing demographic groups provided several insights that could help green hotel operators in tailoring their market targeting strategies more effectively. Findings of this study revealed that tourists with prior green hotel experience had stronger intentions to visit green hotels than those without, which was consistent with

Ferreira et. al. (2023). On the other hand, this study did not find any significant difference between males and females in terms of visit intention, contradicting previous studies in the literature (Wang et al., 2020; Pan et. al., 2022).

One-way ANOVA results yielded significant differences in mean intention scores among tourists who belong to different age groups. Additionally, post hoc tests indicated that tourists who belonged to 25-34 years age group significantly less intended to visit green hotels than those in both 18-24 years and 55-64 years age groups. This finding is in line with Prayag et al.'s (2022) study, which confirm that Gen Z (born after mid 1990s) and Gen X (mid-1960s to late 1970s) tourists tend to engage more in sustainable practices such as using more sustainable modes of transportation, buying more eco-friendly products and saving more resources than Gen Y (1980 to mid- 1990s) tourists. Furthermore, ANOVA results revealed that there were significant differences in mean intention scores among tourists with different educational backgrounds. Also, post hoc tests found that tourists who held Master's degree significantly less intended to visit green hotels than both high school graduates and those with Associate's degree. This finding contradicted Tilikidou & Delistavrou's (2014) study, which confirmed that people with higher educational levels had stronger intention to visit green hotels.

Finally, ANOVA results showed significant differences in mean intention scores among tourists who belong to different income groups, confirming Kim et. al. (2012). In addition, post hoc tests indicated that tourists in 75,001-100,000 TRY income group significantly less intended to visit green hotels than those in all lower income groups. This finding might be attributed to that in Turkey, especially in private sector, people with higher wages usually have more work overload, work for longer hours, and are under more pressure because of greater responsibilities.

Consequently, compared to people with lower wages, they sacrifice more to be able to earn that higher compensation. Therefore, they might want to spend their money more wisely. For instance, people in higher income groups might prefer five-star luxury non-green hotels for their vacation to indulge themselves in their limited time of paid leave. Because they might think if they stayed in a green hotel, they would have to compromise their comfort (Miao & Wei, 2016) and luxury (Baker et. al., 2014) by using limited amount of water and electricity, and by reusing their linens and towels. As a result, people in higher income groups might think that staying in a green hotel would be wasting their limited time for vacation.

5.1 Theoretical implications

This study has made three main theoretical contributions to green hotel research. First, it found that Turkish tourists' subjective norm, perceived behavioral control, and personal norm were main determinants of their intention to visit green hotels, with personal norm being the most influential determinant. However, unlike previous green hotel studies that had used the Theory of Planned Behavior (Wang et. al., 2018; Ibnou-Laaroussi et. al., 2020; Nimri et. al., 2020a, 2020b), this study did not provide support for any significant influence of attitude on visit intention. On the other hand, this study found that greenwashing perceptions significantly weakened the positive relationship between attitude towards green hotels and intention to visit these hotels. Also, this study found that greenwashing perceptions significantly strengthened the positive relationship between perceived behavioral control and intention to visit green hotels. By incorporating perceived greenwashing into the original TPB model as a moderator and providing support for its significant moderating role, this study has made its second contribution to green hotel research.

Findings of this study revealed that Turkish travelers exhibited distinctive characteristics compared to travelers in other countries (Tilikidou & Delistavrou, 2014; Wang et. al., 2020; Pan et. al., 2022; Ferreira et. al., 2023). For instance, travelers who aged between 25-34 years, held Master's degree, earned 75,001 – 100,000 TRY in a month, and did not have any green hotel experience were found to less intend to visit green hotels than those in other demographic groups. Finally, contrary to what was hypothesized, male and female travelers did not differ in their intention to visit green hotels. By providing support for aforementioned inter-group differences in the Turkish travel and tourism context, this study has made its third theoretical contribution to green hotel research.

