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Green purchasing behaviour of international tourists in Malaysia using green marketing tools: theory of planned behaviour perspective

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Abstract

Purpose – This study aims to examine the effects of green marketing tools on tourists' behavioural intention to buy green products by measuring individuals' subjective norms, attitudes and perceived behavioural control.

Design/methodology/approach – A total of 421 international tourists from several tourist attractions in Malaysia, selected through convenience sampling, participated in a survey.

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Findings – The analysis results using partial least squares structural equation modelling suggest that behavioural intention of international tourists is firmly influenced by attitude, perceived behavioural control, subjective norms and green marketing tools. However, the subjective norm does not work as a mediator.

Practical implications – The relationships established in this study provide insight into hoteliers' knowledge for further implementation of green marketing strategies (eco-label, eco-brand, environmental advertising), which can enhance green attitudes and behavioural intention of purchasing green products in the hospitality industry.

Originality/value – This study expands the theory of planned behaviour by including green marketing tools to measure international tourists' green buying tendency in Malaysia.

Keywords Green marketing tools, Behavioural intention, Attitude, Subjective norms, Perceived behavioural control, Malaysia

Paper type Research paper

1. Introduction

The tourism sector is a vital contributor to the gross domestic product (GDP) of many countries (UNWTO, 2019). Mass tourism production has become a priority for most countries due to lucrative revenues produced by tourist activities (Comerio and Strozzi, 2019). The massive growth of the tourism industry, particularly climate change caused due to the use of non-renewable energy sources, particularly the non-renewable climate, has many adverse effects. It involves the degradation and deterioration of natural resources that cause climate change (Chekima *et al.*, 2016; Handriana and Ambara, 2016).

The tourism industry, specifically the hotel industry in Malaysia, significantly contributes to the national GDP (UNWTO, 2019). The tourism industry of the country is highly dependent on the hotel business. Malaysia has taken some initiatives to develop hotel businesses in line with green practices due to the negative impacts of the hotel and tourism industry on the environment (Afthanorhan *et al.*, 2017; Patwary *et al.*, 2021). Similarly, Heung and Pun (2013) stated that the hotel industry contributes 1% of global greenhouse emissions worldwide. The Malaysian hotel industry consumes a vast amount of water and energy, and produces significant quantities of waste (Habibi, 2017; Yusof *et al.*, 2017). Therefore, understanding tourists' choices regarding green practices is of importance for further development of the sustainable hotel industry in Malaysia (Muniandy *et al.*, 2019).

Therefore, researchers focus on consumers' growing attention to environmental issues, which forces hoteliers to implement green practices in their operations. If consumers are willing to assume responsibility and choose green products, environmental issues can be effectively managed if not prevented (Patwary *et al.*, 2020). Several companies have begun implementing green initiatives and using green marketing strategies to understand consumers' preferences of green products to achieve long-term profits (Yusof *et al.*, 2017). Green marketing is one aspect of the modern economy, and green marketing strategies are mostly applied in developed countries (Hasan *et al.*, 2019).

While exploring green marketing in tourism and hospitality settings, researchers found that few studies considered all the prominent parameters of the theory of planned behaviour (TPB) and indicators of green marketing tools simultaneously. For example, Chin *et al.* (2018) implemented green marketing tools by underpinning TPB. However, the study ignored fundamental variables concerned with TPB, namely, attitude, subjective norm and perceived behavioural control. Ajzen (1991) pointed out that TPB's central dependent variable is consumer intention, which indicates a person's readiness to behave in a certain way. Similarly, Biswas and Roy (2015) measured the green consumption behaviour from the context of perception and value without taking into account consumers' subjective norm and perceived behavioural control. However, considering the mediating effects of attitude,

subjective norm and perceived behavioural control provide a more constructive picture towards particular behaviour (Roy *et al.*, 2017).

