

Psychological Drivers and Pro Sustainable Practices on Sustainable Buying Behaviour of Young Travelers: A Conceptual Framework integrating Nudge Theory and Norm Activation Model (NAM)

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Tharindu Amarasekara

Postgraduate Institute of Management, University of Sri Jayewardenepura, Sri Lanka
tharindu@pim.sjp.ac.lk

Asanga Ranasinghe

Postgraduate Institute of Management, University of Sri Jayewardenepura, Sri Lanka
asanga@pim.sjp.ac.lk

Ananda K L Jayawardana

University of New South Wales Canberra, Postgraduate Institute of Management, University of Sri Jayewardenepura, Sri Lanka
ananda@pim.sjp.ac.lk

Oshani Vidarshika

SLIIT Business School, Sri Lanka Institute of Information Technology,
oshani.v@slit.lk

Abstract

Sustainable consumption has become a key concern in the luxury hotel choices of young travelers. Although previous studies have examined the psychological drivers of eco-consumption using models such as the Norm Activation Model, few have integrated these with behavioral interventions proposed by Nudge Theory. Addressing this gap, this conceptual paper synthesizes recent literature and proposes a framework combining the Norm Activation Model and Nudge Theory. The framework identifies eco-consciousness, eco-perception, and eco-values as key psychological drivers of young travelers' sustainable purchase intentions in luxury hospitality. The study contributes to theory by highlighting these factors as important determinants of eco-buying behavior. It also offers practical insights for hotel managers to integrate sustainable practices into luxury experiences that encourage environmentally responsible purchasing decisions among young travelers.

Keywords: Eco Consciousness, Eco Perception, Eco Values, Norm Activation Model, Nudge Theory.

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Introduction

Tourism and Hospitality sector is a wide contributor for the economy of Sri Lanka. It is also subjected to various challenges and highly fluctuates with various vulnerabilities. Various incidents of Easter Sunday attack 2019, COVID 19 pandemic and economic downturns created multiple challenges. However, there are also various opportunities to create emerging trends in the sector. Considering sustainable initiatives is one such trend evident among young travelers. For example, Millennials and Generation Z are increasingly factoring sustainability when selecting luxury accommodation. Importantly, this segment predicted to dominate luxury tourism in Sri Lanka. climate change/global warming issues as a top priority for their concerns. This issue has been amplified by the effects of the pandemic, according to findings, consistently rank climate change and environmental protection as top concerns, with this emphasis intensifying post-pandemic.

Tourists' pro-environmental behavior is essential for sustainable tourism development, yet the processes underlying its normative activation and formation in geotourism remain insufficiently explored. Hence the complexity of behavioral causes and norm activation, grounding multiple theories required in exploring the behavioral outcomes (Zheng *et al.*, 2025). Behavioral economic theories of decision-making have gained popularity in the past decade, led by behavioral interventions such as the nudge movements (Sharma *et al.*, 2024). Nudge is a theoretical concept of behavioral economics that examines individuals' and groups' decision-making environments and behavior. Thus, it is highlighted in literature that there is a gap in integrating multiple theories in exploring behavioral outcomes. Furthermore it is identified that Nudges factors initiate a cognitive process that effectively leads to the desired result (Banerjee *et al.*, 2023). Therefore, extant literature identified with Norm Activation Model (NAM) and Nudge Theory in proposing conceptual relationship between psychological drives towards sustainable buying decisions moderated by pro sustainable practices considered nudges as per Nudge theory.

Extant literature has identified the application of the two theories Norm Activation Model (NAM) and Nudge theory separately. Norm activation model is applied in identifying how value-based drivers drive behavioral intention pro-environmental behavior of forest park visitors, considering the mediating roles of social and personal norm (Zhang *et al.*, 2024). In emerging markets factors of sustainable consumption using the lens of the Norm Activation Model theory (NAM) for sustainable consumption (Anwar *et al.*, 2024). This is also used in exploring the moral and emotional reasons for sustainable buying decisions of traveler (Pandita *et al.*, 2025). NAM is also grounded internal psychological factors such as consumer attitudes (Thakur *et al.*, 2025) perceived behavioral control, subjective norms, attitudes, personal norms, perceived values (Lv *et al.*, 2024) environmental awareness, social norms, and support for sustainable consumption influence green purchasing and conservation behaviour (Ofori *et al.*, 2025) environmental values and attitudes (Elsamen *et al.*, 2025) perceived environmental responsibility and environmental concern (Duong *et al.*, 2026) pro-environmental attitudes are a significant predictor of young travelers' positive contributions to green tourism development (Dolnicar *et al.*, 2008; Lee & Moscardo, 2005), Hence it is identified that NAM is identified as a predictor of sustainable behaviour with personal norms in individually rather identifying how external interventions of nudges shaping the individual norms.

