

Going Green in Developing Countries: A Systematic Review of Intention to Stay at Green Hotels and Future Directions

Abstract

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Previous studies report that most research on green practices focuses on Western cultures, neglecting developing countries. This paper aims to provide a comprehensive overview of green consumer behavior by outlining the evolution of the literature on green hotel stay intentions from developing countries' perspectives. The study was designed as a systematic literature review, incorporating 29 articles from peer-reviewed academic journals published between 2019 and 2024. Databases such as Scopus, Publish or Perish, and Watase Uake were used, with inclusion and exclusion criteria applied for descriptive analysis. The analyses show that while the body of literature is expanding and gaining recognition from researchers, green hotel practices are still more prevalent in developed countries. The thematic analysis offers an up-to-date overview, including demographic factors from developing countries, and showcases various theoretical perspectives, methodologies, and future research directions. While the green hotel concept offers significant benefits, societies differ in their awareness, preferences, and capacities regarding sustainability. Other findings suggest that the extended Theory of Planned Behavior (TPB) can serve as a foundational theory. Researchers can contribute significantly to understanding the dynamics of green hotel stay intentions in developing countries, promote sustainable practices in the hospitality industry, and provide comprehensive insights for future models.

Keywords: Developing countries, sustainability, intention to stay, green hotels, systematic review

How to cite this article: Damaianti, I., Farradia, Y., Shafi, S. & Salleh, H.S. (2024). Going Green in Developing Countries: A Systematic Review of Intention to Stay at Green Hotels and Future Directions. *African Journal of Hospitality, Tourism and Leisure*, 13(3):578-588. DOI: <https://doi.org/10.46222/ajhtl.19770720.542>

Introduction

Hotels are commercially managed businesses or industries that provide various facilities to visitors. They have started implementing green accommodation practices to meet the evolving needs of tourists, particularly in relation to hotel room services. A growing trend in this sector is the adoption of green hotel management (Acampora et al., 2022). Green hotels implement a variety of environmentally friendly programs, such as water and energy conservation, green purchasing policies, and reducing emissions and waste, to protect the environment and lower operational costs. The Green Hotels Association is committed to promoting and supporting environmental awareness within the hospitality industry. The use of sustainable products and resources currently requires individual actions to preserve environmental sustainability around the hotel and to conserve resources for future generations (Muniandy et al., 2019; Phi & Duong, 2024). Consumer behaviour regarding the intention to stay at a green hotel is part of broader green practices aimed at reducing negative environmental impacts. The development of green hotels has undergone significant changes towards sustainability and green practices in the hospitality industry, especially from the onset of the COVID-19 pandemic to the post-pandemic period (Elkhwesky et al., 2022). The pandemic has accelerated the demand for sustainable travel and green accommodation. Public support for green initiatives in hotels has grown, as highlighted by various studies. The fear and uncertainty surrounding the coronavirus have fostered a positive attitude towards green practices in hotels (Jian et al., 2020). Green practices have gained greater influence and acceptance among the post-pandemic public, becoming a core element in enhancing a hotel's image (Alreahi et al., 2023). Overall, the green hospitality trend has become increasingly important for hotels in the post-pandemic era, as people prioritize sustainability in their travel choices. Consumer intention to stay at green hotels has increased drastically after the end of the Covid-19 pandemic (Dwivedi et al., 2022). The term staying intention refers to an individual's willingness or potential to select and remain at a green hotel, which is green accommodation option. Variables such as environmental attitudes, subjective norms, perceived control over behavior, and perceived impact on the environment can impact an individual's intention to choose a green hotel (Fauzi et al., 2022; Yarimoglu & Gunay, 2020). Consumers' intentions to stay in green hotels differ between developing and developed countries. Various factors contribute to the gap in green hotel stays between these regions, influencing consumer decision-making regarding green accommodations (Wang et al., 2023).

Developing countries, often referred to as transitional economies, are characterized by lower living standards, industrialization, and infrastructure compared to developed nations. These countries represent crucial markets for green sustainability practices due to their large populations, economic growth, and challenges in implementation (Alyahia et al., 2024; Boateng, 2019). Nevertheless, the increasing preference for green hotels among consumers in developing countries is part of a broader effort to promote sustainable tourism and reduce the environmental impact of the hospitality sector (Huy et al., 2023). Implementing green practices in developing countries is essential to address environmental concerns, drive economic growth, and improve the overall well-being of society (Damaianti et al., 2023; Fuchs et al., 2024). Qualitative studies can be used to explore consumer beliefs and identify key factors that shape their intentions to stay at green hotels; however, this aspect has

often been overlooked in previous research. This approach can offer insights into the cognitive foundations of consumer behaviour and provide a snapshot of important considerations (Nimri et al., 2020). Overall, the utilization of the Theory of Planned Behavior (TPB) remains prevalent in the green hotel domain (Ajzen, 2019). TPB is employed by many researchers to explain environmentally friendly hotel choices. Furthermore, this theory is applied more broadly to predict various green choices (Grubor et al., 2019). Current literature focuses on understanding green consumer behaviour by tracing the evolution of research on green hotel stay intentions from the perspective of developing countries and highlighting potential variations in consumer behaviour based on theories and influencing factors. While many researchers have conducted studies on green hotel stay intentions in developed countries, such as D'Souza et al. (2020) in Australia, He & Filimonau (2020) in UK, Yeh et al. (2021) in Taiwan, Nekmahmud et al. (2022) in Europe, and Demir et al. (2021) in North Cyprus in Turkey. The previous study reports that most studies on green practices focus on Western cultures and ignore developing countries (Tan et al., 2020).

