



# An Analytical Study on the Influence of 5-Star Category Hotels Eco-Friendly Practices on Consumers Purchasing Decision

Neetesh Bakshi<sup>1\*</sup>, Ajit Kumar Singh<sup>2</sup>

<sup>1</sup> Research Scholar, Chandigarh University, Mohali, Punjab, India

<sup>2</sup> Professor, University Institute of Tourism & Hospitality Management, Chandigarh University, Mohali, Punjab, India

\*Corresponding Author: [neeteshbakshi@gmail.com](mailto:neeteshbakshi@gmail.com)

**Abstract:** The goal of this study is to explore how eco-friendly practices adopted by hotels influence consumers' decisions when choosing where to stay. To gather insights, we created a structured questionnaire and collected responses throughout August 2023. We asked questions related to our objectives using a 5-point Likert scale. For data collection, we used a convenience sampling method. The primary focus was to assess how these eco-friendly practices affect consumers' hotel selection. To achieve our study's goals, we employed central tendency methods. Our findings revealed that the top six eco-friendly practices that significantly sway consumer choices include using natural landscaping in public areas, offering eco-friendly products, implementing key card-controlled lighting and temperature in rooms, ensuring natural ventilation, utilizing biodegradable products, and donating to environmental NGOs. Additionally, this research shed light on how male and female consumers make decisions regarding eco-friendly hotels, as well as the influence of these practices on the purchasing choices of both single and married consumers.

**Keywords:** *Eco-Friendly Hotels, Eco-Friendly Practices, Purchase Decision, Consumers, Five-Star Category Hotel*

## 1. Introduction

Various sectors are stepping up to guard the atmosphere through innovative means like social media [1], digital platforms such as websites [2], and online education [3]. These technological advancements have certainly helped in reducing the consumption of natural resources. Both developed and developing countries recognize tourism as a vital and rapidly expanding sector that fosters regional development, creates jobs, alleviates poverty, and helps preserve historical and national treasures. In 2019, tourism provided employment for 330 million, contributed 10.5% to the world's GDP, and offered a 3.5% increase [4, 5]. The yearly ecological impact of vacation industry enhanced in 2009 from 3.9 gigatons of CO<sub>2</sub> to 4.5 gigatons in 2013 [6] due to the discharges of GHGs [7].

The UN Conference on Environment and Development in 1992, actually put into perspective how important it is for hotels to implement visible green policies, such as solar panel installation and aerating shower faucets. These policies benefit not just the visitors, but they also minimize negative environmental effects, cut costs, and provide a strong influence toward a green revolution [8]. In order to promote awareness on sustainability and collective responsibility, the ESOI has team up with the MoT and signed a Memorandum of Understanding. With dynamic workshops and public education campaigns conducted on this topic, ESOI is braced by the Government of India's MoT [9]. Over the last decade, this industry has experienced rapid growth. To stay competitive in today's market, hotels really have no choice but to focus on and embrace eco-friendly practices. To meet this demand, it's essential for customers to learn how to use resources wisely, while hotels need to put environmental safeguards in place to respond to the increasing call for sustainable, green practices.

These days, a lot of important topics are being talked about, like how to maintain standard assets, incorporate eco-friendly practices into our everyday lives, and invest in climate-focused funds. Even before kids step into a classroom, they're already learning about the significance of caring for our planet. Phrases like "every customer" and "be environmentally friendly" have become the latest buzzwords that show a commitment to environmental awareness. Various industries are doing their best to present themselves as eco-conscious to build a loyal customer base, and the hotel industry is no exception. To attract these environmentally-minded guests, many hotels proudly showcase their green practices in their daily operations. Research indicates that being environmentally efficient—often called "green"—means providing more services while using fewer resources, generating less waste, and minimizing pollution. The rise of sustainable hotels, or "green inns," has been remarkable [10, 11]. The present research is having title

**“An Analytical Study on the Influence of 5-Star Category Hotels Eco-Friendly Practices on Consumers Purchasing Decision”**. This study is distinctive since no comprehensive research on eco-friendly hotel practices or research linking eco-friendly hotel practices in Delhi NCR to five-star hotels has been found.