5.2 Practical implications

This study provides green hotel businesses with some practical implications, and makes several recommendations aiming to help them better tailor their marketing strategies. For instance, green hotels can initiate environmental conservation campaigns in close collaboration with non-governmental organizations (NGOs) like The Turkish Foundation for Combating Soil Erosion, for Reforestation and the Protection of Natural Habitats (TEMA) and World-Wide Fund for Nature (WWF) – Türkiye, and they can communicate these campaigns via digital and social media platforms such as their websites and Instagram accounts. In these campaigns, green hotels can call further attention to travel and tourism industry's contributions to climate change and environmental degradation, and they can tell people they are sincerely doing their best to minimize their environmental impact. By doing this, green hotels can further stimulate people's sense of moral obligation to travel more sustainably. Because sense of moral obligation, or personal norm, is the strongest

determinant of intention, stimulating people's sense of moral obligation would be the greatest strategy for making them prefer green hotels over non-green ones. In this way, consumer demand for green hotels will be more likely to increase. Along with that, if green hotel businesses present solid proofs for their sustainable practices in their environmental conservation campaigns, they can convince people that they are not engaging in greenwashing. Since perceived greenwashing significantly weakens the positive relationship between attitude and intention, once people's greenwashing perceptions are alleviated, any positive change in their attitude towards green hotels might have a significant positive impact on their intention to visit these hotels.

One of the greatest barriers for green hotels is that travelers think they will compromise their comfort (Miao & Wei, 2016) and luxury (Baker et. al., 2014) by reusing their linens and towels or using less amount of water if they stay in such a hotel, and hence they do not think this trade-off will worth for the money they will pay (Miao & Wei, 2016). First, in order to alleviate this perception, green hotels should offer a superior service quality. Additionally, green hotels can offer seasonal price discounts so travelers may find them more affordable and thus better tolerate this trade-off. The second greatest barrier for green hotels is that in Turkey, green-certified hotels are not much known by travelers as stated by some respondents in the study sample. Thus, green-certified hotels should advertise more to make travelers know more about them. In their advertisements, however, these hotels should avoid using vague phrases or making unproven environmental claims that would sound like greenwashing. Instead, they should communicate their merits more clearly and be honest about their environmental performance. By following these recommendations, green hotel businesses can make travelers feel that they have more knowledge about green hotels. In that case, perceived behavioral control will be more likely to

increase, thereby leading to stronger visit intention.

Considering opinions of others, or subjective norm, is found to be another significant factor that has an influence on Turkish tourists' green hotel choices. In that context, green hotel businesses can try to boost positive word-of-mouth (WOM) both offline and online. For example, by offering a comparable or superior service quality in their facilities, green hotels can be more appealing to travelers than their non-green counterparts (Eid et. al., 2021). Hence, a superior service quality will increase guests' satisfaction, and satisfied guests will be more motivated to share their positive experiences with other people (Hashish et. al., 2022). If former guests of green hotels are highly influential in their social networks, they can persuade others more easily to visit green hotels by sharing their positive experiences. Green hotels can also collaborate with travel social media influencers. For instance, travel influencers can record video blogs (vlogs) during their stay in green hotels, and then they can share these vlogs on their Instagram accounts or on YouTube channels. By watching these vlogs, followers of those travel influencers may be curious and want to learn more about green hotels. Some followers may even be more willing to visit green hotels after watching these vlogs because opinions of those travel influencers are more important for them. Therefore, they may want to follow recommendations made by travel influencers in green hotel vlogs.

Since travelers who belong to different demographic groups are found to significantly differ in their intention to visit green hotels, green hotel businesses need to develop effective targeting strategies. For instance, along with having stronger intention to visit green hotels than other generational cohorts, Gen Z travelers are more interested in meeting local community members and engaging in their cultural activities (Prayag et. al., 2022). Green hotels can thus sponsor some local events like

Bozcaada Culture, Art and Grape Festival. During the time these local events are being held, they can also organize daily tours at special discount prices for their Gen Z guests. Also, tourists who earn 75,0001 – 100,000 TRY in a month significantly less intend to visit green hotels than those in lower monthly income groups. Green hotels can attract these tourists by offering a superior service quality, and convince them that superior quality of green hotel service will compensate the inconvenience they may feel due to participating in green hotel practices. However, green hotels should adopt more sustainable and more cost-effective operational practices to be able to offer a superior service quality more profitably.

Finally, green hotels can obtain environmental certifications like Green Key and GreenStars in order to demonstrate their commitment to environmental conservation and increase their credibility in the eyes of travelers. While contributing to their corporate image and reputation, environmental certifications allow green hotels to transform their operations into more sustainable and cost-effective processes that will decrease their long-run operating costs (Qubbaj et. al., 2023). In turn, green hotels will be able to offer a superior service quality to guests in a profitable manner. In addition, environmental certifications are associated with a more favorable brand image and a greater perceived customer value, which eventually results in increased customer satisfaction (Lee et. al., 2019).