Research on the intention to stay at green hotels is gaining increasing attention. The green consumerism movement has grown rapidly in developed countries and, with the rise of consumer environmental awareness, is also expanding in developing countries (Kifworo & Dube, 2024; Pan et al., 2022). However, research focusing on developing countries is still relatively scarce particularly in Indonesia (Moise et al., 2021). There are differences in perspectives of intention to stay at green hotels between developing and developed countries influenced by various factors (Arun et al., 2021; Ferreira et al., 2023). This systematic literature review concentrates on articles that explore consumer intentions to stay at green hotels from the viewpoint of developing countries. To achieve the research objectives, a systematic literature review method was employed, involving the search and analysis of various journals, articles, and publications related to consumer intentions to stay at green hotels from the perspective of developing countries. The anticipated outcomes aim to contribute valuable insights and offer a deeper understanding of the development trend of consumer intention to stay at green hotels, especially in developing countries, while offering comprehensive considerations for future research models. The structure of this paper consists of an introduction, methodology, and discussion of the development of research on consumer intention to stay at green hotels in the context of developing countries. Finally, it summarizes the findings, implications, and considerations for future research agendas.

Methods

This study conducted a Systematic Literature Review (SLR) to map studies and understand the evolution of the literature on consumer intention to stay at green hotels from a developing country perspective, guided by a philosophy based on previous research. SLR involves the process of identifying, evaluating, and analyzing all available information to address a predetermined research question (Snyder, 2019). The qualitative approach in SLR is utilized to summarize qualitatively descriptive research findings (Shafi et al., 2024). It is termed "systematic" because it follows a consistent, widely accepted methodology, aiding in reducing researchers' implicit biases during literature reviews (Pati & Lorusso, 2018). SLR benefits researchers by offering a clear rationale for new research endeavors and benefits practitioners by providing comprehensive evidence to inform decision-making in their professional roles (Al-Zubidy & Carver, 2021). This systematic literature review (SLR) adopted the 5-step guideline by (Denyer & Tranfield, 2009), consisting of formulating questions to answer the objectives, determining the research location in the journal database, identify the selected journals according to the inclusion and exclusion criteria, conducting selection analysis and synthesis, and finally reporting the research results that will be used as material for further research. This method has also been applied by several SLR studies (Carrera-Rivera et al., 2022; Damigos, 2023; Idris et al., 2022; Usman et al., 2021). The steps are presented in the form of a flowchart in Figure 1.

Step 1: Formulate research question

The initial step involves defining the scope to establish a clear research focus. The purpose of this paper is to analyze articles from the period 2019-2024 on green consumer behavior, specifically focusing on the intention to stay at green hotels from the perspective of developing countries. This period is considered to encompass the time during and after the end of the Covid-19 pandemic. This study aims to address research questions that are based on the needs of the chosen topic.

RQ1: How has the literature on consumer intention to stay at green hotels in developing countries evolved from 2019 to 2024?

RQ2: What theoretical approaches can be utilized to address the research gap, and explore consumers' behaviors towards green hotels?

RQ3: How can future research models contribute to promote green hotels in developing countries, especially addressing challenges related to green consumer behavior?

Step 2: Locating relevant studies

The next step involves identifying databases, determining search engines, and selecting keywords for literature searches (Denyer & Tranfield, 2009). This study focuses on the intention of consumers to stay at green hotels from the perspective of a developing country. In this systematic literature review, electronic databases are the main source to find literature collections (Xiao & Watson, 2019). However, it is important to note that no database is perfect or completely covers all published materials. Therefore, a systematic literature search should draw from multiple databases. (Shaffril et al., 2019). The databases utilized include Scopus, along with applications such as Watase Uake, and Harzing's Publish or Perish, in combination with the Scopus API Key. Scopus is commonly used to access quality and globally recognized scientific publications. Scopus is a database that covers more than 240 disciplines, including marketing. Selecting the appropriate databases is critical to ensure the research



findings' comprehensiveness, relevance, and credibility. The databases must cover a wide range of relevant disciplines to conduct an effective systematic literature review (Xiao & Watson, 2019).

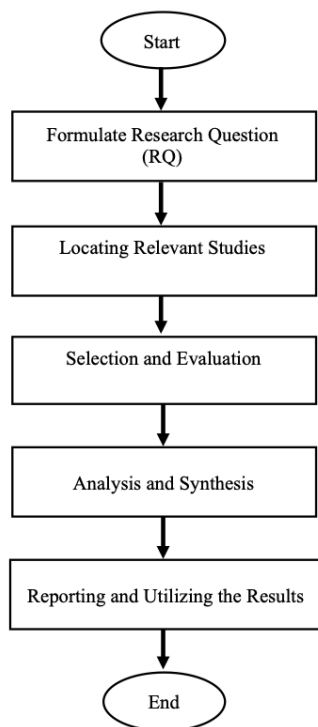


Figure 1. SLR Flowchart
 Source: Denyer & Tranfield (2009)

Step 3: Selection and evaluation

This stage aims to determine whether the obtained data or information is suitable for use in Systematic Literature Review (SLR) research. Several articles were found from the specified sources by entering the search string in keywords and title (refer to Table 1). The keywords included are Intention to Stay, Green Hotels, Developing Countries, and Sustainability. Developing countries are considered because they generally have lower levels of environmental awareness than developed countries (Moise et al., 2021). Therefore, it is important to review the extent to which green practices are implemented to understand consumer preferences for green accommodation such as green hotels are accepted and desired in developing countries, promote sustainable tourism, and reduce environmental impacts in the hospitality sector. Explicit selection criteria have been applied to include and exclude relevant studies to keep the process transparent. Table 2 displays the inclusion and exclusion criteria. Thus, articles that meet the inclusion and exclusion criteria are separated for re-sorting. The authors did not include conference proceedings and excluded some identified papers if they did not meet predetermined criteria.

Table 1. Parameters and keywords

Parameters	Scopus, Watase Uake, and Harzing’s Publish or Perish combined with Scopus API Key
Keywords	Intention to Stay, Green Hotels, Developing Countries, Sustainability.

