The Impact of Message Framing on Travellers' Behavioural Intentions towards Green Hotels

Abstract

**Purpose** - Research in consumer behaviour in the pro-environmental hospitality domain is limited. Furthermore, the efficiency of interventions utilising pictorial elements, with positive and negative framing, to influence travellers' intentions to book green accommodation remains scarcely investigated. The Theory of Planned Behaviour (TPB) offers a platform for testing interventions that could impact consumer behaviour. The present study introduces a TPB pictorial intervention in green accommodation and provides a robust assessment of the intervention targeted at the TPB's factors.

**Design/Design/methodology/approach** - The data were collected from Australian travellers who were exposed to convincing messages through pictorial elements. These featured either positive or negative pro-environmental effects of hotel operations. A usable sample size of 771 respondents has been achieved. A Multi-group analysis using SEM was performed to investigate the intervention effect.

**Findings** - The results highlighted the supremacy of positive framing to influence travellers' intentions regarding patronage of green accommodation. A knowledge-based approach to promoting green practices might encourage travellers to book green accommodations.

**Originality** - This study advances theory building in environmental communication. Subsequently, hoteliers might enhance their marketing strategies to publicise their pro-environmental programs.

**Keywords** green hotels; intervention; consumer behaviour; Theory of Planned Behaviour (TPB); message framing.

**Paper Type** Research Paper

1. **Introduction**

In many countries, global warming and climate change are accelerating due to increasing levels of greenhouse gas emissions. Nearly 8% of the worldwide greenhouse gas emissions are caused by the tourism industry, 21% of which comes from hotels (Raffaelli et al., 2021). As a result, many hotels are reducing their carbon footprint and environmental impact in order to have a minimal effect on the environment, leading to the rise of green hotels (Alameeri et al., 2018). Yet, consumers are not keeping up the momentum, as environmental consciousness and action are at odds in considerations and use of the hospitality industry (Kim and Hall, 2020; Yadav et al., 2018). Specifically, the number of guests making reservations on purpose due to a hotel's green status is still low (Hossain et al., 2021).
There has been a lack of studies employing a vigorous theoretical framework to understand travellers' behaviour in choosing a green hotel (Passafaro, 2020). Yet some of the theoretical models applied to consumer behaviour in this domain included the Theory of Planned Behaviour (TPB) (Nimri et al., 2020); the Cognitive-Affective-Conative Framework (Anh and Kwon, 2020); the Constructal Level Theory (Line et al., 2016) and the Resource-Based View (RBV) Theory (Hossain et al., 2021). The TPB, however, remains one of the most prominent frameworks for investigating green behaviour (Passafaro, 2020).

People can choose to follow specific green behaviour patterns and, therefore, significantly impact the environment, yet there is still the dilemma of initially changing their behaviour (Kim and Hall, 2020). According to the literature, interventions refer to programs and strategies that aim at changing an individual's actions (Glanz and Bishop, 2010). Though interventions have been used in several domains to rectify individual actions, researchers argue that the most persuasive interventions might not cause extensive modification in behaviour (Chatzisarantis and Hagger, 2005). A possible reason for this is that interventions are not often grounded in social theories (Truong and Dang, 2017), though these theories have succeeded in providing an account for actions (Hardeman et al., 2002). Consequently, employing theory-based interventions to establish evidence-based improvement in affecting behavioural change is reasonable.

Persuasive communication has been documented as is a well-recognised strategy in theory-based interventions to change behaviour (Bator and Cialdini, 2000). This strategy targets critical determinants which lead the behaviour through increasing understanding, notifying alternative choices, and expanding on the probability of positive or negative consequences. For example, messages focusing on stimulating demand for green accommodation should pass on useful operational features to travellers who may not be totally aware of the convolution of environmental sustainability (Nimri et al., 2017.; Villarino
and Font, 2015). Further, communication conveying persuasion could urge hotel guests to participate in pro-environmental initiatives such as reusing towels (Mair and Bergin-Seers, 2010). However, people may have different responses to these communications depending on how they are framed. In particular, green messages can clarify for consumers the extent to which the products or services they are willing to purchase have positive or negative impacts on the environment (Perrin, 2011), hence letting them select greener options. In the meantime, the main question remains: are positive and negative message framing interventions effective in influencing travellers' choice of green accommodations?

