



From Green Perceptions to Guest Revisit Intention: The Role of Environmental Image in Shaping Guest Behavior

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ABSTRACT

Global focus towards environmental pollution and green practices is escalating at a rapid pace during the recent past. This paper aims to study how consumer perceptions of green practices has an impact on guest revisit intention of International Hotels operating in Sri Lanka and how environmental image mediates that relationship. Existing literature on the impact of consumer perceptions of green practices on guest revisit intention presents conflicting findings. To address this gap, the study employs Social Identity Theory as its theoretical framework and gathers data from a representative sample of 101 consumers patronizing environmentally friendly international hotels in Sri Lanka. And the results illustrate a significant positive association between consumer perceptions of green practices and guest revisit intention, along with a partial mediating effect of green image on the direct relationship between the perception of green practices and revisit intention. The empirical insights gathered from this study furnish hotel management with valuable knowledge concerning the factors influencing guest revisit intention, thereby offering strategic guidance for both existing and prospective international hotel chains seeking to establish operations in Sri Lanka.

Keywords: *Environmental Image, Green Practices, Revisit Intention, Social Identity Theory*



1. INTRODUCTION

Since the 1990s, the rising concern of environmental issues linked to the greenhouse gas emissions has become more apparent to the public (Lamb et al., 2021). Therefore, reduction in greenhouse gas emission has become completely necessary in order to reduce rapidly increasing global warming in the contemporary context. According to Pang et al. (2013), the hospitality industry is a significant contributor to greenhouse gas emissions. Hence, there is an emerging rational need to lessen adverse environmental effects caused by the hospitality industry. The term ‘green practices’ is defined in the existing literature as ‘practices that include reduced waste, energy efficiency, recycling, water efficiency, pollution prevention and sustainable food’ (Rodríguez et al., 2020). According to Han and his colleagues (2010), hotels are proceeding with green practices to upkeep customer satisfaction and customer loyalty as well as to successfully face the industry competition. Hence in this study, green practices are examined from the consumers’ point of view, as it is essential to assess how these practices influence customers after the service delivery. It is established through various studies that customer satisfaction is the base for building customer loyalty, which is a determinant for repurchase decisions by consumers (Han et al., 2010; Lam et al., 2006). According to Lee et al. (2010), it is a proven factor that the environment image of a hotel positively contributes towards consumers making positive recommendations to others, willingness to pay a premium price and most significantly revisit intention in the future. Even though the mediating effect of environmental image on the relationship between consumer perception of green practices and guest revisit intention has not been studied in depth, it indicates that there is a relationship. Consequently, a favorable perception of environmental activities will have a positive effect on the hotel's image perception and, as a result, will foster customer loyalty, (Maignan et al., 1999; Rust and Oliver, 2000). Many scholars have concluded that green practices create a positive impact on the environmental image of the hotel, and which ultimately leads to customer loyalty in the long run (Kucukusta & Chan, 2013; Rodríguez et al., 2020), and customer loyalty as a determinant for consumer behavioral intentions (Han et al., 2010; Lam et al., 2006).



While existing research has explored the connection between image and consumers' behavioral intention using theory of planned behavior (Han et al., 2010; Lee et al., 2010; Namkung and Jang, 2016), this study expands on this relationship by utilizing the framework of social identity theory.

Sri Lanka, as of today, is still a service-driven economy and given that the tourism sector's direct contribution to GDP is 0.8% in 2021 (SLTDA, 2021), it is one of the major income sources to the Sri Lankan economy. Therefore, it is crucial to identify guest satisfaction factors and reasons for their revisit intentions. Therefore, this study focuses on these key variables and seeks to conduct field research in Sri Lanka by targeting individuals who have experienced services from international hotel chains operating in the country within the past year.

According to Kularatne et al. (2019), environmentally sustainable practices are becoming more popular within the Sri Lankan hotel industry. According to Miththapala et al. (2013), repeat tourists are 30% of the total tourists who visit Sri Lanka on an annual basis. The findings of this study have the potential to offer valuable insights to foreign hotel management and policymakers who are involved in formulating strategies to increase the national tourism revenue.