Table 2. Criteria for inclusion and exclusion

	Inclusion	Exclusion
Period	Articles published between 2019-2024	Before 2019
Language	English paper	Not English paper
Index Tier	Academic journals categorized as Q1 and Q2	Journals ranked below Q2 and Non-indexed
Subject Area	Journals are selected according to the subject area	Other than the subject area
Focus of Study	Intention to stay at green hotels; Developing countries	Other than intention to stay at green hotels in developing countries

Based on the specified search criteria, 436 articles were collected. Among these, 80 articles had the same title, resulting in 356 unique articles. From these, only journals indexed as Q1 and Q2, as well as articles written in English, were selected, leading to the exclusion of 134 articles and leaving 222 articles for consideration. Within this subset, 193 articles were excluded as they did not pertain to consumer intention to stay at green hotels in developing countries, leaving only 29 articles for analysis. The final step involves reporting the findings of the article development on consumer intention to stay at green hotels from a developing country perspective, aiming to identify research gaps and future research directions (Figure 2).

Step 4: Analysis and synthesis

During the analysis and synthesis stage, the scholar extracts relevant data from the literature, synthesizes it, and evaluates it. The aim is to describe the research conducted by a person, break it down into specific components, and identify the relationship between these parts (Denyer & Tranfield, 2009). Once the analysis stage is complete, the scholar conducts synthesis to connect the factors identified in the research. To answer research questions using thematic analysis, it is necessary to read the dataset thoroughly and identify patterns. Themes and subthemes should be created based on related studies. Data are extracted from research to address research questions and achieve objectives. Data was extracted by identifying themes, concepts, or ideas. Next, relevant subtopics are created by examining the same individuals during the synthesis and analysis of the data. Finally, the process led to four main themes: (1) Developments and trends in the literature on intentions to stay at green hotels from a developing country perspective; (2) underlying theory; (3) factors affecting consumers' intentions to stay at a green hotel; and (4) research model. The aim is to identify research gaps for further research directions.

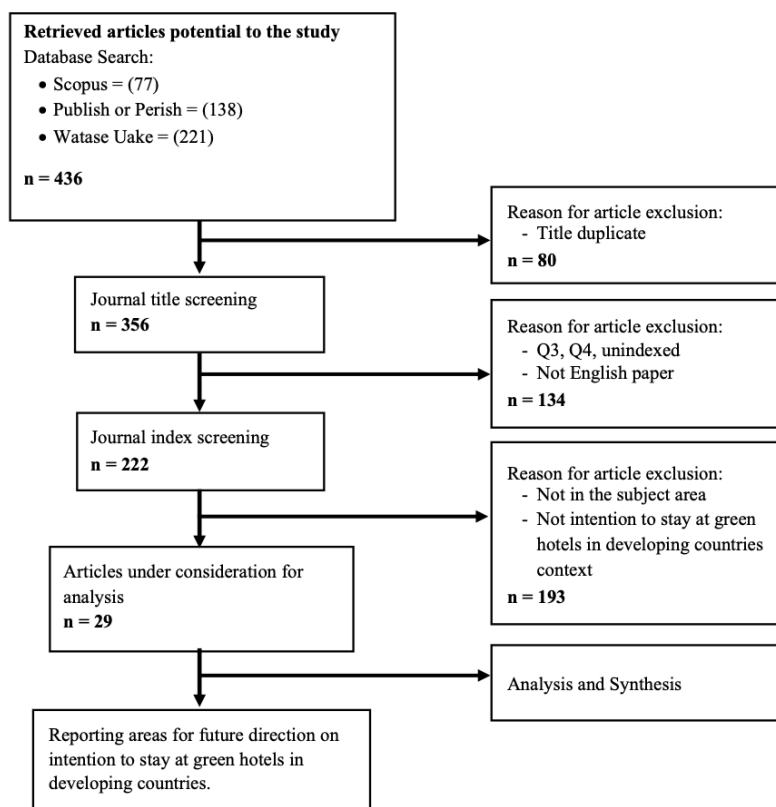


Figure 2. Gradual article selection process, analysis, and reporting

Step 5: Reporting and utilizing the reports

The Systematic Literature Review (SLR) process has five steps. The final step is to report the stages of the review process and the overall research results (Denyer & Tranfield, 2009). This step provides a detailed report of the entire SLR process and its results, ensuring that the research conclusions can be reproduced and presented accurately. The report discusses research developments in the context of consumer intentions to stay at green hotels from a developing country perspective. This information can be used as a reference in developing further research models.

Results

Descriptive analysis result

The sample consists of 29 articles from 19 journals. Table 3 presents a summary of the distribution of articles across journals.

Table 3. Summary of Article Distribution

Journal	Tier	Articles	Discipline Area	References
Heliyon	Q1	4	Multidisciplinary	(Bashir et al., 2019; Haq et al., 2023; Pahrudin et al., 2020; Wu et al., 2024)
Sustainability	Q1	3	Social Sciences	(Kokkhangplu et al., 2023; Saleem, 2021; Yan & Chai, 2021)
Journal of Tourism Futures	Q1	2	Business, Management and Accounting	(Dwivedi et al., 2022; Fauzi et al., 2022)
International Journal of Hospitality Management	Q1	2	Business, Management and Accounting	(Agag & Colmekcioglu, 2020; Lim et al., 2024)
International Journal of Tourism Cities	Q1	1	Business, Management and Accounting	(Hasan, 2023)
Asian Pacific Journal of Marketing and Logistics	Q1	1	Business, Management and Accounting	(Tan, 2023a)
Environmental Science and Pollution Research	Q1	1	Environmental Science	(Patwary et al., 2023a)
Asia Pacific Journal of Tourism Research	Q1	1	Business, Management and Accounting	(Patwary et al., 2023b)
Journal of Hospitality Marketing and Management	Q1	1	Business, Management and Accounting	(Ray et al., 2023)
Horticulture	Q1	1	Multidisciplinary	(Eishaer et al., 2023)
Management of Environmental Quality	Q1	1	Environmental Science	(Waris et al., 2023)
Journal of Sustainable Tourism	Q1	1	Business, Management and Accounting	(Wang et al., 2022)
International Journal of Contemporary Hospitality Management	Q1	2	Business, Management and Accounting	(Patwary et al., 2022; Raza & Farrukh, 2023)