## 2. Review of Literature

### 2.1 Concept of Eco-Friendly Hotels

Hotels are to implement green practices under pressure from regulators or authorities [12]. Ecology is safeguarded against being damaged by pollution and natural resource degradation by the implementation of green products and methods [13]. Sustainable solid waste management, air quality maintenance, water management, green purchasing, energy conservation, permit maintenance and public awareness, some of these "green" operations [11, 14]. Green hotels are environmentally concerned [15, 16]. To ensure that the guests can continue to reside in a secure, non-toxic, and energy-efficient space, these hotels adhere to the regulations [17]. Through the use of environmental regulations and the implementation of some of the green new technologies, green hotels are a great contributor to environmental preservation while delivering superior operating performance [18]. Recycling and green buying are only a few of the environmentally friendly hotel operations that cut back on a negative environmental impact, based on Wolfe and Shanklin [19]. Similarly, "green hotels" are also "ecologically sound businesses whose managers will implement programs which save money while reducing solid waste, water use, and energy [20]."

### 2.2 Important Eco-friendly Practices Exercised by Hotels

Leading considerations to be made for global sustainability is environmental sustainability [21; 22]. Table 1 is highlighting some of the prominent eco-friendly practices adopted by the hotel industry:

Table 1: Important eco-friendly practices exercised by hotel industry

Author/s	Important Eco-friendly practices
Salama and Abdelsalam [23]	The re-use of facilities
Subbiah and Kannan [17]	No throwing away of things
Nasif et al. [24]	Rainwater harvesting as a substitute for traditional water supply
Yuksel et al. [25]	Paperless policy and use of electronic media
Delgado and Campbell [26]	The entire hotel is fitted with solar geysers and insulated pipes.
Lazièia-putnik, I., & Lazaria-zec [27]	The hotel is a smoke-free hotel throughout
Elshaer et al. [28]	Installation of natural landscaping and plant techniques within public spaces
Bagio and Budidharmanto [29]	Room temperature and lighting were controlled using a key card
Anunobi et al. [30]	The room's natural ventilation
Mbasera et al. [11]	Adoption of environmentally friendly products
Parpairi [31]	Usage of biodegradable goods
Fransisca and Zahrah [32]	Use of sunlight in public areas
Önüt and Soner [33]	Using energy-efficient machines
Mensah [34]	Shifting the bedding/other linen every other day
Bruns-Smith et al. [35]	Automatic low flow fixtures employ
Hsiao et al. [36]	More use of locally produced goods
Baker et al. [37]	Hotels with employee and guest green practices awareness programs
Mishra [38]	Hotels with financial or in-kind donations to environmental NGOs

### 2.3 Consumers Purchase Decision towards Eco-friendly Hotels

Demand for and demand for ecologically friendly accommodation grows nowadays. Customers are increasingly sensitized to the environmental impact hotels produce and look for "green consciousness" in hotel management [39]. For hotel marketers, being fully aware of what future customers expect in the form of green consumption is still a major challenge [40]. Consumer behavior research has been on environmental consciousness of tourists. Practices of accommodation [41], how guests make the decision to book an eco-hotel [40], guest satisfaction, and guest's intention to come back [42], customer's green attitudes and perceptions of green practices [43] etc. are consumer purchase decision-based studies on eco-hotels. Experiments and questionnaires are typical means to investigate consumer behavior towards green hotels, but usually in hypothetical situations [44]. Social desirability bias distorts answers to ethical consumption [45]. Tourists increasingly choose eco-hotels [46], but guest preference is under researched [47], [48].

## 3. Objectives of the Study

- To analyze the influence of hotels green practices on consumers purchase decision.
- To compare male and female preferences for eco-friendly practices for selection of hotels.
- To compare single and married couple preferences for eco-friendly practices for selection of hotels.

## 4. Research Methodology

Data for the current study were gathered from the patrons of the hotel industry, i.e., from customers who like to reside in Delhi-NCR's 5-star eco-friendly hotels. A structured questionnaire was utilized for the survey and covered all the study purposes. Google Forms were utilized to send a structured questionnaire to respondents as part of the data collection process. Three sections made up the questionnaire. The first one was for the respondents' demographics. The second one included closed-ended questions for the respondents' travel and accommodation record. Third part included closed ended questions for influence of hotels eco-friendly practices on consumer purchase decision. The third section employed closed-ended questions using a 5-point Likert scale (1 = not at all influential to 5 = highly influential). In accordance with Dambhare and Khan [49], central tendency measures were applied to achieve the first three goals. Weighted mean scores and rankings were obtained. Cronbach's alpha (0.71) ensured reliability over 18 green hotel practices. Information was gathered through a questionnaire in August 2023. Secondary sources were government reports, journals, books, and websites. 275 of 350 questionnaires mailed back and 240 were valid for analysis. Data collection was done through convenience sampling.

