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Research Article

Examining the Tourist Behavior to Visit Green Hotels in Bangladesh: The Mediating Role of Attitude

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Abstract

This study explores the rising significance of green hotels in response to growing environmental concerns among consumers. The transition towards eco-friendly practices in the hotel industry is driven by the need to mitigate negative environmental impacts, align with consumer preferences, and maintain economic advantages. The study aims to develop and test a model to comprehend factors influencing visitors' behavior in green hotels, focusing on perceived value, cost, trust, and perceived consumer effectiveness. Existing literature extensively examines sustainable tourism, focusing on green tourism and its impact on residents' quality of life in tourist destinations. The study addresses the scarcity of empirical frameworks and literature reviews on Bangladeshi tourists' preferences for green hotels, considering factors such as environmental awareness, green concern, and green trust. This study focused on tourists, both local and foreign, who have visited different places and green hotels in Bangladesh within the last five years. The study is identified as quantitative, utilizing primary data collection through a questionnaire. Prior to hypothesis testing, the parametric assumptions will be examined using SPSS to confirm the fulfillment of regression assumptions. The study will conclude with the assessment of hypotheses through SmartPLS, employing bootstrapping techniques for comprehensive analysis. This study's unique findings contradict the straight relationship between perceived cost and purchase behavioral intention. The investigation should be expanded to other parts of the world in order to demonstrate the model's validity. There is a rare chance to broaden the research and concentrate on additional constructs of green hotel purchase behavior. Therefore, more research is needed to examine the general hotel purchasing patterns of Bangladesh's large tourist population.

Keywords

Perceived Value, Perceived Cost, Trust, Perceived Consumer Effectiveness, Attitude and Purchase Behavioral Intention

1. Introduction

A prominent step has been taken in the formation of green hotels, which has now become an important issue, considering the growing worry of customers about the environment.

Green hotels have achieved massive consumer relevance and ecological consciousness [33]. In order to reduce negative environmental consequences and maintain their economic

advantages, most hotels must change their operations [64, 72]. The new friendly business pays extra care to its major ecological impacts [62, 87, 36, 96]. Many guests simply understand "eco-friendly hotels," therefore they do not prioritize eco-friendly procedures when picking a hotel instead opting for traditional lodgings [20].

According to [93], more and more people are becoming environmentally concerned, with 22% of tourists actively seeking out green information to assist them in making reservations for eco-friendly lodging, 60% of tourists prefer to stay in green hotels, and 40% of travelers are reportedly prepared to spend an additional 4-6% for them [81]. According to [76], green hotels comply with environmental standards, engage in environmental management, participate in a variety of eco-friendly activities, implement appropriate green initiatives, and pledge to improve the environment by displaying the Green Earth symbol or eco-label.

Independently, hotels can be stated to have little to no environmental impact, but in certain accumulations, hotels have a major impact on resource consumption, including water, energy (electricity, fuel), and environmental impacts from trash [8, 49]. Competitiveness, customer loyalty, labor retention, recognition and award, policy/political compromise, risk management, and enhancing the company's brand value are some of the factors driving the hotel industry to adopt sustainable management.

This study's goal is to develop and test such a model so that visitors to green hotels can comprehend all the factors that affect their behavior. This study employs a specific methodology to develop and rigorously evaluate a comprehensive system to look into the factors that affect how visitors behave in green hotels. As the model has not, to our knowledge, been evaluated anywhere, our work contributes to recent literature. The purpose of this study is to ascertain how perceived value, perceived cost, trust in green hotels, and perceived consumer effectiveness affect customers projected positive and negative attitudes according to the cognitive-affective-conative paradigm [74]. This model in the context of green hotels has been used by taking into account perceived value, costs, trust in green hotels, perceived consumer effectiveness (cognitive), customers' attitude (affective), and purchase behavioral intentions (conative). A green hotel is an eco-friendly hotel that implements and develops eco-friendly initiatives. Increasing numbers of businesses are utilizing green activities as a viable marketing strategy for market segmentation and industry positioning [65]. According to [101], a green hotel is one that decreases its consumption of water, electricity, and solid waste. Many studies have been undertaken since then, and the advantages of adoption have been established.

According to [102], the adoption of green policies can save money, but it can also demand substantial expenditures in new technology and personnel. Green Hotel practices are a form of environment friendly initiative that tries to mitigate negative environmental impacts through energy savings by introducing energy-efficient equipment and implementing renewable energy programs. Last but not the least in the field of waste management and reduction, such as developing recycling programs and lowering water usage by introducing water-saving technology and creating a laundry recycling program and towel recycling program [1, 47]. Therefore, when customers about environmental sustainability, it is important to develop effective communication strategies to encourage hotel guests to adopt environment friendly practices. Hotels should take care of increasing the credibility of the communication of "green" behavior [69].

The term "green hotel building" refers to a sustainable development strategy that places an emphasis on the environment and describes the actions taken by people to gradually advance toward environmental sustainability [103]. Green construction practices vary from country to country [23], as their definitions diverge from those required by local and national building industries. Green hotels' pro-environmental programs also curtail the operating costs of hotels and increase their market value by attractive the green efficiency of hotels [53]. Additional hypotheses or structures need to be introduced in green hotel operations to consider influential variables in the positive mindset and activities of consumers [104].

Green practices in hotels have gained a great deal of attention in recent years, and they are now integrated into hotel services [98]. Managers of hotels anticipate that introducing green practices will cut expenses and enhance the hotel's image without hurting the guest experience. Nonetheless, hotel resources, particularly the availability of financial resources, impact the implementation of green initiatives [60]. Customers tend to hold contradictory views on green hotel practices; they desire to engage in green measures but are less willing to forego comfort and convenience when visiting. Nonetheless, some consumers are prepared to pay more to support green activities in hotels. Some customers view green practices as marketing tools to generate financial benefits for hotels, particularly when it comes to cost-effective green initiatives [51]. The existing literature [13, 24, 48, 106, 88] has extensively examined sustainable tourism from a range of angles. Given that the tourism industry contributes approximately 8% of total carbon dioxide emissions worldwide [61], most studies have focused on green tourism [61, 63], while others have studied the impact of tourism on the quality of life of residents in tourist destinations [68, 80].