Nudge theory is grounded separately as a driver of sustainable consumption practices more sustainable by nudging consumers and designing better choice architectures that help consumers change their behaviour. Nudges as external drivers on behavioural outcomes identified (Singh & Sibi, 2026). However nudge factors initiate a cognitive process that effectively leads to the desired result (Banerjee *et al.*, 2023) and outcomes (Wee *et al.*, 2021). Widely used theories in identified moral and internal aspects are theory of planned behaviour (TPB) (Bahraseman *et al.*, 2025) value-belief-norm (VBN) framework. Indicating that consumers are not always rational decision makers with inner psychological determinants but also influenced with various external factors referred to as pro sustainable practices in this study. Hence it is identified that although the nudges are well studied it is lack of applied with internal norms and psychological aspects in driving the behavior indicating that nudges identified as interventions for choice architecture rather than driver for norm activation emphasizing a gap in extant arguments in the literature. Hence it is identified that lack of studies integrates nudges as choice architecture that shapes internal norms.

However, despite this known level of salience for young travelers, there are prominent critical research gaps that need to be investigated. This study bridges these gaps, assessing how the eco consciousness, eco perception, and eco value of young tourists in luxury hotels' leads for sustainable behaviors, influenced with pro- sustainable practices refer to nudges.

Although the prior studies individually identified different psychological drivers, psychological antecedents of perceived environmental consciousness, environment perception, and values driving sustainable consumption are underexplored. Although nudge factors initiate a cognitive process that effectively leads to the desired result (Banerjee *et al.*, 2023), how young travelers' internal psychological antecedents are moderated by hotel-provided pro-sustainable behavioral interventions, also known as behavioral nudges (Jones *et al.*, 2016) in underexplored integrating the arguments of the two theories of Norm Activation Model and Nudge theory. This is consistent with other literature addressing: Therefore, it is required to identify (1) what is the relationship between the psychological drivers of environmental consciousness, eco perception and eco values described in the theoretical concept of the Norm Activation Model (NAM) and the role of behavioral nudges in fostering eco intentions, as is the case with the NAM concept and (2) what is the role of external influencers of nudges considered as pro sustainable practices fostering sustainable behavior.

The present study seeks to address this important research gap in the existing sustainability research by creating a new framework based on a combination of the Normative Activation Model (NAM) and Nudge Theory. Although NAM is successful in describing, first and foremost, psychological antecedents to pro-environmental behavior in terms of personal norms that arise in response to awareness of consequences (AC) and ascription of responsibilities (AR), it often pays too little regard to the proximate, psychological, and contextual aspects of the immediate underlying choice architecture in favor of contextual factors. On another level, Nudge Theory, with its exemplary ability to recognize and explain the sheer potential of contextual, external antecedents to large volumes of human behavior, often in favor of contextual factors provided the ground for identifying pro sustainable practices as nudges.

This framework addresses this theoretical gap. It suggests that young travelers' sustainable consumption intention and behavior are driven essentially by their internal psychological state, including eco-consciousness or awareness about environmental issues, personal values, particularly altruistic and biospheric values, and environmental risk perception. At the same time, it argues that pro-sustainable practices adopted by luxury hotels, strategically designed nudges within the context of consumption. These nudges will interact with the psychological predispositions of travelers to shape how sustainable behavior is expressed; that is, desirable choices are easier, more salient, or socially normative in a given hospitality context.

The key purpose of this research note was to bridge an essential gap in the relevant literature on sustainable consumption regarding limited understanding on how internal psychological antecedents and contextual pro-sustainable practices combined to influence sustainable consumption patterns. With this purpose study aimed at accomplishing two objectives regarding (1) investigating how main psychological aspects influence sustainable purchase intentions among young travelers, specifically regarding eco consciousness, eco perception and eco values and (2) exploring the moderating effects of pro-sustainable practices on young travelers' sustainable purchase intentions at luxury hotels.