Although considerable research has been conducted to examine consumers' decision-making process, the findings on consumers' behavioural intention are inconsistent (Yadav and Pathak, 2017). This indicates that the factors influencing the hotel industry's behavioural intention vary in different contexts. For instance, in developed countries, perceived behavioural control has no significant influence on consumers' intention to visit restaurants (Stoeva and Alriksson, 2017) or green hotels (Han and Yoon, 2015). In contrast, in developing countries, perceived behavioural control significantly impacts consumers' behavioural intention for travelling abroad (Song *et al.*, 2017). Earlier studies have attempted to explore the service-related factors, and how they influence the consumers' decision and behavioural intention in the Asia Pacific region (Gursoy *et al.*, 2019; Varkaris and Neuhofer, 2017).

Recent evidence suggests that the manner in which green marketing tools can shape consumers' behavioural intentions have not yet been explored, and requires in-depth investigation (Prakash and Pathak, 2017). Previous studies in developing countries mostly focussed on the importance of green movements and the environmental awareness of consumers (Liu *et al.*, 2018; Yang *et al.*, 2019). A number of researchers have reported that factors related to the behavioural intention of the consumers, like the subjective norm, attitude and perceived behavioural control, are still unknown to the Malaysian hospitality industry (Uduji *et al.*, 2020). Regarding theoretical applications in green marketing strategies, very limited studies empirically investigate the theoretical relationships in the Malaysian context, leading to a gap in the literature that needs to be addressed. This limited application of theory in green marketing strategies has led to insufficient explanations from academia and managers while using green marketing strategies. Moreover, previous studies have yet to investigate the effects of green marketing tools on behavioural intention through changing attitudes, perceived behavioural control and subjective norms to enhance green marketing strategy, especially in tourism and hospitality. Therefore, this study intends to address this gap by examining green marketing tools' role on behavioural intention through attitude, perceived behavioural control and subjective norms.

2. Literature review

2.1 An overview of greening in the tourism industry

Green practices in the tourism and hospitality industry are a new edition that supports environmental and ecologically sustainable growth (Neto and Caldas, 2018). Green tourism is an alternative activity that encourages environmental protection (Handriana and Ambara, 2016; Song and Yu, 2018). Similarly, green marketing is described as creating and promoting goods or services with no adverse environmental consequences (Kilbourne, 1998). Green marketing strategies have proven to be important marketing techniques to improve green purchasing. Past studies show that green marketing tools (e.g. eco-label, eco-brand and environmental) significantly impact customers' green buying behaviour (Widyastuti and Santoso, 2018). In particular, green marketing practices were developed to ensure the effectiveness of sustainable tourism tools in different industries, such as hoteliers, manufacturers and customers who opt for green procurement (Neto and Caldas, 2018).

Various ideas have been developed in the sequel to introducing the green marketing concept by Henion and Kinnear (1976). Marketing activities should consider environmental problems that ease environmental problems rather than exacerbate them (Rajapaksha and Tilakasiri, 2019). For example, Heath and McKechnie (2019) defined green marketing as "the holistic management process responsible for identifying, anticipating and satisfying the needs of customers and

society, profitably and sustainably" (p. 141). Given the advantages of green marketing, many organisations have implemented this strategy to boost profits while reducing pollution. This green marketing strategy is an innovative way to develop a competitive edge and gain success (Sharma *et al.*, 2021).

2.2 Green marketing tools

Although no single marketing tool is suitable for a particular organisation, many scholars have highlighted the following three dimensions of green marketing tools that influence consumers' green purchasing behaviours: environmental advertisement, eco-label and eco-brand (Rizqiyana and Wahyono, 2020). Similar to earlier research, this study adopts the above three dimensions, making perception easier and increasing consumer awareness about green products. Implementing these green marketing policy tools plays an essential role in altering consumer purchasing behaviour in buying environment-friendly products, mitigating the negative environmental impact of synthetic products.

2.3 Eco-brand

Twedt (1960) defines a brand as:

> [. . .] a name, term, sign, symbol, or design, or the combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of a competitor.