This paper addresses this gap by using a strategic intervention employing positive and negative green pictorial elements to assess their effect on the theory's framework in the green accommodation domain. Implementation of interventions could assist in answering inquiries linked to behavioural modification and generate substantiated development in the context under study (Luca and Suggs, 2013). In order to demonstrate how positive and negative framing can influence guests' behavioural intentions, we propose trialling an intervention with persuasive communications as this could offer critical perspectives and practical suggestions on how innovative messages could be used to impact travellers' accommodation choices.

2. Literature Review

2.1 Theory of Planned Behaviour

In various disciplines, TPB has proven to be a useful model for social cognition (Chatterjee et al., 2019; Passafaro, 2020). This theory explains individuals' decision-making process and is considered one of the leading theories to predict human behaviour (Ajzen, 2021).

The TPB proposes that individuals consider the consequences of their actions before they choose a given course of action (Ajzen, 2021; Chatterjee et al., 2019). According to TPB, intention depends on these three theoretically independent variables:
attitude toward the behaviour, subjective norm, and perceived control of behaviour (Ajzen, 2021). It is more likely that the individual will engage in a particular behaviour if they perceive a strong sense of control over their behaviour as well as favourable attitudes and social norms (Ajzen, 2021). Additionally, the theory indicates that individuals' intentions drive their behaviour (Ajzen, 2021; Chatterjee et al., 2019).

Although TPB was mainly used for its robust interpretation of individual behaviour, its sufficiency has been questioned (Towler and Shepherd, 1991). The researchers conclude that TPB leaves a significant amount of unexplained discrepancy in intentions and behaviour. Therefore, Ajzen (2021) suggests that incorporating further factors would improve the explanation power of TPB. In one stream of research, consumers' environmental knowledge correlates with their ecological behaviour, indicating that their environmental knowledge affects their intentions and planning processes (Chen and Peng, 2012; Nimri et al., 2017). Gifford et al. (2011) further argue that knowledge impacts the decision-making process and forms the basis for creating comprehensive interventions designed to encourage environmental behaviour. Further, Babakhani et al. (2017) indicated that knowledge is critical in motivating behaviour change. Accordingly, green hotel knowledge may be included in the model.

2.2 TPB Based Intervention in Pro-environmental Behaviour Research

Interventions are recommended as a technique aimed to be the source of adjustments in people's intentions and behaviour. Interventions are described as programs and plans aimed to impact actions (Glanz and Bishop, 2010). According to Darker et al. (2010), interventions could explain the underlying mechanisms which affect any detected behaviour change. Nevertheless, even the most operative interventions might not cause considerable alterations in actions (Hardeman et al., 2002). The reason might be that interventions are not grounded in social behaviour frameworks, even though these frameworks have successfully explained
behaviour (Truong and Dang, 2017). This has been supported by Truong and Dang (2017), as
they stated that interventions based on theoretical frameworks are lacking in research.
According to Kao et al. (2017), only a study with a theoretical foundation can explain or
predict the study's outcome with precision.

Researchers have pointed out that TPB is the most commonly used framework for
interventions (e.g., Hardeman et al., 2002; Truong and Dang, 2017). Furthermore, the
efficiency of interventions in impacting the main factors of the theory has also been
documented in several studies, indicating that interventions are more efficient when targeting
the primary triggers of behaviour (i.e., attitudes, subjective norms, and perceived control)
(Abrahamse et al., 2005; Sheeran, 2016). As a result, it is crucial to study the interventions' influence on the main factors of TPB.

2.3 Persuasive Communication

Persuasive communication has been associated in the literature with the provision of material
in a manner that prompts individuals to change their actions (Babakhani et al., 2017;
Gössling and Buckley, 2016). Furthermore, the use of communications that enforces persuasion in altering individual actions has been supported using social marketing (Gössling
and Buckley, 2016). Additionally, to apply the persuasion theory, Bator and Cialdini (2000)
state: "Designers are also advised to consider research on attitude persistence, memory, and social norms and apply this research to the message content and presentation style." (p.1).
Therefore, understanding how message framing and substance impact consumers' attitudes
and behaviour is essential given that individuals respond to communications according to
their own interpretations of the related situation.

