

An Analysis of Difference in Consumers Attitude Towards Eco-Friendly Practices at Home and at Hotel

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Abstract: In the present world, people are more aware and conscious about eco-friendly practices at home and at places where they visit. The present research paper investigated the difference in consumers attitude towards eco-friendly practices at home and hotels. Descriptive analysis were used for the achievement of the objectives. Questions were asked on 15 parameters of eco-friendly practices on 5 point likert scale. Questionnaire were distributed through online platform Google forms to the respondents of Bhopal city of Madhya Pradesh State who visits star category hotels in India. The findings of the first objective revealed that out of 15 parameters of eco-friendly practices, top four practices followed by respondents at home in the order of importance are saving water, switching the light off when leaving a room, turning AC off in unoccupied rooms and use of energy efficient light bulbs. The findings of the second objective revealed that out of 15 parameters of eco-friendly practices, top four practices followed by respondents at hotels in the order of importance are saving water, use of environmentally friendly products, switching the light off when leaving a room and Turn AC off in unoccupied rooms. The findings also concluded that consumers have positive attitude towards reusing of bed sheets and towels at home but at hotels majority of the respondents expect fresh bed sheets and towels.

Keywords: Consumer attitude, Eco-friendly Practices, Eco-Friendly Hotels, Star Category Hotels.

I. INTRODUCTION

According to Krajhanzl [1], pro-environmental behaviour (PEB), sometimes referred to as green, sustainable, or environmentally friendly (eco-friendly) behaviour, refers to measures people do to safeguard the environment. PEBs can be adaptive responses to the effects of climate change, such as purchasing sustainable products (e.g., local food, green cleaning products), conserving water or energy, or changing modes of transportation (e.g., from driving to walking or cycling), as well as purchasing an electric vehicle or constructing an off-grid home [1, 2, 3, 4] as well as more utilizing online platforms like websites, social media etc [5, 6]. Recent climate assessment reports, including those from the IPCC (Intergovernmental Panel on Climate Change), and academic work have started to use the term "climate change adaptive behaviour" (also known as "climate change adaptation behaviour"). This behaviour is defined as any action people can take to mitigate the harmful effects of climate change and results in dual benefits of cl Previous

research claimed that using PEBs could help promote environmental sustainability by enabling people to adapt to climate change [7].

Unexpectedly many individuals, organisations, and communities want to do more to protect and maintain our natural resources [8, 9], yet they are unsure of where to start when it comes to taking environmental protection measures [10]. Simply said, living an environmentally responsible lifestyle implies not doing anything to harm the environment [11]. Environmentally friendly practises are marketing and sustainability phrases for products and services, rules, regulations, and laws that claim reduced, little, or no harm to ecosystems or the environment. They also go by the names eco-friendly, nature-friendly, and green [12]. A person who is environmentally conscious recycles, uses less water and fuel, and makes other decisions that not only have a smaller negative impact on the environment [13], but also assist businesses who are attempting to be more ecologically

conscious [14]. Understanding the fundamentals of what each aspect of life can do to benefit the environment is the first step towards living an eco-friendly lifestyle [15].

A green hotel is one that strives to have as little of a detrimental impact on the environment and the earth as possible while yet giving visitors the finest services available [16]. Numerous steps are taken to conserve water, use less electricity, and recycle. The majority of the hotel's green initiatives take place behind the scenes, but occasionally a green hotel also needs to enlist the aid of its visitors [17]. Many environmentally conscious hotels include amenities that reduce water usage without requiring customers to change their behaviour in an effort to conserve water. While low-flow toilets use less water per flush than standard toilets, low-flow showerheads and aerators use less water per shower without cutting down on time [18]. In order to cut down on the amount of washing the hotel has to do, linen cards provide visitors the option to reuse their towels if they are staying for more than one night [19]. Water usage in hotel restaurants can be significantly reduced by just providing water to patrons upon request, updating dishwashers, and simply instructing staff to turn off the water when not in use. Fluorescent light bulbs, motion sensors for public spaces, and heating units that turn off when a room is empty are just a few examples of energy-saving amenities that are frequently found in green hotels [20]. Some environmentally friendly hotels even incorporate grey water recycling systems to reuse water that is run through sinks [21]. Some even gather old cooking oil from their homes to contribute to nearby biodiesel vehicles, while others use solar panels for energy production or heating [22].