This definition of a brand can also be used for the eco brand. Hence, eco-brand is a name, symbol or design of products that indicates its minimal negative impact on the environment. Using eco-brand features on a green product or service help consumers differentiate them from non-green ones (Nekmahmud and Fekete-Farkas, 2020). It is believed that eco-brand is a modern expansion of green advertising instrument created to positively affect customer's buying behaviour (Ihemezie *et al.*, 2018). The eco-branded products have been economically profitable because of their positive public image, leading to an increase in consumer demand and brand loyalty advancement (Ferreira and Fernandes, 2021).

2.4 Eco-label

Eco-label is one of the underlying tools for green marketing that influences consumers to buy environmentally friendly products. Environmental labels ensure that products adhere to some rules and regulations with its ensure environment-friendly nature. Using eco-label, companies provide intangible information about products, including product quality related to environmental impacts. This enhances their image and creates value in the market (Rihn *et al.*, 2019). The organisation provides a certified logo to the potential customers, while potential customers are encouraged to buy environment-friendly products. Eco-label is sometimes used to inform environmentally favourable information apart from locating and separating products. Advertisers broadly use environmental labels to promote green product characteristics (Chang *et al.*, 2019). Eco-label is necessary to simplify decision-making on eco-friendly products, permitting consumers to gain knowledge of the manufacturing process of the product (Sun *et al.*, 2021).

2.5 Environmental advertisement

Advertisement of environment is also regarded as green commercialising. Accordingly, Banerjee *et al.* (1995) demonstrated that commercial organisation should ensure apparent or implicit connection among service or a product and the natural environment. The growing interest for green commercials during the previous few decades has significantly raised

awareness among the public on environmental issues, leading to expanding demand for products labelled as green (Matthes, 2019). Many organisations have selected environmental commercials by displaying media or printed newspapers as green strategies for attracting consumer interest (Ackerstein and Lemon, 2017; Soutter and Boag, 2019). Usually, green commercials appeal to the environmental preservation interest of the customers (Jermsittiparsert *et al.*, 2019). Green publicity advertises the company based on the environment-friendly features of its products (Yoon *et al.*, 2020). Green commercials include promotional messages that attract the demand and desires of customers (Dangelico and Vocalelli, 2017; Schmuck *et al.*, 2018).

2.6 The theory of planned behaviour

TPB explains and predicts human behaviours in certain contexts (Ajzen, 1991). TPB consists of three basic elements: attitude, subjective norm and perceived behavioural control (Ajzen and Fishbein, 1988).

2.6.1 Attitude. Attitude refers to a positive or negative belief that reinforces an intention towards a particular behaviour (Ajzen and Fishbein, 1988). The concept of attitude is derived from individual behavioural beliefs and outcome evaluations. Attitude towards the behaviour is based on how one evaluates situations (Ajzen, 1991). For instance, if a person positively evaluates the situation based on personal beliefs, he/she shows a positive attitude towards that particular behaviour and vice versa. Hence, an individual is more likely to show a positive attitude towards using environmental friendly products if he/she believes that using such products preserves the environment for the next generation while satisfying his/her needs. In turn, individual positive attitudes lead to an increase in usage of green marketing products. Several studies confirmed that individuals' attitude has a positive and significant impact on intention to use the products.

2.6.2 Subjective norm. Subjective norm describes the perceived social pressure about certain behaviours that can or cannot be performed (Ajzen and Fishbein, 1988). Subjective norms are strongly influenced by those the individual considers important in their life, such as colleagues, family members, friends and superiors (Ajzen, 1991). Subjective norm is a social pressure for an individual to behave in a certain manner. It is believed to be the outcome of normative belief and motivation. Normative behaviour, which decides how an individual behaves in a certain situation, is influenced by motivation. The motivation in such a situation would be to agree with others' opinions. To adhere to the subjective norm created by social pressure (friends, colleagues, peers and society), an individual must comply with outsiders' opinions and behave differently (La Barbera and Ajzen, 2020).