While many hotels have already adopted green practices for the betterment of the environment and humanity, maintaining these standards can be costly from a managerial perspective. Given the investment required, it is crucial for hoteliers to evaluate whether green practices lead to tangible benefits, particularly in influencing guest revisit intention. Miththapala et al. (2013) noted that most tourists visiting Sri Lanka tend to be content with basic services offered at relatively low prices. However, it is anticipated that over time, guest preferences will increasingly shift towards environmentally responsible hospitality providers.

It is mentioned that compared to small-scale local hotels, large-scale international hotels do continue the environmental best practices in a wider scope, which comes under green practices (Miththapala et al., 2013). For example, Aitken Spence hotel holdings and John Keells holdings. Based on that, it is proposed to focus on the international hotels operating in



Sri Lanka in order to obtain more accurate findings for this study. For illustration purposes, Cinnamon Hotels under John Keells Holdings, Heritance Hotels and Earl's regency under Aitken Spence Holdings, Shangri-La hotel, Weligama Bay Marriott, Hilton and Movenpick hotels.

Therefore, even with a vast existing body of research focusing on sustainable practices and customer satisfaction, a gap exists in the studies focusing on consumer perception of green practices and how it affects guest revisit intention. Therefore, this study is proposed to deepen the existing understanding of the impact on the environmental image of the hotel sector as a mediating variable in relation to the direct relationship between consumer perception of green practices and guest revisit intention.

Hence the study aims to address the following research questions,

- RQ1: What is the impact of “consumers’ perception of green practices” on “guests’ intention to revisit” in the International Hotels operating in Sri Lanka?
- RQ2: Does the hotel’s “environmental image” mediate the relationship between consumer perception of green practices and guest revisit intention?

2. LITERATURE REVIEW

Hotels are considered to have caused substantial environmental damage by using a significant amount of non-recyclable materials, creating a lot of waste, using a lot of water and energy, as well as discharging toxins into the environment in the new millennium (Bohdanowicz et al., 2005). An average hotel visitor is thought to produce up to 1 kg of waste each day (Kasim, 2007) causing severe harm to the ecosystem. Hoteliers started to develop green practices due to the rising awareness of environmental damage (Kasim, 2006; Kim et al., 2019; Mbasera et al., 2016; Tang & Lam, 2017). Over time, concern for the betterment of the environment evolved into green behaviors and environmentally conscious purchasing decisions in the hospitality sector (Paco & Raposo, 2009), which is now closely linked to product quality, and customer satisfaction, that serves as the foundation for customer loyalty, which in turn significantly influences consumers’ intention to repurchase (Han et al., 2010; Lam et al., 2006).



Even though a wide range of studies have focused on consumer perception of the green practices of the hotels and guest revisit intention and have subsequently identified a positive relationship between variables over the recent years (Berezan et al., 2013; Han et al., 2019; Kim et al., 2016; Moise et al., 2020), found that green practices' impact on guest satisfaction and revisit intention is not uniform and tend to vary across different nationalities. Hence it can be suggested that cultural or regional values shape how guests perceive green practices. Alternatively, a more critical viewpoint is highlighted that while some guests prefer uninterrupted lodging experience and unwilling to endure even minor inconveniences for the sake of environmental sustainability (Kasim, 2004; Kim & Han 2010), which indicates while consumer perception of green practices may enhance loyalty for some customers, they may have neutral or even negative effects for others if such practices are perceived as reducing comfort or convenience. Overall, studies on green practices from the consumer's perspective show mixed results.

In spite of the fact that few studies have been conducted focusing on the consumer perception of green practices of Sri Lankan hotel sector and guest revisit intention in Sri Lanka (Jayashinghe & Weerasekara, 2021; Tharaka & Munasinghe, 2022), it revealed a strong positive relationship between consumer perception of green practices and behavioral intentions. According to researcher's best knowledge, none of the studies conducted in Sri Lanka have examined the mediating effect of green image in the relationship between consumer perception of green practices and guest revisit intention. Therefore, it can be concluded that a distinct empirical gap exists within this particular domain, which necessitates further examination.