Employing pictorial components has been documented as part of persuasive
communication aiming to influence others (Perrin, 2011). According to Perrin (2011),
pictures have the ability to induce feelings, making them a useful technique of
communicating. Further, pictorial elements are considered as conventional means for evoking imagining (MacKay and Fesenmaier, 1997). Using images could affect individuals by creating image verification expectations and desires (Hammond et al., 2012). Research in several settings such as fitness, marketing, education, and health, suggests that adding pictures will impact intention and actions (Perrin, 2011; Previte et al., 2015). From another viewpoint, MacKay and Fesenmaier (1997) indicate that material delivered through pictures is considered more practical than material with text. As opposed to the text, the image could be responsible for eliciting emotional responses and influencing behaviour (Hammond et al., 2012). However, Perrin (2011) noted that only some studies explored the effect of message mode and framing on green behavioural intentions in environmental communication literature.

2.4 Message Framing

Research shows that individuals react in distinct ways to persuasive messages depending on their framing (Cornelissen et al., 2008; Hammond et al., 2012; Previte et al., 2015). For instance, these messages could be conveyed by pointing out potential benefits or drawbacks. An affirmative frame focuses on the effects of participating in the behaviour and highlights its potential benefits (Masnovi, 2013; Truong and Hall, 2017). Contrary to this, negative framing stresses undesirable behaviour's adverse consequences and its detrimental effects (Truong and Hall, 2017).

Negative information delivered with negative-framed persuasive content is anticipated to generate more outstanding results in terms of message involvement than positive-framed persuasive messages (Perrin, 2011). In this sense, highlighting adverse information and undesirable outcomes has a more significant impact than positive ones (O'Keefe and Jensen, 2008). Prior studies show that negative messages raise emotional stimulation (Newhagen and Reeves, 1992). Individuals encounter superior stimuli when
subjected to negative messages than comparable positive ones and consequently modify their actions (Newhagen and Reeves, 1992; Perrin, 2011). Conversely, Masnovi (2013) states that negative framing elicits solid adverse reactions like fear, anxiousness, and disappointment, with little effect on altering behaviour.

In contrast, positive framing seems to be more engaging than those framed as a loss (Jones et al., 2003; Parrott et al., 2008). Consequently, individuals may be prone to conform to the suggested behaviour if these appeals seem more passionate or optimistic than negative messages (O'Keefe and Jensen, 2008).

Message framing has been limited in terms of impacting pro-environmental behaviour (Perrin, 2011; Xu and Jeong, 2019). However, positive framing has been used as a promotional means to endorse individuals' participation in green behaviours (Previte et al., 2015). Reframing messages with environmentally accountable behaviours increases responsibility for the planet by raising environmental self-awareness (Perrin, 2011). In their study, Gössling and Buckley (2016) examined if carbon labels in tourism provide comprehensive data. They reported that when consumers' perception of such data is positive, this becomes a crucial factor in purchasing decisions.

2.5 Research Model and Hypotheses Development

This study intends to augment the TPB framework in Ajzen's study (2021) and propose a research model to validate the decision-making process in the green accommodation setting using an Australian sample. The study extends the TPB model by using green hotel knowledge in addition to the original factors of the theory (i.e., attitude, subjective norms, and control perceptions). Furthermore, the study proposes to test the impact of message framing on travellers' intentions to book green accommodations. We assessed the impact of the intervention by using Nimri et al.'s (2020) model. As part of our study, participants were
randomly allocated to one of two intervention groups or a neutral control condition. Figure 1 shows five hypotheses that are proposed to test the research model.

Figure 1 near here

3. Research Method

3.1 Survey and Instruments

To provide respondents with realistic messages on the impact of green hotels on the environment, pictorial elements employing positive and negative frames were used to investigate participants' reactions to these pictures. These pictures were research devices specifically selected to assess distinct reactions throughout the study process (Previte et al., 2015).

The study method included two phases for intervention development: picture selection through focus groups and merging the pictures into the questionnaire (Figure 2). First, the researchers chose four pictures displaying the positive effects of hotels on the environment and four pictures demonstrating the negative influence of pollution. Then, they showed them separately in focus group sessions. Fifteen participants in three focus groups were invited to select two pictures illustrating the positive impacts of hotels on the environment and two pictures demonstrating the negative effects of pollution on the environment. As a result of the focus group sessions, the pictures that received the highest ranking were incorporated into the online questionnaire. In the first positive image, the difference in resource usage was compared between a green hotel and a traditional hotel. The second positive image portrayed a hotel's efforts to go green. Figure 3 presents the two positive images used in the current study.

Figure 2 near here

Figure 3 near here
In relation to the selected negative images, the first image showed pollution occurring on Sydney's beaches caused by plastic waste; the second image depicts visible air pollution in Brisbane. Figure 4 presents the two negative images used in the current study.

