

Research on the Influence of Consumers' Environmental Awareness on Green Hotel Spending Will

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Abstract: As environmental problems become more and more serious, consumers' environmental awareness continues to rise. Green hotels have also developed rapidly in recent years. Studying the relationship between environmental awareness and the development of green hotels will help green hotels develop better and improve environmental quality. However, many current researches on the topic of "consumers' environmental awareness and green hotel consumption intentions" are still not perfect. Therefore, this article adopts the method of literature research, questionnaire survey and quantitative analysis. Besides, the article conducts the questionnaire survey before the survey. In addition, the diversity of samples was also guaranteed during the investigation process. Finally, use SPSS to analyze the data to draw conclusions.

Keywords: Consumer Behavior; Green Hotel; Sustainable Tourism

1. Introduction

1.1 Background of the topic

In this article, my topic is "Research on the Influence of Consumers' Environmental Awareness on Green Hotel Spending Will". In fact, green hotels have been a hot topic in recent years. In the past few decades, China economy has developed rapidly, but resource and environmental problems have become increasingly severe. The Chinese government is also aware of the seriousness of environmental problems and has taken the solution to environmental problems to an unprecedented height (Yang, 2017)^[1]. In response to the threats caused by environmental problems, the government proposed to take the path of green development. In this background, in order to adapt to the green development policy advocated by the country, the hotel industry is actively transforming, and many hotels are transforming and developing into green hotels. In June 2005, 13 hotels under the BTG-Jianguo Group signed the "Declaration of Green Action". The green action will be carried out in stages under the three principles of energy conservation, environmental protection, and the creation of a harmonious society. In addition, the Beijing Tourism Industry Association also issued the "Beijing Hotel Industry Energy Conservation and Environmental Protection Proposal for the Olympics" to the Beijing hotel industry, advocating the hotel industry to actively carry out energy conservation and environmental protection work (Hu, 2007)^[2]. These measures have brought attention to the development of domestic green hotels.

2. Literature Review

2.1 Environmental awareness in green hotel

Wang(2020)^[3] believes that people's requirements for the living environment are getting higher and higher, but people's environmental awareness needs to be strengthened. For the operation and management of a hotel, a lot of resource consumption is required, which leads to an impact on the environment during the operation and management of the hotel. Xu (2019)^[4] conducted a systematic review of relevant literature on this topic at home and abroad. Then it introduces the theory of perceived value, the theory of consumer purchase behavior and the theory of green marketing. Zhu(2020)^[5] pointed out that while my country's economy is

developing rapidly, resource and environmental issues are becoming increasingly severe. This article analyzes the relevance of different customer personal characteristics to the perception of green hotels and their attitudes towards green consumption promotion.

2.2 Identify the research gaps

In fact, there are some research gaps in research on this topic. At present, most researches on this topic are based on literature analysis and case analysis. This can easily cause the research results to be inconsistent with the actual situation. Therefore, in my article, the method of questionnaire survey is used to conduct research, and surveys are conducted for different groups and situations.

2.3 Development of Research Questions

According to research, environmental awareness plays a key role in influencing green consumption. However, in some actual cases, consumers' Taodu and actual consumption intentions for green hotels do not completely match. This means some consumers have high environmental awareness, but their consumption intentions for green hotels are not high (Han, 2010) [6]. Therefore, between the independent variable and the dependent variable, there are intermediary variables, and these intermediary variables affect the relationship between the two. In addition, subjective norms, that is, the influence of others, will also have an impact on the consumption of green hotels.

In this research, the theoretical framework is constructed based on environmental awareness, consumption intentions, subjective attitudes, and subjective paradigms. That is, environmental awareness affects consumption intentions through intermediary variables such as subjective attitudes and subjective paradigms. In my opinion, there is a positive correlation between the independent variable "environmental awareness" and the dependent variable "consumption intention" under the influence of the intermediary variable. It means that the improvement of environmental awareness will increase the consumption intention of green hotels.