According to earlier research, the majority of studies on customers' intentions to visit green hotels and their green purchase behavior were carried out in small Asian regions like Hong Kong and Taiwan or in Western nations like America and Turkey. In the context of Asian nations, there are relatively few studies available to understand tourists' intentions to visit [43], and research on visitors' behavior when visiting green hotels is still in its early stages, lacking a synchronized empirical framework and a literature review [93]. However, there are 41 hotels in Bangladesh that use sustainable practices in their daily operations; some of these include Radisson

Blue Water Garden, Amari Dhaka, Four Points, and so on [44]. Few studies have been conducted in our nation to determine the factors that influence Bangladeshi tourists' preference for visiting green hotels, such as their level of environmental awareness, green concern, and green trust.

Given that it seems to have a detrimental impact on the environment due to its various activities, the hotel and tourist business undoubtedly plays a vital role in promoting sustainability and green consumption [5, 94]. Millions of kilometers separate tourists from the beauty of a clean, vibrant, and pollution-free environment, and [90] found that consumers are worried about how their purchases may affect the environment. When hotels are being built, they can pollute the air, water, and surrounding area by generating dust, debris, and other waste. During regular hotel operations, they can also pollute the environment by managing their sewage systems improperly, providing subpar waste disposal services, and misusing resources like electricity, gas, and water [70].

However, there hasn't been much research done on how consumers' awareness of the environment and their concerns about it relate to their decision to stay at or visit green hotels. Travelers visiting Bangladesh have begun to consider green options as a result of the increased global awareness of the green hotel idea. Understanding the underlying causes of guests' intentions to stay at green hotels might open up new pathways for hotel business operations that, over time, may contribute to a reduction in environmental dangers. The sustainable movement in emerging economies can benefit from the behavioral intention components of customers' green consumption. According to a study [90], customers' attitudes about green hotels are also reflected in how much they like the idea of staying at one while on vacation. However, several studies looked at how important green trust is for building green brands [14].

2. Literature Review

2.1. Theoretical Background

The theories are meant to provide an explanation for "how" and "why" events take place the way they do. The arguments, variables, and the phenomena under study are all supported and justified by theories. It will be beneficial to choose a guiding theory for the literature review so that we can build our arguments and highlight any gaps in the research under consideration. The theory that guides a study is frequently seen as a lens. Several theories and models have been developed by past researchers to explain users' adoption intention or behavioral intention of customers. The cognitive-affective-conative theory and theory of planned behavior which are used in this work, serves as my guiding theory. The cognitive-affective-conative hypothesis improved the study's understanding of how consumers' positive behavioral intention against the green hotel developed. The proposed paradigm, therefore, explains how an individual's cognitive expe-

rience (i.e., perceived value, perceived cost, trust, and perceived consumer effectiveness) influences an individual's emotional features (i.e., anticipated attitude and emotion), which in turn encourages a constructive attitude. The present study further extended the theory or framework of [74] to expand the consideration of decision-making by green hotel customers to the increasing tourism terminals of Bangladesh.

2.2. Cognitive–Affective–Conative Theory

In the tourism and hospitality sectors, post-purchase customer behavior is considered [11, 106]. [74] states that, first, prior studies have shown that clients' moods are impacted by their cognitive awareness, affective behavior, and conative meaning, which is in turn controlled by their social behavior. [4] assert that a customer's experience is directly related to their apparent grasp of a tourist or hospitality business, including their sensory, emotional, mental, and cognitive abilities.

The perceived value and effectiveness of customers have been studied in the tourism and hospitality literature as a forerunner to the cognitive stage of loyalty [7]. Second, the emotional responses of clients, such as an agreeable and rewarding mood, are implicated in their affective loyalty [74]. Researchers have examined the feelings and behaviors as aspects of the affective loyalty of consumers in the relationship [9, 74]. Conative loyalty has finally been defined as the experience of emotional loyalty [4, 7]. The intention or assurance of customers to behave in a specific manner toward goods, services, or brands is a factor in determining behavioral loyalty [74, 35].

Cognitive images serve as a representation of a person's attitudes, beliefs, and perceptions of the general knowledge, information, and emotions around goods and services [10, 34]. This may be characterized as a process of judging goods and services that results from contrasting the memories, emotions, and experiences that clients observe with their prior knowledge and information [32]. The term "affective image" describes emotional responses and sentiments that are based on the emotional judgment of consumers and are generated by a variety of attitudes and emotions (such as likes or dislikes, pleasant or negative atmospheres, and contentment or discontent) [32, 54]. The cognitive-affective-conative model has been generally useful in understanding the development of the attitude and emotions of customers and behavioral intention in the literature on the tourism and hospitality industry.

2.3. Hypothesis Development

2.3.1. Relationships Between Perceived Value and Purchase Behavioral Intention

There is a clear correlation between "perceived value" and "purchase behavioral intention," meaning that visitors' perceptions of the value of visiting a green hotel have an impact on those intentions. The next most effective emotional influ-

ence after that is provided by perceived value. When tourists have a positive travel experience, the perceived quality and value both improve. This may be utilized as a marketing technique to encourage visitors to return, make purchases, or raise their intentions to recommend. According to study by [52] there is a connection between perceived value and intention to make a purchase. Consumers' behavioral intentions have received a great deal of attention, especially in the hotel industry, and are the subject of substantial consumer behavior studies [2, 78, 97]. Consumers with favorable behavioral intentions are more likely to recommend a hotel to others and stay there again in the future, which increases the hotel's long-term profitability [50]. The intention to make a purchase is directly influenced by perceived value. From these investigations, it may be inferred that perceived value affects behavioral intention to buy, leading to the following proposed hypothesis:

H1: Perceived value has a significant impact on the purchase behavioral intention to the green hotels.

2.3.2. Relationships Between Perceived Cost and Purchase Behavioral Intentions

A perceived cost or price is a deterrent to staying in a green hotel, because a higher price than a lower price results in greater financial advantages [27]. Earlier researchers reported that these costs of effort were negatively related to the relationship between the client and the green brand [85]. Due to the expense, commitment, appraisal, and performance risk costs, clients can discard green hotel stays. As a result, the perceived cost would have a significant positive influence on consumers expected happy sentiments as well as a significant negative impact on their expected bad feelings [75]. A desire for mental interaction to capture and evaluate green hotel data may have a positive and negative impact on customers' attitudes toward the partnership intentions. The expense and suffering that results when customers realize that a green hotel brand cannot operate as expected or that the results of green hotels may be misleading are referred to as lead risk [12]. According to these research, perceived cost affects consumers' behavior while making purchases. Following is the suggested hypothesis:

H2: Perceived cost has a positive and significant impact on purchase behavioral intention to the green hotels.