5.3 Limitations and future research directions

In this study, a cross-sectional survey was administered and visit intention was measured. Future studies can apply a follow-up survey after some time period, and ask the same participants whether they actually visited any green hotel. Second, due to time and resource constraints, convenience and snowball sampling techniques

were applied. Although the online survey was distributed to people who possessed diverse demographic characteristics, participants were mostly selected from the same geographical unit. For future studies, researchers can work with consumer panel companies to reach out a much broader audience, and they can apply a probabilistic sampling technique like simple random sampling, stratified random sampling or cluster sampling. In this way, they will be able to have a more representative sample.

This study used the Theory of Planned Behavior, or TPB (Ajzen, 1991) as its theoretical framework and measured behavioral intention with cognitive variables. For future studies, researchers can use the Goal-Framing Theory (Lindenberg & Steg, 2007) that explain pro-environmental behavior from both normative and self-interest (hedonic and utility maximization) perspectives, or they can use the Ability-Motivation-Opportunity (AMO) Theory (MacInnis and Jaworski, 1989) that also takes contextual factors into consideration. In addition, future studies can investigate effects of green hotel awareness or barriers like premium price, decreased luxury and comfort, and inconvenience due to participating in hotel green practices on intention to visit green hotels.

As opposed to what was hypothesized, this study did not find support for significant negative influence of perceived greenwashing on intention. In Turkish travel and tourism context, future studies can investigate whether the relationship between perceived greenwashing and visit intention is mediated by other factors like green trust (Chen et al., 2019). Also, future studies can include other moderators like environmental concern (Van Huy et. al., 2023), green consumption values (Ribeiro, 2023), or price sensitivity (Durmaz & Akdoğan, 2024) in this study's conceptual model. In addition, environmental concern can be included as an antecedent to TPB constructs (Chen & Tung, 2014).

In future studies researchers can conduct two-step cluster analysis to segment tourists more accurately based on both their demographic characteristics and intention. Then, they can run multinomial logistic regression analysis to test intra-group differences in visit intention (Prayag et. al., 2022). Along with that, future studies can include prior green hotel experience as a control variable. Finally, this study was conducted in Turkey. In order to obtain more generalizable results, the same study can be conducted in different countries, and effects of all proposed relationships can be compared across nations with multigroup structural equation modeling (SEM) (Ponnapureddy et. al., 2020).

Despite its abovementioned limitations, this study offers a snapshot that shows how harmful engaging in greenwashing can be for hotel businesses. Acts of greenwashing make travelers skeptic about sustainability of the green hotel industry as a whole (Tan & Abd Aziz, 2021) and also harm to reputation of real green hotels. As this study confirmed, perception of greenwashing indirectly affects Turkish tourists' intention to visit green hotels through negative moderation. Thus, hotel businesses must avoid engaging in greenwashing not only for themselves but for the sake of all green hotels and the overall sustainable tourism development.

APPENDIX A

PRETEST QUESTIONS – ENGLISH

Table A1. Information and Consent, Screening & Demographics Sections in The Pretest

Measures	Items
Information and Consent	Participant Information and Consent Form Would you like to participate in this survey? Terminate No 1 Yes
Screening Question	Have you visited any hotel in the last 12 months? Terminate No 1 Yes
Gender	Could you specify your gender? 1 Male 2 Female 3 Other 4 I do not want to specify
Age	What is your age? Terminate younger than 18 years 1 18-24 2 25-34 3 35-44 4 45-54 5 55-64 Terminate older than 64 years
Education Level	What is the level of the highest education you completed? 1 Primary school 2 Secondary school 3 High school 4 Associate's Degree 5 Bachelor's Degree 6 Master's Degree 7 PhD
Income	In what range is your monthly personal income? 1 Below 17,002 TRY 2 17.002- 25,000 TRY 3 25,001-50,000 TRY 4 50,001-75,000 TRY 5 75,000-100,000 TRY 6 Above 100,000 TRY