Based on Xiang and his colleagues' findings in 2015, the hospitality industry is in a competitive atmosphere, due to every hotel providing homogeneous products and services. Hence boosting the image of a hotel will assist to stand out from the competition amidst the rising environmental consciousness and strict environmental protection regulations (Bowen & Chen, 2001). "Environmental image" defined as "a set of perceptions of a brand in a consumer's mind that is linked to environmental commitments and environmental concerns" (Chen, 2010), is a valid way for hotels to stand out among their competitors (Verma &



Chandra, 2017). Therefore, it can be argued that the more positively consumers perceive a hotel, the more likely they are to revisit the establishment.

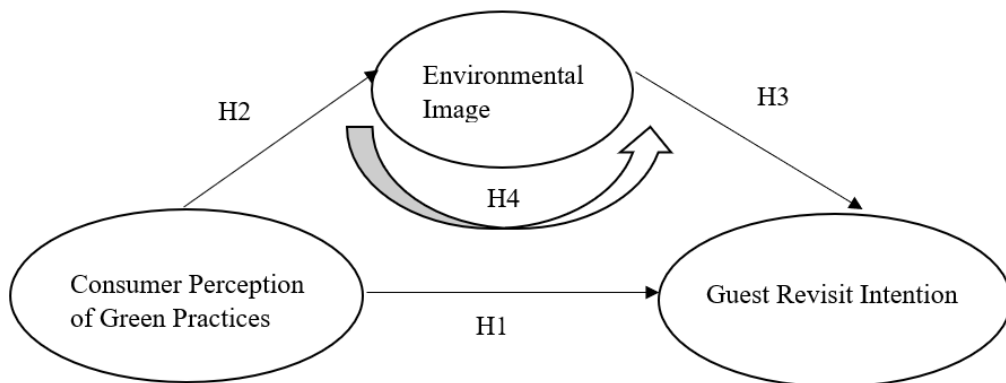
According to Han et al. (2010) environmental image of hotels necessitates the responsibility toward environmental issues, implementation of environmentally conscious practices. Businesses that commit a lot of effort into enhancing their brand perceptions are able to improve consumer satisfaction with regard to environmental aspirations, sustainable expectations, and green needs. Scholars have identified and proved the positive relationship between the environmental image of a firm and customer satisfaction (Chang & Tu, 2005; Martenson, 2007), which is one of the antecedents of customer loyalty. Hence, it can be interpreted that a hotel's environmental image is indirectly associated with consumer behavioral intentions, including guest revisit intention.

According to the researcher's best knowledge, there are limited studies conducted focusing on the Sri Lankan hotel industry, in relevance to environmental image. Wijewardena and Herath (2020) examined how green practices and environmental image impact the corporate image of a hotel and disclosed the findings which indicated a positive relationship between those variables and furthermore, they mentioned that in order to boost the corporate image, hoteliers should focus on environmentally friendly services, green label products, and increase the energy conservation. None of the studies based on Sri Lanka is focused on the environmental image of a hotel as a mediating variable in terms of consumer perception of green practices and guest revisit intention. Thus, a clear empirical gap exists for further research purposes.

Previous studies suggest that, compared to first-time visitors, repeat visitors do spend more money (Lehto et al, 2004) and stay longer (Wang D., 2004). As a result, revisiting guests play a crucial role in the sustainability of the hospitality sector. In this study, guest revisit intention is defined as the “anticipated future travel behavior of an individual” (Chang et al., 2014). Therefore, as a way of increasing guest revisit intention, hotels could make an effort to create a memorable experience while they are at the hotel (Chang et al., 2014) because visitors are more inclined to return and recommend a destination to others if they are happy with their travel experience (Hutchinson et al., 2009; Loi et al., 2017).