## 5. Data Analysis and Interpretation

### 5.1 Demographic Profile of the Respondents

Table 2: Demographic profile of the respondents

<b>Gender</b>	Male	54.16
	Female	45.8
	Preferred not to say	---
<b>Age</b>	18-30 years	44.2
	31-40 years	26.5
	41-50 years	20.4
	51-60 years	8.8
	Above 60 years	---
<b>Marital Status</b>	Single	56.6
	Married	43.4
	Preferred not to say	---
<b>Area of Residence</b>	Urban	65.7
	Rural	34.3
<b>Educational Qualifications</b>	Undergraduate	8.8
	Graduate	37.6
	Postgraduate	33.7
	Doctorate	9.9
	Others	9.9
<b>Occupation</b>	Students	16.6
	Government Job	29.3
	Private Job	22.7
	Business	22.2
	Others	9.4
<b>Annual Income</b>	Not earning	8.8
	Up to 3 Lakhs	19.9
	3-6 Lakhs	26.5
	6-10 Lakhs	25.4
	More than 10 Lakhs	19.3

To meet the goals of this study, we crafted a structured questionnaire and sent it out to 350 participants across India in August 2023, using Google Forms as our online platform. Out of those, 275 respondents completed and submitted the survey, and we found 240 of those responses to be complete and valid. Table 2 illustrates the demographic profile of consumers who prefer eco-friendly hotels. The gender breakdown revealed that a majority of the respondents were male, making up 54.16% (or 130 individuals), while females accounted for 45.8% (110 individuals). In terms of age, 44.2% of respondents fell within the 18-30 year range, 26.5% were between 31-40 years, 20.4% were aged 41-50 years, and 8.8% were in the 51-60 year bracket. The data also indicated that most respondents were married (56.6%, or 136 individuals), while 43.4% identified as single (104 individuals). A significant portion (65.7%) of the surveyed group lived in urban areas. When it comes to education, 8.8% were undergraduates, 37.6% were graduates, 33.7% held postgraduate degrees, and 9.9% had doctorates, with another 9.9% possessing other qualifications. In terms of occupation, 16.6% were students, 29.3% held government jobs, 22.7% worked in the private sector, and 22.2% were entrepreneurs. Additionally, 8.8% of respondents reported no income, 19.9% earned up to 3 lakhs per year, 26.5% had an annual income between 3-6 lakhs, 25.4% earned between 6-10 lakhs, and 19.3% made over 10 lakhs annually.

## 5.2 Profile of the respondents related to their travel and hotel stay

Table 3 gives us a glimpse into the travel habits of the respondents regarding their hotel stays. It reveals that 24.9% of them visit 5-star hotels just once a year, while 25.4% go twice, 19.3% make it three times, 9.4% visit four times, and a notable 21% frequent 5-star hotels in Delhi-NCR more than four times a year. When it comes to the duration of their stays, 49.2% of respondents spend up to 3 days at these luxurious hotels, 34.3% stay for 4 to 6 days, 13.3% for 7 to 10 days, and 3.3% enjoy their time there for over 10 days. In terms of spending, 28.2% of respondents typically shell out around Rs. 20,000 during their visits, 29.8% spend between Rs. 20,000 and 30,000, 27.6% fall in the Rs. 30,000 to 40,000 range, while 7.2% spend between Rs. 40,000 and 50,000, and another 7.2% go beyond Rs. 50,000 when visiting 5-star hotels in Delhi-NCR.