2.6.3 Perceived behavioural control. Ajzen (2002) included perceived behavioural control as an independent variable in the TPB. This inclusion eased the measurement of behavioural intention when individuals perform an action. Perceived behavioural control is used to assess an individual's ease of achieving a particular behaviour (Fellnhofer, 2017). The buyer should be convinced that resources are available and that the possibilities may facilitate or inhibit behaviour. Arli *et al.* (2018) suggest that resources and efficiency constitute two components that measure behaviour management, which directly impact behavioural intent and perceived behaviour control (Olya *et al.*, 2019). The green product purchase intention can be used to assess an individual's ease and is linked to the perceived lack of resources and opportunities for the behaviour (Choi and Johnson, 2019).

2.6.4 Behavioural intention. Behavioural intention indicates a person's preparation to conduct an expected behaviour. It is an immediate behavioural antecedent (Ajzen, 2002). The friendlier an attitude or behaviour, the friendlier the subjective value and the higher the realised control of the behaviour. Previous literature highlights that TPB has been used in a large

number of environment-friendly goods and services, for instance, energy efficient products (Wang *et al.*, 2018). Green restaurants and green hotels are also green labelled products (Liobikiene *et al.*, 2016; Varah *et al.*, 2021), which verified its toughness and anticipated ability for quantifying environment-friendly buying motive and behaviour. A number of studies have shown that TPB favours (i.e. whole TPB variables – manner, subjective standard and comprehended control of the behaviour – meaningfully affect customers "intention of buying green) customers" motive and conduct intended for environment-friendly goods and services.

Nevertheless, in some incidents, especially considering TPB variables, support exists for the buyers' motive and attitude (Maichum *et al.*, 2016). This exhibits that subjective standard realised control of the behaviour and attitude could be important in determining the customers' green buying motive to buy environment-friendly goods.

Based on TPB assumptions and the above discussed literature, the following hypotheses and research framework (see Figure 1) are proposed:

H1. Green marketing tools is positively related to the behavioural intention of international tourists in Malaysia.

H2. Green marketing tools is positively related to the attitude of international tourists in Malaysia.

H3. Green marketing tools is positively related to the perceived behavioural control of international tourists in Malaysia.

H4. Green marketing tools is positively related to the subjective norm of international tourists in Malaysia.

H5. Attitude is positively related to the behavioural intention of international tourists in Malaysia.

H6. Perceived behavioural control is positively related to the behavioural intention of international tourists in Malaysia.

H7. Subjective norm is positively related to the behavioural intention of international tourists in Malaysia.

H8. Attitude mediates the relationship between green marketing tools and behavioural intention of international tourists in Malaysia.

H9. Perceived behavioural control mediates the relationship between green marketing tools and behavioural intention of international tourists in Malaysia.

H10. Subjective norm mediates the relationship between green marketing tools and behavioural intention of international tourists in Malaysia.

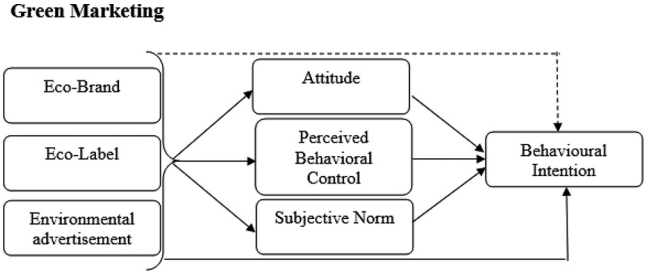

Figure 1.
Conceptual model

3. Research methodology

3.1 Data collection and samples

A convenience sampling technique was used to obtain the primary data. The convenience sampling technique is a non-probability sampling technique, which allows the researcher to reach out to respondents easily. Emerson (2015) stated that convenience sampling is suitable when the phenomena are little known to the audience, and the researchers want to develop new thoughts. Convenience sampling was used to obtain information from the selected population of the study – international tourists – from international tourists' spots in Malaysia. 600 questionnaires were distributed to the respondents in several tourists' attractions in Kuala Lumpur, Putrajaya, Langkawi and Penang between December 2019 and March 2020, out of which, 421 questionnaires were analysed. Table 1 shows the demographic distribution of the respondents.