3. Methodology

3.1 Survey design

The main method of sampling in this study is questionnaire. In order to ensure the scientific nature of the data collection, the article conducts a questionnaire survey both on high-end star green hotels and economical green hotels. This can increase the accuracy of the test results. In addition, in order to reduce the problems and errors that arise after a large number of questionnaires are distributed, this paper uses the questionnaire pre-test method to conduct a small sample pre-survey before the investigation.

Because of the large number of survey samples, sampling survey methods are also adopted in the survey process. That is a sample composed of a certain number of representative observation units is randomly selected from the population for investigation, and then the overall characteristics are inferred based on the sample information.

In addition to the questionnaire survey, this article also uses the literature research method. Based on the literature review and related theories, this study has determined the research samples and various variables, and established related conceptual models. First of all, the survey samples are mainly people of different genders, ages, educational backgrounds and occupations. In the selection process, try to ensure the diversity of the samples. Secondly, as for the research variables, this survey identified a number of variables for actual measurement. They are the independent variable "environmental awareness", the dependent variable "green hotel consumption intention", and other intermediary variables. Finally, the cities where the subjects of this survey are located are also divided into three levels, with only two cities in each city being surveyed. This can guarantee the accuracy of the survey data with the greatest probability.

The article also uses quantitative analysis to perform descriptive statistical analysis, reliability testing and correlation analysis on the data obtained from the questionnaire survey. In the quantitative analysis method, this article mainly uses SPSS 22.0 software.

3.2 Main study

Before the formal questionnaire survey, this study also conducted a pre-questionnaire test. A total of 50 copies of the front questionnaire were distributed to school teachers, students and some members of the public. Finally, according to the relevant opinions of the investigators, the grammar, logic and format of the questionnaire were revised.

After feedback from the pre-questionnaire test, we started the formal questionnaire survey. A total of 500 questionnaires were distributed in one month, and 480 questionnaires were successfully recovered, with a recovery rate of 96%. The formal questionnaire designed in this study is divided into two parts. The first part includes basic information such as gender, educational background, occupation and income of the survey object. The second part is the investigation of the influence of consumers' environmental awareness on the consumption intention of green hotels. The survey includes the actual measurement of multiple variables such as environmental awareness, subjective attitudes, and subjective paradigms. For example: "What attitude do you have towards green hotels", "Does your family or friends know about green hotels". There are 25 questions in the whole questionnaire, including the measurement of all variables.

On the basis of these valid questionnaires, we use SPSS for data analysis. First of all, perform a descriptive statistical analysis of the data results. And describe the basic information of the surveyed person, such as gender, education, age, working years and residence. Put such questions at the beginning of a questionnaire and summarize the characteristics of the respondents. Secondly, SPSS is used to test the reliability of the questionnaire data. Reliability analysis is mainly to verify whether the designed questionnaire is reliable through SPSS analysis, whether there is a good correlation between the questions of the questionnaire, and whether there are contradictions in the answers of the respondents. Finally, after ensuring that the questionnaire is relevant and not contradictory, we then analyze the validity of the results. Through validity analysis, we tested that the questionnaire topics are completely consistent with the research purpose.

4. Conclusion

However, after green hotels were introduced into government, the market of the green hotel did not develop as quickly as expected (Lu, 2021) [7]. Because consumers' purchase intention is an important factor that affects the development of the green hotel market, and consumers' environmental awareness determines their consumption intention. However, current Chinese consumers generally have a low degree of awareness. Many people think that if you spend money, you should consume it as much as possible. This kind of thinking make consumers not only to save money but also to waste. In addition, most consumers are unwilling to change their own consumption patterns (Wang, 2013) [8]. This has brought difficulties to the implementation of green restaurants. Therefore, studying consumers' environmental awareness and consumption willingness can provide a reference for the development of green hotels in my country at this stage. And provide a certain reference meaning for the development of the green hotel industry.

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