2.3.3. Relationship Between Trust and Purchase Behavioral Intentions

"Trust is the credibility that another party can be trusted on with self-confidence to perform a role and responsibilities in a just manner" [19]. Trust is the confidence of workers that green statements are genuinely made in our background by a service provider. According to [18] defines green trust as the "willingness to depend on a specific brand based on the credence or expectation resulting from its reliability, benevolence, and ability about environmental performance". Dif-

ferent components impact customer trust like enterprise, salesperson, brand, physical climate, commodity, service, etc. [58]. Customer trust in a green product is influenced by favor, attitudes, and behaviors toward merchants. Customer commitment [46], customer loyalty [77], and the willingness to purchase are all activities that are strongly predicted by consumer trust, as well as by company confidence and corporate trust. Consequently, it is of great importance for retailers to create customer interest because trust in green product premiums has good outcomes for customers [25]. From these studies, it can be interpreted that trust in green hotels influences purchase behavioral intention. The following hypothesis is proposed:

H3: Trust has a positive and significant impact on the purchase behavioral intention to the green hotels.

2.3.4. Relationship Between Perceived Consumer Effectiveness and Purchase Behavioral Intention

Consumers' willingness to modernize important environmental and social concerns is viewed through what is known as perceived consumer effectiveness (PCE) [22, 26]. It has earned a reputation as a powerful advocate for urging clients to act in a way that is socially responsible [42, 71]. For instance, [15] presume that PCE influences consumer behavior favorably. The strongest green purchase behavior intent, according to [49], is PCE. The hopeful relationship between PCE and consumer desire to purchase green products is cited by [94]. According to [99], PCE was a key element in determining consumer behavioral intention and customer knowledge of green products. Several researches have shown that PCE significantly affects consumers' environmental consciousness. PCE is a predictive judgment that assesses customers' capacity to influence issues relating to natural resources [91, 95]. A high PCE level encourages consumers to have upbeat attitudes and high expectations for buying sustainable items. These studies suggest that perceptions of consumer efficacy have an impact on consumers' intentions to make purchases. So, the following hypothesis is proposed:

H4. Perceived consumer effectiveness has a positive and significant effect on the purchase behavioral intention to visit green hotels.

2.3.5. Attitude Mediate the Relationship Between Perceived Value, and Purchase Behavioral Intention

Customers' attitude and psychological requirements are supported by green hotels' ecologically friendly operations and services. Guests in green hotels are more likely to report experiencing spiritual and emotional advantages than guests at non-green hotels. Customers' perception of environmental protection as an "emotional reward" leads to a preference for green hotels [107]. [108] found that people's views of the practical advantages of staying in green hotels are impacted

by the beliefs about their own health. In order to analyze attitudes and behavioral intentions toward green products in diverse circumstances, a number of attitude models have been developed to date [109]. Few studies [16] have examined how values and green purchase intentions relate to other behavioral factors, but the majority have examined value orientation in western contexts to elucidate the consumers' true motivations, including their green intentions.

H5: Attitude mediates the relationship between Perceived value and purchase behavioral intention to visit green hotels.

2.3.6. Attitude Mediate the Relationship Between Perceived Cost and Purchase Behavioral Intention

When a person engages in a specific behavior, attitude can be either positive or negative. In contrast, environmental attitude is described as a cognitive appraisal of the importance of environmental conservation. According to [110], a person's behavioral intention will be more positive when they have a more optimistic attitude, and vice versa. Consumers' intentions to buy green products are significantly influenced by their attitudes and the products' environmental value. In the context of the green hotel and organic food, several studies showed that consumers' intentions are positively influenced by their attitudes [87, 100] and that consumers who have positive attitudes are also more likely to pay a high price for green products. A key factor in decision-making is the history of client sentiments and their significance [75]. These studies suggest that perceived cost has an impact on consumers' intentions to visit green hotels while making purchases. The following theory is put forth:

H6: Attitude mediates the relationship between Perceived cost and purchase behavioral intention to visit green hotels.

2.3.7. Attitude Mediate the Relationship Between Trust and Purchase Behavioral Intention

Trust is becoming crucial in pro-environment utilities, as customers run the risk of making erroneous decisions that lead to higher prices and ethical risks [59]. The value of confidence in green goods to boost behavioral commitment to hotels [67] is proven by the extent of the whole thing in the hospitality literature. From these studies, it can be interpreted that trust in green hotels influences purchases behavioral intention through customers' attitudes. As consumers "use" trust to reduce their anxiety while making purchases of environmentally friendly products or services, researchers have concentrated on it in the context of green marketing [79]. Trust is described as "willingness to rely on acquaintances that customers are confident in. Various authors describe green trust

as the "willingness to rely on an exchange partner in whom one has confidence because of its environmental performance" based on this definition. This study suggests that customers' attitudes have an impact on their intention to buy through their trust in green hotels. The following hypothesis is proposed:

H7: Attitude mediates the relationship between trust and purchase behavioral intention to visit green hotels.
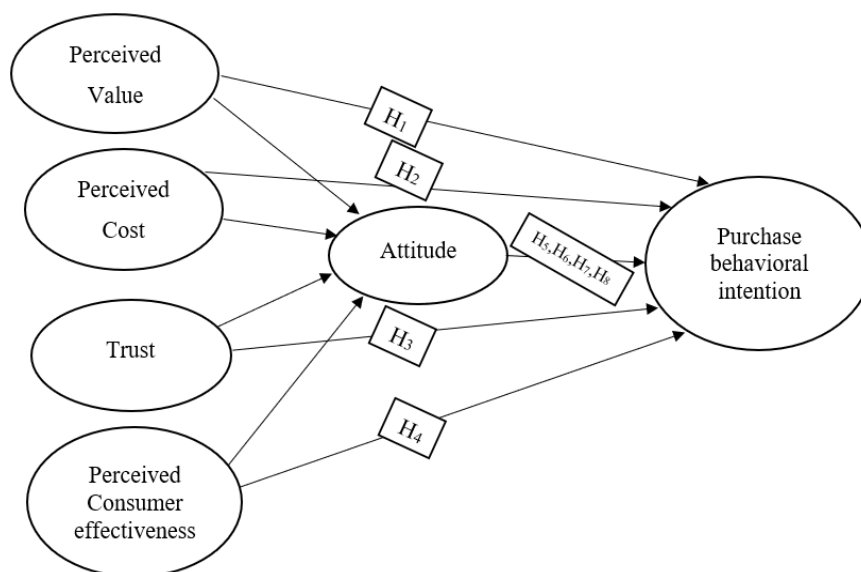
2.3.8. Attitude Mediate the Relationship Between Perceived Consumer Effectiveness and Purchase Behavioral Intention

