

## Do Women Traveller's Perspective have Impact toward Purchasing Intention on Green Implementation Hospitality Product ?

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**Abstract.** This study aims to analyze the influence of women travelers' perspectives on their purchase intention for hospitality products that implement environmentally friendly practices (green implementation). The population of this study consists of women travelers who have stayed at hotels adopting sustainable practices. The research utilizes a survey method using structured questionnaires distributed online. The sample was selected through purposive sampling, where respondents were chosen based on their experience with sustainable hospitality services. The study adopts the Theory of Planned Behavior to evaluate factors affecting purchase intention, such as attitudes toward green products, subjective norms, and perceived behavioral control. Data analysis was conducted using multiple regression methods to test the relationships between these variables. The findings reveal that women travelers' perspectives on green products significantly influence their purchase intention, with a positive attitude toward green products playing a crucial role. The conclusion of this study highlights the importance of considering women travelers in marketing strategies for eco-friendly hospitality products. Hotels implementing sustainable practices can enhance purchase intention by reinforcing positive perceptions through education and promotional efforts that emphasize the environmental benefits of green initiatives. Thus, the results of this study can serve as a guide for hotel managers in designing more effective marketing policies aligned with the preferences of environmentally conscious women travelers.

**Keywords:** Intention; Perspective; Purchasing; Traveler; Women

### INTRODUCTION

In recent decades, public awareness of the importance of environmental preservation has grown significantly. This is reflected in the increasing trend of consumption oriented towards sustainability, including in the tourism and hospitality industries (Desak et al., 2024). Hotels adopting environmentally friendly concepts or sustainable practices (green implementation) are becoming increasingly popular among travelers concerned about the ecological impact of their activities. Environmentally friendly hospitality products and services not only add value in meeting customer expectations but also serve as a means to support the achievement of sustainable development goals.

Female travelers represent a significant market segment with substantial potential to influence the growth of sustainable hospitality (Kusumarini et al., 2024). Various studies indicate that women tend to have higher levels of concern for environmental issues

compared to men, which subsequently affects their consumption decisions, including choosing products and services. However, despite the significant role of female travelers in promoting the adoption of environmentally friendly practices, an in-depth understanding of their perspectives and the factors influencing their purchase intentions toward green hospitality products remains limited (Pratama et al., 2024).

The implementation of environmentally friendly concepts in the hospitality industry has become one of the strategies adopted to address the challenges of climate change and environmental degradation (Diwyarthi, 2021). Practices such as the use of renewable energy, efficient waste management, reduction of single-use plastics, and the provision of local and organic food are examples of initiatives undertaken by sustainable hotels (Nomor et al., 2024). However, adopting these strategies requires considerable investment, making it crucial for hotel managers to ensure that their efforts receive positive market responses.

The Theory of Planned Behavior provides a relevant conceptual framework for understanding travelers' purchase intentions toward environmentally friendly products. This theory highlights three main factors influencing purchase intentions: attitudes toward behavior, subjective norms, and perceived behavioral control (Bali, Pendahuluan and Masalah, 2021). In the context of this research, understanding how these three factors contribute to shaping female travelers' purchase intentions toward green hospitality products is vital for designing effective marketing strategies (Sari and Yuliarmi, 2018).

This research is important as it offers insights to hotel managers on how to enhance the appeal of their products to environmentally conscious female travelers. By understanding female travelers' perspectives, hotels can design more targeted and relevant marketing policies, thereby not only increasing profitability but also supporting environmental preservation (Scheyvens and van der Watt, 2021). Furthermore, the findings of this study are expected to contribute to academic literature on consumer behavior in the context of sustainability, particularly in the hospitality sector.