This conceptual paper is organized with following sections. First, the review of relevant literature critically explores the theoretical underpinning that has employed the Normative Activation Model and the Nudge Theory, besides empirical studies focusing on psychological antecedents of sustainable behavior, pro-sustainable practices, and sustainable consumption in hospitality contexts. These form the basis upon which a conceptual framework is developed through the synthesis of the Normative Activation Model and Nudge Theory to explain eco-friendly behavioral intentions in young travelers. Later, this paper underlined the usefulness of this conceptual perspective in shaping future investigations and emphasized its relevance for the tourism industry in general, but also regarding sustainability as an emerging trend in line with eco-centric consumption in younger travelers.

Literature Review and Conceptual Model

Theoretical Background

Norm activation model (NAM)

The Norm Activation Model (NAM) proposed by Schwartz (1977) serves as an important theory in understanding the development of personal norms defined as an individual's internalized sense of moral obligation and their link with behavioural outcomes. As per the NAM personal norms emerged with main two antecedents of awareness of consequences (AC) and ascription of responsibility (AR) indicating personally responsible for the outcomes of the actions. Pro-sustainable behaviour with internal states towards sustainable practices is aligned with that (Tan et al., 2025).

Although different theories, including the Theory of Planned Behaviour, Social Cognitive Theory, and the Responsible Environmental Behaviour Model, are offered to influence different facets of environmentally relevant behaviour, a critical gap exists, for which there remains a lack of

a profound understanding of the specific psychological and cognitive mechanisms, including consumers' environmental consciousness, attitudes, and norms, which influence consumers' intentions to purchase eco products. Therefore, the application of theories, including NAM, represents a critical avenue for enhancing the understanding of the existing mechanisms for addressing this gap in the existing body of knowledge (Tan et al., 2025).

NAM has identified with moral obligations (Abu et al., 2025) however these lacks in explaining hedonic motives rather moral consideration. When there are hedonic motives, this can be overriding the moral obligation (Sanchez et al., 2020). Hence it is identified that internal moral values, perception and consciousness is not sufficient there may be other factors to be explored in sustainable consumption. Previously at the beginning this successive and linear relationship between awareness, ascribed responsibility, personal norm and behavioral intention (Han et al., 2019). However, it is identified as main gaps in extant literature in integrating the other mediating and moderating factors for shaping inner drivers on sustainable consumption (Chang et al., 2025) and hence nudge factors initiate a cognitive process that effectively leads to the desired result (Banerjee et al., 2023).

Nudge Theory

Nudge Theory is one of the fundamental concepts of Behavioral Science as per Thaler and Sunstein (2008), The theory strongly argues that humans' decisions can be systematically impacted by shaping 'the choice architecture the way factors appear that influence people's choices.' Behavioral theory uses cognitive heuristics and cognitive biases. It understands that humans' decisions can be described as caricatures, not closely connected to conscious reasoning. Critically, such nudges do not take away the choice but are those actions by which the choice becomes easier, more salient, and/or socially normative, yet they don't mandate the choice or change the economic incentives in important ways (Thaler & Sunstein, 2008). Nudge theory also proposed individual are adapting the behaviour with changing environment or cues (Banerjee et al., 2023).

In sustainability, where nudge policies have successfully contributed to areas such as encouraging recycling, enhancing bin accessibility, and signage (Mazar et al., 2008), others include encouraging cycling adoption, protected bike lanes, as well as encouraging individuals to conserve energy. The specific interventions used in nudging, in terms of encouraging pro-environmental behavior, include activities such as eco-labelling (Sogari et al., 2018), waste reduction, and social norms, and leveraging social norms. The field of tourism has also shown considerable potential to contribute to pro-environmental behavior, with research carried out in areas such as utilizing nudges such as financial incentives and social influence to engage in activities that can promote eco-tourism. Thus, nudging has been identified as having considerable potential as a viable tool to engage in pro-environmental behavior (Chan, 2001; Ellen, 1994).

Although the nudge theory has been identified with choice architecture there are various ethical concerns. Nudges may subconsciously manipulate internal drivers of individuals (Kuyer & Gordijn, 2023). This may also bypass rational decision makings (Ivanković & Kudlek, 2025). Furthermore, it is indicated the impact that nudges created depends on context (Mertens et al., 2022). Despite this considerable and it is underexamined in extant literature observed regarding studies examining and focusing exclusively on the examination of particular nudge strategies within

pro-environmental fields, and more particularly regarding issues of sustainable consumption, as defined as the consumption of products and services that help satisfy needs while being environmentally compatible and ensuring low and minimum negative impacts and consumption of resources by future generations (Baker *et al.*, 2013). Although experimental studies have been widely acknowledged for being fundamental instruments for examining the efficacy of nudge strategies regarding pro-environmental fields (Wee *et al.*, 2021), they have been widely scarce. The present study aims directly at filling this research gap. The research aims towards contributing towards Nudge Theory by examining pro-sustainable practice conducted by luxury hotels towards influencing young travellers' patterns of buying and consumption. Sustainable buying behaviour.