Perceived consumer effectiveness (PCE) is the domain-specific belief of consumers that their actions can contribute to the resolution of issues. According to several research, PCE significantly influences customers' ecologically friendly behavior. PCE is a judgment that assesses the degree to which customers may influence issues with environmental resources. A person's view of his environmental impact is referred to as their perceived consumer effectiveness, and it may have an impact on consumer behavior [111]. Consumers' perceived efficiency increases in direct proportion to how simple it is for them to adopt a pro-environmental mindset [89]. Consumers' perceived effectiveness as consumers is a driver of their propensity towards ethical buying. According to [15] which supports this viewpoint, perceived consumer effectiveness has a significant impact on pro-environmental behavior. Customers will try to display socially acceptable activities if they believe they may address environmental issues [95, 55]. Additionally, young people in Belgium are encouraged to choose more sustainable foods by high levels of perceived consumer effectiveness [91]. This study found that customer opinions of their own efficiency had an impact on their inclinations to buy green hotels. The following hypothesis is proposed:

H8: Attitude mediates the relationship between perceived consumer effectiveness and purchase behavioral intention to visit green hotels.

3. Methodology

In this study, the adopting intention to stay at a green hotel will be examined from a variety of perspectives. The proposed framework in illustrates the suggested relationship between the study variables, including cognitive perception (i.e., perceived value, perceived cost, trust, and perceived consumer effectiveness), affective responses (i.e., positive and negative attitudes), and conative sense (i.e., purchase behavioral intention) in the context of green hotels.

Source: Authors own.

Figure 1. Research Framework.

The population of the research at hand will include all the tourists, both local and foreign who have already visited the different places and different green hotels in Bangladesh within last five (05) years and who are at least eighteen (18) years old. If every tourist qualifying these criteria will be considered or element of the population of the research. Since there is no exact data on tourists visiting and staying in green hotels in Bangladesh, it is not possible to fix the population size for the study, but it might be higher than one (01) million as less than ten (10) million tourists visit different places and different green hotels (approximately). The public refers to the whole population of individuals, incidents, or items of significance the scientist needs to look at and can draw conclusions based on survey statistics [112].

A total of fifty-one questions will be asked, of which forty-four (44) are related to the dependent, independent and mediating variables and the remaining questions are related to the demographics of green hotel guests/visitors. By using a 5-point Likert scale, the answers to the questions must be collected. The "do you agree or disagree" questions used to assess the beliefs and opinions of respondents are Likert scale questions. This questionnaire is divided into two sections. Part 1 consists of questions about the respondents' demographic characteristics. Part 2 covers the questions about the variables in this study. The questions in Part 2 are designed using a 5-point Likert interval scale. Prior studies [100, 113] have used it to evaluate the attitude and emotion of the customers, and the normal range is 1 (strongly disagree) to 5 (strongly agree).

Each study's constructs' corresponding Cronbach's Alpha values are given. As can be seen in Table 2, all Cronbach's alpha values fall above the 0.70 criterion, falling between 0.753 and 0.881. As a result, every variable can be reliable. The most recent versions of SPSS and SmartPLS will be used

to analyze the data collected for this survey. The key applications of SPSS will be regression assumption testing and demographic analysis. The structural equation models were then estimated and the hypothesis was tested using partial-least squares structural equation modeling (PLS-SEM). Because of the intricacy of the suggested conceptual framework and the exploratory nature of the study, the PLS-SEM was used in this investigation [114]. SmartPLS will be used mainly to test the hypothesis. With the help of SmartPLS, hypotheses will be tested. The bootstrapping approach was employed to assess the relevance and applicability of the structural model relationship path coefficient. [39] assert that the hypothesis routes are significant if the t-value for a two-tailed test is larger than 1.96. For the hypothesis path to be significant, the P-value needs to be lower than 0.05. The assessment of R square value will then be used to evaluate the model's predictive power. According to [115], R square values of 0.67, 0.44, and 0.19, respectively, reflect significant, moderate, and weak levels of predictive accuracy. According to [116], an effect size (f square) value greater than 0.02 is regarded as modest, greater than 0.15 as medium, and greater than 0.35 as large.

4. Data Analysis and Findings

4.1. Demographic Profile of the Respondents

The demographic profiles of the participants concerning gender, age, marital status, occupation, level of education, monthly income and number of visits at the green hotel illustrates in the table 1. The table reveals that the gender of the majority respondents was from male which were 52.5% and the female respondents were 47.5%. The first population range in this study is those 18-27 years old. There is a large

group engagement in this research. There are 206 participants, or just 44.3%, according to statistics. This percentage also reflects the younger generation's upward trend within Bangladesh's population. This age group is not primarily taken into account in Bangladesh when making judgments to visit green hotels [117]. In terms of marital status, 260 participants (55.9%) are married, while 199 respondents (42.8%) are unmarried. The percentage of widowed people in this study is incredibly low 1.3% (n=6). Regarding the element of occupational status, 161 out of the entire sample, or 34.6% of the respondents, were service holder. There is a large group of total respondents n=175 (or 37.6%) were students. Regarding educational level, 234 participants or 50.3% of the sample completed their degree with Masters/ MBA. Later on, a greater percentage of responders held a Bachelor/ BBA degree (n = 124, 26.7%). When it comes to the income levels, the majority of respondents hold their income level was below BDT 50,000. There are 46.2% and n = 215 in this range. The second larger group of respondents (n = 102) belongs to the income group 'BDT 51,000 to 80,000', which accounts for 21.9% of the sample as a whole. When it comes to visit green hotels, the majority of respondents hold their visiting level was 1 time, there were 55.9% and n = 260 in this range. The second larger group of respondents (n = 116) belongs to the visiting level was 2 times, which accounts for 24.9% of the sample as a whole.