*Figure 4 near here*

Before distributing the survey, a pilot study was conducted with 110 participants randomly selected from academic staff at the authors' institution. The scales used were suitable as Cronbach's alpha coefficients exceeded Nunnally and Bernstein's (1978) threshold of 0.7. The survey was then distributed electronically in 2018 via Qualtrics™ to a sample of Australian travellers planning to book a green hotel in the near future. Qualtrics™ software was employed to deliver and boost the completion of the survey. The new participants in the online study were divided into three groups. The first control group received only the survey. The second group received the survey with positive images, and the third group received the survey with negative images. Each picture was incorporated repeatedly on each page of the questionnaire for the second and third groups.

The survey items for the TPB constructs and the green hotel knowledge were previously used in Nimri et al. (2020) study. This study used a seven-point scaling format widely used for measuring constructs in both behavioural and marketing research (Dawes, 2008). The final section contained personal profile questions including gender, age, educational level, annual income and marital status.

### 3.2 Sampling and Data Collection

The target population was Australians who would stay at green accommodation in the near future. The study utilised a convenience sample as the questionnaire was randomly disseminated to the study population of Australian travellers using online surveys. Malhotra *et al.* (2006) imply that although convenience sampling is time and cost-effective, it may have potential biases. Consequently, subjects were arbitrarily allocated to the control group
or one of the two 'intervention' groups without being told they were taking part in an 'intervention' study in an effort to minimise biases.

Data were assembled using Qualtrics™, a global research firm. In hospitality research, online panel data has become commonplace, and researchers have found such data reliable and free from bias (Nimri et al., 2020; Yadav et al., 2018). Qualtrics™ was selected for its experience, reputation in conducting research and capability to get to the target market. Furthermore, Qualtrics™ guaranteed that the questionnaire was distributed across the country and to different age groups to ensure a cross-section of demographics.

Participants provided 771 usable surveys (response rate about 10%). The sample size exceeds the requirement suggested by Hair et al. (2010) of around ten observations per parameter. The sample consisted of a fairly even spread of 59% female and 41% male participants. Almost 49% of the participants were in the age group of 20 years and 39 years. Further, 42.3% of participants were employed full-time and 24.8% part-time. The participants were predominately educated (over 76%), having an undergraduate or a postgraduate degree. As shown in Table I, of the 771 participants, 33.2 % were randomly assigned to complete the survey without images (CG), and 33.3 % were assigned to fill the survey with positively-framed images (PFI) associated with green preservation initiatives by hotels, whereas 33.5 % were assigned to fill the survey with negatively-framed images (NFI) that reveal environmental pollution caused by hotels. It can be observed from the results in Table I that the three groups have similar characteristics.

Table I near here

4. Results

The data analysis was conducted using SPSS and AMOS 22. Using a two-step method, we first conducted a confirmatory factor analysis (CFA), then a structural equation modelling
(SEM) and compared the models between the three groups. The result of CFA is presented in Tables II and III.

To test the impact of the intervention, a multi-group analysis in SEM was executed to seek evidence of the intervention effects across the three sample groups (i.e., the control group (CG), the positively-framed image group (PFI) and the negatively-framed image group (NFI)). For a more accurate assessment of the differences between the three groups, the factor loadings between them were examined. Specifically, each particular parameter of interest in the three models was constrained to compare their chi-square difference (Hair et al., 2010). Afterwards, the measurement invariance was tested, and the results showed that the three groups were partially invariant. In the next step, each sample's latent models were tested separately to verify their fit. The three datasets were then combined for a multi-group analysis. Lastly, after constraining each path in the model, regression weights were compared among the three groups (Gaskin, 2016). Using the chi-square difference test, one can determine whether between-group constraints are statistically significant. Table IV presents the path differences across the three groups.

A varying strength of the relationship between the TPB model constructs among the three groups was evidenced. Starting with the CG and the PFI group, all paths except for the one from green hotel knowledge to intentions to stay were insignificant. There is a stronger relationship between green hotel knowledge and future intentions in the PFI group than in the CG group (difference = .26, p < .01).
Comparing the CG and NFI groups, the path from attitude (ATT) to intention to stay (INT) is significantly stronger in the CG group (difference = .24, p < .01). As a result, the two groups showed significantly different intentions to stay in terms of favourable attitudes. For the PFI vs. NFI group, the strengths of the three paths were found significantly different. There was a significant difference between the groups in the path from attitude (ATT) (difference = .25, p < .01), perceived behavioural control (PBC) (difference = .27, p < .01) and green hotel knowledge (GHK) (difference = .25, p < .01) to intention to stay (INT) as they were significantly stronger in the PFI group than in the NFI group. The NFI group shows a weaker relationship between these three constructs and intentions to book green accommodation than the PFI group.