Sustainability as an inherently complex and multi-faceted notion bringing a variety of disciplines together is first and foremost defined by the notion that it enables the needs and aspirations of the present without compromising the ability of future generations to satisfy their needs and aspirations (World Commission on Environment and Development, 1987). To achieve this in practice involves striking a balance within the triple bottom line considering the three aspects of economic, social and environmental. Environmental is referred to key ecological systems, and Social Sustainability supports Human Well-being in general. Economic Sustainability in particular grants an entity access to worldwide resources for production, Environmental Sustainability ensures access to key ecological systems, and Social Sustainability supports human well-being in general.

Thus, in considering consumer behaviour in this framework, especially with regard to aspects related to sustainable behaviour, it is important to understand the complex process which individuals understand while making, purchasing, or consuming a certain product or service. Regarding consumer behaviour, individuals can normally completely differently stages, which usually entail different aspects, like problem recognition, search for information, alternative evaluation, buying decision, purchasing, post-purchasing evaluation, and so on. For instance, young travellers, who entail Millennials referred to individuals who were born between 1981 and 1996 and Generation Z (those individuals who were born in 1997 or later), can be construed as a specific demographic target market with regard to different aspects in this framework, especially with regard to aspects related to hospitality businesses. For instance, millennials, unlike previous generations, give higher importance to travelling and prefer to engage in it more frequently, specially about future periods with increasing affluence (Cavagnaro *et al.*, 2018).

Although much research has focused its interest upon the study of the behavior associated with the purchase of luxury goods in western setting (Vigneron & Johnson, 2004; Amatulli & Guido, 2011) limited attention given in emerging economies (Jain & Khan, 2017). Hence factors like rising internet penetration, growing affluent Millennial and Gen Z populations, increased accessibility of luxury brands, and expanding purchasing power have made these markets highly attractive to global luxury firms addressing this gap is critical. Consequently, a clear need exists for comprehensive research into the key factors driving luxury purchasing behaviour among consumers in emerging economies, particularly concerning the integration of sustainability considerations into their decision-making processes within the hospitality context.

Psychological Drivers

In tourism context various psychological drivers are identified with moral and emotional reasons (Pandita *et al.*, 2025) emotions (Zhang & Kim, 2026) attitudes (Thakur *et al.*, 2025; Elsamen *et al.*, 2025) perceived behavioral control, subjective norms, attitudes, personal norms, perceived values (Lv *et al.*, 2024) environmental awareness, social norms (Ofori *et al.*, 2025) environmental concern (Duong *et al.*, 2026) environmental awareness (Confente & Scarpi, 2021) destination image (Damiasih & Education, 2025). Among the different psychological drivers this concept paper identifies eco consciousness, eco perception and eco values grounded on Norm Activation Model.

Research Propostion

Eco-Consciousness on Young Travelers' buyer behavior on luxury hotels

Eco Consciousness, which was defined by Schultz and Zelezny (2003) defined as an element of belief system which denotes to specific psychological influences related to an individual's tendency to exhibit behaviors that are favourable to the environment. This is originated in the 1960s in the West, distinguished by the occurrence of members within groups who did not purchase any product due to the negative by-products associated with the product to the environment (Grunert & Juhl, 1995).

This mentality developed over time, leading consumers to become discerning and avoid purchasing environmentally detrimental products. This prompted companies to dedicate themselves to the manufacture of environmentally friendly products (Hiller, 2011; Buysse & Verbeke, 2003). ECO is a multifaceted construct that affects an individual's knowledge, attitudes, behaviors, intentions, and actions. Researchers have examined the emotive dimension Gupta, 2013; Dunlap *et al.*, 2000; Van *et al.*, 1981) alongside the dispositional and cognitive elements (Singh & Gupta, 2013). Therefore, it can be established that eco-consciousness / green consciousness plays a key role in the customer decision making.