International Journal of Environmental Research and Public Health	Q1	1	Environmental Science	(Hashish et al., 2022)
Journal of Hospitality and Tourism Research	Q1	1	Business, Management and Accounting	(Eid et al., 2021)
Journal of Marketing Analytics	Q1	1	Business, Management and Accounting	(Tan et al., 2020)
Geojournal of Tourism and Geosites	Q2	2	Social Sciences	(Fatoki, 2020; Patwary et al., 2020)
Journal of Hospitality and Tourism Insight	Q2	2	Business, Management and Accounting	(Huy et al., 2023; Tan, 2023b)
Asia-Pacific Journal of Business Administration	Q2	1	Business, Management and Accounting	(Sultana et al., 2022)

The distribution of articles across journals was focused on the disciplinary area of each journal as defined by the Scimago Journal and Rank (SJR). 83% (n=24 articles) of publications are in top journals (Q1), and 17% (n=5 articles) are in Q2. The articles are distributed across multiple research journals with differing quantities. Heliyon published the highest number of articles, accounting for 14% (n=4 articles). Sustainability followed with 10.3% (n=3 articles), while 7% (n=2 articles) of the articles were published in the Journal of Tourism Futures, International Journal of Hospitality Management, International Journal of Contemporary Hospitality Management, Geojournal of Tourism and Geosites, Journal of Hospitality and Tourism Insight. The remaining 3.4% (n=1 article) were published in various other journals, as shown in Table 3. From 2019 to 2024, there was a fluctuating increase in the 29 articles that met the systematic literature review criteria. Figure 3 displays the year of publication in developing countries regarding customer intention to stay at green hotels, 3.4% (n=1 article) in 2019, 10.3% (n=3 articles) in 2020, 17.2% (5 articles) published in 2021, 21% (n=6 articles) in 2022, and 41.4% (n=12 articles) published in the year 2023. Finally, in 2024, only 7% (n=2 articles) met the criteria for inclusion in this systematic literature review on consumer intentions to patronize green hotels from developing countries' perspectives. The research on this subject is anticipated to experience continued growth, surpassing the highest number of 41.4% (n=12 articles) in 2023. This shows that research interest in the context of green consumer behavior in developing countries is still wide open.

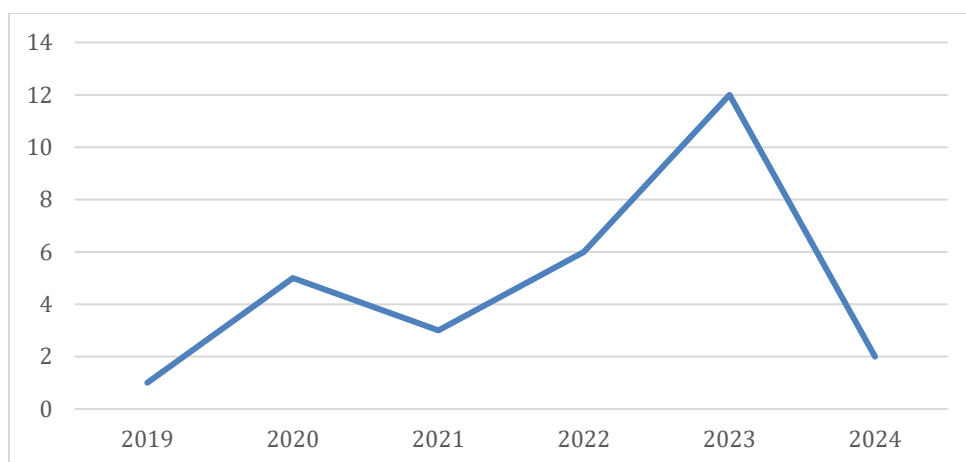


Figure 3. Year of Publication

In terms of country context, the sample covers ten developing countries. The distribution of studies by developing countries is shown in Figure 4. Figure 4 illustrates the trends observed in prior studies conducted in developing countries regarding consumer intention to stay at green hotels. Most studies are conducted in Malaysia with 35% (n=10 articles) and Egypt with 14% (n=4 articles). Additionally, 10% each (n=3 articles) in China, Bangladesh, and Pakistan. Research in India was 7% (n=2 articles), and finally, 4% each (n=1 article) were conducted in India, Thailand, Vietnam, and South Africa respectively.

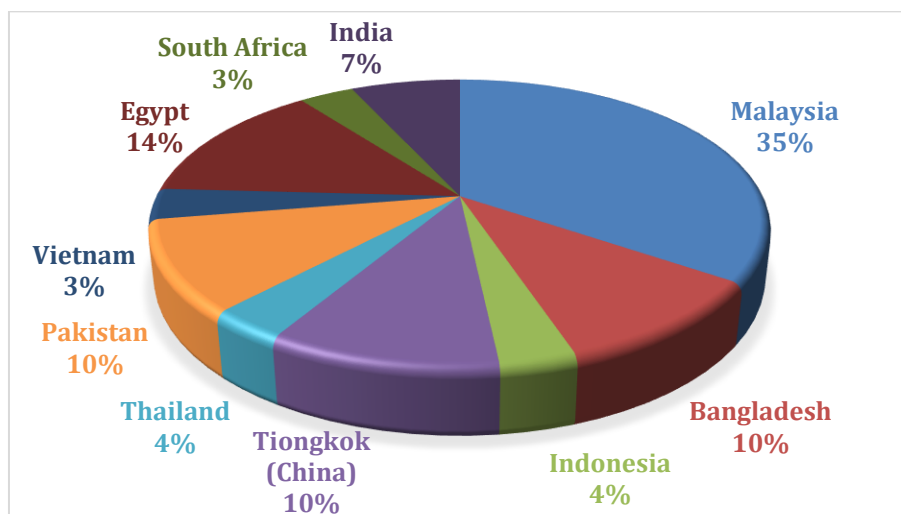


Figure 4. Examined List of Developing Countries



Discussions

The literature review identified the main article classifications, namely empirical papers, to discuss developments in the literature on customer intention to stay at green hotels from developing countries. Table 4 provides a summary of multiple scientific studies as the findings of the reviewed literature. This paper examines 29 scholarly articles and identifies four main research areas: business, marketing, green consumer behaviour, and sustainability. Its primary significance lies in establishing theoretical foundations and identifying key factors to enhance knowledge and guide future research in these areas. Despite variations in research approaches, the main objective is to provide a comprehensive overview of green consumer behaviour by tracing the evolution of literature on green hotel stay intentions in developing countries. The systematic literature review (SLR) helps researchers uncover overlooked areas, leading to a more diverse range of topics.