3.2 Measurement

The measurements used in this study were adapted from previous studies. The green marketing tools consist of three dimensions – eco-label, eco-brand and environmental advertisement. To measure these three dimensions, 24 items were adapted from Rahbar and Wahid (2011), of which seven items were used for eco-label, seven for eco-brand and eight

Table 1.
Demographic profile of the respondents

Factors	Categories	Frequency	(%)
Gender	Male	127	30.2
	Female	294	69.8
Age	17–20 years old	122	29.0
	21–29 years old	92	21.9
	30–39 years old	133	31.6
	40–49 years old	52	12.4
	50 years old and above	22	5.2
Marital status	Single	160	38.0
	Married	236	56.1
	Divorce/Widow	25	5.9
Income (Monthly)	Less than US$1,000	169	40.1
	US$1,001–2,000	73	17.3
	US$2,001–3,000	116	27.6
	US$3,001–4,000	9	2.1
	US$4,001–5,000	54	2.8
	US$5,001 and above	9	2.1
Education	Primary school	125	29.7
	Secondary school	74	17.6
	Bachelor's degree	62	14.7
	Master's degree	114	27.1
	Doctoral degree	46	10.9
Country of origin (Region)	Asia and the Pacific	166	39.4
	Middle East	157	37.3
	USA	48	11.4
	Africa	7	1.7
	Europe	43	10.2
Occupation	Professional/Managerial	105	24.9
	Semi-skilled/clerical	51	12.1
	Self-employed	127	30.2
	Unemployed	32	7.6
	Retired	106	25.2
	Total	421	100

for environmental advertisement. To measure the attitude/environmental attitude and behavioural intention of international tourists, five items were adapted from Wu and Chen (2014) and six from Rahbar and Wahid (2011). Five items were adapted from Chan and Lau (2002) to measure subjective norms and six from Kim and Han (2010) to measure perceived behavioural control.

3.3 Demographic profile

No missing data was included for analysis. According to Krejcie and Morgan (1970) and G-power analysis, a sample size of 421 was enough to test the hypotheses. Therefore, any incomplete data considered invalid for testing the hypotheses was not chosen for analysis.

As shown in Table 1, 69.8% of respondents were female, and 30.2% were male. Most of the participants (31.6%) in the survey were from the age group of 30–39 years, followed by 17–20 years (29%) and then 21–29 years (21.9%). In terms of marital status, 56.1% of them were married and 38% were single. As for income, majority of respondents have income below US$1,000 (40.1%), followed by those in the range of US$2,001–3,000 (27.6%) and finally, US$1,001–2,000 (17.3%). As for education, respondents who mentioned primary school as the highest education were 29.7%, followed by master's degree (27.1%) and secondary school education (17.6%). The different nationalities who participated in the survey belonged to Asia (39.4%), Middle East (37.3%), USA (11.4%), Europe (10.2%) and Africa (1.7%).

3.4 Data analysis

Various tests (normality, missing data) were performed through SPSS. Hypotheses testing were conducted through partial least square equation modelling (PLS-SEM) because PLS-SEM is popular in tourism research, especially for theory testing and predictive analysis (Kumar *et al.*, 2018).

3.5 Missing data, data normality, common method bias and multicollinearity

Missing data were removed because performing analysis with such data could result in erroneous outcomes (Cheah *et al.*, 2018). Hair *et al.* (2014) suggested checking for data normality as non-normal data results in underestimating the statistical significance of the structural path coefficient estimates. The skewness and kurtosis values were within the acceptable threshold of <2 and <7 (Hair *et al.*, 2014). Thus, the data set was not highly non-normal. Since common method variance (CMV) is an issue in self-report surveys (Podsakoff and Organ, 1986), the study adopted various remedial procedures to lower the CMV effects (Podsakoff *et al.*, 2012).

