Going green: predicting tourists' intentions to stay at eco-friendly hotels - The roles of green attitude and environmental concern.

Abstract

Purpose – By anchoring on the Ability-Motivation-Opportunity (AMO) framework, this research aims to examine the effect of tourists' green ability, motivation, opportunity to access green information on digital media platforms (green AMO) on their intention to stay at green hotels. The study also tests the moderating role of environmental concern and the mediating role of green attitude in this relationship.

Design/methodology/approach – An online survey was conducted on large Facebook groups and by an international tour operator in March 2022. Through convenience sampling, 600 responses were collected from local and international tourists. PLS-SEM was performed to validate the research model.

Findings – The results reveal that tourists' intention to stay at green hotels is positively affected by their green AMO through indirect and direct channels. Specifically, green AMO indirectly effects tourists' intention to stay at green hotels by raising their green attitude. The results also indicate that the direct effect is moderated by environmental concern.

Practical implications – The findings demonstrate the importance of facilitating tourists' access to environmental information on social media platforms, which enhances green attitude and intention to stay at green hotels. This study also proposes practical solutions that managers of green hotels can employ to target green-oriented customers and conduct environmental campaigns on digital platforms.

Originality/value – The research is the first to investigate the effects of tourists' green AMO on their intention to stay at green hotels. It is also the first to explore the roles of environmental concern and green attitude in this relationship.

Keywords: Social media, Ability-Motivation-Opportunity theory, Green attitude, Environmental concern, Green hotel

Paper type Research paper

1. Introduction

The environmental effect of business activities has increased over the past several decades, which has changed the way companies operate, especially in the hospitality sector. As a result, green hotels that focus on environmental sustainability in their business practices have become more popular (Verma and Chandra, 2016). The reason is that hotels worldwide have paid more attention to their environmental responsibility in response to tourists' increased environmental awareness (Merli et al., 2019; Patwary et al., 2022). It is,

however, still unclear how adopting green practices will help hotels attract more customers. Some tourists prefer staying at a green hotel because they perceive that doing so contributes to environmental protection (Nimri *et al.*, 2020; Rahman and Reynolds, 2016; Tan, 2023). However, other tourists may be reluctant to stay at green hotels because they are concerned about compromising their luxury and comfort (Nimri *et al.*, 2020) and/or they are suspicious that hotels adopt green programs merely for marketing purposes[1] (Kim and Roseman, 2022; Rahman and Reynolds, 2016). Thus, further research is needed to explain tourists' intention to stay at green hotels (hereafter ISGH) in order to develop effective green marketing/service strategies (Huang *et al.*, 2023; Karim *et al.*, 2023; Nimri *et al.*, 2020; Tkaczynski *et al.*, 2020).

One of the essential channels for the green marketing strategy to reach customers is through social media, online platforms where consumers can quickly find and share content related to eco-friendly products and services (Ballester *et al.*, 2023; Huang *et al.*, 2023; Kapoor *et al.*, 2022). Users with environmental concerns tend to pay attention to environmental content on such platforms (Alsaad *et al.*, 2023; Han *et al.*, 2018). Thus, social media plays a significant role in forming consumer green behavior (Alsaad *et al.*, 2023; Chi, 2021). Through social media, green hotel managers can promote their environmentally friendly practices to increase tourists' intention to stay at their hotels (Clark *et al.*, 2023; Sharma *et al.*, 2023).

This study adopts the Ability-Motivation-Opportunity (AMO) theory to examine how tourists' environmental-related information from social media affects their ISGH. Consumer behavior researchers first formulated the AMO theory within the context of information processing theory (MacInnis and Jaworski, 1989). This theory proposes that a consumer's motivation, opportunity, and ability are the situational factors that determine their behavior. In the literature on green tourism, the AMO theory has been adopted to explain travel behaviors (Hung and Petrick, 2012; Huy *et al.*, 2022) as well as environmental behaviors (Pham *et al.*, 2019; Tang *et al.*, 2022). Thus, the AMO theory is suitable for examining how customers' motivation, opportunity, and ability to process information about green hotels on social media – referred to as "green AMO" by Huy *et al.* (2022) – may affect their behavior, notably the intention to stay at green hotels.

On examining the relationship between green AMO and intention to stay at green hotels, this study investigates two channels of impact: the direct channel moderated by environmental concern and the indirect channel through green attitude. Regarding the direct channel, environmental concern – the extent to which people are aware of environmental problems and their willingness to solve these problems – has been found to have a substantial impact on customers' green purchase intention (Hao *et al.*, 2019; Hou and Wu, 2021; Paul *et al.*, 2016). Previous studies showed that customers' response to environmental information is conditioned on their level of environmental concern (Gómez-Carmona *et al.*, 2021 and 2022; Putrevu and Lord, 2003). Thus, environmental concern is included in our model as the moderator of the relationship between green AMO and ISGH.