A green hotel's mission includes waste management heavily [23]. Some ask their vendors to supply goods in little packaging and containers, while others undertake recycling programmes to reduce the amount of waste that is thrown into landfills. Along with trash cans, guests' rooms might also have recycling bins [24]. In order to reduce its environmental impact, a green hotel relies on both suppliers and visitors [25]. Environmental organisations have approved vendor lists for goods ranging from soaps and coffee to laundry equipment and even electric taxis [26]. Some vendors offer the hotels one-time updates, but it's important to employ tactics and work with businesses that contribute to maintaining efficiency levels that are high all the time.

II. REVIEW OF LITERATURE

2.1 Green or Eco-Friendly Hotel

Customers are becoming aware of Green Hotel, also popularly known as an eco-friendly hotel. The rise of green hotels is inextricably linked to the spotlight on tourism's growing environmental impact, which includes leakage of community income, pollution, environmental degradation, labour issues, overbuilding, excessive energy consumption, excessive consumption of non-durable goods, and waste disposal that contributes to water, soil, and air pollution [27, 28]. Different definitions, created in accordance with the extent of adoption of green practises, are applicable to various stages of the development of green hotels [29, 30]. For instance, according to some academics e.g. Watkins [31], green hotels are those that exhibit a certain level of

environmental care that can be translated into a dedication to ecologically sound practises. This notion is especially relevant to markets where green hotel development is just getting started. The Green Hotels Association is the source of the definition of green hotels that is most frequently used. According to this definition, green hotels are lodging establishments that use various eco-friendly practises to protect the environment and cut costs [32, 33]. These practises include conserving water and energy, implementing eco-friendly purchasing policies, and reducing emissions and waste.

Green practises appear to be highly relevant to customers and widely implemented by green hotels, and hence they may form the theoretical basis for defining green hotels and for investigating their impact on customers' attitude and behavioural intentions [34, 35, 36, 37, 38, 39]. Second, it is reasonable to expect from research on green hotels and green practises that if patrons are in favour of green practises, this will have a good impact on how they view green hotels in general. The more environmentally friendly the products are, the simpler it is for such customers to form a positive impression of the product and decide to buy [40]. Studies have shown that when environmentally conscious customers choose to buy eco-friendly products, they are concerned about the impact of their behaviour on the environment.

2.2 Customer Eco-friendly Attitudes

Researchers contend that as people grow more conscious of how different commercial activities affect the environment, they may engage in ways that are more pro-environmental than other consumers [41]. With regard to the causal relationships between knowledge and attitude, as well as attitude and environmental behaviour, no discernible patterns have, to now, been found in this field [42]. According to research, there is a discrepancy between consumers' stated views towards the environment and their actual behaviour [43]. Given that eco-friendly sentiments encompass a variety of factors [44], this discrepancy may be due to consumers' stronger feelings towards some environmental issues than others.

2.3 Environmental Behaviors at Home versus at Hotel

Few research empirically explore this, despite the obvious expectation that people who practise environmentally sensitive behaviour at home will also do so while travelling [45]. The majority of observations of differences in environmental practises between home and a hotel are anecdotal, once again focused on the reuse of towels and linens and a lack of interest in recycling [46]. Dolnicar and Leisch [45] discovered that whereas 92 percent of respondents felt ethically bound to practise ecologically friendly behaviour at home, only 25 percent of respondents on average did so when on vacation—a discrepancy that the respondents frequently struggle to explain [47]. According to research, environmental considerations have little influence on tourists' choices [48]. According to Carr [49], clarifying this distinction, people's behaviour at home is influenced by residual culture, whereas their behaviour while travelling is influenced by tourist culture [50]. In comparison to a hotel, we anticipate that people will behave more environmentally friendly at home.

III. OBJECTIVES OF THE STUDY

1. To analyse the consumer attitude towards eco-friendly practices at home.
2. To analyse the consumer attitude towards eco-friendly practices at hotels.
3. To compare consumers attitude towards eco-friendly practices at home and at hotels.