Table 4. Summary of Article recapitulation

SL no	Authors/ Country	Key Factor	Theoretical Approach	Findings
1	Bashir et al. (2019) - Malaysia	Personal Norms, Consciousness	Extended TPB	Consciousness and personal norms are essentially predictors of positive behavior toward green hotels.
2	Haq et al. (2023) - Bangladesh	Deontological, Teleological, Trust, SN, PBC, Attitude	Theory of Planned Behavior & Ethical Theory	Deontological and teleological factors greatly impact the INT. Green Trust has a significant impact between SN and INT, and SN influences the link between Attitude and INT.
3	Pahrudin et al. (2020) - Indonesia	Attitude, SN, PBC, Consciousness	Theory of Planned Behavior	Attitude and PBC have a significant impact on INT. Knowledge are limited about the pandemic impact on tourists' intentions.
4	Wu et al. (2024) - China	GPV, SN, Attitude	Extended TPB	Green hotels must implement innovative and flexible strategies to attain sustainability goals.
5	Kokkhangplu et al. (2023) - Thailand	GPV, Satisfaction	Theory of Planned Behavior	GPV and Satisfaction had significant and direct positive impacts on INT. Satisfaction partially mediates the relationship between GPV and INT
6	Saleem (2021) - Pakistan	Attitude, Cognitive Aspect, Altruism	TPB & Norm Activation Model (NAM)	Altruism helps in developing positive Attitude. Attitude and cognitive aspects have a significant influence on the green behavioral intentions.
7	Yan & Chai (2021) - China	Personal Norms, PCE, Env. Concern	Extended Norm Activation Model	Anticipated guilt was considered to be a key factor in shaping PN. Environment Concern, PN, and PCE positively affect INT. PN impact on INT is higher than Env. Concern and PCE.
8	Dwivedi et al. (2022) - India	SN, Attitude, Green Trust, Environment Concern	Theory of Planned Behavior (TPB)	The considerable impact of Green Trust on willingness to pay, ATT, and SN influenced INT and moderating influence of Environment Concern between Green Trust and INT.
9	Fauzi et al. (2022) - Malaysia	Green Trust, Attitude, SN, PN, PBC	TPB & Value Belief Norm (VBN)	TPB combined with VBN theory, can successfully predict consumer intention to stay in green hotels.
10	Agag & Colmekcioglu (2020) - Egypt	SN, Attitude, PBC, Deontological, Teleological	TPB & Ethical Theory	TPB and ethical theory can explain why consumers choose to stay at green hotels. Ethical beliefs are an important factor in how consumers make green decisions.
11	Lim et al. (2024) - Malaysia	Augmented Reality, and Virtual Reality	Technology Acceptance Model (TAM)	They are changing the way tourists interact with hospitality services, and are considered transformative technologies.
12	Hasan (2023) - Bangladesh	Attitude, SN, Personal Norms, PBC, Env. Concern	Extended Theory of Planned Behavior (TPB)	Post-pandemic Attitude, SN, PBC, and PN significantly influence INT and Env. Concern. Further, Env. Concern partially mediates the relationship between post-pandemic Attitude, SN, PBC, Personal Norms, and INT.
13	Tan (2023a) - Malaysia	Perceived Greenwash Fear, Attitude, PBC, Monetary Cost	Stimulus Organism Response (SOR) Model	Monetary Cost is positively related to Perceived Greenwash Fear. All organism factors are positively related to response.
14	Patwary et al. (2023a) - Malaysia	Green Price, Attitude, SN, PBC	Theory of Planned Behavior	Green Price Sensitivity, Attitude, SN, and PBC positively influence INT. Attitude mediated between Green Price Sensitivity and INT.
15	Patwary et al. (2023b) - Malaysia	Reputation, AR, PN, Eco and Anthropro Attitude	TPB & Norm Activation Model (NAM)	PN, AR, and Green Reputation have significant relationships with ecocentric Attitude. AR has a positive relationship with anthropocentric Attitude.
16	Ray et al. (2023) - India	Dimension of Enablers and Barriers	Consumption Value Theory (CVT)	All dimension of enables and barriers affecting INT, except epistemic value, value, and image barrier.
17	Elshaer et al. (2023) - Egypt	Sustainable Gardening Practice, Attitude, EGID	TPB, Theory of Reasoned Action (TRA) & Identity Theory	Sustainable Gardening Practice positively improves INT through the mediating role of Attitude toward green hotels. The moderation effects of EGID on the links between Sustainable Gardening Practice and Attitude.
18	Waris et al. (2023) - Pakistan	PN, ENB, IP, Biospheric, Altruistic, Egoistic Value	Extended Value Belief Norm (VBN)	Egoistic Value has the greatest impact on ENB. In addition, the results indicate the impact of ENB and Information Publication (IP) on Personal Norms, leading toward the INT.
19	Wang et al. (2022) - China	GGF, NGF, HGF, Personal Norms, SN, Attitude	Goal Framing Theory	The findings indicated a positive correlation between GGF, NGF, HGF, and INT. Furthermore, a positive relationship between SN, Attitude, and Personal Norms.
20	Patwary et al. (2022) - Malaysia	Ecocentric, Anthropro Attitude, Env. Knowledge, PER, Altruism	Extended Theory of Planned Behavior (TPB)	Env. Knowledge, altruism, EPR, ecocentric, and anthropocentric Attitude positively influence INT. Ecocentric Attitude mediates Env. Knowledge, altruism, EPR and INT.
21	Raza & Farrukh (2023) - Pakistan	Attitude, STV, SCV, Green Self-Identity	Value Belief Norm (VBN)	STV was significant factor in predicting INT toward green hotels. In addition, GSI moderated between SCV, STV, and Attitude.
22	Hashish et al. (2022) - Egypt	Satisfaction, Green Trust, Perceived Quality	Stimulus Organism Response (SOR)	Green Satisfaction, Green Trust, and INT are positively affected by Green Perceived Quality. Green Trust and Green Satisfaction have a positive effect on INT.
23	Eid et al. (2021) - Egypt	Attitude, PBC, Corp. Image, Obligation Sense	TPB & Value Belief Norm (VBN)	The integrated framework demonstrates a favorable level of prediction power for guests' behavior, which verifies the superiority of the suggested framework.
24	Tan et al. (2020) - Malaysia	RFP, RAP, Altruism	Behavioral Reasoning Theory (BRT)	Both RFP and RAP have a significant influence on INT. RFP was also found to be a mediator between altruism and INT.
25	Fatoki (2020) - South Africa	Attitude, SN, PBC, Green Self-Identity, Altruism	Extended Theory of Planned Behavior	The inclusion of altruism and Green Self-Identity increased the predictive power of the TPB model. Found a partial mediation effect of Attitude between altruism and INT.
26	Patwary et al. (2020) - Malaysia	Attitude, Perceived Env. Responsibility	Theory of Planned Behavior	Consumers Perceived Env. Responsibility influences on Attitude and INT. It also revealed that Attitude mediates between PER and INT.
27	Tan (2023b) - Malaysia	EK, Perceived Green Benefit, Attitude	Consumption Value Theory (CVT)	EK positively influenced INT and all Perceived Green Benefit. All the benefits promoted a favorable Attitude towards green hotel stays.
28	Van Huy et al. (2023) - Vietnam	Attitude, Environment Concern, Green AMO	Ability Motivation Opportunity (AMO)	Green Ability Motivation Opportunity (AMO) indirectly affects INT by raising green Attitude. The results also indicate that the direct effect is moderated by Environment Concern.
29	Sultana et al. (2022) - Bangladesh	Green Trust, Env. Concern, Environmental Knowledge	Extended TPB, and SOR Model	A significant positive influence of PGK and GT on INT. Moreover, GT mediates the relationship between INT with Environmental Knowledge and Env. Concern.