[1] This is often referred to as "greenwashing" – the conveying of misleading information made by a company about how it performs a green strategy (Chen *et al.*, 2019).

For the indirect channel, the extant literature suggests that social media users' motivation, opportunity, and ability to discuss environmental issues on online platforms enhance their attitude towards such issues, i.e. green attitude (Huy *et al.*, 2022; Sultan *et al.*, 2020). A more positive attitude toward green issues subsequently drives green behavior (Huy *et al.*, 2022; Lien and Cao, 2014; Phan and Pilík, 2018). Consequently, our research model also includes the green AMO-ISGH link via green attitude as a mediator.

2. Theoretical background and hypothesis development

2.1. The Ability-Motivation-Opportunity (AMO) theory

The Ability-Motivation-Opportunity (AMO) theory includes three dimensions: motivation, opportunity, and ability, which may influence an individual's behavior and performance (MacInnis and Jaworski, 1989). Ability is commonly viewed as an employee's skills or knowledge to access and absorb information (Gruen *et al.*, 2006; MacInnis *et al.*, 1991). Ability is a complex construct that generates a collection of factors such as knowledge, awareness, experience, skills, and accessibility to information and financial resources (Jepson *et al.*, 2014). Motivation – which refers to "consumers' readinessand desire to process brand information in ad" (MacInnis et al., 1991, p. 34). – is a factor driving a person's decision-making process Opportunity is related to situational factors that either enhance or hinder information processing (MacInnis and Jaworski, 1989). Opportunidy refers to "the extent to which circumstances evidenced during ad exposure are favorable for brand processing" (MacInnis & Jaworski, 1989, p.7). In the literature on green tourism, the AMO theory has been adopted to explain tourists' travel intentions (Hung and Petrick, 2012), eWoM about green hotels (Huy *et al.*, 2022), staying at green hotels (Li *et al.*, 2021), green hotel citizenship (Pham *et al.*, 2019), and pro-environmental behavior (Tang *et al.*, 2022).

2.2. AMO theory in the context of green information processing on social media and ISGH

The AMO theory has recently been extended to the context of customer green behavior in relation to social media. The concept of "green AMO", which includes three components: green motivation, opportunity, and ability, was introduced by Huy *et al.* (2022) who investigated the impact these components have on tourists' adoption of green eWOM. Although we also employ the green AMO concept in the social media context like Huy *et al.* (2022), our study is novel as it investigates how green AMO components impact tourists' ISGH instead of on eWOM. ISGH is the behavioral intention, often preceding actual behavior like revisit or eWOM.

Within the green AMO concepts, green ability refers to employees' knowledge and skills to process green information on digital media (Huy *et al.*, 2022). Bettiga *et al.* (2018) noted that high-ability individuals can access information more efficiently and are more proficient in their activities because they possess relevant knowledge/expertise regarding the product/activity. Thus, ability positively influences behavior, such as extra-role act (Knies and Leisink, 2014) or cooperation with customers and suppliers (Yu *et al.*, 2020). In the context of our research, knowledge and skills in applying social media tools are

necessary to help users search for information and to distinguish accurate versus inaccurate knowledge about environmental issues from massive online sources (Li *et al.*, 2022). This will in turn enhance tourists' behavior, such as eWOM about green hotels (Huy *et al.*, 2022). Based on these reasons, we suggest that tourists' green ability will increase their ISGH. Thus, we propose hypothesis H1a as follows.

H1a: *Green ability positively influences tourists' intention to stay at green hotels.*

Extant literature has provided evidence that motivation significantly affects an individual's intention to act (Hung *et al.*, 2011; Raza *et al.*, 2018). In the online context, motivation is viewed as a person's readiness and desire to connect in know-how exchange with other users (Gruen *et al.*, 2006). Han *et al.* (2018) suggested that "pro-environmental travel User-Generated Content (UGC)" motivates social media users to participate in green dialogues. Huy *et al.* (2022, *p.550*) p. combined these two concepts to define "green motivation" as "individual motivation to participate in environment-related UGC on social media". Adapting this definition, we reason that green motivation drives users to seek and discuss green activities on digital platforms (Mariani and Borghi, 2022). As a result, they gain more exposure to environmental issues and will be more likely to take green actions, like sharing eWOM about green hotels (Huy *et al.*, 2022) or, in our case, choosing green hotels to stay. Consequently, our hypothesis H1b is formed as below.