IV. RESEARCH METHODOLOGY

The research commences with an overview of the current chapter, followed by an exploration of the research design, research objectives and research framework. Subsequently, it delves into a comprehensive examination of the data collection process, sampling techniques, and instrumentation. After conducting a thorough literature review, specific research questions were formulated pertaining to consumers attitude towards eco-friendly practices at home and at hotel. These questions were designed to be answered using a 5-point Likert scale where 1 is indicating strongly disagree, 2 is disagree, 3 is neutral, 4 is agree and 5 is strongly agree. Before final data collection process the questionnaire was reviewed by 3 experts from Hotel Industry and 3 experts from academia. Based on their review and comments questions which were ambiguous were reframed. Collection of data was done using Surveys and Population of research is consumers of star category hotels.

4.1 Study are

The present research was conducted in Indian state of Madhya Pradesh. Especially respondents were chosen from Bhopal district of Madhya Pradesh.

4.2 Sample Population

Sample population for the present research was the people who belongs to Bhopal city and are more than 18 years of age and visits star category hotels in Madhya Pradesh and other parts of India.

4.3 Sources of Data Collection

Primary source of data collection is structured questionnaire. Questionnaire consisted questions on demographic profile of the respondents as well as profile of respondents related to their travel and hotel stay. The questions were also asked on consumers attitude towards eco-friendly practices at home and at hotels. These questions on eco-friendly practices were asked on 5 point likert scale where 1 is strongly disagree, 2 is disagree, 3 is neutral, 4 is agree and 5 is strongly agree. The questionnaire were prepared and distributed through online platform Google forms between 1st of August to 10th of August 2023. Secondary sources of data collection are research papers, books, magazines, theses, newspapers, websites, National and international reports, Government and other agencies reports etc.

4.4 Sample Size

Questionnaire were distributed to 275 respondents out of which 225 had filled the questionnaire and 200 were found complete and valid responses.

4.5 Sampling method

Convenience sampling technique is used for the collection of the data. This non-probability sampling technique is characterized by its selective nature, as each sample is independently chosen for a specific purpose. The researcher utilized descriptive analysis for the analysis of the data.

4.6 Time Frame

Data was collected from the respondents from July 15, 2023 to August 15, 2023.

V. DATA ANALYSIS AND INTERPRETATION

5.1 Demographic Profile of the Respondents

Table 1: Demographic profile of the respondents

Variable		Percentage
Gender	Male	65%
	Female	35%
Age	18-25 Years	58%
	26-35 Years	26%
	36-45 Years	7%
	46-55 Years	9%
	More Than 55 Years	----
Marital Status	Single	69%
	Married	30%
	Prefer not to say	1%
Area of Residence	Urban	83%
	Rural	17%
Educational Qualification	Undergraduate	22%
	Graduate	45%
	Postgraduate	32%
	Doctorate	1%
	Others	----
Occupation	Student	19%
	Government Job	25%
	Private Job	38%
	Businessman	18%
	Others	----
Annual Income	Not Earning	15%
	Upto 3 Lakhs	6%
	3-6 Lakhs	47%
	6-10 Lakhs	22%
	More Than 10 Lakhs	10%

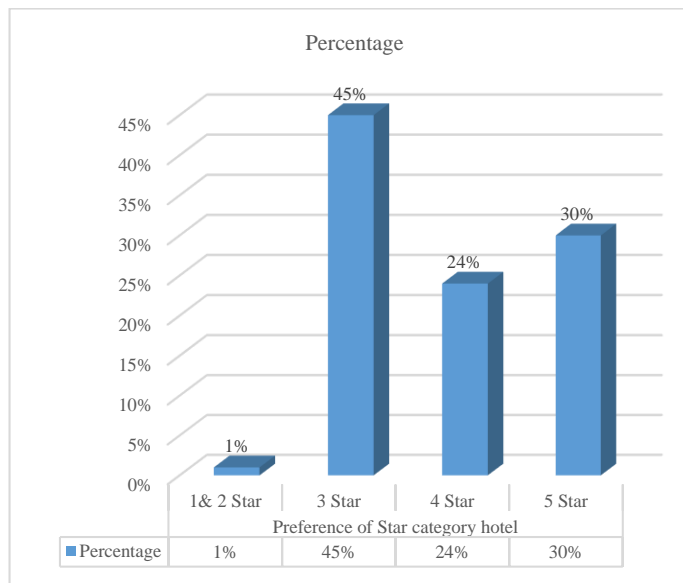
Table 1 is indicating the demographic profile of the respondents. Data was collected from respondents of Bhopal city who visits star category hotels in India and prefer to utilize eco-friendly products in hotels. Questionnaire was distributed to 275 respondents and out of which 225 had filled the questionnaire and 200 were found to be valid. Gender distribution shows that out of 200 respondents, 65% were males and 35% were females. Age distribution shows that 58% of the respondents are between the age group of 18-25 years, 26% between 26-35 years, 7% between 36-45 years and 9% of the respondents are between the age group of 46-55 years. Marital status distribution shows that 69% of the respondents are single and 30% are married and 1% of the respondents preferred not to mention their marital status. Area of residence distribution shows that 83% of the respondents from urban area and 17% are from rural area. Educational qualification distribution shows that 22% of the respondents are undergraduate, 45% are graduates, 32% are postgraduates and 1 % of the respondents are doctorate. Occupation distribution shows that 19% of the respondents are students, 25% are having government job, 38% are