5. Discussion
As limited research evaluated the impact of interventions using the TPB model, this study provided a rigorous assessment of its effectiveness based on this framework. To explore consumers' responses, pictures of hotels' positive effects on the environment were used along with pollution images. Based on the data analysis, participants in the three groups exhibited contrasting degrees of relationships between the components of the theory. Previous studies reported that negative messages would cause more substantial behavioural changes as people encounter greater stimulation (Newhagen and Reeves, 1992; Perrin, 2011). Our findings contradict their results, as the group that received negative messages expressed a lower intention to book green accommodation. Our findings generally support the belief that information underlining the advantages of engaging in a particular action might encourage consumers to behave accordingly (Babakhani et al., 2017; Jones et al., 2003). This line of reasoning indicates that positively-framed messages seem more infused with positive implications and, therefore, travellers may be motivated to engage with positively-framed petitions more diligently. In decision making, an unfavourable outcome may be more
dynamic as a persuasive tool; however, reflecting on it may not always be appealing. In light of these promising results, an intervention based on the use of persuasive messages may actually lead to actual behaviour change since travellers' perceptions of the messages impact their willingness to stay at green hotels.

In terms of the relationship between attitude and intention to book green accommodation, it was significantly stronger in the PFI group as compared to the NFI group. Following the presentation of affirmative information regarding green hotels, participants had a more positive attitude toward such hotels. Rather than negative material, positive communication is more likely to nudge travellers toward engaging in a specific behaviour. This finding replicates previous research concerning positive framing and the TPB model (Jones et al., 2003; Parrot et al., 2008). Positive communication increases an individual's sense of responsibility by making them aware of their behaviour's impact on the environment (Cornelissen et al., 2008). Babakhani et al. (2017) indicated that positive messages are more effective in changing attitudes toward pro-environmental behaviour than negative messages. In other words, informing travellers about the benefits of engaging in a particular behaviour (e.g., staying at a green hotel) can induce their attitudes toward this behaviour. Individual beliefs can predict pro-environmental behaviour, including a moral responsibility to protect the environment (Nimri et al., 2017). In this study, travellers were shown how their behavioural changes could help reduce environmental impact. Such efforts would eventually improve their attitude toward green hotels.

A significantly stronger relationship was found between attitude and intention to stay at green hotels among CG groups than among NFI groups. This would negatively affect travellers' intentions to stay at green hotels due to their perception of the negative message framing. Negatively framed images had a stronger negative effect on attitudes to stay at green hotels than receiving no images at all. This indicates that the negative messages decreased
travellers' attitudes about the importance of their pro-environmental behaviour. Other studies have confirmed these findings demonstrating that negative framing adversely affects beliefs and attitudes (Babakhani et al., 2017; Jones et al., 2003). Travellers may be unwilling to respond to negative persuasive messages that create negative perceptions of behavioural outcomes. Based on this finding, it may be more effective to use no images than negative environmental messages. Participants may have ended up observing the messages after seeing negatively-framed messages because they felt threatened. Negative framing has the potential to cause individuals to reject the message presented, thereby confirming Masnovi's (2013) findings that negative framing causes people to resist certain consequences and fail to translate them. Research is warranted to identify the cause of this finding since it is possible that negative framing is more effective if messages are designed differently.

As for control perceptions and willingness to stay in green accommodation, the PFI group scores significantly higher than the NFI group. There is a possibility that positively framed images contain specific components of control enhancement. Participants may have identified fewer barriers related to booking green accommodation due to receiving these messages. This result is consistent with prior research demonstrating that affirmative communication significantly influences perceived control through presenting perspectives that enable involvement in the behaviour (Cornelissen et al., 2008; Parrott et al., 2008). The transparency and effectiveness of green programs must be highlighted through communication (Babakhani et al., 2017). Such positive messages might provide travellers with new insights on how to control elements that could facilitate their decisions, such as booking green accommodation.