“Repeat visitors gain greater influence from destinations' emotional or psychological significance” (Jin & Lee, 2015), thereupon it is predicted that repeat tourists do have a greater effect of identification on green practices rather than the first-time visitors (Su & Swanson, 2016). Based on a Sri Lankan study which was conducted recently, all the green practices focusing on organic food, energy saving, water saving, and recycling attributes were tested to have a positive impact on guest revisit intention. Only the wastage reduction attribute was tested to be negative, and most reasoning was provided as the actions are not visible and known to the customers (Jayasinghe & Weerasekara, 2021). A limitation of an existing study can be mentioned as the number of variables and when further research is proposed, it should focus more on the antecedents of revisit intentions (Chang et al., 2014). By considering the above-mentioned suggestion, here in this study environmental image has been considered as a mediating variable.

Figure 1: Conceptual Framework



Note: Conceptual Framework Depicting the Influence of Green Practices on Customer Satisfaction and Guest Revisit Intention

Wijewardena and Herath (2020) examined how green practices and environmental image impact the corporate image of a hotel and disclosed the findings which indicated a positive relationship between those variables. None of the studies based on Sri Lanka is focused on the environmental image of a hotel as a mediating variable in terms of consumer perception of green practices and guest revisit intention.



One of the most important tasks for the hospitality sector is to completely comprehend how visitors behave while making purchasing decisions and more of a challenging task to predict their future spending intentions. It is in view of a study conducted by Wang (2004) and one of its findings is, attracting new customers costs less for the hotel rather than attracting new ones. Hence guest revisit intention is demonstrated as “anticipated future travel behavior of an individual” (Chang et al., 2014).

When looking at the existing literature, it is visible that only a limited number of studies have been focused on the pre-visiting influential factors such as destination image and guest revisit intention (Baloglu & McCleary, 1999). A stream of previous studies shows that hotel attributes will influence customers’ behavioral intentions including revisit intention (Hudson & Thal, 2013; Kwok & Yu, 2012).

Among numerous researchers who have studied the hospitality industry, Namakung and Jang in 2013 highlighted that green practices significantly influence customers’ perception of a firm’s environmental image and green behavioral intentions. It was further proven from the findings of Lee et al. (2010) from a research study in the hospitality industry that a hotel’s environmental image contributes towards favorable behavioral intentions as per Zeithaml (1996). Han et al. (2010) have further indicated in their findings that a positive perception regarding a hotel significantly develops an environmentally friendly image which ultimately leads to favorable consumer behavioral intentions. Hence, building on the above theoretical effect, this study suggests that,

- H₁: A positive perception of a hotel’s green practices impacts guest revisit intention.
- H₂: A positive perception of a hotel’s green practices impacts the hotel’s positive environmentally friendly image.
- H₃: A hotel’s positive environmentally friendly image impacts guest revisit intention at International Hotels operating in Sri Lanka.
- H₄: A hotel’s positive environmentally friendly image mediates the relationship between a hotel’s environmentally friendly practices and guest revisit intention.



3. RESEARCH METHODS

A questionnaire was used as the survey instrument in this study to measure consumer perception of green practice, their perception of hotel's environmental image and their guest revisit intention. Consumer perception of green practices was measured by adapting the measurement scale for the environmental dimension of the corporate social responsibility construct used by Martínez and del Bosque (2013). Perception of the hotels' environmental image was measured using the measurement scale of Chen (2010), and the variable: guest revisit intention was based on the behavioral intention literature review by Kim and Roseman (2020).

A pilot study was conducted using 10 randomly selected hotel customers, and based on the feedback received a few items in the questionnaire were slightly modified to improve clarity of the statements including the word changed from college to university. All items in the scale were measured based on a five-point Likert scale where "1" being strongly disagreed and "5" being strongly agreed. Survey questions for all the variables are shown in table 1.

Sample was an aggregation of customers who had experienced the service of at one or more selected international hotels within the time span of a year. The criteria for selecting international hotels focused on hotels that conduct practices to reduce energy, water and waste consumption and greenhouse gas emissions, use environmental sustainability focus in their operations. Data was collected over a three-month period by visiting the selected hotels with the permission of the hotel management.