having private job and 18% of the respondents are businessmen. Annual income distribution shows that 15% of the respondents are not earning any annual income, 6% are earning up to 3 lakhs, 47% are earning between 3-6 lakhs per year, 22% are earning 6-10 lakhs per year and 10% of the respondents are earning more than 10 lakhs per year.

5.2 Profile of the Respondents Related to their Travel and Hotel Stay

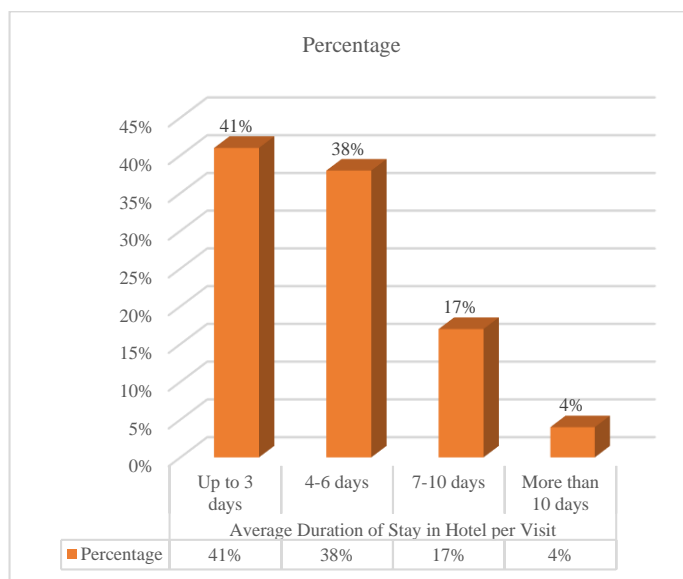
Bar graph 1 shows that 1% of the respondents prefer to stay in 1 & 2 star category hotels, 45% of the respondents prefer to stay in 3 star category hotels, 24% of the respondents prefer to stay in 4 star category hotels and 30% of the respondents prefer to stay in 5 star category hotels.

Bar Graph1: Star Category Hotel



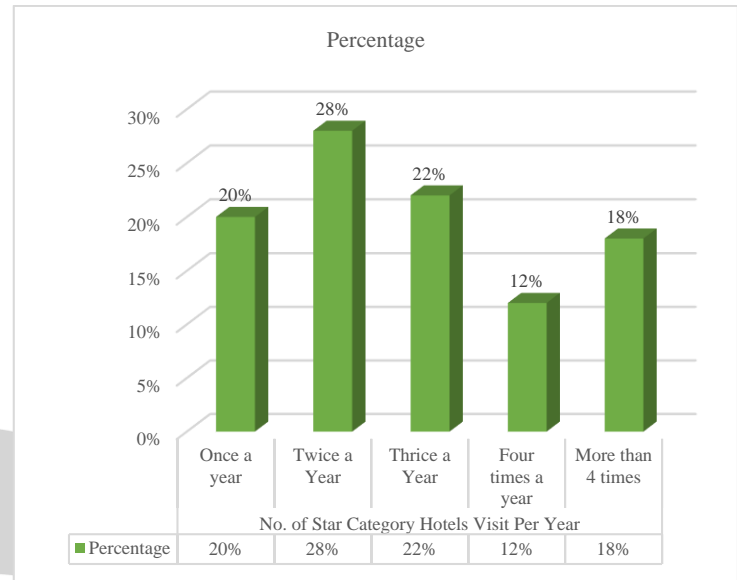
Bar graph 2 shows that 41% of the respondents stay up to 3 days while visiting hotels, 38% visits for 4-6 days, 17% visits for 7-10 days and 4% of the respondents stay for more than 10 days while visiting star category hotels.