Eco-consciousness was identified as a key internal factor driving the luxury hotel buying behaviour of young travellers and serves as the basis for the first proposition. According to a study by Gao *et al.* (2016), a meta-analysis examining behavioural intentions for environmentally friendly initiatives in hospitality research, highlights the importance of understanding consumer behaviour towards sustainability in the hospitality sector. The findings suggest that eco-consciousness has a significant influence on consumer choices and preferences, indicating a need for further exploration in the context of young travellers. It is suggested that that consumers with a strong sense of eco-consciousness are typically more aware of the negative impacts associated with unsustainable, when consumers become aware of the adverse consequences associated with unsustainable actions and likely to experience an activation of purchase intension (Schultz *et al.*, 2007). Furthermore, as explored by Jaiswal and Kant (2017) supported the same insights and findings.

Eco consciousness is identified as a psychological driver (Mishal *et al.*, 2017) As consumers become increasingly conscious of the environmental and social impacts of their purchasing decisions, they tend towards considering in purchasing decisions. Environmental conscious consumers are motivated on buying choices with intrinsic (Huang *et al.*, 2014) motives considers

and as a psychological driver eco consciousness has been identified (Ishaq *et al.*, 2025). Hence eco consciousness is identified as a psychological driver according to the Norm Activation Model emphasised that how awareness of consequences and ascription of responsibility activate personal norms that encourage responsible tourism behavior (Confente & Scarpi, 2021). Behavior is derived when tourists are aware of consequences of actions thus it is conceptualised that eco consciousness leads young traveller's buyer behaviour since it acts as a psychological driver. Thus, the first preposition is identified as,

Proposition₁: Eco-Consciousness on Young Travelers buyer behavior on luxury hotels.

Perception on eco-sustainability towards Young Travelers buyer behavior on luxury hotels

In the hospitality industry, perception is deeply influenced by online reviews, as they can provide expert information on consumer experiences and affect potential customers' expectations and purchasing intention (Xiang *et al.*, 2017). Factors that can impact perceptions include hotel attributes of value, location, sleep quality, rooms, cleanliness, and service (Xu & Li, 2016). The visual stimuli, in terms of images and video segments, are likewise crucial in influencing perceptions for hedonic products such as luxury hotels (Ert *et al.*, 2016).

Eco-perception involves the awareness and prioritization of sustainability, thus encouraging visitors to make environmentally responsible choices (Han *et al.*, 2009). Luxury travellers, increasingly sensitive to environmental concerns, tend to select hotels that incorporate sustainability into their business operations. This consists of waste reduction initiatives, organic and locally sourced food options, as well as the use of renewable energy sources. It is also important to communicate the hotel's environmental activities transparently because visitors like knowing about such information and wish to participate in them (Berezan *et al.*, 2013). Perception of environmental responsibility drives behaviour (Gao *et al.*, 2017).

In the hospitality context, Lee *et al.* (2010) affirm the correlation between a green cognitive and affective image and customer behavioral intentions, specifically regarding intentions to revisit, provide favourable recommendations, and pay a premium related with the perception of the consumers. Liu *et al.* (2014) discovered that a perceived green image can elevate perceived brand quality and brand preference. Similarly, it is demonstrated demonstrates that a green image has a positive influence on customer trust, satisfaction, and loyalty. It is established established that environmental programs acknowledged by restaurant consumers foster positive views and intentions to purchase from these establishments. Literature emphasizes the significance of various aspects of psychology, cognitive, and behavioural processes in influencing consumers' behavioral intentions toward eco-friendly products. Considering the extant literature ecological perception is considered as the second psychological driver towards sustainable behaviour. Accordingly, second proposition examines how perceptions of eco-sustainability efforts by luxury hotels among younger travellers will influence their purchasing behaviour.

Eco perception is consumers subjective evaluations of environmental aspects. When consumers perceive product is ecofriendly it will be considered in behavioural decisions referred sustainable behaviour (Kamalanon *et al.*, 2022). Perception of environmental issues can directly lead to behaviour (Minh *et al.*, 2024). Environmental perception is identified as a psychological concern

that leads behavior related to green consumption (Le *et al.*, 2026). Other studies identified perception as subjective evaluation of outcomes with environmentally friendly consumption (Zeng & Durif, 2019). Furthermore, it has been identified that perception can be shaped with external marketing stimuli such as sustainable practices (Kolović *et al.*, 2023).