Table A2. Scales and The Open-Ended Question in The Pretest

Scales		Items
Attitude Towards Green Hotels (ATT) (Nimri et al., 2020b) 7-point semantic differential scale	For me, visiting green hotels while traveling is:	
	ATT1.	bad: 1-2-3-4-5-6-7: good
	ATT2.	undesirable: 1-2-3-4-5-6-7: desirable
	ATT3.	foolish: 1-2-3-4-5-6-7: wise
	ATT4.	unfavorable: 1-2-3-4-5-6-7: favorable
	ATT5.	negative: 1-2-3-4-5-6-7: positive
	ATT6.	unenjoyable: 1-2-3-4-5-6-7: enjoyable
	ATT7.	unpleasant: 1-2-3-4-5-6-7: pleasant
Subjective Norm (SN) (Chen & Tung, 2014) 1-Strongly disagree to 7-Strongly agree	SN1.	Most people who are important to me think that I should visit green hotels while traveling.
	SN2.	Most people who are important to me would want me to visit green hotels while traveling.
	SN3.	People whose opinions I value would prefer that I visit green hotels while traveling.
Perceived Behavioral Control (PBC) (Nimri et. al., 2020b) 1-Strongly disagree to 7-Strongly agree	PBC1.	I am confident that if I want, I can visit green hotels while traveling.
	PBC2.	Whether or not I visit green hotels while traveling is completely up to me.
	PBC3.	I have resources, time, and opportunities to visit green hotels while traveling.
Personal Norm (PN) (Choi et. al., 2015) 1-Strongly disagree to 7-Strongly agree	PN1.	I would be a better person if I visited green hotels and used environmentally friendly products and services.
	PN2.	I feel morally obliged to visit green hotels instead of regular hotels.
	PN3.	People like me should do everything they can to save the environment.
	PN4.	I feel obliged to bear the environment and nature in mind in my travel behaviors.
	PN5.	I feel morally obliged to visit green hotels while traveling, regardless of what others do.
	PN6.	I feel personally obliged to save as much energy as possible.
Intention to Visit Green Hotels (INT) (Chen & Tung, 2014) 1-Strongly disagree to 7-Strongly agree	INT1.	I am willing to visit green hotels while traveling.
	INT2.	I plan to visit green hotels when I travel in the future.
	INT3.	I will make an effort to visit green hotels while traveling.
Perceived Greenwashing (GW) (Chen et al., 2019) 1-Strongly disagree to 7-Strongly agree	GW1.	Hotels that are claimed to be green mislead with words in their environmental features.
	GW2.	Hotels that are claimed to be green mislead with visuals or graphics in their environmental features.
	GW3.	Hotels that are claimed to be green have green claims that are vague or seemingly unprovable.
	GW4.	Hotels that are claimed to be green overstate or exaggerate how their green functionality actually is.
Anything else to add? (Optional)	Are there anything else you would like to add? Open ended	

APPENDIX B

PRETEST QUESTIONS – TURKISH

Table B1. Information and Consent, Screening & Demographics Sections in The Pretest

Değişkenler	Maddeler	
Bilgi ve Onam	Katılımcı Bilgi ve Onam Formu Bu ankete katılmak ister misiniz?	
	İptal	Hayır
	Devam	Evet
Tarama Sorusu	Son 12 içinde herhangi bir oteli ziyaret ettiniz mi?	
	İptal	Hayır
	Devam	Evet
Cinsiyet	Cinsiyetinizi belirtir misiniz?	
	1	Erkek
	2	Kadın
	3	Diğer
	4	Belirtmek istemiyorum
Yaş	Yaşınızı öğrenebilir miyim?	
	İptal	18'den küçük
	1	18-24
	2	25-34
	3	35-44
	4	45-54
	5	55-64
	İptal	64'ten büyük
Eğitim Seviyesi	Tamamladığınız en son eğitim derecesi nedir?	
	1	İlk okul
	2	Orta okul
	3	Lise
	4	Ön lisans (2 yıllık üniversite)
	5	Lisans
	6	Yüksek lisans
	7	Doktora
Gelir	Aylık kişisel geliriniz hangi aralıkta yer almaktadır?	
	1	17.002 TL'nin altında
	2	17.002- 25,000 TL
	3	25,001-50,000 TL
	4	50,001-75,000 TL
	5	75,001-100,000 TL
	6	100,000 TL'nin üzerinde