H1b: *Green motivation positively influences tourists' intention to stay at green hotels.*

One of the primary advantages of social media is "the notion of *constant* opportunity to communicate with others, regardless of time or place" (Gruen *et al.*, 2006, *p.452*). Social media, therefore, creates opportunities for users to seek information and documents on the Internet, stimulating them to get involved in activities available on these platforms, including those aiming at protecting the natural environment (Nisar *et al.*, 2019; Ran *et al.*, 2022). Putting "opportunity" into the context of finding environmental information on social media, Huy *et al.* (2022) defined green opportunity as "the availability of time, updated information, and favorable conditions (e.g., mobile or computer facilities, social media apps availability) that facilitate individuals in approaching information relating to environmental issues on social media". The results by Huy *et al.* (2022) demonstrate that green opportunity positively affects tourists' green eWOM. Drawing on the AMO theory, Gruen *et al.* (2006) indicated that individuals' opportunities to exchange information may influence customer value and loyalty. Leung and Bai (2013) also concluded that travelers' opportunity, which is related to their involvement in hotel social media pages, affects their page revisit intention. The detailed and updated UGC helps tourists explore various destinations, and thus may induce them to visit green destinations (Xu *et al.*, 2023). Based on this evidence, we propose that green opportunity would positively impact ISGH. Hypothesis H1c is formed as below.

H1c: *Green opportunity positively influences tourists' intention to stay at green hotels.*

2.3. Moderating role of environmental concern

Enironmental concern is defined as "an attitude towards environmental issues that is an evaluation" (Hansla et al., 2008, *p.3*). Environmental concern refers to the extent to which

people are aware of environmental issues and their willingness to contribute to tackling these problems (Paul *et al.*, 2016). Under the AMO theory, there has been empirical evidence for the direct impact of environmental concern on green behavior. For instance, Pham *et al.* (2019) indicated that green HRM practices influence an individual's behavior towards the green value of the organization if he/she is committed to the environmental goals. Akhtar *et al.* (2021) found that individuals who are more concerned about their environment are more interested in engaging in pro-environmental behavior. Some scholars suggested that environmental concern may moderate the effect of advertising messages on individual behavior as information processing depends on consumers' environmental concerns (Gómez-Carmona *et al.*, 2021 & 2022). Specifically, environmental concern influences the effect advertisement has on the consumption of environmentally friendly products. Putrevu and Lord (2003) confirmed this by showing that consumers' motivation, opportunity, and ability to process web-based messages directly impact their behavior, but is moderated by consumers' characteristics, such as their level of environmental concern.

In our context, Line and Hanks (2016) stated that when individuals care about the natural environment, they are more likely to seek green information on social media and engage in environmentally responsible actions. Akhtar *et al.* (2021) showed that consumers who are interested in sharing ideas and openly discussing environmental issues could improve their knowledge and skills in information processing, thereby stimulating consumers' green behaviors. How green information is processed on social media typically relies on a user's motivation, opportunity, and ability (Huy *et al.*, 2022). Accordingly, we argue that if a tourist is interested in environmental issues and has good motivation, opportunity, and ability to process green information on social media, he or she is more likely to engage in green behavior, ISGH for instance. Thus, we propose the following hypotheses.

H2a: *Environmental concern moderates the relationships between green ability and tourists' intention to stay at green hotels.*

H2b*: Environmental concern moderates the relationships between green motivation and tourists' intention to stay at green hotels.*

H2c: *Environmental concern moderates the relationships between green opportunity and tourists' intention to stay at green hotels.*

2.4. Mediating role of green attitude

Attitude is part of the belief-attitude-intention framework (Fishbein and Ajzen, 1975). An individual's attitude leads to a positive or negative evaluation of conducting a specific behavior (Ajzen, 1989). In this study, we adopt the definition of green attitude in the context of green hotels as "the extent to which a consumer has a favourable or unfavourable feeling towards issues related to green hotels" (TM *et al.*, 2021, p.2643).

Extant literature offers evidence linking attitudes to social media users' motivation, opportunity, and ability. Attitude toward social media platforms depends on how individuals believe in their ability to join and participate in UGC (Gangadharbatla, 2008). More skillful individuals tend to employ social media for informational goals more than

socialization goals (Correa, 2016). In addition, motivation for using social media to seek information significantly influence users' attitude toward social media platforms (Lien and Cao, 2014; Phan and Pilík, 2018; Wu and Sukoco, 2010). Sultan *et al.* (2020) also showed that individuals' attitude toward environmental issues increases when people have the opportunity to access updated green information on social media platforms. Green attitude is a psychological factor mediating the connection between green AMO components and eWOM (Huy *et al.*, 2022). Thus, we form our next hypotheses as:

H3a: *Green attitude mediates the relationships between green ability and tourists' intention to stay at green hotels.*

H3b: *Green attitude mediates the relationships between green motivation and tourists' intention to stay at green hotels.*

H3c: *Green attitude mediates the relationships between green opportunity and tourists' intention to stay at green hotels.*

[Insert Figure 1 about here]

3. Method

We employed a quantitative research approach to empirically investigate the proposed hypotheses in the present study.

3.1. Sample and data collection procedure

The convenience technique sampling method was used to collect data. One limitation of the convenience technique is the lack of generalizability of the research findings (Vitriol *et al.*, 2019). Despite this, the technique could be applied if the researchers could not obtain a representative sample from the target population (Winterstein and Habisch, 2021). Additionally, this technique is typically employed in online research like our study, where respondents can be quickly invited using social media (Landers and Behrend, 2015).