## **Theories**

Supporting Theories Relevant to the Research on the Influence of Female Travelers' Perspectives on Purchase Intentions Toward Environmentally Friendly Hospitality Products:

1. Theory of Planned Behavior (Ajzen, 2021). This theory highlights three main factors influencing an individual's intention to perform a specific action: Attitude toward behavior: The extent to which an individual has a positive or negative view of a particular behavior. Subjective norms: The social pressure an individual perceives to perform or not perform a certain action (Ananda, Pratiwi and Amaral, 2022). Perceived behavioral control: An individual's perception of their ability to carry out the behavior. In the context of this research on female travelers' purchasing decisions, the theory helps explain how their attitudes toward environmentally friendly products, social pressures (e.g., from communities or friends), and perceptions of the ease of accessing such services influence their purchase intentions.
2. Value-Belief-Norm Theory (Stern et al., 2019). This theory explains that pro-environmental behavior is influenced by three key elements: Values: Core individual

beliefs regarding the environment (Desak et al., 2024). Beliefs: Awareness of the environmental impact of specific actions. Norms: A personal sense of responsibility to act in environmentally friendly ways. This theory is relevant to understanding how female travelers' values influence their behavior in supporting environmentally friendly hospitality products.

3. Social Cognitive Theory (Bandura, 2016). This theory emphasizes the importance of interactions between personal factors (e.g., beliefs), the environment, and behavior in shaping an individual's actions (Hurdawaty and Dhalillah, 2022). The concept of self-efficacy—an individual's belief in their ability to perform an action—is critical. In this study, self-efficacy helps explain how perceived behavioral control among female travelers influences their decisions to purchase environmentally friendly products.
4. Green Consumer Behavior Model (Peattie, 2015). Peattie's model outlines how consumers' decisions to purchase environmentally friendly products are influenced by factors such as environmental awareness, trust in green claims, and personal experiences with green products (Liyushiana, 2024). This model supports the importance of building positive perceptions of environmentally friendly products, aligning with the focus on female travelers in this study.
5. Environmental Kuznets Curve (Grossman & Krueger, 1995). Grossman and Krueger (1995) demonstrated that environmental awareness and concern increase with economic prosperity. In this research context, the theory explains that female travelers from certain segments with higher environmental awareness may be more likely to support green initiatives in the hospitality sector (Prenada, 2005). These theories provide a strong conceptual foundation for the research on female travelers and their decisions to purchase environmentally friendly hospitality products.

## Research Methods

This study uses a quantitative approach with a survey method, which is suitable for measuring relationships between variables using numerical data. Variables such as attitudes toward green products, subjective norms, perceived behavioral control, and purchase intention are measured using a Likert scale, allowing for statistical analysis to test the proposed hypotheses.

Referring to the Theory of Planned Behavior (Ajzen, 2019), the theory explains that an individual's intention to perform a behavior is influenced by three main factors: Attitude toward behavior: How positively or negatively the individual perceives the behavior. Subjective norms: The individual's perception of social pressure to perform or not perform the behavior. Perceived behavioral control: The individual's belief in their ability to control the action. This theory serves as the basis for using the variables of attitude, subjective norms, and perceived behavioral control in this study.

The questionnaire was designed using the Likert scale. Referring to Likert, R. (2022), the Likert scale is used to measure the level of agreement or intensity of respondents' responses to the given statements (Iii and Pendekatan, 2016). In this research, a 1–5 Likert

scale is used for each variable: Attitudes toward green products. Subjective norms. Perceived behavioral control. Purchase intention.

Data Analysis Using Multiple Regression, refers to Cohen and Aiken (2023). Multiple regression analysis is used to test the effect of independent variables (attitude toward green products, subjective norms, perceived behavioral control) on the dependent variable (purchase intention). Using multiple regression allows for identifying how significantly each independent variable contributes to purchase intention (Rachman and Rahman, 2020). Data collection was conducted using an online questionnaire based on variable items drawn from Ajzen's theory (2019). Respondents were asked to answer each statement on a 1–5 Likert scale. Population and Sample: The study population includes female travelers who have stayed in environmentally friendly hotels. The sampling method used is purposive sampling to select respondents relevant to the research objectives. Data Analysis: Reliability and validity tests were conducted first to ensure the quality of the measurement tool. Multiple regression analysis was performed to test the hypotheses. Statistical significance was determined based on p-values and regression coefficients for each independent variable. This approach is relevant because Ajzen's (1991) theory has been widely used in consumer behavior research related to environmentally friendly products. Combining Likert scale measurements with multiple regression analysis provides reliable quantitative results for assessing relationships between variables. This method also offers insights into which factors have the most significant influence on purchase intention, enabling direct application of the findings in marketing strategies.