Hence Eco perception is identified as internal psychological driver, this has grounded based on NAM hence it identifies Ascribed responsibility (AR) or how individual perceived to what extent they are responsible for their action that plays inner cognitive role which is argued as related with the perception. When environmental consequences are known people feel more responsible aligned with norms in NAM (Savari *et al.*, 2023). Hence NAM is based on two aspects of awareness of consequences (AC) and aspiration of responsibility (AR) it is critically argued that eco perception plays a key role as an inner psychological cognition grounded based on NAM. Theory also stated that states that prosocial behavior is a result of activation of the internalized norms resulting from an individual's perception of outcome of actions and their obligations to do certain things. This is done by means of sustainable marketing communication (Fang & Zaman, 2025)

Thus, the second preposition identified as,

P₂: Perception on eco-sustainability towards Young Travelers buyer behavior on luxury hotels.

Eco sustainability values on Young Travelers buyer behavior on luxury hotels

Eco-friendly purchasing behavior can be strongly affected by personal values, societal values, and product-related values (Lee & Park, 2018). From a consumer standpoint, ethical aspects reflect the feeling of being 'better off' after purchasing (Sánchez-Fernández *et al.*, 2020). Eco values refer to principles and belief driving the behaviour of individuals enables how environmental consequences been evaluated. Extant literature identifies three categories of value biospheric values (Han, 2021) referred to environmental concerns, altruistic values (Sadiq *et al.*, 2022) concerning others, and egoistic values towards concerning benefits for own been environmentally friendly.

Extant literature in tourism also identifies eco values in selecting destination and paying premiums in selecting destinations. Encompassing this overall trend is evidence of an ongoing trend emphasizing the importance of luxury-related ethics together with sustainability concerns emphasised the importance of incorporating aspects of corporate social responsibility within luxury hospitality service delivery (Hang *et al.*, 2021). Certain consumers may derive greater satisfaction from engaging with sustainable luxury goods when they are aware that their expenditures help both society and them. According to Joung *et al.* (2014), consumers demonstrate willingness to spend extra for eco-friendly products, irrespective of the product category and price segment. Research indicates that younger generations (Gen Y and Z) exhibit heightened sensitivity to ethical conduct, which can enhance the significance and purpose of their travel experiences. Hospitality experts concur on the pivotal significance of ethics in their business from a supply standpoint. It is identified tourism sector striving to mitigate adverse effects on society and the environment in attracting consumers (Slawinski *et al.*, 2021).

Eco values identified as an internal psychological factor drives behaviour (Passafaro & Vecchione, 2022) thus literature argued that behavioural responses initiated with forming value towards behaviour (Han, 2021). As an internal driver values shapes the behaviour however limited attention has given in extant literature where identified values with isolation further integrated, theory-driven approach is needed (Li & Wu, 2020). Values identified as internal psychological driver towards the behaviour (Zhao *et al.*, 2022).

Hence value identified as psychological construct this is grounded based on the Norm Activation Model. Awareness of consequences and Aspiration of responsibility are fundamental in forming personal norms according to NAM. However, the literature suggested that incorporating values as upstream determinants of these processes in NAM is still underexplored (Han, 2021). Hence values are identified as belief and internal psychological drivers it is argued in the literature that enables forming personal norms (Alashiq & Aljuhmani, 2025). Values in tourism context identifies as a means with biospheric values and NAM variables. Thus, it is hypothesized eco values as psychological drives towards sustainable behavior.

Thus, the third preposition identified as,

P₃ Eco sustainability values on Young Travelers' buyer behavior on luxury hotels.

Pro - Eco Sustainability practices of luxury hotels on the buyer behavior of Young Travelers on luxury hotels

Hotel eco practices refer to the initiatives or actions undertaken by a hotel to adopt ecologically sustainable practices, to become an Eco facility (Kim, 2005). Historically, guests occasionally expressed dissatisfaction with the eco green initiatives implemented by hotels, perceiving them as detrimental to their anticipated service quality and convenience (Baker *et al.*, 2013). However, contemporary travelers have recognized that their consumption behaviors are intricately linked to pressing environmental challenges (e.g., CO₂ emissions, water scarcity, solid waste management) and are therefore inclined to invest more or forgo certain luxuries to patronize hotels that have embraced sustainable practices. Luxury hotels adhere energy efficiency, water conservation, waste reduction as pro sustainable practices (Pereira *et al.*, 2021).