Data was collected using online questionnaires. The sample consisted of 600 tourists. Specifically, selected respondents (i.e. those who have stayed or intended to stay at a green hotel and are using social media) involved in the survey. First, we posted the link to the questionnaire in four travelling groups on Facebook. Second, a travel service company offering domestic and international tours helped us distribute the questionnaire link to approximately a thousand customers. We clearly stated the purpose of the survey, the data collection process, the voluntary participation, and respondent anonymity and privacy. The questionnaire was composed of two sections. The first section included screening questions. It also collected demographic information, age, gender, marital status, and income. The second section covered the items to measure green AMO, green attitude, environmental concern, and tourists' ISGH. All items were measured on a 7-point Likert scale.

Within the first two weeks of March 2022, 647 questionnaires were collected. After filtering out missing data and respondents who did not use social media to read or share

environment-related information, 600 questionnaires were retained for our analysis. This number is more than 10 times the largest number of structural paths directed at a particular construct in our structural model (Hair *et al.*, 2019). Thus, this sample size is acceptable. Table I shows the demographic characteristics of 600 respondents. Our sample is relatively balanced in terms of gender. 52.2% of the respondents are male and 47.8% are female. Most respondents are between 18-33 years old (49.7%) or 34-49 years old (44.5%). Approximately one-third (34.7%) are single. Most respondents (87.7%) earn from $300 to less than $5000 per month, 10.5% earn less than $300 and only 1.8% make more than $5000 per month.

[Insert Table I about here]

3.2. Measurement instruments

Green ability–motivation–opportunity: Following Huy *et al.* (2022), we adopted the measurement items for green ability (ABI) from Gruen *et al.* (2006) and for motivation (MOT) and opportunity (OPP) from Parra-Lopez *et al.* (2012).

Green attitude: Seven items from Han *et al.* (2010) and Nimri *et al.* (2020) were adopted to measure green attitude (GAT).

Environmental concern: Five items were adopted from German *et al.* (2022) and Mostafa (2009) to measure environmental concern (ENC).

Intention to stay at green hotels: We employed three items developed by Han *et al.* (2010) to measure ISGH.

Those measurement items are presented in detail in Table II. The pilot test was performed by interviewing five experts (three tourism scholars and two hotel managers) to validate the content of the survey items, including the accuracy of the translation of the items from English to Vietnamese as well as the suitability of the items for the context of social media and tourist green behavior in Vietnam. Minor modifications in wording were made following the experts' feedback. The questionnaire was then shared with 50 participants for us to assess its reliability using Cronbach's alpha. The Cronbach's alpha value of all items exceeded of 0.700, indicating acceptable reliability from the pilot test. Accordingly, we did not remove any item from the constructs and proceeded with the questionnaire to collect data.

[Insert Table II about here]

3.3. Data analysis

Exploratory Factor Analysis (EFA) was performed using IBM SPSS 26. The hypotheses were then analyzed by performing partial least squares structural equation modeling (PLS-SEM) with SmartPLS 4.0. Compared to the traditional covariance-based SEM (CB-SEM), PLS-SEM maximizes the explained variance and thus could be more suitable to test a new research model (Hair *et al.*, 2019). The method is also capable of advanced assessment of

predictions by a model and is less prone to issues related to small sample size, missing data, and multicollinearity (Ghasemy *et al.*, 2020).

3.4. Controlling data bias

Harman's single-factor analysis was first tested. If the first factor accounts for over 50% of the total variance, common method variance is found (Podsakoff et al., 2003). We analyzed exploratory factor analysis with the principal axis factoring. The results described that the first factor explained less than 50% of the overall variance. Then, according to Armstrong and Overton (1977), the independent t-test was tested by comparing mean values of three items between two groups (including 10% first-last responses). The findings revealed no significant difference. Thus, we can conclude that the findings had no problems with common method variance.

4. Results

4.1. Measurement assessment

First, we employed SPSS 26.0 to conduct an EFA analysis on the first half of our sample (300 observations). The KMO value was 0.952>0.80. The Bartlett's test of sphericity was significant at the 0.1% level ($p<0.001$). These results were appropriate (Kaiser, 1974). Next, the principal component analysis confirmed that all items with factor loading over 0.50 were appropriately loaded into the construct (Hair *et al.*, 2014). The total variance explained by the factors was 76.018%. Cronbach's alpha for all constructs was above 0.70. Table III presents the EFA results.

[Insert Table III about here]

We then used SmartPLS on the second half of our data to assess the reliability and validity of the constructs. The results suggested for reliability because all composite reliability values were above the threshold of 0.70 (Nunnally, 1978). Also, the AVE values were better than 0.50, and their square-rooted values in comparison with the Heterotrait-Monotrait correlations confirmed the validity of our data (Table IV).

[Insert Table IV about here]

4.2. Hypothesis testing

We performed SEM to investigate our hypotheses, with demographic factors as control variables.