Bar Graph2: Average duration of stay



Bar graph 3 shows that 20% of the respondents visit star category hotels once a year, 28% of the respondents visit star category hotels 2 times a year, 22% of the respondents visit star category hotels 3 times a year, 12% of the respondents visit star category hotels 4 times a year and 18% of the respondents visit star category hotels more than 4 times in a year.

Bar Graph 3: No. of star category hotel visit per year



5.2 Consumers Attitude Towards Eco-Friendly Practices at Home

Table 2 is indicating consumers attitude towards eco-friendly practices at home. Questions in this segment were asked on 15 parameters. Questions were asked on 5 point likert scale where 1 is strongly disagree, 2 is disagree, 3 is neutral, 4 is agree and 5 is strongly agree. All the data presented in table 2 is in percentage. Majority of the respondents (77%) agree that they switch lights at home when leaving a room. Only 38% of the respondents mentioned that they use fresh bed sheets daily. 41% of the respondents agree that they use fresh towels daily whereas majority mentioned that they don't use fresh towels daily. Majority of the respondents (63%) mentioned that they recycle cans and bottles after use. 58% of the respondents mentioned that they recycle used paper at home. Majority of the respondents (70%) mentioned that they use refillable products at home. Majority of respondents (83%) mentioned that they follow practices which are related to saving water at home. 50% of the respondents mentioned that they use environmentally friendly products at home. Majority of the respondents (70%) mentioned that they use reusable bags at home. 52% of the respondents mentioned that they use biodegradable products at home. 67% of the respondents mentioned that they pick-up litter at home. Majority of the respondents (72%) mentioned that they turn heat off in unoccupied rooms. Majority of the respondents (77%) mentioned that they turn AC off in unoccupied rooms. 64% of the respondents mentioned that they use bucket while taking bath. Majority of the respondents (75%) mentioned that they use of energy efficient light bulbs at home. Thus, with all these statistics, objective 1 is fulfilled. Table 2 indicates that at home respondents are more concerned about saving water, switching off lights, turning off ac's in

unoccupied rooms and using energy efficient lights. At home respondents are least concerned about usage of environmental friendly products, usage of biodegradable products and recycling of paper.

Table 2: Consumers attitude towards eco-friendly practices at home

Parameter	SD (1)	D (2)	N (3)	A (4)	SA (5)	4+5
Switch the light off when leaving a room	8	1	14	13	64	77
Fresh sheets daily	10	18	34	21	17	38
Fresh towels daily	12	13	34	21	20	41
Recycle cans and bottles	8	13	16	24	39	63
Recycle paper	9	19	14	18	40	58
Use refillable products	7	8	15	33	37	70
Save water	5	1	11	14	69	83
Use environmentally friendly products	13	17	20	14	36	50
Use reusable bags	8	8	14	26	44	70
Use biodegradable products	10	14	24	20	32	52
Pick up litter	7	5	21	25	42	67
Turn heat off in unoccupied rooms	6	6	16	19	53	72
Turn AC off in unoccupied rooms	8	4	11	17	60	77
Use of bucket while taking bath	5	9	22	24	40	64
Use of energy efficient light bulbs	6	4	15	24	51	75