Notes: Intention (INT); Subjective Norm (SN); Perceived Behavioral Control (PBC); Perceived Consumer Effectiveness (PCE); Environmental Gardening Identity (EGID); Environmental Beliefs (ENB); Gain Goal Frame (GGF), Normative Goal Frame (NGF), Hedonic Goal Frame (HGF), Self-Transcendence Values (STV); Self-Conservation Values (SCV); Reasons for Patronage (RFP); Reasons Against Patronage (RAP); Green Self-Identity (GSI); Ascribed Responsibility (AR)

Development of consumer intention to stay at green hotels in developing countries

Tourism significantly impacts the economy and society, yet hotel operations also adversely affect the environment. Consequently, important considerations concerning environmental sustainability have emerged in the company's marketing strategy, with many hotels opting to implement green practices (Kasliwal & Agarwal, 2019). This topic continues to grow, especially in the aftermath of COVID-19 and post-pandemic from 2019 to 2024. In recent years, the significance of the "green" concept has garnered increasing attention from companies and consumers (Moise et al., 2021). This phenomenon has led many hotels to adopt green practices to reduce the environmental impact of their daily activities (Verma & Chandra, 2018). Several weaknesses in the context of green practices research in the hospitality industry have been recognized, particularly during the COVID-19 pandemic. Previous analyses indicate limited research on predicting consumer behavior in developing countries regarding stays at green hotels. Out of hundreds of collected articles, only 29 from 10 developing countries met the criteria for analysis. The studies were conducted in Malaysia, Bangladesh, China, Pakistan, and Egypt. Minimal research exists on green



practices in the hospitality industry in other developing countries such as India, Indonesia, South Africa, Vietnam, and Thailand. Researchers have predominantly focused on studies in developed countries. COVID-19 has affected how consumers' cognition, emotion, and social behaviors toward green consumption and the environment (Hasan, 2023). Amid the pandemic, consumers are more likely to prefer green hotels that focus on cleanliness, health, and the environment (Elkhwesky et al., 2022). Before the pandemic, tourists in developing countries did not prioritize green consumption and sustainability. Consequently, evaluating the correlation between green consumption and behavioral intentions is now a vital competitive strategy for companies and a significant contribution to society. Choosing green hotels in developing countries can help protect the environment, support socially responsible business practices, and raise awareness about sustainability in the hotel industry (Lim et al., 2024; Patwary, et al., 2023a). Studies on consumer behavior demonstrate that one of the most reasons for hotels to implement sustainable practices is the growing concern of customers about climate change (Moise et al., 2021; Wang et al., 2022). Some authors have found that travelers are willing to give up comforts and luxuries to support hotels with green practices, and even make financial sacrifices (Ahmed et al., 2022; Nekmahmud et al., 2022; Yadav et al., 2019; Yeh et al., 2021).