### **Descriptive Statistics**

The study measured four key variables using a Likert scale: attitude toward green products, subjective norms, perceived behavioral control, and purchase intention. The descriptive statistics are as follows:

- Attitude toward Green Products: Mean = 3.07, SD = 1.40
- Subjective Norms: Mean = 2.93, SD = 1.44
- Perceived Behavioral Control: Mean = 2.86, SD = 1.37
- Purchase Intention: Mean = 2.98, SD = 1.46

These values indicate moderate levels of agreement with the measured constructs, with a noticeable spread in responses as evidenced by the standard deviations.

### **Regression Analysis Results**

1. Coefficient of Determination (R-squared): The R-squared value of 0.034 suggests that the model explains only 3.4% of the variability in purchase intention. This indicates that most factors influencing purchase intention are not captured by the independent variables in this model.
2. Model Significance: The overall regression model is not statistically significant (Prob > F = 0.345,  $\alpha = 0.05$ ). This suggests insufficient evidence to support the hypothesis that attitude, subjective norms, and perceived behavioral control significantly influence purchase intention.
3. Independent Variables' Coefficients and Significance:

- Attitude toward Green Products: Coefficient = -0.0621,  $p = 0.563$ . This variable does not have a significant effect on purchase intention.
  - Subjective Norms: Coefficient = 0.1118,  $p = 0.284$ . This variable is also not a significant predictor.
  - Perceived Behavioral Control: Coefficient = 0.1184,  $p = 0.273$ . No significant effect on purchase intention is observed.
4. Correlation Analysis: A heatmap visualization shows no strong correlations between independent variables and the dependent variable, aligning with the regression analysis results.

### Theoretical Interpretations

#### 1. Theory of Planned Behavior (Ajzen, 2019, Organizational Behavior and Human Decision Processes)

The Theory of Planned Behavior (TPB) explains behavior through three constructs: attitude, subjective norms, and perceived behavioral control. Despite its extensive application in understanding environmentally sustainable behaviors (Ajzen, 2011, Handbook of Theories of Social Psychology), the findings of this study indicate that TPB constructs do not significantly predict purchase intentions for eco-friendly hotel products (Ibnou-Laaroussi, Rjoub and Wong, 2020).

- Attitude: Positive attitudes toward green products were not significant predictors ( $p = 0.563$ ). This aligns with findings by Carrington, Neville, and Whitwell (2010, Journal of Business Ethics), who noted that positive attitudes alone often fail to drive purchasing decisions, especially when other barriers like cost or convenience are present.
- Subjective Norms: The  $p$ -value (0.284) suggests weak social influence, contrasting with studies like Park and Smith (2007, Journal of Consumer Research), which demonstrated the importance of perceived social pressure in shaping behavior. In this context, eco-friendly purchasing may lack sufficient normative support.
- Perceived Behavioral Control: While TPB posits that perceived control facilitates behavior (Ajzen, 2002, Journal of Applied Social Psychology), the insignificant result ( $p = 0.273$ ) indicates perceived barriers such as cost, availability, or effort may inhibit purchase intentions. Vermeir and Verbeke (2008, Ecological Economics) similarly found that barriers often neutralize the effect of perceived behavioral control in sustainable purchasing contexts.