The Ordinary Least Square regression model was applied to this study in order to examine the effect of one or more variables on the dependent variable. The researcher conducted a Pearson correlation analysis to measure the extent and orientation of the direction between the independent variable; consumer perception of green practices and the dependent variable; guest revisit intention. Here in this study the mediating variable was considered as the Hotel's environmental image, concerning the relationship between consumer perception of green practices and guest revisit intention. Baron and Kenny methodology, created in 1986, is an analytical strategy utilized to test hypotheses of mediation (Baron & Kenny, 1986).

Additionally, a pilot study was conducted prior to the final survey to enhance the comprehensiveness of measurements and improve questionnaire readability. To appraise the internal consistency in the analysis of the study, Cronbach's alpha coefficient indicates was utilized.

4. FINDINGS AND DISCUSSION

To summarize the demographic profiles of the respondents, the majority of 50.5% female respondents and 49.5% male respondents. It is visible that 27.7% of the respondents were of age between 18-24 and a close percentage (21.8%) of respondents were between the age of 25-34, while 65 and above is the least proportion of the sample belonged to the age category of 65 and above. The popularity of given environmental activities respectively were, conduct recycling, reusing plastics, reusing plastics and composting, and least number of people mentioned as preference for less packaging or conducting no activities at all.

All the variables tested to have Cronbach-Alpha values of more than 0.7, hence the corresponding variables were operationalized without dropping any items. All the co-efficient of skewness statistics for the three variables are between -1 and +1. Henceforth it was assumed that all the variables are approximately normally distributed within the acceptable range.

Table 1: Descriptive statistics of the variables

Variable Type	Variable	N	Mean	Std. Deviation
Independent	Consumer perception on green practices	101	3.5615	0.49167
Dependent	Guest revisit intention	101	3.7005	0.65194
Mediating	Environmental Image	101	3.6911	0.52117

Source: Survey Data

As per Table 1, the mean value for the variable of consumer perception towards green practices and environmental image are 3.5615 and 3.6911 respectively. By which a significant level of individual characteristics in influencing guest revisit intention is demonstrated. The standard deviation of 0.49167 and 0.52117 in terms of the same variables indicates that most participants share a common view on this matter.

Regarding the dependent variable of guest revisit intention, the mean value of 3.7005 suggests a high level of intention among respondents, with a standard deviation of 0.65194 indicating a common opinion regarding consumer perception of green practices.

Co-efficient of correlation is 0.479 which indicates a moderately positive relationship between consumer perception of green practices and guest revisit intention.

Table 2: Model Summary

Model	R	R Square	Adjusted square	R	Std. error of the estimate	Durbin-Watson
1	0.479a	0.229	0.221		0.57528	1.990

Source: Survey Data

Based on the model summary in Table 2, it is mentioned that 22.9% of guest revisit intention is explained by the independent variable, consumer perception of green practices. The Durbin-Watson test statistic noted by Williams et al. (2013) was calculated as 1.99 for this study, hence it suggests that the residuals are independent, and the results obtained of the model are fitting. The probability of the F test statistic is 0.000 which denotes high significance and thus indicates that the model is highly jointly significant.

Table 3: Impact of consumer perception on green practices on guest revisit intention

	Unstandardized	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig	95% confidence interval for B Lower B. Upper B.
Constant	1.440	.421		3.423	.001	0.605 2.275
Env. practices	.635	.117	.479	5.425	0.000	0.463 0.867

Source: Survey Data

For the variable of consumer perception on green practices, the beta value is 0.479 at a significant level of p is 0.000. Henceforth, hypothesis one (H_1) could be stated as accepted implying a significant positive effect from consumer perception on green practices towards guest revisit intention.

Mediator Analysis

Table 3 shows the regression coefficients and their significance levels. The mediating effect was tested using Barron and Kenny model. And the findings demonstrate that all the regression models are significant. Hence the mediating effect could be tested. First, the relationship of the mediator with the Independent and Dependent variables were established through H₂ and H₃.