People in developed and developing countries have different perceptions. In developed countries, most environmentally friendly actions are seen as a personal responsibility, whereas in developing countries, it is seen as the responsibility of companies to take environmentally friendly actions (Fauzi et al., 2022; Hasan, 2023). Additional studies indicate that, while consumers are conscious of environmental concerns, not all of them comprehend the green practices adopted by hotels (Saleem, 2021). Some guests believe hotels use green practices as promotional tools or to enhance their corporate image. Many consumers prioritize conventional hotels over green hotels and do not consider green practices when choosing a place to stay (Agag & Colmekcioglu, 2020; Sultana et al., 2022). Environmental concern in developing countries is still relatively low among the public. Environmental concern prompts a positive outlook on green activities, motivating people to engage in more green practices in everyday life, ultimately leading to a greater commitment to sustainability (Elshaer et al., 2023; Yan & Chai, 2021). Kokkhangplu et al. (2023) also support this by stating that guests who are aware of hotels' green programs will be interested in staying at green hotels. Consumers who have a highly environmental attitude are willing to pay a premium for products and services from companies that care about the environment (Moise et al., 2021). Most consumers do not understand the concept of green hotels, so they do not know whether the hotel applies a green concept (Sultana et al., 2022). The hotel is not effectively promoting its green concept, so its goal of attracting guests with the green hotel label cannot be fully achieved (Patwary et al., 2022). It is crucial to adopt sustainable practices in developing countries to tackle environmental issues, foster economic development, and enhance the well-being of society (Damaianti et al., 2023). Hence, more empirical evidence is required, as ecological practices may vary between developing and developed countries.

Theoretical approach

Consumer behavior theory is a crucial method in marketing (Zhuang et al., 2021). It explains consumer purchasing behavior, including consumer purchase intention. Green purchase intention, which is defined as consumer intention to stay at green hotels is relevant to the topic. This study provides an increasing scope of theoretical background applications, such as the Theory of Planned Behavior (TPB; Dwivedi et al., 2022; Eid et al., 2021; Elshaer et al., 2023; Fauzi et al., 2022; Kokkhangplu et al., 2023; Pahrudin et al., 2021; Patwary et al., 2022; Patwary et al., 2023a; Saleem, 2021), Extended TPB (Bashir et al., 2019; Fatoki, 2020; Hasan, 2023; Sultana et al., 2022; Wu et al., 2024), Norm Activation Theory (NAM; Patwary et al., 2023b; Saleem, 2021; Yan & Chai, 2021), Stimulus Organism Response (S-O-R; Hashish et al., 2022; Sultana et al., 2022; Tan, 2023a), Value Belief Norm (VBN; Eid et al., 2021; Fauzi et al., 2022; Raza & Farrukh, 2023; Waris et al., 2023), and Ethical Theory (Agag & Colmekcioglu, 2020; Haq et al., 2023). The other theories found are Ability Motivation Opportunity (AMO; Van Huy et al., 2023), Consumption Value Theory (CVT; Ray et al., 2023; Tan, 2023b), Behavioral Reasoning Theory (Tan et al., 2020), Identity Theory (Elshaer et al., 2023), and Goal Framing Theory (Wang et al., 2022). These theories offer a useful structure for studying consumer behavior. Theory of Planned Behavior (TPB) is a theoretical basis for understanding consumer behavior indicators. It originated from Theory of Reasoned Action (TRA), which explains the influence of individual determinants, social environment, and non-volitional determinants on intention (Elshaer et al., 2023). Previous literature has extended the TPB model to study consumer intentions to stay at green hotels by adding new variables based on the original variables. Patwary et al. (2022) used the extended TPB to develop a broader understanding by including environmental knowledge in green intentions. Not many studies consider customers' knowledge and concern for the environment and how they are associated with green beliefs when choosing a green hotel to stay in or visit (Sultana et al., 2022). Bashir et al. (2019) used the Extended TPB but did not include social norms, perceived behavioral control, or attitude. Some scholars suggest that consumers' environmental concerns can predict their norms. Agag & Colmekcioglu (2020), and Haq et al. (2023) evaluate consumers' intentions and behavior to stay at green hotels using a combination of TPB and Ethical Theory. The proposed conceptual model accurately anticipates participants' future green consumption behavior. Research conducted by Eid et al. (2021), Fauzi et al. (2022), Raza & Farrukh (2023) has contributed to Value Belief Norm (VBN) theory. VBN theory explains how individual values, beliefs, and norms shape behavior and decision-making. The extended VBN theory sheds light on how tourists' environmental values and beliefs about sustainable tourism affect their intention to stay at green hotels in the context of sustainable tourism (Waris et al., 2023).

Patwary et al. (2023b), Saleem (2021) employ the norm activation model (NAM) and theory of planned behavior (TPB) to address gaps in existing research. This study also considers the factors suggested in NAM, along with other factors known to impact consumer attitudes. Yan and Chai (2021) use extended NAM in a course teaching hotel guest how to make eco-friendly decisions. This model offers new insights to broaden NAM theory. Additionally, the S-O-R Model is a framework



that includes antecedents, moderators, mediators, and outcomes (Sultana et al., 2022; Tan, 2023a). It proposes that behavioral outcomes are determined by three components: stimulus, organism, and response. Mehrabian and Russell first proposed this model in 1974. According to the model, environmental stimuli influence a person's cognitive and affective reactions, resulting in response behavior (Hashish et al., 2022). To address research gaps, use a theoretical approach. Identify underlying theories and models in areas that have not been addressed effectively. This approach can help refine research questions and focus research efforts on areas that require further exploration (Auriacombe, 2015). Based on existing theories, the findings indicate that consumers who prioritize environmental concerns are inclined to intend to stay at a green hotel and make an effort to do so. Hotels that prioritize environmental sustainability can enhance customer satisfaction. By behaving responsibly, hotels can engage customers and encourage them to return in the future. This study contributes to existing literature by examining consumer behavior.