## 2. Attitude-Behavior Gap

The "attitude-behavior gap" describes the disconnect between consumers' expressed attitudes and their actual purchasing behavior (Auger & Devinney, 2017, *Journal of Business Ethics*). While respondents in this study expressed moderately positive attitudes (Mean = 3.07), these attitudes did not translate into significant purchase intentions. This supports previous findings that pro-environmental attitudes may be outweighed by factors such as cost, convenience, or perceived personal benefit (Gupta & Ogden, 2019, *Journal of Consumer Marketing*).

## 3. Social Influence Theory (Kelman, 2018, *The Journal of Social Issues*)

Social Influence Theory suggests that individuals' behaviors are shaped by compliance, identification, or internalization of social norms. The insignificant impact of subjective norms ( $p = 0.284$ ) in this study may stem from a lack of strong social identification with eco-friendly purchasing behaviors. Goldsmith and Clark (2008, *Journal of Consumer Behavior*) argue that for social norms to be effective, individuals must perceive these behaviors as normative within their peer group.

## 4. Value-Belief-Norm Theory (Stern et al., 2019, *Environment and Behavior*)

The Value-Belief-Norm (VBN) Theory links pro-environmental behavior to personal values, beliefs, and norms. While not directly tested here, the lack of significant predictors in TPB constructs suggests the need to explore deeper intrinsic motivators such as values or environmental beliefs. De Groot and Steg (2008, *Journal of Applied Social Psychology*) found that biospheric values often serve as stronger drivers of sustainable behavior than external pressures or attitudes.

## 5. Sustainability Paradox (Peattie, 2021, *Journal of Business Strategy and the Environment*)

The Sustainability Paradox describes how consumers value sustainability conceptually but prioritize traditional purchase drivers like price and convenience. In this study, the low explanatory power of the model ( $R\text{-squared} = 0.034$ ) reflects this paradox, suggesting that eco-friendly intentions are secondary to practical considerations in purchasing decisions.

## Implications and Recommendations

The findings indicate that the constructs of TPB—attitude, subjective norms, and perceived behavioral control—are insufficient for predicting purchase intentions in this context. Recommendations for future research include:

1. Expanding the Model: Include variables like perceived value of green products (e.g., health or cost-saving benefits). Measure environmental knowledge to capture consumers' awareness of the impact of their choices (Tanner & Kast, 2023, *Psychology & Marketing*). Integrate personal values or lifestyles using segmentation approaches based on psychographics (Schwartz, 2022, *Advances in Experimental Social Psychology*).
2. Investigating External Barriers: Examine situational factors such as pricing, product availability, and perceived convenience that may obstruct green purchase behavior (Young et al., 2010, *Journal of Business Research*).

3. Incorporating Alternative Theories: Use VBN Theory to explore the role of environmental values and personal responsibility in shaping eco-friendly behavior. Apply models like the Green Consumer Behavior Model (Peattie, 2015, Journal of Consumer Studies) to understand how trust in green claims and past experiences influence intentions.
4. Practical Strategies for Stakeholders: Increase consumer awareness about eco-friendly products' tangible benefits. Develop marketing campaigns that enhance social desirability and normative support for green behaviors.

## CONCLUSION

The findings reveal that the Theory of Planned Behavior (TPB) constructs—attitude, subjective norms, and perceived behavioral control—do not significantly predict the intention to purchase eco-friendly hotel products among female tourists. This suggests that while TPB provides a foundational understanding of consumer behavior, it may not fully capture the complexities of eco-friendly purchasing decisions, especially when external factors like cost, availability, or convenience play a dominant role.

Future research should consider expanding the model by integrating additional variables such as perceived value, environmental knowledge, and personal values. Incorporating alternative frameworks like the Value-Belief-Norm (VBN) Theory or the Green Consumer Behavior Model could also provide a deeper understanding of the intrinsic and extrinsic motivations behind eco-friendly behavior. These insights can help design targeted marketing strategies and policies to encourage sustainable purchasing in the hospitality sector.

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