[Insert Table V about here]

Table V presents the SEM results. Regarding the direct influence of green AMO on tourists' ISGH, with the moderating effect of ENC, the results show that ENC increases the impact of ABI on ISGH (coefficient=0.081). Similarly, ENC increased the impact of MOT

on ISGH as the coefficient for the interaction term is positive (0.107) and was significant at the 0.1% level. ENC, however, does not influence the direct impact OPP has on ISGH. Thus, ENC moderates the impact of ABI and MOT on ISGH (H2a and H2b are supported) but not that of OPP (H2c is not supported). All in all, with the moderating effect of ENC, ABI and MOT have positive impacts on ISGH, and OPP has an insignificant impact. To illustrate the moderating effect, if ENC increases by 1, the direct impact of ABI on ISGH will be 0.332 (=0.251+0.081×1) and the impact of MOT will be 0.814 (=0.707+0.107×1) while the impact of OPP remains insignificant.

The results for the indirect effect of AMO on ISGH, with GAT as a mediator, show positive impacts of all three components of green AMO on GAT, the coefficients are 0.151, 0.250, and 0.256, respectively and are significant at the 0.1% level. In turn, GAT's positive impact on ISGH is confirmed (the coefficient is 0.415 and significant at the 0.1% level). Thus, GAT has a strong mediating effect on the influence AMO has on ISGH. The indirect impacts of ABI, MOT, and OPP on ISGH through GAT are 0.063 (0.151×0.415), 0.104 (0.250×0.145), and 0.106 (0.256×0.415), respectively. Therefore, all H3a, H3b, H3c are supported.

Overall, through the direct, moderated by ENC and indirect, through GAT paths, all three AMO components have total positive effects on ISGH. The total impacts of ABI, MOT, and OPP on ISGH are 0.395 (=0.332+0.063), 0.908 (=0.814+0.104), and 0.106 (=0+0.106), respectively. Thus, H1a, H1b, and H1c are all supported. Of the three MOA components, MOT has the most overall significant impact on ISGH, followed by ABI and then OPP.

5. Discussion and conclusions

5.1. Conclusions

This study advances the understanding on the roles that travelers' green AMO elements play in influencing their ISGH. By drawing on the AMO theory, we develop a new research model to examine the impact of the green AMO components on tourists' ISGH through the direct and indirect channels, with green attitude mediates the green AMO–ISGH relationship while environmental concern moderates it. The results reveal that tourists' ISGH is positively affected by their green AMO via both paths.

This paper makes three important contributions. First, while the literature on green hotels and social media is getting more and more attention (Clark *et al.*, 2023; Huang *et al.*, 2023; Raza and Farrukh, 2023; Sharma *et al.*, 2023), we are the first to investigate factors affecting tourists' ISGH in the context of environmental information processing on social media. Second, prior studies have shown that green attitude is an important factor motivating green behavior (Huy *et al.*, 2022; Sultan *et al.*, 2020; TM *et al.*, 2021; Wang *et al.*, 2022) but our study is the first to explore and show how green attitude mediates the green AMO–ISGH relationship. Finally, the extant literature has paid much attention to environmental concern and demonstrated that it is an important factor in motivating behavioral intentions (Hao *et al.*, 2019; Tanner and Kast, 2003; Hoang *et al.*, 2019). While Akhtar *et al.* (2021) and Adrita and Mohiudding (2020) have suggested that environmental

concern may interact with the AMO components and strengthen their effects on consumers' sustainable behavior, our study is the first to empirically test the moderating effect of environmental concern on the green AMO – ISGH relationship. Our results indicate that environmental concern is important in moderating the connections between tourists' green ability and motivation, but not opportunity, and their ISGH. Overall, our findings demonstrate the importance of facilitating tourists' access to environmental information on social media platforms, which enhances green attitude and intention to stay at green hotels.

5.2. *Theoretical implications*

Our results present novel and interesting information. Among the three components, green motivation has the greatest overall impact on ISGH. This indicates that a tourist's own motivation is the strongest force influencing his or her green behavior. This is consistent with previous studies which have highlighted the role of green motivation on customers' green behavior, such as intention to purchase green products and sharing eWOM about green hotels (Choi and Johnson, 2019; Huy *et al.*, 2022).

Regarding the direct channel of the impact that the green AMO components have on ISGH, our results indicate that with the moderating role of environmental concern, ability and motivation increase tourists' ISGH. For green ability, it is interesting that the effect it has on ISGH is significant only when the moderating role of environmental concern is considered. This means that tourists with knowledge and skill to search for green information on social media platforms do not intend to stay at a green hotel if they do not care much about environmental issues. This highlights the crucial role of environmental concern in fostering green consumption (Akhtar *et al.*, 2021; Hao *et al.*, 2019) and provides further explanation on why customers do not take green actions, in addition to other factors already discovered in the literature such as exaggerated advertising of green products (D'Souza and Taghian, 2005). For green motivation, our results show that tourists' green motivation influences ISGH more significantly when consumers have high environmental concerns compared to when they have low ones. This finding is similar to that of previous studies on the moderating effect of environmental concern on the relationship between personal factors and green behaviors (Al-Quran *et al.*, 2020; Cachero-Martínez, 2020). The direct effect of green opportunity on ISGH is, however, insignificant regardless of the social media user's level of environmental concern. This outcome is consistent with Gruen *et al.*'s (2006) research, which indicated that opportunity plays a minor role in the Internet context. The reason is that individuals often have enough time and connection, a further increase in opportunity has no impact on their participation in social media and, subsequently, their green behavioral intention.