In the context of ecological sustainability and competitive advantage, elements of green marketing, including environmental labels, branding, and advertising, have been widely utilised by companies to promote environmentally friendly products and encourage green consumerism in developing countries (Rahbar *et al.*, 2011) enable attracting consumers towards the hotels (Langgat *et al.*, 2023). Empirical studies have demonstrated that nudges, such as visible recycling bins or protected bike lanes, effectively promote environmentally friendly behaviour (Mazar *et al.*, 2008). Within the tourism sector, economic incentives and social norms have also been shown to influence eco-friendly travel decisions.

Existing literature also identifies how pro sustainable practices act as a way shapes behavioural outcomes (Xiao *et al.*, 2026). Furthermore it has been identified that furthermore it has been identified internal drivers such as perception shaped with external marketing stimuli such as sustainable practices (Kolović *et al.*, 2023) impacts in forming eco values (Alashiq & Aljuhmani,

2025) that drives behavior (Han, 2021) and consciousness shapes with sustainable practices firms adheres. Thus, this is conceptualized that moderates the relationship between psychological drivers and sustainable buying behavior based on the principles of Nudge Theory, which suggests that subtle changes in the decision-making environment can significantly influence individual behavior (Thaler & Sunstein, 2008). In sustainability contexts, such practices such as eco-labelling, improved waste management, and energy conservation serve as behavioural cues that encourage environmentally responsible actions without restricting choice (Sogari *et al.*, 2018). Despite growing evidence, a gap remains in the literature regarding the specific application of nudging techniques to pro-environmental behaviours among young travellers (Wee *et al.*, 2021). Thus, this study addresses that gap by conceptualizing pro-sustainable practices as environmental nudges that shape sustainable behavioral outcomes in the luxury tourism sector.

P4: Impact of Pro - Eco Sustainability practices of luxury hotels moderate psychological drivers and buyer behavior of Young Travelers on luxury hotels.

Based on the existing literature and the various variables, a concept indicator model is proposed for this study. Accordingly, eco-consciousness, eco-perception, and eco-values are identified as key variables driving the buying behaviour of young travellers, along with sustainable initiatives. Thus, the conceptual model is proposed as follows Figure 1

Theoretical Significance

Theoretically, this research note contains two primary contributions. The first contribution relates to Nudge Theory, as it seeks to advance its application within the realm of sustainable tourism behavior in a specific context in which it has not yet been extensively utilized in that of luxury hospitality. Nudge has shown considerable success in aspects of social behavior, especially within unemployment campaigns related to recycling (Mazar *et al.*, 2008), its theoretical application to pro-sustainable practices, specifically into tourism, remains relatively scarce. By conceptualizing hotel sustainability initiatives (e.g., eco-certification displays, default eco options, incentive programs) as non-coercive behavioral nudges (Thaler & Sunstein, 2008), this review conceptualized a framework for encouraging sustainable choices with pro sustainable practices identified as nudges. It further responds to calls for experimental validation of multi-nudge strategies (Wee *et al.*, 2021), examining how techniques such as eco-labelling (Sogari *et al.*, 2018) and social influence interact within hospitality environments.

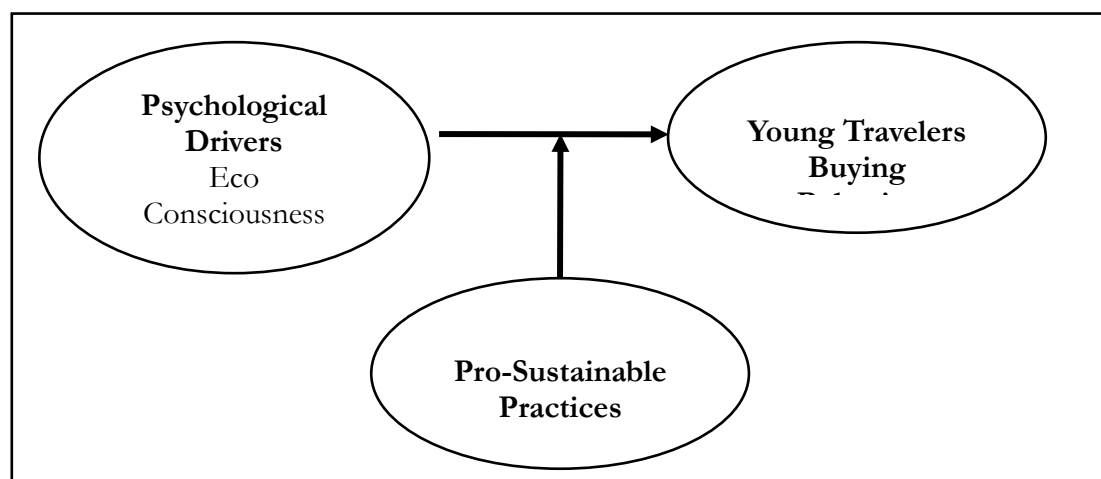


Figure 1. Conceptual Framework

Source: Author (2025)