Table 1. *Demographic Analysis Results of the Respondents.*

Demographic profile	Number of Respondents	%
Gender		
Male	244	52.5
Female	221	47.5
Age		
18 - 27	206	44.3
28 - 37	96	20.6
38 - 47	100	21.5
48 - 57	49	10.5
58 and above	14	3.0
Marital Status		
Married	260	55.9
Unmarried	199	42.8
Widowed	6	1.3
Occupation		
Service	161	34.6
Business	56	12.0
Professional	22	4.7

Demographic profile	Number of Respondents	%
Students	175	37.6
Self-employed	13	2.8
Others	38	8.2
Education		
Below SSC	5	1.1
SSC	16	3.4
HSC	75	16.1
Bachelor/BBA	124	26.7
Masters/MBA	234	50.3
PhD	11	2.4
Monthly Income		
Below 50,000	215	46.2
51,000-80,000	102	21.9
81,000-110,000	87	18.7
111,000-140,000	25	5.4
141,000 -170,000	15	3.2
171,000 and above	21	4.5
Visit		
1 time	260	55.9
2 times	89	19.1
3 times and above	116	24.9

4.2. Measurement Model

According to [118] and [119], this study carried out the reflective measurement assessment, which comprises the following components: 1) internal consistency reliability, 2) individual indicator reliability, 3) convergent validity of the measured construct, and 4) discriminant validity. The average variance extracted (AVE) (≥0.5), the factor loading (≥0.5), and the composite reliability (≥0.7). All of the AVEs are greater than 0.5, and the CR exceeds the 0.7 threshold. With only PC3, PC4, PC6 and PC8 being removed and having a value of below 0.600, the loading was likewise sufficient. It can be concluded that the study's structures and items are dependable and valid for additional research.

To evaluate discriminant validity, the Heterotrait-Monotrait ratio of correlation (HTMT) is used. According to [41], the HTMT value shouldn't be greater than 0.90. The HTMT indicates that there is no problem with discriminant validity in the data, as Table 2 illustrates. We may infer that this study passed its discriminant validity examination with a significant margin.

***Table 2.** Measurement Model Analysis.*

Construct / Indicators	Mean	Std. Deviation	Outer loadings
Perceived Value: α = 0.897, CR = 0.899 AVE = 0.581			
The green hotel has an acceptable standard of quality.	3.8301	.99739	0.750
The green hotel performs consistently.	3.7656	.93016	0.772
I feel relaxed about using the products of the green hotel.	3.7290	1.02117	0.795
The products of the green hotel make me feel good.	3.7935	.98061	0.791
Staying at the green hotel makes a good impression on other people.	3.6946	1.05315	0.753
Staying at the green hotel gives those who buy it social approval.	3.6667	1.07412	0.765
The environmental preservation of the green hotel is coherent with my ethical values.	3.8086	1.00426	0.756
Staying at the green hotel has an ethical value for me.	3.5892	1.09716	0.715
Perceived Cost: α = 0.753, CR = 0.891 AVE = 0.552			
Staying at the green hotel is not reasonably priced.	3.0796	1.16343	0.852
Staying at the green hotel is not as good a product as its price indicates.	3.0645	1.12386	0.736
Staying at the green hotel requires too much effort to find.	3.0538	1.19595	0.725
Staying at the green hotel requires too much effort to buy	2.9290	1.17871	0.643
Trust: α = 0.875, CR = 0.882 AVE = 0.536			
I feel that the green hotels' environmental commitments are generally reliable.	3.7462	1.00650	0.682
I feel that the green hotels' environmental performances are generally dependable.	3.8043	.89922	0.776
I feel that the green hotels' environmental arguments are trustworthy.	3.8860	.92727	0.759
I feel that the green hotels' keep the environmental promises and commitment they make.	3.7527	.96776	0.821
I feel that the green hotel is socially responsible.	3.8516	.92471	0.770
I feel that the green hotel services are verified by an independent third-party.	3.5720	1.04411	0.650
I assume that the green hotel is protecting the environment.	3.9269	.94859	0.656
I assume that the green hotel generally acts in a sustainable way.	3.9032	.94760	0.725
Perceived Consumer Effectiveness: α = 0.806, CR = 0.806 AVE = 0.563			
Staying at the green hotel, everyone's behavior will positively affect society.	3.7312	1.06411	0.762
I think staying in the green hotel can help save energy.	3.7828	1.00544	0.757
I think staying in the green hotel helps protect the environment.	3.9204	.90978	0.765
I think staying in the green hotel I have a significant effect on the environment.	3.8581	.94986	0.760
Staying at the green hotel, Individuals' behavior can make meaningful differences to the environment.	3.7677	.94335	0.708
Attitude: α = 0.861, CR = 0.862 AVE = 0.591			
I think that staying at the green hotel is good.	3.8882	.96956	0.741
I think that staying at the green hotel is wise.	3.7118	1.00579	0.804
I think that staying at the green hotel is worthy	3.6968	1.02579	0.776
I think that staying at the green hotel is beneficial.	3.8086	.93537	0.823
I think visit to the green hotel is attractive.	3.9075	.96827	0.745
I think visit to the green hotel is pleasant.	4.0559	.91036	0.718

Construct / Indicators	Mean	Std. Deviation	Outer loadings
Purchase Behavioral Intention: α = 0.881, CR = 0.884 AVE = 0.677			
I am willing to stay in the green hotel when traveling.	3.7828	1.05359	0.824
I will make an effort to stay in the green hotel when traveling.	3.7699	1.00471	0.831
I plan to stay in the green hotel when traveling.	3.8301	1.00599	0.814
I will prefer to stay in the green hotel next time.	3.9312	.96244	0.828
I am willing to book the green hotel for my next vacation.	4.0065	.97045	0.817
Note: N= 465			

The PLS analysis results, which represent the absolute relationship between the construction and its measuring components, are displayed in Table 2. It is evident that the load factor ranged between 0.643 and 0.852.

The outside loadings of the calculation model are shown in Figure 1. Various researchers suggested that item group dependability within the same concept be examined using construct reliability, even though individual item reliability was still appropriate. Complementary items show a stronger relationship, bolstered by construct-level resilience. In the current study, construct-level dependability was assessed using composite reliability and Cronbach's alpha. Cronbach's alpha assessed the multi-item scale's internal constancy's unidimensionality while gauging composite reliability, or how well each item accurately represented its underlying structure [28, 31]. For every variable, the composite reliability was more than the cut-off value of 0.70 and the Cronbach alpha was higher than the recommended level of 0.6. Table 2 [120] illustrates that the composite dependability was more than the cut-off value of 0.70.