Key factors and research model

Systematic literature on green consumer behavior in the context of intention to stay at green hotels has been analyzed. Various theoretical arguments drive the internal and external mechanisms recognized in the literature. The initial three factors examined are elements of the TPB frequently analyzed in combination. TPB offers a valuable structure for examining consumer intentions to stay at green hotels. This framework includes attitude, social norms, and perceived behavioral control (PBC). Both lead to the formation of behavioral intentions, which then affect behavior. According to Ajzen (2019), individuals control their socially relevant behavior, and their intention to engage in the behavior is one of the drivers of this behavior. Attitudes can indicate a persistent way of thinking or feeling about something. Social norms can indicate the social pressure one feels to perform or not perform a behavior. PBC refers to an individual's belief in their ability to perform a specific task. The new variables included will substantially affect the behavioral intention and will strengthen the predictive capability of the TPB model. Bashir et al. (2019) enhances the extended TPB model by incorporating personal norms and environmental awareness because scholars suggest that consumer environmental concern predicts personal norms. However, the test excluded attitude factors, subjective norms, and PBC. To improve explanatory power, future research could consider adding these factors to the model. Haq et al. (2023) observed how TPB and deontological and teleological processes add moral obligation and justice factors, using green trust and social norms as moderators. Yan & Chai (2021) successfully extended the Norm Activation Model (NAM) by selecting ascribed responsibility, perceived consumer efficacy, and environmental concerns to verify their impact on personal norms. It included perceived price, policy, and publicity as moderator variables. Other factors that can influence consumers' intention to stay include green satisfaction (Kokkhangplu et al., 2023), green trust (Fauzi et al., 2022), augmented and virtual reality technology in the hospitality industry as an innovative marketing tool to promote green hotels (Lim et al., 2024), monetary cost (Tan, 2023a), and enablers (Ray et al., 2023). Environmental attitudes have been explored as important mediators for both internal and external factors. In addition, other factors like green perceived value (Kokkhangplu et al., 2023; Wu et al., 2024), environmental knowledge and consumer effectiveness (Wang, 2020), and environmental concern (Dwivedi et al., 2022; Hasan, 2023; Huy et al., 2023) can also impact perceived behavioral control or social norms, along with biosphere and altruism (Saleem, 2021; Waris et al., 2023), perceived benefit and risk (Agag & Colmekcioglu, 2020; Haq et al., 2023), and perception of external factors like hotel image (Eid et al., 2021). Personality traits and demographics like age, gender, and income can affect attitudes toward staying in green hotels in developing countries (Lim et al., 2024; Sultana et al., 2022; Tan et al., 2020). The results show that attitudes can be affected by various internal (consumer) and external (consumer environment) factors, making them the most intriguing factors to study in the current literature. Therefore, the process of eliciting attitudes and behavioral intentions are dependent on the factors chosen by scholars

Conclusions

Based on the relevant literature, a systematic review provides a deeper understanding of the development of consumers' intentions to stay in green hotels from the perspective of developing countries. Key factors and research models can assist consumers, hoteliers, and future researchers in adopting green practices. The review covers four main themes: literature development, theoretical foundations, influencing factors, and research models. The identified factors have both positive and negative effects on consumers' likelihood of staying at a green hotel, offering valuable insights to enhance consumer behaviour and industry practices while supporting sustainability in developing countries. The systematic review analysed 29 articles focusing on consumers' intentions to stay at environmentally friendly hotels in developing countries. The analysis revealed that while green consumer behaviour in these regions has increased, it has not reached the levels seen in developed countries. Previous research has predominantly highlighted the effectiveness of the Theory of Planned Behaviour (TPB) and its extended version in predicting consumer behaviour, as these frameworks are considered well-suited for such predictions. This approach provides a clear structure for examining consumers' intentions to stay at green hotels in developing countries, aligning with the public's growing interest in green hotels as a response to environmental issues. Several factors—such as income, gender, location, education, personal beliefs, perceptions of sustainable practices in green hotels, and awareness of COVID-19's impact—can influence environmental concerns. However, consumers cannot control external environmental factors, and these differences significantly affect how willing consumers in developing countries are to embrace green consumption. This research has several important implications. The framework suggests that future researchers should consider using a combination of the extended TPB and other theories to gain a deeper understanding of the factors influencing consumer intentions to stay at green hotels. Additionally, hotels must prioritize sustainability, as consumers are increasingly taking responsibility for environmental protection and expect the same from hotels. Hotels can use this insight to develop more effective marketing strategies and



attract more customers. For instance, offering discounts to consumers who choose cost-saving green practices, such as towel reuse and shampoo refills, can promote both savings and sustainability. The rise of green hotels is encouraging hotel managers in developing countries to adopt sustainable practices for a more responsible guest experience. This review highlights how the type of hotel influences customers' perceptions of green efforts. Luxury hotels, in particular, must be cautious when implementing green measures, as these could diminish the perceived functional and hedonic value for guests. By following the guidelines outlined in this review, the study aims to enhance and advance the literature on consumers' intentions to stay in green hotels, while also providing meaningful insights into green consumer behaviour and the development of the hospitality industry in developing countries post-COVID-19. Implementing green practices in these regions is essential for addressing environmental challenges, promoting economic growth, and improving societal welfare.

Future research directions

The systematic literature review (SLR) is often criticized for being more time-consuming than other literature review methods and may introduce bias during the discussion process. Additionally, keyword searches may prove insufficient due to the variety of synonyms used in the search process. Nevertheless, the findings derived from the search and selection process are considered adequate. The SLR approach is regarded as a reliable research method. Accordingly, this study provides valuable insights for advancing future research aimed at understanding the influence of key factors on consumers' intentions to patronize environmentally sustainable hotels. The results are expected to be valuable for researchers, practitioners, policymakers, and future research on green environments in developing countries. Additionally, the article highlights certain limitations that present opportunities for further exploration. To ensure the reliability and validity of the findings, this study deliberately excluded reviews, conference proceedings, and non-peer-reviewed literature from its analysis. Given the limited geographic scope, it is recommended that future research expand to include comparisons with developed countries. There is a significant opportunity to further investigate by incorporating additional factors, such as intervening and moderating variables, to enhance the research model. The review focused on examining the behaviour of consumers who stay in environmentally friendly hotels. In the future, researchers could explore the potential for sustainable living and responsible practices in related industries, such as eco-friendly dining establishments and tourist destinations, to better understand what drives consumer behaviour. This study primarily emphasized examining consumer intentions, which resulted in a lack of thorough investigation into methodological limitations. It is recommended that future researchers conduct an extensive review of the methodology and propose new advancements in the field. While acknowledging its limitations, this study represents a pioneering effort to thoroughly examine the evolution of research on consumer intentions to patronize green hotels in the context of developing countries, particularly in the post-COVID-19 era.

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