For the indirect channel through the mediating effect of green attitude, our study reveals that all three green AMO components significantly influence tourists' green attitude. This finding is consistent with the findings from Huy *et al.* (2022). Furthermore, green attitude is found to be positively related to ISGH, thereby playing a mediating role in the green AMO – ISGH relationship. This aligns with previous studies showing that green attitude is an important factor motivating green behavior (Huy *et al.*, 2022; TM *et al.*, 2021; Sultan *et al.*, 2020; Wang *et al.*, 2022). Previous studies have discovered several factors that affect

customers' green attitude such as green marketing and customer's green values (Liao *et al.*, 2020), green knowledge (Amoako *et al.*, 2020). Our study adds three more green AMO factors. By doing so, it highlights the importance of social media in forming consumer's green attitude. In addition, it can be concluded that tourists' green attitude is an essential determinant of their behavioral intention toward green hotels. Although tourists have the knowledge and skills to search for green activities on social media, they may not transfer them into any decisions to stay at green hotels if they do not form positive green attitudes toward green hotels in advance.

5.3. Practical implications

Our research results entail significant practical implications. First, the findings reveal that individuals who engage in environmental-related UGC could be the target consumers for green hotels. Thus, through analytic tools offered by social media platforms, green hotel managers can identify potential customers based on their seeking of environmental information. Specifically, social selling – a relatively new sales technique relating to salespeople using social media to find prospects asking for recommendations online (Belew, 2014) – can be employed. Furthermore, green hotels should develop relevant, high-quality environmental content and update those contents regularly to facilitate tourists, who may have insufficient knowledge or skills, to participate in environmental-related discussions on social media. Green hotels can also share information about their environmental activities on social media platforms or include hashtags like #greenhotel and #zerowaste on their social media posts so that tourists can approach the hotel's official page and find more information (Park *et al.*, 2020). This is to help tourists interact more easily with environment-related information and enhance their knowledge about environmental issues as well as about green hotels.

Second, the significant mediating effect of green attitude indicates that green hotels should pay close attention to tourists' green attitude to encourage their ISGH. Getting tourists to engage more in environmental activities on social media or boosting online green marketing strategy could be the solution. Those are critical ways to promote a hotel's green brand and attract new visitors interested in pro-environmental activities. However, hotel managers should carefully conduct this plan to avoid it being perceived as greenwashing, which could be harmful to the hotel's reputation (Zhang *et al.*, 2018).

Third, our findings demonstrate that tourists' environmental concern leads to a higher ISGH when they are motivated and are able to engage in environmental-related UGC on social media. Thus, green hoteliers should run environmental campaigns on social media platforms to raise the awareness of potential customers. For example, hotels could post videos about environmental protection activities on social media. Those campaigns can encourage the active involvement of social media users, which could lead to a spread of green activities on social media. These programs may attract tourists who have paid attention to green activities, increase their environmental concerns, and encourage them to engage in environmental activities. All of this would foster their willingness to stay at green hotels.

5.4. Limitations and future research

Our study has several limitations. First, MacInnis and Jaworski (1989) suggest that the three AMO components could interact with each other when impacting individuals' behaviors and performance. Our study did not explore the interactions due to their complication. Thus, future studies can investigate the interacting impacts of green motivation, opportunity, and ability on tourists' green attitudes and behaviors.

Second, this study employed cross-sectional data to test the proposed hypotheses. A cross-sectional study is used to collect data for a specific point in time, not allowing trends in an outcome to be monitored over time. Further studies should apply longitudinal data to provide additional evidence of causality for the examined relationships. For example, the green AMO components could be rated by travelers before the trip. Then, those respondents will be asked to rate their green attitudes and behaviors after the trip. Moreover, data about tourists' green AMO, green attitude, environmental concern, and ISGH were collected using the self-report technique, leading to potential data bias as well as social desirability bias. Experimental methods could be employed in future research to address those issues. Finally, we conducted this study in a single country (Vietnam), which may limit the generalizability of the findings to other contexts. Future studies can replicate the study in other countries to establish the robustness and generalizability of the results.