This study employed the commonly known "Average Variance Extracted" (AVE) approach to evaluate convergent validity [37, 40, 84]. Table 2 shows that the Average Variation Extracted (AVE) for the following constructs: Perceived value, Perceived cost, Trust, Perceived consumer effectiveness, Attitude, and Purchase Behavioral intention was greater than the specified value of 0.5 (50 percent), indicating that these constructs could, on average, explain more than half of the variance for their measurement items [28]. For every construct, however, composite reliability is more than 0.6.

4.3. Discriminant Validity (HTMT Method)

The second method used to determine the validity of discriminants was called heterotrait-monotrait (HTMT). This seems to be a better plan of action than Fornell Larcker. According to [41] and [43], HTMT readings must be less than 0.90. Because the value is smaller than 0.90, the upper threshold value for the current investigation was less than 0.90 (Table 3), which is consistent with the discriminant validity.

Table 3. Assessment of Discriminant Validity (HTMT ratio of correlations).

Construct	AT	PBI	PC	PCE	PV	T
Attitude (AT)						
Purchase behavioral intention (PBI)	0.824					
Perceived cost (PC)	0.102	0.069				
Perceived consumer effectiveness (PCE)	0.877	0.705	0.084			
Perceived value (PV)	0.670	0.640	0.107	0.663		
Trust (T)	0.825	0.660	0.108	0.872	0.694	

4.4. Measurement Model with Item Loadings of CFA

A common tool for factor exploration is confirmatory factor analysis, which uses power to attest that a construct and its items are consistent with the investigator's postulated con-struct structure. It is necessary to achieve uni-dimensionality, validity, and reliability prior to establishing the CFA for all variables [6]. The investigation validated the unidimension-ality, validity, and reliability with respect to Table 2. Following the correct CFA execution, the final acceptable model (Figure 2) is constructed.
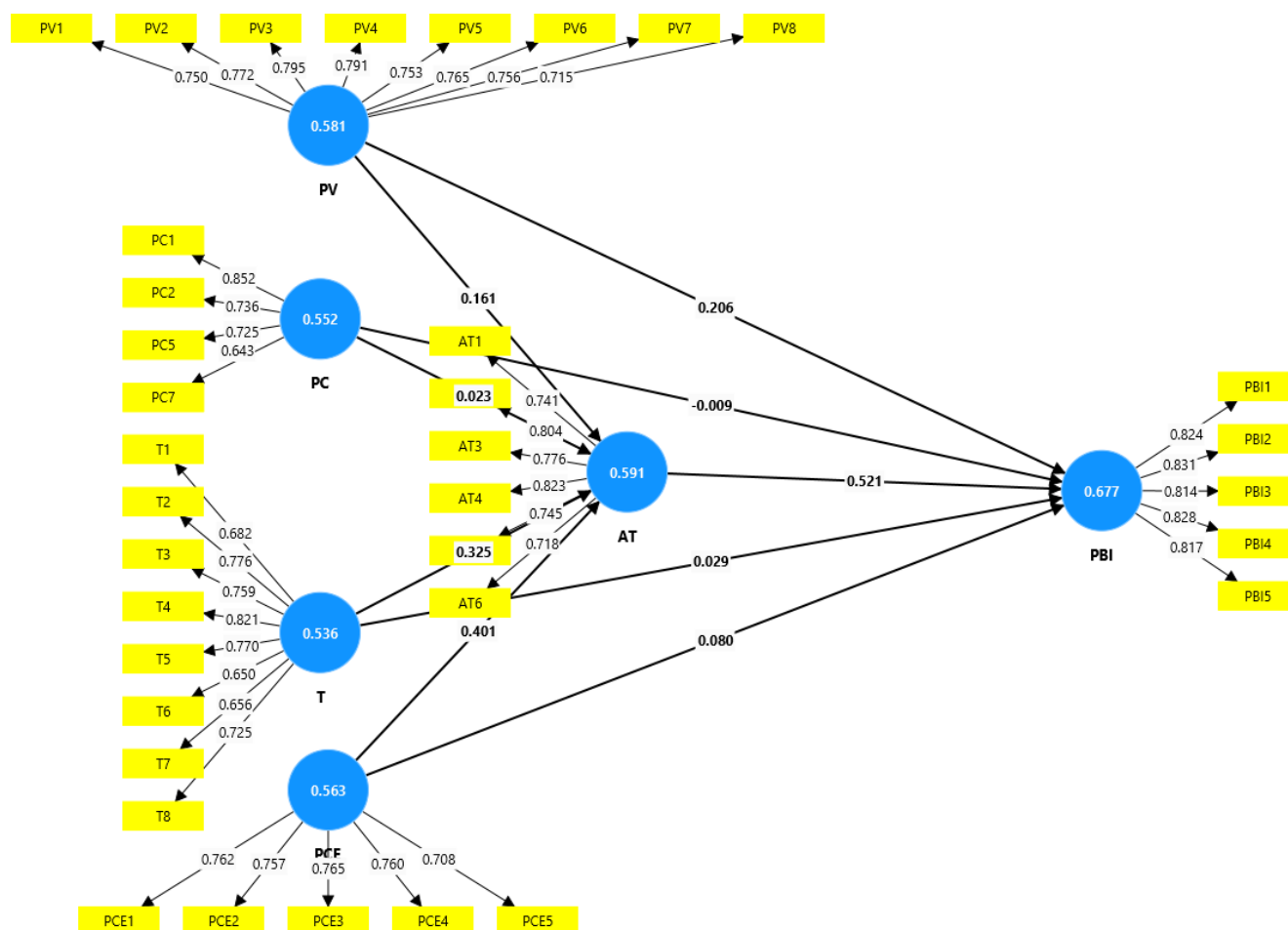

Figure 2. *Measurement model with Item loadings of CFA.*

4.5. Assessment of Structural Model

The next stage was to confirm the structural model's validity if the measurement model was in place. Numerous statistical tests, including path coefficient (β), impact size (f^2), and detection coefficient (f^2) (R^2), validate the structural model. Building the framework for determining linear covariance relations between independent (exogenous) and dependent (endogenous) variables was the next step. [18] states that the structural model is the theoretical framework used to evaluate the internal path model using several structural equations. When evaluating the structural model of this investigation, the following factors were mostly taken into account: path coef-ficient (β), endogenous variable determination (R^2), effect size (f^2) [40, 31, 43]. The structural model's step test below provides an explanation and threshold value for each bench-mark.