Table B2. Scales and The Open-Ended Question in The Pretest

Ölçekler	Maddeler	
Yeşil Otellere Yönelik Tutum (ATT) (Nimri ve diğerleri 2020b) 7'li anlamsal diferansiyel ölçek	Benim için seyahatlerim sırasında çevreye duyarlı otelleri ziyaret etmek …	
	ATT1.	*kötüdür:* 1-2-3-4-5-6-7*: iyidir*
	ATT2.	*istemeyeceğim bir şeydir:* 1-2-3-4-5-6-7*: isteyeceğim bir şeydir*
	ATT3.	*aptalcadır:* 1-2-3-4-5-6-7*: akıllıcadır*
	ATT4.	*elverişsizdir:* 1-2-3-4-5-6-7*: elverişlidir*
	ATT5.	*olumsuzdur:* 1-2-3-4-5-6-7*: olumludur*
	ATT6.	*eğlenceli değildir:* 1-2-3-4-5-6-7*: eğlencelidir*
	ATT7.	*keyifsizdir:* 1-2-3-4-5-6-7*: keyiflidir.*
Öznel Değerler (SN) (Chen ve Tung, 2014) 1-Kesinlikle katılmıyorum 7-Kesinlikle katılıyorum	SN1.	Benim için önemli olan çoğu insan seyahatlerim sırasında çevreye duyarlı otelleri ziyaret etmem gerektiğini düşünür.
	SN2.	Benim için önemli olan çoğu insan seyahatlerim sırasında çevreye duyarlı otelleri ziyaret etmemi ister.
	SN3.	Görüşlerine değer verdiğim insanlar seyahatlerim sırasında çevreye duyarlı otelleri ziyaret etmemi tercih eder.
Algılanan Davranışsal Kontrol (PBC) (Nimri ve diğerleri,2020b) 1-Kesinlikle katılmıyorum 7-Kesinlikle katılıyorum	PBC1.	Seyahatlerim sırasında istediğim zaman çevreye duyarlı otelleri ziyaret edebileceğim konusunda kendime güvenirim.
	PBC2.	Seyahatlerim sırasında çevreye duyarlı otelleri ziyaret edip etmemek tamamen bana bağlıdır.
	PBC3.	Seyahatlerim sırasında çevreye duyarlı otelleri ziyaret edebilmem için gereken kaynaklara, zamana ve fırsatlara sahibim
Kişisel Değerler (PN) (Choi ve diğerleri, 2015) 1-Kesinlikle katılmıyorum 7-Kesinlikle katılıyorum	PN1.	Çevreye duyarlı otelleri ziyaret edersem ve çevre dostu ürün ve hizmetleri kullanırsam daha iyi bir insan olurum.
	PN2.	Normal oteller yerine çevreye duyarlı otelleri ziyaret etmemin ahlaki açıdan zorunlu olduğunu hissediyorum.
	PN3.	Benim gibi insanlar çevreyi kurtarmak için ellerinden gelen her şeyi yapmalı.
	PN4.	Seyahat davranışlarımda çevreyi ve doğayı göz önünde bulundurmak zorunda olduğumu hissediyorum.
	PN5.	Başkaları ne yaparsa yapsın, seyahatlerim sırasında kendimi ahlaki açıdan çevreye duyarlı otelleri ziyaret etmek zorunda hissediyorum.
	PN6.	Kişisel olarak mümkün olduğunca fazla enerji tasarrufu yapmak zorunda olduğumu hissediyorum.
Yeşil Otelleri Ziyaret Etme Niyeti (INT) (Chen ve Tung, 2014) 1-Kesinlikle katılmıyorum 7-Kesinlikle katılıyorum	INT1.	Seyahatlerim sırasında çevreye duyarlı otelleri ziyaret etmeye istekliyimdir.
	INT2.	Gelecekteki seyahatlerim sırasında çevreye duyarlı otelleri ziyaret etmeyi planlıyorum.
	INT3.	Seyahatlerim sırasında çevreye duyarlı otelleri ziyaret etmeye gayret edeceğim.
Algılanan Yeşil Aklama (GW) (Chen ve diğerleri, 2019) 1-Kesinlikle katılmıyorum 7-Kesinlikle katılıyorum	GW1.	Çevreye duyarlı olduğu iddia edilen oteller, insanları çevreci özellikleri konusunda sözcükler aracılığıyla yanıltıyor.
	GW2.	Çevreye duyarlı olduğu iddia edilen oteller, insanları çevreci özellikleri konusunda görseller ve grafikler aracılığıyla yanıltıyor.
	GW3.	Çevreye duyarlı olduğu iddia edilen otellerin belirsiz veya kanıtlanamaz görünen sürdürülebilirlik iddiaları vardır.
	GW4.	Çevreye duyarlı olduğu iddia edilen oteller, sürdürülebilirlik alanındaki gerçek işlevlerini abartarak lanse ediyor.
Eklenecek başka bir şey (İsteğe bağlı)	Eklemek istediğiniz başka bir şey var mıdır? Açık uçlu	

APPENDIX C

MAIN SURVEY QUESTIONS – ENGLISH

Table C1. Information and Consent, Screening & Demographics Sections in Main Survey