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Tables and Figures

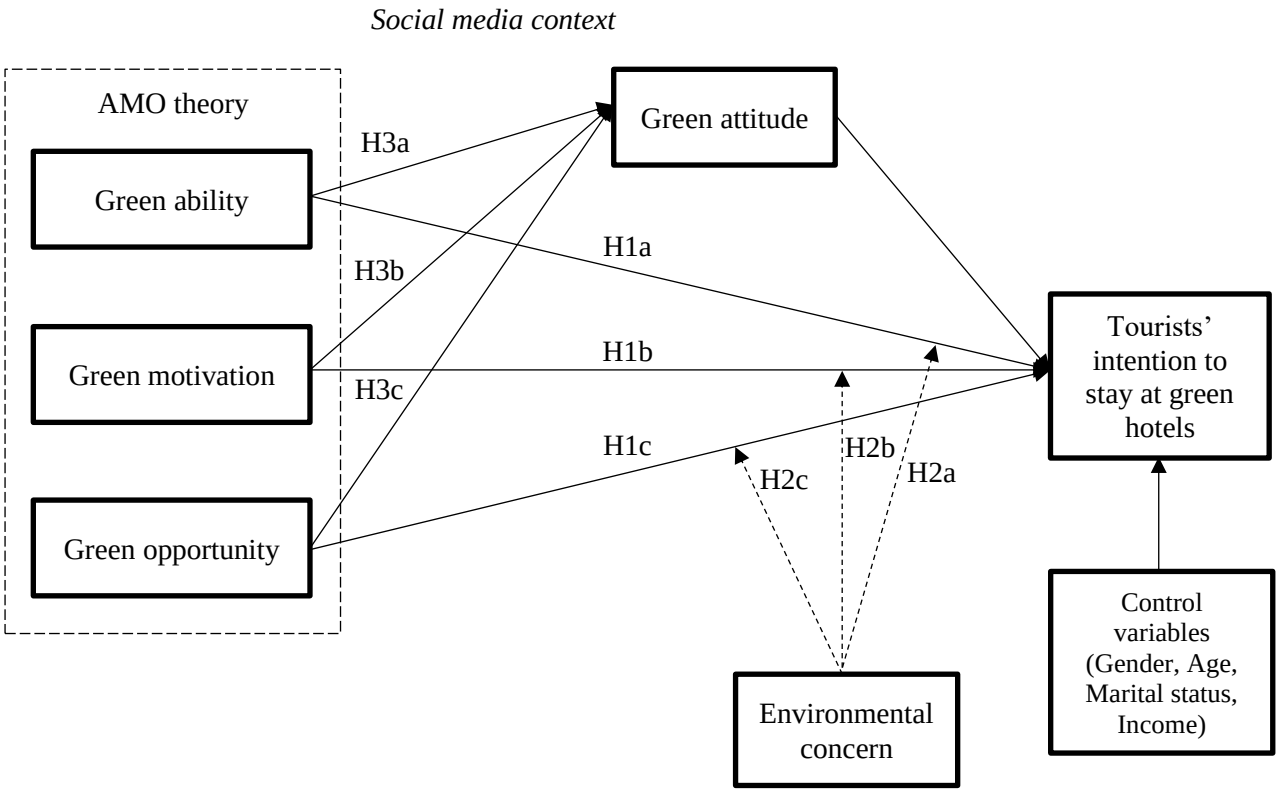

Fig 1. Research model

Table I:

Demographic characteristics

Variables	Frequency	Percentage
Age		
18-33	298	49.7%
34-49	267	44.5%
≥ 50	35	5.8%
Gender		
Male	313	52.2%
Female	287	47.8%
Marital status		
Single	208	34.7%
Married/divorced/separated	392	65.3%
Monthly income (USD)		
Less than 300$	63	10.5%
$300 to less than $1000	285	47.5%
$1000 to less than $5000	241	40.2%
≥ $5000	11	1.8%

Table II:
Measurements

Constructs	Items	Sources
Green ability	ABI1. I generally find it easy to discuss environmental issues with others on social media platforms. ABI2. I can communicate clearly environmental issues on social media platforms. ABI3. I am generally good at navigating environmental issues on social media platforms. ABI4. I consider myself very skilled in using social media platforms to discuss environmental issues. ABI5. The personal effort and time I need to find environment-related information of interest on social media platforms is not too much	Gruen *et al.* (2006), Huy *et al.* (2022), Parra-López *et al.* (2012)
Green motivation	MOT1. The topics related to environmental issues on social media platforms are generally relevant to me. MOT2. I am always interested in the environmental issues being discussed on social media platforms. MOT3. Discussing environmental issues on social media platforms energizes me.	Parra-López *et al.* (2012); Amaro *et al.* (2016), Huy *et al.* (2022)
Green opportunity	OPP1. Social media platforms allow me to keep up to date with information related to environmental protection. OPP2. I have the necessary devices (computer, laptop, mobile phone, internet) to access environment-linked information on these social media platforms. OPP3. It is not difficult to discuss environment-related opinions on social media platforms.	Parra-López *et al.* (2012), Huy *et al.* (2022)
Green attitude	I believe staying at a green hotel is: GAT1. Extremely bad (1)/Extremely good (7) GAT2. Extremely undesirable (1)/ Extremely desirable (7) GAT3. Extremely unpleasant (1)/ Extremely	Han *et al.* (2010); Nimri *et al.* (2020)

