

(Dis)engaging with green hotels: behavioural reasoning, willingness to pay and patronage intention: a developing country perspective

Asphat Muposhi, Kaitano Dube and Chengetai Nyakudya

Abstract

The actual behaviour of supporting green practices in Zimbabwe's hospitality sector remains low although hotel guests are reporting high levels of environmental concern. This study employs the behavioural reasoning theory (BRT) to examine hotel guests' responses to green practices and relationship with green hotel patronage intention. Quantitative data were collected using a structured questionnaire from 418 hotel guests drawn from seven luxury hotels in Victoria Falls, Zimbabwe. Structural equation modelling (SEM) was applied to test the posited hypotheses. Functional value, economic value and hedonism emerged as the main factors that constrain hotel guests' willingness to pay for green hotels. Eudaimonism and perceived value fit were identified as enabling factors. The findings of this study provide input to policymakers and hoteliers who intend to develop guest-centred strategies to promote the adoption of green hotel practices.

Keywords: green hotel practices, BRT, behavioural reasoning theory, willingness to pay, patronage intention, Zimbabwe