Measures	Items	
Information and Consent	Participant Information and Consent Form Would you like to participate in this survey?	
	Terminate	No
	1	Yes
Screening Question	Have you visited any hotel in Turkey in the last 12 months?	
	Terminate	No
	1	Yes
Past Green Hotel Experience	Green hotels are environmentally friendly lodging properties that adopt sustainable practices such as resource conservation, waste management, recycling, and towel and linen reuse. Have you visited any green hotel in Turkey in the last 12 months?	
	1	No
	2	Yes
Gender	Could you specify your gender?	
	1	Male
	2	Female
	3	I do not want to specify
	4	Other (Open Ended)
Age	What is your age?	
	Terminate	younger than 18 years
	1	18-24
	2	25-34
	3	35-44
	4	45-54
	5	55-64
	Terminate	older than 64 years
Education Level	What is the level of the highest education you completed?	
	1	Primary school
	2	Secondary school
	3	High school
	4	Associate's Degree
	5	Bachelor's Degree
	6	Master's Degree
	7	PhD
Income	In what range is your monthly personal income?	
	1	Below 17,002 TRY
	2	17.002- 25,000 TRY
	3	25,001-50,000 TRY
	4	50,001-75,000 TRY
	5	75,000-100,000 TRY
	6	Above 100,000 TRY

Table C2. Scales and The Open-Ended Question in Main Survey

Scales	Items	
Attitude Towards Green Hotels (ATT) (Nimri et al., 2020b) 7-point semantic differential scale	For me, visiting green hotels while traveling is:	
	ATT1.	bad: 1-2-3-4-5-6-7: good
	ATT2.	undesirable: 1-2-3-4-5-6-7: desirable
	ATT3.	foolish: 1-2-3-4-5-6-7: wise
	ATT4.	unfavorable: 1-2-3-4-5-6-7: favorable
	ATT5.	negative: 1-2-3-4-5-6-7: positive
	ATT6.	unenjoyable: 1-2-3-4-5-6-7: enjoyable
	ATT7.	unpleasant: 1-2-3-4-5-6-7: pleasant
Subjective Norm (SN) (Chen & Tung, 2014) 1-Strongly disagree to 7-Strongly agree	SN1.	Most people who are important to me think that I should visit green hotels while traveling.
	SN2.	Most people who are important to me would want me to visit green hotels while traveling.
	SN3.	People whose opinions I value would prefer that I visit green hotels while traveling.
Perceived Behavioral Control (PBC) (Nimri et. al., 2020b) 1-Strongly disagree to 7-Strongly agree	PBC1.	I am confident that if I want, I can visit green hotels while traveling.
	PBC2.	Whether or not I visit green hotels while traveling is completely up to me.
	PBC3.	I have resources, time, and opportunities to visit green hotels while traveling.
Personal Norm (PN) (Choi et. al., 2015) 1-Strongly disagree to 7-Strongly agree	PN1.	I would be a better person if I visited green hotels and used environmentally friendly products and services.
	PN2.	I feel morally obliged to visit green hotels instead of regular hotels.
	PN3.	People like me should do everything they can to save the environment.
	PN4.	I feel obliged to bear the environment and nature in mind in my travel behaviors.
	PN5.	I feel morally obliged to visit green hotels while traveling, regardless of what others do.
	PN6.	I feel personally obliged to save as much energy as possible.
Intention to Visit Green Hotels (INT) (Chen & Tung, 2014) 1-Strongly disagree to 7-Strongly agree	INT1.	I am willing to visit green hotels while traveling.
	INT2.	I plan to visit green hotels when I travel in the future.
	INT3.	I will make an effort to visit green hotels while traveling.
Perceived Greenwashing (GW) (Chen et al., 2019) 1-Strongly disagree to 7-Strongly agree	Greenwashing means that an organization pretends to be environmentally friendly although in fact it is not.	
	GW1.	Hotels that are promoted as green mislead with words such as bio, eco, environmentally friendly etc. in their environmental features.
	GW2.	Hotels that are promoted as green mislead with visuals (the recycling symbol; tree, leaf and Earth icons etc.) or graphics in their environmental features.
	GW3.	Hotels that are promoted as green have green claims that are vague or seemingly unprovable.
	GW4.	Hotels that are promoted as green overstate or exaggerate how their green functionality actually is.
Anything else to add? (Optional)	Is there anything else you would like to add? Open ended	

APPENDIX D

MAIN SURVEY QUESTIONS – TURKISH

Table D1. Information and Consent, Screening & Demographics Sections in Main Survey