	pleasant (7) GAT4. Extremely foolish (1)/Extremely wise (7) GAT5. Extremely unfavorable (1)/ Extremely favorable (7) GAT6. Extremely unenjoyable (1)/ Extremely enjoyable (7) GAT7. Extremely negative (1)/ Extremely positive (7)	
Environmental concern	ENC1. The balance of nature is very delicate and can be easily upset. ENC2. When humans interfere with nature, it often produces disastrous consequences. ENC3. Humans must live in harmony with nature in order to survive. ENC4. Mankind is severely abusing the environment. ENC5. Mankind was created to rule over the rest of nature.	German *et al.*, (2022); Mostafa (2009),
Intention to stay at green hotels	ISGH1. I am willing to stay at a green hotel when traveling. ISGH2. I plan to stay at a green hotel when traveling. ISGH3. I will make an effort to stay at a green hotel when traveling.	Han *et al.*, 2010; Nimri *et al.* (2020); Teng *et al.* (2015)

Table III:
EFA results

Items	Factor loading
Green AMO	
Green ability	
ABI1	0.745
ABI2	0.788
ABI3	0.818
ABI4	0.800
ABI5	0.817
Green motivation	
MOT1	0.742
MOT2	0.774
MOT3	0.767
Green opportunity	
OPP1	0.692
OPP2	0.796
OPP3	0.672
Environmental concern	
ENC1	0.756
ENC2	0.730
ENC3	0.791
ENC4	0.797
ENC5	0.746
Green Attitude	
I believe staying at a green hotel is:	
GAT1. Extremely bad (1)/Extremely good (7)	0.738
GAT2. Extremely undesirable (1)/ Extremely desirable (7)	0.785
GAT3. Extremely unpleasant (1)/ Extremely pleasant (7)	0.760
GAT4. Extremely foolish (1)/Extremely wise (7)	0.775
GAT5. Extremely unfavorable (1)/ Extremely favorable (7)	0.810
GAT6. Extremely unenjoyable (1)/ Extremely enjoyable (7)	0.765
GAT7. Extremely negative (1)/ Extremely positive (7)	0.756
Intention to stay at green hotels	
ISGH1	0.760
ISGH2	0.790
ISGH3	0.785

Table IV:
Construct validity and reliability

	Alpha	Composite reliability	AVE	ABI	MOT	OPP	GAT	ENC	ISGH
ABI	0.933	0.933	0.737	**0.858**					
MOT	0.909	0.910	0.771	0.707	**0.878**				
OPP	0.865	0.865	0.681	0.715	0.697	**0.825**			
GAT	0.925	0.925	0.640	0.538	0.579	0.588	**0.800**		
ENC	0.863	0.867	0.568	0.450	0.485	0.548	0.463	**0.754**	
ISGH	0.927	0.928	0.811	0.619	0.602	0.634	0.678	0.458	**0.900**

Note: Square root of AVE in bold. ABI: green ability, MOT: green motivation, OPP: green opportunity, GAT: green attitude, ENC: environmental concern, ISGH: Intention to stay in green hotels

Table V:
SEM analysis

Path	**Estimate**	**S.E.**	***z*-value**	***p*-value**	**Hypotheses**
Direct effect of AMO on ISGH with a moderating effect by ENC					
ABI→ISGH	-0.251	0.207	-1.211	0.226	H1a rejected
MOT→ISGH	0.707	0.206	3.426	<0.001	H1b accepted
OPP→ISGH	-0.089	0.205	-0.434	0.664	H1c rejected
ENC×ABI→ISGH	0.081	0.036	2.250	0.024	H2a accepted
ENC×MOT→ISGH	0.107	0.036	3.010	0.003	H2b accepted
ENC×OPP→ISGH	0.050	0.036	1.381	0.167	H2c rejected
ENC→ISGH	-0.062	0.106	-0.582	0.560	
Indirect effect of AMO on ISGH through GAT as mediator					
ABI→GAT	0.151	0.044	3.393	<0.001	H3a accepted
MOT→GAT	0.250	0.043	5.842	<0.001	H3b accepted
OPP→GAT	0.256	0.045	5.681	<0.001	H3c accepted
GAT→ISGH	0.415	0.039	10.739	<0.001	
Control variables					
GENDER→ISGH	-0.099	0.066	-1.483	0.138	
AGE→ISGH	-0.144	0.054	-2.674	0.007	
MARRITAL→ISGH	0.034	0.069	0.498	0.618	
INCOME→ISGH	-0.002	0.041	-0.043	0.966	

Note: ABI: green ability, MOT: green motivation, OPP: green opportunity, GAT: green attitude, ENC: environmental concern, ISGH: Intention to stay in green hotels