Table 4: Regression coefficients and significance levels

Hypothesis	Relationship	Beta (Without E/ I)	T-stats (Without E/I)	Sig.	Decision
H1	EP > RI	0.123 (.479)	1.335 (5.425)	<0.001	Supported
H3	EI > RI	0.598	6.479	<0.001	Supported
H2	EP > EI	0.595	7.357	<0.001	Supported

Source: Survey Data

As per table 4, the findings of the mediating test show a significant impact of consumer perception on green practices (EP) on guest revisit intention (RI) ($\beta = 0.123$, $P < 0.001$). Hence hypothesis H₁ is supported. Also, the findings indicate that the second condition is also satisfied, in which it emphasizes that consumer perception on green practices has a positive significant impact on environmental image (EI), ($\beta = 0.595$, $P < 0.001$), by which it suggests that H₂ is also supported. Finally, the third condition was satisfied by implying that environmental image has a significant positive impact on guest revisit intention ($\beta = 0.598$, $P < 0.001$). Therefore, H₃ is supported repeatedly.

Due to the fact that both the independent and mediating variables are significant the four step criteria specified by Barron and Kenny (1986) is fulfilled. Therefore, environmental image acts as a partial mediator in between consumer perception of green practices and guest revisit intention supporting H₄ of the study.

5. CONCLUSION AND RECOMMENDATIONS

RQ₁ research objective was accomplished by carrying out tests of hypothesis 1 (H₁), with the purpose of evaluating the impact of consumers' perception of green practices on the revisit



intention of International Hotels operating in Sri Lanka. As per this study, consumers' perception of green practices has a highly significant positive impact on the guest revisit intention of international hotels in the Sri Lankan context. This aligns with previous research conducted both globally (Berezan et al., 2014; Kim et al., 2016) and locally in Sri Lanka (Jayashinghe & Weerasekara, 2021; Tharaka & Munasinghe, 2022), which have reported similar outcomes. Hence, it could be concluded that the first objective of the study has been accomplished successfully.

With regard to second research question (RQ₂), the corresponding research objective was achieved through the testing of the second, third, and fourth hypotheses (H2, H3, and H4). To examine the mediating role of environmental image in the relationship between consumers' perception of a hotel's green practices and guest revisit intention, environmental image was tested as a mediating variable. The results revealed that environmental image functions as a partial mediator in this relationship, indicating that while it influences the connection, consumer perception of green practices still maintains a direct effect on guest revisit intention.

In cases where the respondents had a positive image of the hotels' green practices, their perceptions of the hotels' green practices had a greater impact on their intention to revisit, according to the study. These findings were comprehensibly consistent with previous research findings, which have stated that customers' positive perceptions of green practices improve the hotels' environmental image and lead to favorable behavioral intentions towards the hotel, such as word-of-mouth recommendations, willingness to pay more, and intention to revisit, ultimately improving the hotel's competitiveness (Han et al., 2009; Lee et al., 2010).

The outcome of this investigation supports that the consumer perception of a hotel's green practices influences a customer's view of that hotel's image and, correspondingly, their revisit intention within the international Hotels operating in Sri Lanka. Consequently, it may be inferred that the initial aim of the study has been effectively achieved.



5.1. Theoretical Implications

This research makes a noteworthy contribution to the literature in relation to the hospitality industry in Sri Lanka, and further, it underlines the significance of pro-environmental behavioral intentions within the hotel sector.

While existing research has explored the connection between firm's image and behavioral intention through empirical evidence (Han et al., 2010; Lee et al., 2010; Namkung and Jang, 2017), this study expands on the same relationship by utilizing the framework of social identity theory. The reason for utilizing social identity theory in this study is as follows, majority of the existing research findings related to green practices and consumer behavioral intentions were based on the theory of planned behavior, but it is also argued that it does not provide an appropriate theoretical base in order to study behavioral intentions (Han et al, 2011; Kim & Han, 2010). Hence this study addresses the gap within the existing literature in terms of environmental image and guest revisit intention as a result of consumer perception of green practices of the hotel sector.