Additionally, the results showed that in the PFI group, the relationship between green hotel knowledge and intention to book green accommodation was significantly stronger than in the NFI group. Literature suggests that positive communication affects rational intention
formation by boosting knowledge of affirmative consequences (Cornelissen et al., 2008; Kao et al., 2017). Consequently, hotel marketers should emphasise the impact of environmental initiatives beyond the standard (Hossain et al., 2021; Xu and Jeong, 2019). The results show that employing positive communication allows travellers to understand the implications of their environmentally friendly behaviour by increasing their knowledge level and, as a result, their intentions to book green accommodation. Moreover, these affirmative messages contributed to regulating the level of awareness that affected behavioural intentions (Babakhani et al., 2017; Bamberg et al., 2003).

A comparison of the relationships between green hotel knowledge and intentions between the CG and the NFI group demonstrates that the latter group shows weaker relation between knowledge and intentions. Negatively connotated messages caused a lower level of engagement. These messages had a more adverse effect on knowledge and, subsequently, intentions to choose green accommodation than receiving no images at all. In contrast, this contradicts Perrin's (2011) assertion that negativity and pointing out unfavourable consequences have more power than positive information and influence. The results findings of this research indicated that positive communication is crucial to travellers' preferences if it is identified positively.

6. Implications

The hotel sector has been urged to employ interventions that draw upon pertinent theoretical models to improve pro-environmental awareness regarding travellers' behaviour (Passafori, 2020). A theoretical stance on the behavioural elements of environmental matters will help identify and deal with such matters. Despite this, TPB has been seldom employed to evaluate the effectiveness of interventions. The current study offers valuable insight into travellers' behaviour using intervention in the green accommodation setting.
According to this research, framing the message triggers associations between the main factors and intention to book green accommodation. The results revealed that viewing images that included negative framing significantly inhibited some relationships between determinants of intentions and intentions to book green accommodation. Accordingly, providing adverse information regarding pollution could not be the most successful approach to encourage travellers' intentions when it comes to green hotels. The study also supports the notion that promotional plans that highlight the advantages of behaviour are more efficient. The willingness of travellers to stay in green hotels is highly influenced by positive environmental framing. Aspects affecting green behaviour can be connected to personal attitudes and beliefs involving an ethical obligation to protect the planet for future generations (Babakhani et al., 2017, Nimri et al., 2017). Some guests often consider staying at a green hotel as an easy way to be more environmentally friendly. Using positive messages in this study, travellers learned how their behaviour could reduce the impact of travel on the environment. Ultimately, such efforts would result in an increase in their interest in staying in green hotels. Thus, it is more likely that travellers' decisions regarding green hotels will be influenced by positive rather than negative messages. By using green initiatives, hoteliers can make a positive environmental impact, thus enabling these appeals to be successful.

Finally, an interesting theoretical finding is the significant role of green hotel knowledge in the perspective of this study. In previous studies, knowledge has been reported as an important factor affecting intention, a conclusion the present study confirms (Chen and Peng, 2012). Over the past few years, there has been an increased interest in knowing more about consumer behaviour (Babakhani et al., 2017). Despite this interest, few studies assessed green hotel knowledge concerning travellers' behaviour, with many scholars simply indicating that it would be a helpful element to examine. The findings revealed that it might be necessary for this knowledge to be added to the model, predominantly concerning green
behaviour. When travellers are aware of green information about hotels, their booking intentions are likely to be higher. Consequently, messages that use positive consequences can offer insight into how to refine marketing strategies. Travellers would then become more aware of their behaviour's effects on the environment, increasing their knowledge of behavioural alternatives that could impact their purchasing intentions.

7. Study Limitations

This study provides additional insights into travellers' inclinations for pro-environmental hotels over conventional ones, with particular reference to Australia. Despite this, a few limitations can be identified after discussing the results. Firstly, the study examined travellers' intentions rather than actual behaviour when it came to staying at green hotels. It would be beneficial to use a longitudinal approach to examine the actual behaviour of green travellers who are willing to stay at such hotels. Due to the lack of literature on positive and negative framing, the second limitation is that interventions were designed based on the experience and creativity of the researcher. Thus, the messages incorporated were not designed rigorously, as their contexts were different. Despite selecting images based on the focus group, further research could include additional text and imagery options. Another limitation arises from the continuous debate over the definition of a green hotel. Researchers acknowledge that there is no specific established definition of green practices. Future studies could consider the wider range of green hotel programs and what travellers consider as vital products and services. This understanding can provide more in-depth information on green hotel issues.
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