Table 3: Profile of the respondents related to their travel and hotel stay

How many times in a year do you visit 5-star category hotels?	Once a year	24.9
	2 times a year	25.4
	3 times a year	19.3
	4 times a year	9.4
	More than 4 times	21
Average duration of stay in hotels per visit	Up to 3 days	49.2
	4-6 days	34.3
	7-10 days	13.3
	More than 10 days	3.3
Average spending per visit in hotels	Up to Rs. 20000/-	28.2
	Rs. 20000-30000/-	29.8
	Rs. 30,000-Rs. 40,000/-	27.6
	Rs. 40,000-50,000/-	7.2
	Rs. 40,000-50,000/-	7.2
	More than Rs. 50,000/-	

### 5.3 Influence of Hotels Eco-friendly Practices on Consumers Purchase Decision

The first objective was to analyze influence of hotels eco-friendly practices on consumers purchase decision. Closed ended questions on 18 parameters were asked to respondents who visit 5-star category hotels of Delhi-NCR. Table 4 is indicating weighted total and weighted mean of various eco-friendly practices which influence consumers 5-star category hotel selection. From the weighted mean score, it has been found that top 6 most influential eco-friendly practices adopted by hotels to influence consumers is Installation of natural landscaping and plant techniques within public spaces (Weighted Mean Score= 4.07) followed by use of eco-friendly products (Weighted Mean Score= 4.02), key card controlled lighting & temperature of the room (Weighted Mean Score= 4.00), The room's natural ventilation (Weighted Mean Score= 3.92), use of bio-degradable products (Weighted Mean Score= 3.90) and Hotels with financial or in-kind donations to environmental NGOs (Weighted Mean Score= 3.86). Eco-friendly practices which moderately influence consumers selection of 5-star category hotels are hotel rooms fitted with solar geysers (Weighted Mean Score= 3.82) followed by Paperless policy and use of electronic media (Weighted Mean Score= 3.81), Hotels with eco-friendly practices awareness programmed for staff and visitors (Weighted Mean Score= 3.80), The hotel is a smoke-free hotel throughout (Weighted Mean Score= 3.77), A rain harvesting system (Weighted Mean Score= 3.76) and Use of sun light in public area (Weighted Mean Score= 3.75). Eco-friendly practices which least influence consumers selection of 5-star category hotels are Using energy-efficient machines (Weighted Mean Score= 3.67) followed by using local goods to support local communities (Weighted Mean Score= 3.65), Utilization of automatic low flow fixtures (Weighted Mean Score= 3.64), The re-use of facilities (Weighted Mean Score= 3.50), Shifting the bedding/other linen every other day (Weighted Mean Score= 3.41) and No throwing away of things (Weighted Mean Score= 2.97).

Table 4: Impact of hotels eco-friendly practices on consumers purchase decision

PARAMETERS	NAI (1)	SLI (2)	SMI (3)	MI (4)	EI (5)	TOTAL	WT	WM	RANK
The re-use of facilities	20	32	66	51	71	240	841	3.50	16
No throwing away of things	58	45	39	40	58	240	715	2.97	18
Rainwater harvesting as a substitute for traditional water supply	15	25	54	54	92	240	903	3.76	11
Paperless policy and use of electronic media	6	35	40	75	84	240	916	3.81	8
The entire hotel is fitted with solar geysers and insulated pipes.	16	21	52	51	100	240	918	3.82	7
The hotel is a smoke-free hotel throughout	28	24	35	39	114	240	907	3.77	10
Installation of natural landscaping and plant techniques within public spaces	13	19	34	46	128	240	977	4.07	1
Room temperature and lighting were controlled using a key card	3	26	40	68	103	240	962	4.00	3
The room's natural ventilation	11	21	43	66	99	240	941	3.92	4
Adoption of environmentally friendly products	12	23	28	60	117	240	967	4.02	2
Adoption of biodegradable products	10	29	41	54	106	240	937	3.90	5
Sunlight usage in public spaces	10	35	46	62	87	240	901	3.75	12
Using energy-efficient machines	8	40	49	67	76	240	883	3.67	13
Shifting the bedding/other linen every other day	22	41	55	59	63	240	820	3.41	17
Utilization of automatic low flow fixtures	9	30	63	73	65	240	875	3.64	15
More use of locally produced goods	18	33	45	63	81	240	876	3.65	14
Hotels with employee and guest green practices awareness programs	13	27	42	69	89	240	914	3.80	9
Hotels with financial or in-kind donations to environmental NGOs	14	23	49	49	105	240	928	3.86	6

Note: NAI: Not at all influential, SLI: Slightly influential, SMI: Somewhat influential, MI: Moderately influential, EI: Extremely influential, WT: Weighted total, WM: Weighted mean

#### **5.4 Comparison of Male and Female Preferences for Eco-Friendly Practices for Selection of 5-Star Category Hotels**