Değişkenler	Maddeler	
Bilgi ve Onam	Katılımcı Bilgi ve Onam Formu Bu ankete katılmak ister misiniz? İptal Devam	 Hayır Evet
Tarama Sorusu	Son 12 ay içinde Türkiye'deki herhangi bir oteli ziyaret ettiniz mi? İptal Devam	 Hayır Evet
Geçmişteki Çevreye Duyarlı Otel Deneyimi	Çevreye duyarlı oteller, kaynakların korunması, atık yönetimi, geri dönüşüm, havlu ve çarşafların yeniden kullanılması gibi sürdürülebilir uygulamaları benimseyen çevre dostu konaklama tesisleridir. Son 12 ay içinde Türkiye'de bulunan çevreye duyarlı bir oteli ziyaret ettiniz mi? 1 2	 Hayır Evet
Cinsiyet	Cinsiyetinizi belirtir misiniz? 1 2 3 4	 Erkek Kadın Belirtmek istemiyorum Diğer (Açık Uçlu)
Yaş	Yaşınızı öğrenebilir miyim? İptal 1 2 3 4 5 İptal	 18'den küçük 18-24 25-34 35-44 45-54 55-64 64'ten büyük
Eğitim Seviyesi	Tamamladığınız en son eğitim derecesi nedir? 1 2 3 4 5 6 7	 İlk okul Orta okul Lise Ön lisans (2 yıllık üniversite) Lisans Yüksek lisans Doktora
Gelir	Aylık kişisel geliriniz hangi aralıkta yer almaktadır? 1 2 3 4 5 6	 17.002 TL'nin altında 17.002- 25,000 TL 25,001-50,000 TL 50,001-75,000 TL 75,001-100,000 TL 100,000 TL'nin üzerinde

Table D2. Scales and The Open-Ended Question in Main Survey

Ölçekler	Maddeler	
Yeşil Otellere Yönelik Tutum (ATT) (Nimri ve diğerleri 2020b) 7'li anlamsal diferansiyel ölçek	Benim için seyahatlerim sırasında çevreye duyarlı otelleri ziyaret etmek …	
	ATT1.	*kötüdür:* 1-2-3-4-5-6-7*: iyidir*
	ATT2.	*istemeyeceğim bir şeydir:* 1-2-3-4-5-6-7*: isteyeceğim bir şeydir*
	ATT3.	*akla yatkın değildir: 1-2-3-4-5-6-7: akla yatkındır*
	ATT4.	*elverişsizdir:* 1-2-3-4-5-6-7*: elverişlidir*
	ATT5.	*olumsuzdur:* 1-2-3-4-5-6-7*: olumludur*
	ATT6.	*eğlenceli değildir:* 1-2-3-4-5-6-7*: eğlencelidir*
	ATT7.	*keyifsizdir:* 1-2-3-4-5-6-7*: keyiflidir*
Öznel Değerler (SN) (Chen ve Tung, 2014) 1-Kesinlikle katılmıyorum 7-Kesinlikle katılıyorum	SN1.	Benim için önemli olan çoğu insan seyahatlerim sırasında çevreye duyarlı otelleri ziyaret etmem gerektiğini düşünür.
	SN2.	Benim için önemli olan çoğu insan seyahatlerim sırasında çevreye duyarlı otelleri ziyaret etmemi ister.
	SN3.	Görüşlerine değer verdiğim insanlar seyahatlerim sırasında çevreye duyarlı otelleri ziyaret etmemi tercih eder.
Algılanan Davranışsal Kontrol (PBC) (Nimri ve diğerleri,2020b) 1-Kesinlikle katılmıyorum 7-Kesinlikle katılıyorum	PBC1.	Seyahatlerim sırasında istediğim zaman çevreye duyarlı otelleri ziyaret edebileceğim konusunda kendime güvenirim.
	PBC2.	Seyahatlerim sırasında çevreye duyarlı otelleri ziyaret edip etmemek tamamen bana bağlıdır.
	PBC3.	Seyahatlerim sırasında çevreye duyarlı otelleri ziyaret edebilmem için gereken kaynaklara, zamana ve fırsatlara sahibim
Kişisel Değerler (PN) (Choi ve diğerleri, 2015) 1-Kesinlikle katılmıyorum 7-Kesinlikle katılıyorum	PN1.	Çevreye duyarlı otelleri ziyaret edersem ve çevre dostu ürün ve hizmetleri kullanırsam daha iyi bir insan olurum.
	PN2.	Normal oteller yerine çevreye duyarlı otelleri ziyaret etmemin ahlaki açıdan zorunlu olduğunu hissediyorum.
	PN3.	Benim gibi insanlar çevreyi kurtarmak için ellerinden gelen her şeyi yapmalı.
	PN4.	Seyahat davranışlarımda çevreyi ve doğayı göz önünde bulundurmak zorunda olduğumu hissediyorum.
	PN5.	Başkaları ne yaparsa yapsın, seyahat ederken ahlaki açıdan çevreye duyarlı otelleri tercih etmek zorunda olduğumu hissediyorum.
	PN6.	Kişisel olarak mümkün olduğunca fazla enerji tasarrufu yapmak zorunda olduğumu hissediyorum.
Yeşil Otelleri Ziyaret Etme Niyeti (INT) (Chen ve Tung, 2014) 1-Kesinlikle katılmıyorum 7-Kesinlikle katılıyorum	INT1.	Seyahatlerim sırasında çevreye duyarlı otelleri ziyaret etmeye istekliyimdir.
	INT2.	Gelecekteki seyahatlerim sırasında çevreye duyarlı otelleri ziyaret etmeyi planlıyorum.
	INT3.	Seyahatlerim sırasında çevreye duyarlı otelleri ziyaret etmeye gayret edeceğim.
Algılanan Yeşil Aklama (GW) (Chen ve diğerleri, 2019) 1-Kesinlikle katılmıyorum 7-Kesinlikle katılıyorum	Yeşil aklama, bir kuruluşun aslında çevre dostu olmadığı halde kendisini çevre dostuymuş gibi göstermesidir.	
	GW1.	Çevreye duyarlı olarak tanıtılan oteller, insanları çevreci özellikleri konusunda (bio, eco, doğa dostu vb.) sözcükler kullanarak yanıltıyor.
	GW2.	Çevreye duyarlı olarak tanıtılan oteller, insanları çevreci özellikleri konusunda (geri dönüşüm sembolü, ağaç, yaprak ve Dünya simgeleri vb.) görseller veya grafikler kullanarak yanıltıyor.
	GW3.	Çevreye duyarlı olarak tanıtılan otellerin belirsiz veya kanıtlanamaz görünen sürdürülebilirlik iddiaları vardır.
	GW4.	Çevreye duyarlı olarak tanıtılan oteller, sürdürülebilirlik alanındaki gerçek işlevlerini abartarak lanse ediyor.
Eklenecek başka bir şey (İsteğe bağlı)	Eklemek istediğiniz başka bir şey var mıdır? Açık uçlu	