4.6. Coefficient of Determination (R Square)

The R Square shows the range of the endogenous model. Thus, according to [57], the determination coefficient (R^2) is the most important factor. Table 4 shows that the R^2 values for Attitude, and Purchase Behavioral Intention are, respec-tively, 0.624, and 0.559. According to empirical testing, an R^2 value of more than 25% implies a very excellent degree of prediction [30].

Constructs	R-Square	R-Square adjusted
Attitude (AT)	0.624	0.621
Purchase Behavioral Intention (PBI)	0.559	0.554

4.7. Assessment of Effect Size (f²)

According to [116], the f square is commonly employed in order to investigate the relative influence of a predictive con-struct on an endogenous construct. According to [121], a minor effect size is indicated by a value between 0.00 and 0.15, a medium effect by a value between more than 0.15 and 0.35, and a big effect by a value over 0.35. The f² results for this investigation are shown in table 5 below. The effects on attitude of perceived value, perceived cost, trust, and per-ceived consumer effectiveness are, in order, 0.041 (small), 0.001 (small), 0.112 (small), and 0.189 (medium). In contrast, the following factors influence purchase behavioral intention: attitude, perceived cost, perceived consumer effectiveness, perceived value, and trust: 0.231 (medium), 0.000 (small), 0.005 (small), 0.054 (small), and 0.001 (small), respectively.

Table 5. *Assessment of Effect Size (f²).*

Constructs	AT	PBI	PC	PCE	PV	T
Attitude (AT)		0.231				
Purchase Behavioral Intention (PBI)						
Perceived Cost (PC)	0.001	0.000				
Perceived Consumer Effectiveness (PCE)	0.189	0.005				
Perceived Value (PV)	0.041	0.054				
Trust (T)	0.112	0.001				

4.8. Assessment of Path Coefficient

The individual path coefficients of the PLS structural model can be thought of as normalized beta coefficients of regressions using ordinary least squares. [86] suggest that in order to determine the confidence intervals for the path coef-ficients and statistical inference, resampling approaches like bootstrapping should be utilized. According to [39], the PLS SEM calculation aids in determining if the theoretical or conceptual model has undergone experimental verification. The connections between the constructs are shown by the routes or arrows [39]. Regression coefficients obtained using PLS analysis are known as standardized regression coeffi-cients. The statistical technique known as path coefficient analysis divides the correlation coefficients into their direct and indirect impacts to evaluate each character's contribution to the yield. Path analysis aims to evaluate the significance of emotive traits for a particular aspect and accept explana-tions of the relationship between features based on a cause-and-effect model [21]. The alpha (α) criterion was set at 0.05, but the effect or relation will be significant if the p value is less than 0.05 and the t value is greater than 1.96. The outcome of table 6 is displayed as follows:

Table 6. *Path Coefficient Analysis.*

Hypothesis	Original sample (O)	Sample mean (M)	Standard devia-tion (STDEV)	T statistics (|O/STDEV|)	P values	Decision
H1: PV -> PBI	0.206	0.208	0.059	3.518	0.000	Supported
H2: PC -> PBI	-0.009	-0.001	0.047	0.188	0.851	Not Supported
H3: T -> PBI	0.029	0.030	0.063	0.451	0.652	Not Supported
H4: PCE -> PBI	0.080	0.081	0.063	1.282	0.200	Not Supported
H5: PV -> AT -> PBI	0.084	0.084	0.026	3.276	0.001	Supported

Hypothesis	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Decision
H6: PC -> AT -> PBI	0.012	0.015	0.017	0.735	0.463	Not Supported
H7: T -> AT -> PBI	0.169	0.167	0.033	5.140	0.000	Supported
H8: PCE -> AT -> PBI	0.209	0.208	0.036	5.846	0.000	Supported

[Note: Here, AT= Attitude, PC= Perceived Cost, PCE= Perceived Consumer Effectiveness, PV= Perceived Value, T= Trust, PBI= Purchase Behavioral Intention] [The alpha (α) criterion was set at 0.05, but the effect or relation will be significant if the p value is less than 0.05 and the t value is greater than 1.96.]

5. Implication of the Study

There are clear consequences for theory and practice from the study's findings. This section aims to clarify the conclusions reached from the investigation and how those conclusions support the theory. While the second section outlines the practical ramifications, the first portion concentrates on the theoretical implications.

5.1. Theoretical Implication

This study makes a significant contribution to our understanding of the various elements influencing travelers' decision to stay at green hotels and their purchase behavior. Previous studies have largely concentrated on the challenges associated with selecting green hotels and maintenance-related problems in the travel industry. Few factors have been demonstrated in a large body of literature to influence purchase behavioral intention, which further restricts its applicability. By carefully examining the green hotel consumption phase and expanding on the components of tourists' purchasing behavioral intention, this research expanded the scope of the tourism industry. This study explores the inner workings of travelers' decisions to stay in green hotels and the mediating elements that influence those decisions. Simultaneously, this study adds to and advances the knowledge on green consumerism, promoting the creation of new models for purchasing decisions.

The results of this study provide evidence and explanation on how Bangladeshi consumers' intentions to purchase green hotels may be influenced by perceived value, perceived cost, trust, perceived consumer effectiveness, attitude, and emotion. The results also help interested parties, like academics, researchers, and scholars, to investigate deeper comprehension in tourism-related studies. This investigation is also extremely beneficial to marketers who work hard to comprehend visitor insights and make quick decisions. [74] notes that, first, earlier research has demonstrated that clients' moods are influenced by their affective behavior, cognitive awareness, and conative meaning—all of which are regulated by their social conduct. According to [4], a customer's experience is closely tied to how well they appear to understand a tourism or hospitality organization, taking into account their mental, emotional, sensory, and cognitive faculties.

An expanded version of this notion is more suited for all parties involved. Additionally, the findings would help students comprehend the theory that can be used to establish the real relationship between perceived value, perceived cost, perceived consumer effectiveness, and purchase behavioral intention on the basis of theoretical framework. In addition, mediating variable attitude is taken into account in this study for more suitable relationship connections. Compared to traditional research models that have only looked at the direct relationship between perceived value, perceived cost, trust, perceived consumer effectiveness, and purchase behavioral intention, the current framework is able to provide a more comprehensive understanding of stated variables and actual tourists' green hotel purchase behavior.