The second objective was to compare the male and females' preferences for eco-friendly practices for selection of 5-star category hotels. Total 240 responses were found valid and out of 240 responses 130 were males and 110 were females. Table 5 is indicating ranking of eco-friendly practices which influence male consumers selection of 5-star category hotel and table 6 is indicating ranking of eco-friendly practices which influence female consumers selection of 5-star category hotels. Top most influential eco-friendly practices which influence male consumers selection of 5-star category hotels are Installation of natural landscaping and plant techniques within public spaces followed by Adoption of environmentally friendly products, The room's lights and temperature were controlled by a key card, A rain harvesting system, Hotels with employee and guest green practices awareness programs and Adoption of biodegradable products. Top most influential eco-friendly practices which influence female consumers selection of 5-star category hotels are Key card-controlled lighting & temperature of the room followed by Adoption of environmentally friendly products, Hotels with financial or in-kind donations to environmental NGOs, The room's natural ventilation, The hotel is a smoke-free hotel throughout and Adoption of biodegradable products. Eco-friendly practices which moderately influence male consumers selection of 5-star category hotels are hotel rooms fitted with solar geysers followed by the room's natural ventilation, Paperless policy and use of electronic media, Hotels with financial or in-kind donations to environmental NGOs, Sunlight usage in public spaces and Using energy-efficient machines. Eco-friendly practices which moderately influence female consumers selection of 5-star category hotels are Paperless policy and use of electronic media, Using energy-efficient machines, use of sun light in public area, hotel rooms fitted with solar geysers, Utilization of automatic low flow fixtures and a rain harvesting system. Eco-friendly practices which least influence male consumers 5-star category hotel selection are The re-use of facilities, Shifting the bedding/other linen every other day and No throwing away of things. Eco-friendly practices which least influence female consumers 5-star category hotel selection are also the same as mentioned by male consumers. Thus, objective 2 is thoroughly fulfilled.

Table 5: Impact of hotels eco-friendly practices on male consumers purchase decision

PARAMETERS	NAI (1)	SLI (2)	SMI (3)	MI (4)	EI (5)	TOTAL	WT	WM	RANK
The re-use of facilities	8	20	28	37	37	130	465	3.57	15
No throwing away of things	26	23	21	26	34	130	409	3.14	17
Rainwater harvesting as a substitute for traditional water supply	9	5	26	32	58	130	515	3.96	4
Paperless policy and use of electronic media	4	21	20	37	48	130	494	3.8	9
The entire hotel is fitted with solar geysers and insulated pipes.	6	13	24	33	54	130	506	3.89	7
The hotel is a smoke-free hotel throughout	18	14	19	27	52	130	471	3.62	14
Installation of natural landscaping and plant techniques within public spaces	5	11	16	30	68	130	535	4.11	1
Room temperature and lighting were controlled using a key card	3	10	24	42	51	130	518	3.98	3
The room's natural ventilation	7	11	23	40	49	130	503	3.86	8
Adoption of environmentally friendly products	6	15	14	34	61	130	519	3.99	2
Adoption of biodegradable products	6	15	17	36	56	130	511	3.93	6
Sunlight usage in public spaces	4	23	24	32	47	130	485	3.73	11
Using energy-efficient machines	6	18	21	45	40	130	485	3.73	11
Shifting the bedding/other linen every other day	10	21	33	35	31	130	446	3.43	16
Utilization of automatic low flow fixtures	5	16	37	35	37	130	473	3.63	13
More use of locally produced goods	10	15	27	37	41	130	474	3.64	12
Hotels with employee and guest green practices awareness programs	5	9	24	43	49	130	512	3.93	5
Hotels with financial or in-kind donations to environmental NGOs	8	13	29	33	47	130	488	3.75	10

Table 6: Impact of hotels eco-friendly practices on female consumers purchase decision