Statistical remedies were tested to ensure that CMV was not present in the data. Harman single factor test shows that a total of seven factors explained 62.70% and a single factor explained 24.59%, and therefore, no CMV exists in the data (Podsakoff *et al.*, 2012).

According to Hair *et al.* (2019), all the latent variables have no multicollinearity issues as the Variance Inflation Factors (VIF) values are less than 3.0 and tolerance is greater than 0.2 (see Table 2).

4. Results

Table 3 shows the correlation among demographic factors and study variables, mean scores and standard deviation of the variables.

4.1 Measurement model

The measurement model in PLS-SEM must be evaluated before the actual hypothesis testing (Adamu and Mohamad, 2019; Ali *et al.*, 2018). The measurement model consists of convergent validity and discriminant validity, such as item reliability, internal consistency and cross-loading (Cheah *et al.*, 2018). Similar to Hair *et al.* (2014) benchmark, 39 items were retained as they were loaded within the range of 0.511 to 0.905. To delete the items, the following recommendation of Hair *et al.* (2014) was considered. Firstly, unsatisfactory loading for any items below 0.40 were discarded. Secondly, few items were deleted to keep the minimum average variance extracted (AVE) of 0.50 and maintain the minimum composite reliability of 0.70.

Table 4 displays that all items have Cronbach's alpha more than 0.70, composite reliability above 0.70 and AVE greater than 0.50. Hence, the convergent validity of the latent variables was confirmed (Raza *et al.*, 2020).

Discriminant validity for this study was confirmed through cross-loading and loading for individual items and heterotrait-monotrait (HTMT) ratio. Loading and cross-loading refer to indicator loading for primary constructs greater than the other constructs (Cheah *et al.*, 2018). Table 5 indicates that the HTMT ratio is lower than 0.85. Moreover, loading for the primary construct was higher than the other secondary constructs. Therefore, as per Hair *et al.* (2019), all the latent variables were different and discriminant validity was confirmed.

4.2 Second-order establishment

Eco-brand ($\beta = 0.590$, $P < 0.001$), eco-label ($\beta = 0.701$, $P < 0.001$) and environmental marketing ($\beta = 0.764$, $P < 0.001$), were explained to represent green marketing. Thus, the second-order establishment was validated (see Table 6).

4.3 Quality of the model

Following Henseler *et al.* (2016) recommendation, blinding folding was applied to identify the predictive relevance (Q^2). The results suggest that Q^2 is greater than zero. Thus, the model has predictive power (Henseler *et al.*, 2016). The coefficient of determination (R^2) was 30.9% on attitude, 39.6% on behavioural intention, 18.7% on perceived behavioural control and 1.7% on subjective norm. Thus, the model has weak to moderate influence on endogenous variables (Hair *et al.*, 2019).

4.4 Structural model or hypothesis testing

Age, sex, education level, earnings and nationality were controlled in the actual structural model, given their significant impact recorded in previous studies (Moon, 2021).

Bootstrapping results are presented in Table 7 with direct and indirect relationships between exogenous and endogenous variables. However, these control variables were

Table 2. Collinearity assessment

Variables	Tolerance	Variance inflation factor (VIF)
Perceived behavioural control	0.747	1.339
Attitude	0.574	1.741
Eco-brand	0.899	1.112
Eco-label	0.911	1.097
Environmental marketing	0.513	1.949
Subjective norm	0.976	1.025