Second, it contributes to literature by providing further validation for the explanatory potential of the Norm Activation Model by applying it to young luxury travelers' tendencies toward eco-consumption. Past research has underutilized NAM's development of a more prominent role for personal moral norms in relation to other approaches previously considered the linear relationship widely. This conceptual model extends the consideration of NAM to tourism with the role played with nudges of sustainable practices in shaping the internal psychological drivers. This conceptualization seeks to rectify that by assessing awareness of consequences (AC) and ascription of responsibility (AR), found by Schwartz (1977), transfer to young tourists' intentions for luxury services space where both social and hedonic considerations are more likely. In further validation of NAM's application to understanding psychological effects such of eco-consciousness, values, risk perception towards buying intentions (Tan *et al.*, 2025).

Importantly, this development that combines NAM and Nudge Theory constituted a novel theoretical synthesis. This was an essential integration that combined internal norm activation with choice architecture, thus filling an essential conceptual gap that examined antecedents and synergies thereof that drive sustainable behavior, a new combination that has never been explored in the literature on tourism.

Practical Significance

Considering to Millennials and GenZ in Sri Lanka this study focuses on providing significant insights for decision makers in tourism and hotel sector mainly focusing on ecological and sustainable environments. Although experience creation is core in tourism and hospitality it is a core thing to be considered in decision making sustainability is considered as authentic consideration. The main management lesson is wherein the authenticity of a sustainable environment has emerged as a stringent factor rather than a conventional element of luxury hospitality management organizations.

With conceptualization it is identified that eco-awareness will result in strong intentions to engage in sustainability-related actions if they are made extremely visible. It, therefore, follows that managers of hotels should implement "default eco" decisions that include opt-in eco-friendly services within rooms for eco-conscious tourists to behave consistently with their eco-values. It is evident that eco-perception will play a key role in the interpretation of the level of authenticity of the sustainability efforts by luxury hotels. This means that managers will need to communicate their environmental sustainability in an effective manner. This includes showing real-time measures and statistics related to sustainability. Certification of eco-friendliness and provision of these eco-sustainability measures in guest-facing media will help to reduce skepticism especially regarding Gen Z and Millennials.

The inclusion of pro-environmental practices, or nudges, emphasizes that the consequences of behaviors can be enhanced by integrating sustainability into the decision architecture. This implies that hotels must incorporate behavioral nudges at critical contact points

portraying eco-friendly products and services as “guests’ favorite” and utilizing visual nudges to demonstrate the ecological effects of their decisions.

This conceptualization provides the foundation for the studies to be grounded on facilitating pro sustainable practices along with the tourism experience for influencing the tourists’ internal factors impacting on buying sustainable decisions.

Conclusion

Considering the sustainability aspects of the luxury hotels this conceptualization is developed. Identifying a main gap with sustainable consideration of young travelers, this identifies those internal psychological factors of eco consciousness, eco perception and eco values impact on buying behavior in luxury hotels with sustainable considerations. Grounded on nudge theory this identifies those pro sustainable practices as nudges influencing on the buying decisions of young travelers considering to the fact that when luxury hotel having sustainable practices such as waste management, eco labeling, recycling that impact their internal consideration and driving towards buying behavior. This conceptual paper with strong theoretical emphasis on Norm Activation Model and Nudge theory provides sound theory synthesis in building the argument in an underexplored area of research integrating psychological aspects on buying behavior influences with external factors of nudges called pro sustainable practices. However, this conceptual model has various limitations. Hence it is identified role played with nudges on behavior is context specific there can be alterations and other cultural and contextual factors of millennials may be integrated in different contexts when conducting empirical studies based on this conceptual model. This also provides various practical implications for the decision makers in tourism in integrating pro sustainable efforts in influencing psychological consideration of young travelers in luxury hotel consumption behavior.

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