

Understanding the Impact of Consumers' Perceptions and Attitudes toward Eco-Friendly Hotel Recommended Advertisements on Tourist Buying Behavior

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Abstract : This study aims to provide insight into consumer decision-making, which has become very complicated to understand and predict in the existing world of sustainable development. The deficiency of a good understanding of the tourist's perception and attitude toward sustainable development in the tourism industry may impede the ability of organizations to build a sustainable marketing orientation and may negatively influence predicted consumer response. Therefore, this research paper adds further insights into the attitude toward recommended eco-friendly hotel advertisements and their effect on the purchase intention of eco-friendly services. Structural equation modeling was completed to realize the effects of the variables under investigation. The findings revealed that consumer decision-making in choosing eco-friendly hotels is affected by the positive attitude toward sustainable development ads, influenced by informativeness and credibility as values perceived by eco-friendly hotels. This study provides practical implications for tourism, marketers, hotel managers, promoters, and consumers.

Keywords : attitude, consumer behavior, consumer decision making, eco-friendly hotels, perception, the tourism industry

Conference Title : ICBIMBI 2023 : International Conference on Business Information Management and Business Intelligence

Conference Location : Lisbon, Portugal

Conference Dates : February 06-07, 2023