5.2. Managerial and Practical Implications

The present study's conclusions have important ramifications for practitioners. The following is a description of these implications:

This study supports the purchase behavior of green hotels while also influencing decisions linked to travel and leisure, the green food business, and the tourism sector. The findings of this study will improve the body of knowledge on green hotel purchases and facilitate future decision-making. This research paradigm will also work well for other research areas, such as environmentally friendly food purchasing behavior, environmentally friendly product selection, environmentally friendly hotel selection, health-related decision-making, health psychology, educational technology use, public transportation decision-making, electric vehicles use intention, environmentally friendly transportation use, and environmentally friendly lodging use. The time, place, person, demographic, geographic, cultural, and national context of a purchasing choice in the real world which is influenced by several factors mentioned in this study may be replicated using this model.

The study's findings will encourage officials in the industry and academia to give tourists' needs and expectations more careful consideration. As a result, it will direct them in cre-

ating a suitable strategic formulation to enhance the support services provided to visitors as well as many influencing variables such as attitude, perceived consumer effectiveness, perceived value, and perceived cost. They will also be able to distinguish between the positive and negative attributes of the influencing variables as well as how they affect buy behavioral intention both directly and indirectly. They might use this information to argue that priorities should be set in favor of visitors' buying behavior because the intentions of tourists' purchases are dynamic and change over time. The study's findings demonstrated that while perceived cost, perceived consumer effectiveness, and perceived value had little effects on tourists' intentions to make purchases, perceived value had a strong positive affect. Consequently, factors influencing the perceived value of green hotel purchase behavior should receive careful consideration. The green idea has a significant impact on how tourists behave and what they buy when they book green hotels. Green hotels have the potential to mediate effects by fostering a preference for green products. Benefits to the environment, health, wise purchasing decisions, and a simple distribution system must all be prioritized.

The present state of the Bangladeshi green hotel industry is the subject of another significant proposal made by this study. In Bangladesh, green ideas are regarded as ecologically friendly hotel concepts. According to expert opinions gathered for this study from academia and industry, travelers are left perplexed about the legitimacy of green products because they haven't had their validity confirmed by a government agency. Bangladesh lacks a suitable green concept labeling authority. Therefore, the government of Bangladesh ought to take the lead in this market and clarify green principles and the certification process for all kinds of green products. The government will accelerate the adoption of green concepts and the green industry overall if it takes this scenario into consideration and attempts to enforce labels on all types of green products.

This study will provide policymakers with a clear understanding of the need to establish a green hotel cell in order to grant the appropriate kind of certification. The requirements should be met in order to receive the green label endorsement. Another concern is that business professionals may use this study to obtain a thorough understanding of Bangladesh's green hotel market. Businessmen will find it beneficial to attract guests in tandem with the right appeal.

5.3. Limitations of the Study

A few intrinsic limitations of the research were identified and addressed.

First off, the study is limited to looking at green hotels in Bangladesh. It is dubious to generalize the findings to the purchasing habits of tourists. This study focuses on the spending habits of tourists who stay at green hotels and make purchases from them. Second, other conventional hotels are not taken into consideration; only green things found in the

green hotel are included in the study. Thirdly, a large pool of people from a certain age range were examined by the study's sample. Fourthly, this study has explored a number of characteristics that are anticipated to influence purchase behavioral intention, in addition to perceived value, perceived cost, trust, perceived consumer effectiveness, attitude, and emotion. Fifth, there is a problem with the research's methodology. The goal of this strictly quantitative study is to determine the "cause and effect" of the relationships between the variables; yet, little is known about the "why" and "how" of these relationships. Consequently, it is advised to use a qualitative approach in order to gain a deeper comprehension of the factors that influence consumers' decisions regarding their purchase behavior with regard to green hotels.

5.4. Recommendation for Future Research

Since only guests of green hotels in various Bangladeshi tourist destinations were included in this study, generalization is called into question. It is crucial to realize that the purchasing behaviors of mass tourists and those of guests staying in green hotels are not the same. Therefore, more research is required, regardless of whether the guests are staying in green hotels or not.

Although purchasing behavior in green hotels was the only focus of this study, it is an important aspect of conducting business in the modern world and does not involve "other purchasing haviour." Today, a lot more real-time online and offline reservations are being made with different green hotels. Bangladesh is also acknowledging this type of purchase mostly in a confident manner. Therefore, more research is needed to examine the general hotel purchasing patterns of Bangladesh's large tourist population. One mediating factor attitude were used to investigate the constructs of perceived value, perceived cost, trust, and perceived consumer effectiveness for purchase behavioral intention in this study. This study's unique findings contradict the straight relationship between perceived cost and purchase behavioral intention. Furthermore, there are a few other unestablished direct links between purchase behavioral intention and perceived consumer effectiveness and trust. These are uncommon discoveries in the area of green hotel visits. In order to establish the validity of the model, the study ought to be extended to other regions of the globe. There is a rare chance to broaden the research and concentrate on additional constructs of green hotel purchase behavior, such as service quality, affordability, natural components, environmental protection, subjective norms etc.

6. Conclusion

This study aims to explore the relationship between purchase behavioral intention, attitude, perceived consumer effectiveness, perceived value, perceived cost, and trust in the context of green hotels. The study also examined how attitude

functioned as mediators in the link between the dependent variable (green hotel purchase behavioral intention) and the aforementioned independent variables. Essentially, extensive research on visitors' purchase behavioral intention is still lacking and is being conducted globally on various fronts. Numerous studies have examined the direct connections between purchase behavioral intention and perceived value. Consequently, in the context of green hotel purchasing behavioral intention, a lack of a clear association has been found between perceived cost, trust, and perceived consumer effectiveness. Additionally, several indirect links that are included in this analysis are not presented in other studies.

Abbreviations

AT	Attitude
AVE	Average Variance Extracted
BBA	Bachelor of Business Administration
BDT	Bangladesh Taka
CFA	Confirmatory Factor Analysis
CR	Critical Ratio
HTMT	Heterotrait-Monotrait
MBA	Masters of Business Administration
PBI	Purchase Behavior Intention
PC	Perceived Cost
PCE	Perceived Cost Effectiveness
PV	Perceived Value
PLS	Partial Least Square
SEM	Stuctural Equation Modeling

Author Contributions

Md Badsha Alamgir: Conceptualization, Data curation, Formal Analysis, Investigation, Methodology, Writing – orignal draft, Writing – review & editing

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Conflicts of Interest

The authors declare no conflicts of interest

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