PARAMETERS	NAI (1)	SLI (2)	SMI (3)	MI (4)	EI (5)	TOTAL	WT	WM	RANK
The re-use of facilities	12	12	38	14	34	110	400	3.63	14
No throwing away of things	32	22	18	14	24	110	350	3.18	15
Rainwater harvesting as a substitute for traditional water supply	6	20	28	22	34	110	428	3.89	12
Paperless policy and use of electronic media	2	14	20	38	36	110	450	4.09	7
The entire hotel is fitted with solar geysers and insulated pipes.	10	8	18	28	46	110	438	3.98	10
The hotel is a smoke-free hotel throughout	10	10	16	12	62	110	456	4.14	5
Installation of natural landscaping and plant techniques within public spaces	8	8	18	16	60	110	458	4.16	4
Room temperature and lighting were controlled using a key card	0	16	16	26	52	110	476	4.32	1
The room's natural ventilation	4	10	20	26	50	110	458	4.16	4
Adoption of environmentally friendly products	6	8	14	26	56	110	464	4.21	2
Adoption of biodegradable products	4	14	24	18	50	110	454	4.12	6
Sunlight usage in public spaces	6	12	22	30	40	110	440	4	9
Using energy-efficient machines	2	22	28	22	36	110	442	4.01	8
Shifting the bedding/other linen every other day	12	20	22	24	32	110	414	3.76	13
Utilization of automatic low flow fixtures	4	14	26	38	28	110	430	3.90	11
More use of locally produced goods	8	18	18	26	40	110	438	3.98	10
Hotels with employee and guest green practices awareness programs	8	18	18	26	40	110	438	3.98	10
Hotels with financial or in-kind donations to environmental NGOs	6	10	20	16	58	110	460	4.18	3

### **5.5 Comparison of Single and Married Couples Preferences for Eco-Friendly Practices for Selection of 5-Star Category Hotels**

The third objective was to compare the single and married couple preferences for eco-friendly practices for selection of 5-star category hotels. Total 240 responses were found valid and out of 240 responses 136 were single and 104 were married couples. Table 7 is indicating ranking of eco-friendly practices which influence single consumers selection of 5-star category hotel and table 8 is indicating ranking of eco-friendly practices which influence married couple consumers selection of 5-star category hotels. Top most influential eco-friendly practices which influence single consumers selection of 5-star category hotels are Hotels with employee and guest green practices awareness programs followed by hotel rooms fitted with solar geysers, Use of sun light in public area, Paperless policy and use of electronic media, The re-use of facilities and No throwing away of things. Top most influential eco-friendly practices which influence married couple consumers selection of 5-star category hotels are Using energy-efficient machines, Utilization of automatic low flow fixtures, using local goods to support local communities, Installation of natural landscaping and plant techniques within public spaces, Key card-controlled lighting & temperature of the room and hotel rooms fitted with solar geysers. Eco-friendly practices which moderately influence single consumers selection of 5-star category hotels are A rain harvesting system, Key card-controlled lighting & temperature of the room, Hotels with financial or in-kind donations to environmental NGOs, Adoption of biodegradable products, Installation of natural landscaping and plant techniques within public spaces and the room's natural ventilation. Eco-friendly practices which moderately influence married couple consumers selection of 5-star category hotels are Adoption of biodegradable products, The room's natural ventilation, Use of sun light in public area Shifting the bedding/other linen every other day, Paperless policy and use of electronic media and The hotel is a smoke-free hotel throughout. Eco-friendly practices which least influence unmarried consumers 5-star category hotel selection are Using energy-efficient machines, using local goods to support local communities and Shifting the bedding/other linen every other day. Eco-friendly practices which least influence married consumers 5-star category hotel selection are Hotels with employee and guest green practices awareness programs, The re-use of facilities and No throwing away of things.

Table 7: Impact of hotels eco-friendly practices on unmarried (Single) consumers purchase decision

PARAMETERS	NAI (1)	SLI (2)	SMI (3)	MI (4)	EI (5)	TOTAL	WT	WM	RANK
The re-use of facilities	8	6	41	41	40	136	507	3.72	5
No throwing away of things	5	17	34	40	40	136	501	3.68	6
Rainwater harvesting as a substitute for traditional water supply	15	8	31	37	45	136	497	3.65	7
Paperless policy and use of electronic media	10	11	28	42	45	136	509	3.74	4
The entire hotel is fitted with solar geysers and insulated pipes.	10	15	21	42	48	136	511	3.75	2
The hotel is a smoke-free hotel throughout	18	17	27	24	50	136	479	3.52	14
Installation of natural landscaping and plant techniques within public spaces	19	10	20	42	45	136	492	3.61	11
Room temperature and lighting were controlled using a key card	16	10	26	38	46	136	496	3.64	8
The room's natural ventilation	13	16	27	35	45	136	491	3.61	12
Adoption of environmentally friendly products	15	24	12	43	42	136	481	3.53	13
Adoption of biodegradable products	12	20	26	26	52	136	494	3.63	10
Sunlight usage in public spaces	7	14	29	42	44	136	510	3.75	3
Using energy-efficient machines	10	26	30	33	37	136	469	3.44	16
Shifting the bedding/other linen every other day	18	23	35	28	32	136	441	3.24	18
Utilization of automatic low flow fixtures	12	19	33	37	35	136	472	3.47	15
More use of locally produced goods	16	24	23	30	43	136	468	3.44	17
Hotels with employee and guest green practices awareness programs	5	18	25	42	46	136	514	3.77	1
Hotels with financial or in-kind donations to environmental NGOs	14	16	26	29	51	136	495	3.63	9