Note: All data presented in the table is in percentage

5.3 Consumers Attitude towards Eco-Friendly Practices at Hotels

Table 3 is indicating consumer’s attitude towards eco-friendly practices at hotels. Questions in this segment were asked on 15 parameters. Questions were asked on 5 point likert scale where 1 is strongly disagree, 2 is disagree, 3 is neutral, 4 is agree and 5 is strongly agree. All the data presented in table 3 is in percentage. Majority of the respondents (73%) agree that they switch lights at hotels when leaving a room. 60% of the respondents mentioned that they use fresh bed sheets daily in the hotels. 61% of the respondents agree that they use fresh towels daily in the hotels. Majority of the respondents (69%) mentioned that they have positive attitude towards recycling of cans and bottles after use in the hotels. 65% of the respondents mentioned that they have positive attitude towards recycling of used paper at hotels. 62% of the respondents mentioned that they use refillable products at hotels. Majority of respondents (78%) mentioned that they follow practices which are related to saving water at hotels. Majority of the respondents (75%) mentioned that they have positive attitude towards use of environmentally friendly products at hotels. Majority of the respondents (70%) mentioned that they have positive attitude towards use of reusable bags at hotels. 72% of the respondents mentioned that they prefer to use biodegradable products at hotels. 53% of the respondents

mentioned that they pick-up litter at hotels. Majority of the respondents (70%) mentioned that they turn heat off in unoccupied rooms. Majority of the respondents (73%) mentioned that they turn AC off in unoccupied rooms. 55% of the respondents mentioned that they use bucket while taking bath in the hotels. Majority of the respondents (70%) mentioned that they prefer to use energy efficient light bulbs at home. Thus, with all these statistics, objective 2 is fulfilled. Table 3 indicates that at hotels consumers are more concerned about saving water, usage of environmental friendly products & biodegradable products and switching off lights when leaving a guestroom. This table also indicates that at hotels consumers are least concerned about usage of bucket for taking bath, reusing bed sheets & towels and picking up of litter.

Table 3: Consumers attitude towards eco-friendly practices at hotels

Parameter	1	2	3	4	5	4+5
Switch the light off when leaving a room	6	7	14	17	56	73
Fresh sheets daily	2	16	22	16	44	60
Fresh towels daily	4	9	26	17	44	61
Recycle cans and bottles	4	11	16	18	51	69
Recycle paper	5	7	23	22	43	65
Use refillable products	7	9	22	22	40	62
Save water	3	2	17	15	63	78
Use environmentally friendly products	3	5	17	19	56	75
Use reusable bags	3	12	15	20	50	70
Use biodegradable products	4	6	18	25	47	72
Pick up litter	8	11	28	17	36	53
Turn heat off in unoccupied rooms	5	10	15	16	54	70
Turn AC off in unoccupied rooms	5	7	15	15	58	73
Use of bucket while taking bath	9	11	25	16	39	55
Use of energy efficient light bulbs	3	9	18	17	53	70

Note: All data presented in the table is in percentage

5.4 Comparison of Consumers Attitude towards Eco-Friendly Practices At Home and At Hotels

Out of 15 parameters of eco-friendly practices, top four practices followed by respondents at home in the order of importance are saving water, switching the light off when leaving a room, turning AC off in unoccupied rooms and use of energy efficient light bulbs. Out of 15 parameters of eco-friendly practices, top four practices followed by respondents at hotels in the order of importance are saving water, use of environmentally friendly products & biodegradable products and switching the light off when leaving a room. Out of 15 parameters of eco-friendly practices, three practices which are least followed by

respondents at home are use of environmentally friendly products, use of biodegradable products and recycling of paper. Out of 15 parameters of eco-friendly practices, three practices which are least followed by respondents at hotels are use of bucket for taking bath, reuse of bed sheets, reuse of towels and pick-up of litter in the hotels.

VI. CONCLUSION

First objective of the study was to analyse the attitude of consumers towards eco-friendly practices at home. The findings of the first objective revealed that out of 15 parameters of eco-friendly practices, top four practices followed by respondents at home in the order of importance are saving water, switching the light off when leaving a room, turning AC off in unoccupied rooms and use of energy efficient light bulbs. Three practices which are least followed by respondents at home are use of environmentally friendly products, use of biodegradable products and recycling of paper. The second objective of the study was to analyse the attitude of consumers towards eco-friendly practices at hotels. The findings of the second objective revealed that out of 15 parameters of eco-friendly practices, top four practices followed by respondents at hotels in the order of importance are saving water, use of environmentally friendly products, switching the light off when leaving a room and Turn AC off in unoccupied rooms. The findings also concluded that consumers have positive attitude towards reusing of bed sheets and towels at home but at hotels majority of the respondents expect fresh bed sheets and towels. Majority of the respondents have positive attitude towards pick-up of litter at home but they don't have positive attitude towards pick-up of litter at hotels.

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