REVIEW OF LITERATURE

1. Gladwin (1992), emphasized “If goals of sustainability are to be achieved, firms must be reformed, redesigned and restructured to minimize the negative ecological impacts”.

2. Gore, (1992). Businesses face pressure to become “environmentally correct” with the dispute that environmental policies will boost the business’ economic performance. Gore also suggested that a better balance between economic and ecological variables need to be found.

3. Brown, (1993) In relation to these innovations in technology and globalization, problems created by industrial activities have created ecological problems; a very good example of this is Global warming. Other paradigms are, air pollution and natural resource scarcity.

4. Krause (1993), indicates that culture, religions and life style can be much more significant determinant of environmental consciousness especially choosing goods that will give impact to environmental problems.

5. Roberts (1996), indicates that consumer attitudes are significantly predictors of ecological conscious consumer behaviour. His findings revealed that environmentally conscious people are likely to engage in eco-friendly consumer behaviour and individuals who believe that their specific ecological activities can cause positive change are more likely to display green consumer behaviour.

6. Lancaster (1996), when considering the theory of consumer demand hotel guests would choose a hotel based on the attributes and characteristics of the hotel, including sustainable practices. Sustainable practices can be seen as crucial decision factor in customer’s selection process.

7. Follows and Jobber (2000), their literature review on environmentally responsible purchase behaviour noted that green attitudinal measure is operationalized by incorporating statements concerning several environmental issues.

8. Kitchen and Reiling (2000), they concurred that there is a positive relationship between environmental attitude and green environmental behaviour.

9. Miles and Covin (2000), pg.299. Miles and Covin had the same opinion with Gore and continued the discussion emphasizing requirements which are agreeing to simultaneously improve environmental and financial performance so as to persuade different companies to hunt for innovative techniques to make use of green marketing and management as the
primary tool to improve their company’s reputation, increase competitive advantage and eventually boost financial performance.

10. **Kasim, (2004a)**, a 2004 study of visitors to Penang, Malaysia, found that although respondents were environmentally conscious they were not necessarily concerned with the environmental practices of a hotel when choosing where to stay.

11. **Kasim (2004b)**, According to Kasim most tourists actually preferred some non-green attributes compared to environmental friendly alternatives.

12. **Bohdanowicz(2005)**, in particular, industries such as the hospitality and events industries are beginning to participate in this “greening” trend. The hospitality industry relies heavily on the availability of natural resources to remain successful and appealing to clients. However, many of the goods and services they provide are “resource intensive, resulting in a significant ecological footprint,” and a highly visible waste generation is produced.

13. **Rios (2006)**, a study by Rios shows that media is a factor that plays important role in developing environmental awareness, media can play an important role in building a direct relationship between environmental consciousness, and buying behaviour on green product.

14. **Silk, A (2006)**, The fundamental role of marketing in the enterprise was drawn from the fact that marketing is a procedure through which a firm produces value for its selected purchasers. Moreover, value is created by meeting customer requirements, therefore a firm must define itself not by the product it offers in the market, but by the customer benefit it offers.

15. **Mustafa (2007)**, found that environmental attitude towards green consumerism can influence the nationality of green purchasing.

16. **Gunther (2007)** denoted that global warming was the “game changer” and that firms probably will no longer attempt to function in vacuum in relation to environmental issues.

17. **Manaktola & Jauhari, 2007** A green hotel image can result in favourable behavioural intentions by hotel guests, including intention to revisit.

18. **Chitty et al., (2007)**, Customer satisfaction is also said to reflect a comparison between the sacrifice experienced (cost) and the perceived rewards (benefit) during the purchase and consumption process.

19. **Chan and Bhaum (2007)** discovered that ecolodge tourists in Malaysia are more motivated to visit a destination because of actual destination attributes and activities such as natural scenery, wildlife and eco activities than they are motivated by actual ecolodge itself.
20. Ottman, J., (2007), company’s practising the green marketing strategy may be in a stronger spot, wherein these companies will consequently increase their competitive advantage in sustainability and more importantly, increase in profit. Different stakeholders must also be involved to make green campaigns successful.

21. Prakash(2007), found that consumer preferences to buy goods from less polluting firms is well known, especially in developed countries and is often revealed through increased willingness to pay for goods viewed as green, that is those produced with the help of environmentally friendly technologies or with the use of less polluting inputs.

22. Sharma, et.al.(2008), also described marketing as a discipline in business which is accountable for developing programmes to obtain and keep hold of their customers. Moreover, one of its major functions is to understand customers and their consumption patterns. It is often said that today’s consumer backdrop is shaped by two powerful forces, -- technology and globalization.

23. Deloitte Consumer Survey, (2008), their research has found that hotel guests expect certain environmental attributes as part of the service offering, defined as basic attributes.