Table 8: Impact of hotels eco-friendly practices on married consumers purchase decision

PARAMETERS	NAI (1)	SLI (2)	SMI (3)	MI (4)	EI (5)	TOTAL	WT	WM	RANK
The re-use of facilities	9	18	21	27	24	104	336	3.23	14
No throwing away of things	19	17	17	18	28	104	316	3.03	15
Rainwater harvesting as a substitute for traditional water supply	7	10	23	27	32	104	364	3.5	8
Paperless policy and use of electronic media	6	19	13	33	28	104	355	3.41	11
The entire hotel is fitted with solar geysers and insulated pipes.	4	10	23	27	35	104	376	3.61	6
The hotel is a smoke-free hotel throughout	16	13	11	20	39	104	350	3.36	12
Installation of natural landscaping and plant techniques within public spaces	6	11	16	22	44	104	384	3.69	4
Room temperature and lighting were controlled using a key card	5	12	17	28	37	104	377	3.62	5
The room's natural ventilation	9	10	16	33	31	104	364	3.5	8
Adoption of environmentally friendly products	6	13	11	26	43	104	384	3.69	4
Adoption of biodegradable products	7	13	14	30	35	104	370	3.55	7
Sunlight usage in public spaces	6	17	17	29	30	104	357	3.43	9
Using energy-efficient machines	6	11	9	30	43	104	390	3.75	1
Shifting the bedding/other linen every other day	8	14	16	33	28	104	356	3.42	10
Utilization of automatic low flow fixtures	11	5	9	34	41	105	389	3.70	2
More use of locally produced goods	9	7	11	28	44	104	388	3.73	3
Hotels with employee and guest green practices awareness programs	9	11	24	31	24	104	347	3.33	13
Hotels with financial or in-kind donations to environmental NGOs	8	9	19	34	29	104	364	3.5	8

## 6. Conclusion

The first objective of the study was to analyze impact of eco-friendly practices on consumers hotel selection. The findings of the first objective concluded that top 6 most influential eco-friendly practices adopted by hotels to influence consumers is Installation of natural landscaping and plant techniques within public spaces followed by use of eco-friendly products, key card-controlled lighting & temperature of the room, the room's natural ventilation, use of bio-degradable products and Hotels with financial or in-kind donations to environmental NGOs. The second objective of the study was to compare the male and females' preferences for eco-friendly practices for selection of 5-star category hotels. Top most influential eco-friendly practices which influence male consumers selection of 5-star category hotels are Installation of natural landscaping and plant techniques within public spaces followed by Adoption of environmentally friendly products, the room's lights and temperature were controlled by a key card, a rain harvesting system, Hotels with employee and guest green practices awareness programs and adoption of biodegradable products. Top most influential eco-friendly practices which influence female consumers selection of 5-star category hotels are Key card-controlled lighting & temperature of the room followed by Adoption of environmentally friendly products, Hotels with financial or in-kind donations to environmental NGOs, the room's natural ventilation, The hotel is a smoke-free hotel throughout and adoption of biodegradable products. The third objective of the study was to compare the single and married couple preferences for eco-friendly practices for selection of 5-star category hotels. Top most influential eco-friendly practices which influence single consumers selection of 5-star category hotels are Hotels with employee and guest green practices awareness programs followed by hotel rooms fitted with solar geysers, Use of sun light in public area, Paperless policy and use of electronic media, The re-use of facilities and No throwing away of things. Top most influential eco-friendly practices which influence married couple consumers selection of 5-star category hotels are Using energy-efficient machines, Utilization of automatic low flow fixtures, using local goods to support local communities, Installation of natural landscaping and plant techniques within public spaces, Key card controlled lighting & temperature of the room and hotel rooms fitted with solar geysers.

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