APPENDIX E

RESULTS OF THE INDEPENDENT SAMPLES T – TEST

COMPARING MALES AND FEMALES

Table E1. Group Statistics – Gender

	Gender	n	M	SD.
Intention to Visit Green Hotels	Male	151	6.11	.689
	Female	190	6.11	.597

Table E2. Independent Samples T-Test – Gender

	t	df	Sig.	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		Cohen's d
						Lower	Upper	
INT	-.058	298	.954	.00	.071	-.14	.14	-.01

Note: INT = Intention to Visit Green Hotels

Note: Levene's test is significant ($p < .05$) indicating that the assumption of equal variances is violated.

T.C.
BOĞAZİÇİ ÜNİVERSİTESİ REKTÖRLÜĞÜ
Sosyal ve Beşeri Bilimler İnsan Araştırmaları Etik Kurulu (Sbinarek)

Sayı : E-84391427-050.01.04-172719 20.03.2024
Konu : 2024-14T Kayıt Numaralı Başvurunuz Hakkında

Sayın Dr. Öğr. Üyesi Alperen MANİSALIGİL

Tez danışmanlığını yürüttüğünüz öğrenciniz Serra Erden'in "Turistlerin çevreye duyarlı otelleri ziyaret etme niyetlerini tahmin etmede yeşil aklama algılarının düzenleyici rolü" başlıklı projesi ile Boğaziçi Üniversitesi Sosyal ve Beşeri Bilimler İnsan Araştırmaları Etik Kurulu (SBİNAREK)'e yaptığınız 2024-14T kayıt numaralı başvuru 14.03.2024 tarih ve 2024/02 sayılı kurul toplantısında incelenmiş ve projeye etik onay verilmesi uygun bulunmuştur.

Bu karar tüm üyelerin toplantıya on-line olarak katılımıyla ve oybirliği ile alınmıştır. Onay mektubu tüm üyeler adına Komisyon Başkanı tarafından e-imzalanmıştır. Bilgilerinizi rica ederiz.

Saygılarımızla,

Dr. Öğr. Üyesi Işıl ERDUYAN
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