24. Furlow&Knotts, (2009), studies discovered that hotel guests are suspicious of "eco-labels" or products and services that are promoted as environmentally friendly.

25. Nik Abdul Rashid (2009), defined green purchase intension as the probability and willingness of an individual to give preference to green products over conventional products in their purchase consideration.

26. Han, Hsu and Lee (2009), defined green behavioural intension as the likelihood of the hotel consumers of visiting a green hotel, engage in a positive word of mouth behaviour and willingness to pay more for the green hotel.

27. Lee, Hsu, Han & Kim, (2010), a green hotel image can result in favourable behavioural intentions by hotel guests, including intention to revisit.

28. Dickson (2010), Similarly, “with the underlying notion of sustainability being the ability to meet the needs of today while protecting and enhancing opportunities for the future, the event industry needs to focus further at achieving more sustainable practices”.

29. Windsor, S. (2010), “Everything is green. Energy is green, household cleaners are green, and so many others are green”. But nowadays we do not really know what is green and what is not. We are surrounded with green; green is featured in advertising and used as a marketing instrument by both public and private business sectors, green is all over the news broadcasts. People talk about becoming green, green jobs, carbon counteracting, and the famous reduce,
reuse and recycle program. Businesses have “greener products” and even politicians have their green platforms too.

All the activities of man affect the environment; this explains why green issues are now being incorporated by different academic disciplines in their literature. In marketing, this is especially true. With the developing concern of the general public for the environment, almost all businesses started to incorporate activities that chiefly focus on meeting the new concerns of the society. Business establishments’ easily adapted new concepts like waste minimization concerns and environmental management systems in all their organizational activities.

30. **Kim and Han (2010)** found that participants were happy to undergo minor inconveniences in order to support green initiatives.

31. **Robinot and Giannelloni (2010)** in their European study concluded that it is vital for hotels to properly provide these basic attributes in order to avoid customer dissatisfaction plus attributes were defined as unexpected but positively perceived factors that can impact satisfaction.

32. **Clemes, Gan, & Ren (2010)**, Customers intention to revisit the particular hotel brand are commonly associated with loyalty. The concept of loyalty is frequently discussed in the marketing literature and highly sought after by hotel firms. Hotel managers need to know what causes customers to be loyal.

33. **Clemes et al., 2010; Lee & Back, (2010)**, Consequences of customer loyalty are that customers engage in positive word-of-mouth and are willing to cooperate with management.

34. **Ricaurte (2010)**, **Communicating** the practices and performance to consumers, and establishing awareness and education to a broader stakeholder audience, are the key concepts to increasing the standardization of environmental sustainability in the industries.

35. **Lee & Back, (2010); Gracia, Bakker & Grau, (2011)**, Loyalty may be defined as the likelihood of the guests to return to a hotel & persons that willingness to behave as a partner to the organisation.

36. **Hu, Hyang, & Chen (2010)**, Willingness-to-pay is also associated with loyalty. Research has shown that loyal customers are generally less price sensitive and will continue to patronize a preferred hotel even if it raises its prices.

37. **David (2011)**, conducted a study on consumer willingness to pay for appliances produced by green power partners and found that consumer demographics and attitudes influence willingness to buy green products.
38. **Millar and Baloglu (2011)** found when hotels establish baseline ideas of what a green hotel offers, hotel customers are less sceptical (trust being an antecedent of loyalty) and more appreciative of sustainable practices such hotels offer.

39. **Eilam & Trop (2012)** found that environmental attitude is another personal traits that will influence intentions to visit green hotel and it is perceived as precondition to achieve environmental behaviour.

40. **Hartmann & Apaolaza-ibanaz (2012)**, analysed three distinct psychological benefit categories that are potentially enhancing consumer attitudes towards green energy brands and increasing purchase intentions: warm glow, self-expressive benefits and nature experiences.

41. **Ricaurte (2012)**, in both the hospitality and event industries’ attempts to achieve more environmentally sustainable practices, there has been a lack of “consistency in the definition and measurement of [environmental] sustainability”.

42. **Thulasamani (2012)**, price is the amount that consumer need to pay or give up in order to obtain a product and most consumers are willing to pay extra for an additional value because the value may be due to improved performance, function, design, visual appeal or taste.

43. **Chan (2013)**, studies concluded that the willingness to pay for the green product will affect the consumer purchase decision.

44. **Ling (2013)**, found that environmental attitude has a significant positive relationship between environmental attitude and intention to choose green hotel by travellers who visit Malaysia.

With the lack of standardization of environmental sustainability practices and a lack of research conducted to understand the motivations, attitudes and awareness of these practices, there is significant gap in the success of “greening” the industries. Therefore, the purpose of this study is to assess the environmental sustainability /eco-friendly practices in the hotels in order to know the perception of guests towards revisitation through these practices.