5.2. Practical Implications

This study presents a significant outcome for hoteliers within the international hotel sector in Sri Lanka. The research findings offer hotel managers a comprehensive understanding of how guests' perception regarding green practices at hotels impact their decision-making and subsequently their behavioral intentions. Customers with a better perception of green practices that are conducted by the hotels tend to increase positive guest behavioral intentions.

Green practices have not always been understood and perceived by customers as valuable in terms of environmental protection, but instead they have been perceived as a cost-reduction business strategy (Hu & Wall, 2005; Leonidou et al., 2013). Hence, they should integrate green practices into their core service experience without compromising guest comfort, which will then serve as a strategic tool for enhancing customer loyalty and long-term competitiveness.



Hoteliers must acquire the skill of promoting their sales in a manner that does not convey the impression that their ecologically sustainable methods are attained at the detriment of any other set of benefits from the guests. Hotel owners should aim to effectively convey their eco-friendly efforts through marketing materials, staff interactions, and in-hotel signage in a way that aligns with the values and environmental concerns of their customers, while also avoiding alienating other guests who may not share these values (Font & McCabe, 2017).

Studies have shown that more than 70 percent of sustainability actions are not conveyed (Font et al., 2017), despite the numerous cost-effective opportunities available to communicate sustainability actions in a more convincing manner (Villarino & Font, 2015). It is useful for hoteliers to obtain knowledge about their customers' behavioral intentions and ensure that they effectively communicate with the target market when it comes to all the green practices and green efforts that they make on a regular basis. Due to the fact that it is being confirmed that perception of green practices results in increasing guest revisit intention, it is in the hands of the hotel's management to convert the intention to actual repeat visits. Specifically, hotels that are environmentally friendly can utilize their website's design to communicate their green practices to the potential consumers.

Policymakers and tourism boards may also use these insights to promote Sri Lanka as a sustainable tourism destination by encouraging and recognizing environmentally responsible hotels through certifications and incentives.

5.3. Limitations of the study

The limitations of this study must be taken into consideration when interpreting the empirical findings, and these limitations can be examined and addressed in future studies.

The first limitation of this study lies in its exclusive focus on international hotels operating in Sri Lanka. This decision was based on the observation that, compared to small-scale local hotels, large-scale international hotel chains tend to implement environmental best practices more comprehensively under the umbrella of green practices. However, this focus presents a



limitation in terms of generalizability, as the findings may not be applicable to local hotels operating within the same context.

Also, data was collected from the respondents, asking them to refer to their most frequent experience in an international hotel. But there could be a possibility that they simply forgot the details or did not pay thorough attention to the hotel's environmental efforts.

As well as the data collection sample mainly focused on the Western province owing to a higher gross domestic income per capita. However, a more rounded viewpoint would have been produced, had there been a broader geographical coverage of respondents with a better representation of Sri Lanka.

Furthermore, owing to the time and resource constraints faced by the researcher, the study was limited to a sample size of 101 participants. The time horizon was cross-sectional, thus depicting a snapshot in time does not demonstrate how consumer perception of green practices impacts the guest revisit intention.

5.4. Recommendations for future research

Given the constraints of this research, the subsequent suggestions are offered to enhance the validity of future studies. Future research studies could focus on all three aspects of consumer behavioral intentions which includes revisit intention, recommendation to others and willingness to pay a price premium rather than one. When studying variables such as consumer perception of green practices, awareness or consciousness of consumers of the related matter is significant (Rodríguez et al., 2020). This research focuses on the intentions of behavior, hence, it is necessary to conduct a future quasi-experimental or experimental study to verify the model, particularly to analyze the influence of increasing consciousness regarding green practices on behavioral intentions (Boulstridge & Carrigon, 2000).

Moreover, it is crucial to take into account the impact of environmental factors on customers' evaluation of the quality of service, as well as the extent to which this factor affects their overall revisit intention (Kang et al., 2012).



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