Variables		M	SD	1	2	3	4	5	6	7	8	9	10	11	12
1	Age			1											
2	Sex			0.052	1										
3	Education			−0.034	−0.078	1									
4	Earning			0.144**	−0.067	0.055	1								
5	Nationality			−0.161**	0.034	0.053	−0.036	1							
6	Perceived behavioural control	5.54	0.93	0.018	−0.033	0.045	0.012	−0.005	1						
7	Attitude	5.21	0.964	0.035	−0.024	0.071	0.040	0.033	0.355**	1					
8	Eco-brand	4.86	1.264	0.113*	−0.073	0.087	0.027	−0.021	0.271**	0.198**	1				
9	Eco-label	4.56	1.243	−0.018	−0.017	0.018	0.044	−0.010	0.130*	0.237**	0.157**	1			
10	Environmental marketing	5.40	0.858	0.032	0.026	0.089	0.027	−0.041	0.466**	0.643**	0.216**	0.250**	1		
11	Behavioural intention	5.15	0.939	0.006	0.025	0.025	−0.006	−0.044	0.429**	0.434**	0.422**	0.351**	0.420**	1	
12	Subjective norm	4.96	1.269	−0.002	0.019	−0.116*	0.103*	0.064	0.100	0.039	0.097	0.105*	0.083	0.197**	1

Notes: $n = 421$. ** = significance level at 0.01 and *= significance level at 0.05 (two-tailed)

Table 3.
Means (M), standard deviation (SD) and zero-order correlation of the latent variables

Variables	Second-order constructs	Items	Loading	$\alpha > 0.70$	CR > 0.70	AVE > 0.50	R^2
Attitude		ATT1	0.786	0.841	0.887	0.611	0.309
		ATT2	0.785				
		ATT3	0.765				
		ATT4	0.788				
		ATT5	0.784				
Perceived behaviour control		PBC2	0.739	0.860	0.906	0.709	0.187
		PBC4	0.791				
		PBC5	0.930				
		PBC6	0.892				
Eco-brand		BR1	0.732	0.883	0.911	0.632	
		BR2	0.785				
		BR3	0.837				
		BR4	0.818				
		BR5	0.783				
		BR6	0.811				
Eco-label		ECO1	0.719	0.903	0.926	0.649	
		ECO3	0.895				
		ECO4	0.914				
		ECO5	0.901				
		ECO6	0.905				
		ECO7	0.706				
		ECO8	0.511				
Environment marketing		Environ1	0.756	0.865	0.897	0.554	
		Environ2	0.752				
		Environ3	0.750				
		Environ4	0.730				
		Environ5	0.769				
		Environ6	0.770				
		Environ7	0.677				
Behavioural intention		BINT1	0.734	0.827	0.874	0.538	0.396
		BINT2	0.679				
		BINT3	0.785				
		BINT4	0.794				
		BINT5	0.709				
		BINT6	0.690				
Subjective norm		SUB2	0.728	0.836	0.890	0.670	0.017
		SUB3	0.860				
		SUB4	0.843				
		SUB5	0.836				

Notes: VIF = variance inflation factor and R^2 = coefficient of determination

Table 4. Convergent validity, Cronbach's alpha (α), composite reliability (CR), average variance extracted (AVE) and R^2

excluded during bootstrapping following Becker's (2005) suggestions. In Smart-PLS, bootstrapping with 6,000 samples was used following Chin *et al.*'s (2020) recommendation.

5. Discussion

Drawing on TPB theory, this study investigates the effect of green marketing on tourists' behavioural intention to visit green hotels in Malaysia's tourist places. All our hypotheses (except *H10*) supported the variable character of TPB in determining the behaviour and

tendency of customers towards green products (see Table 7). This demonstrates TPB's ability to determine the tendency and behaviour of the customers regarding buying green products when travelling abroad. The focus is on making conditions conducive to the customers' green products' purchasing decision (de Leeuw *et al.*, 2015). The findings of the study highlight the uniqueness in terms of developing the hypotheses and findings. Results suggest that appropriate green marketing strategies are likely to increase green purchase intention and attitude of the consumers. The results are in line with Han and Cudjoe (2020) and Cui *et al.* (2021), where they found consumers, when concerned about energy and environmental issues, are more prone to engage in energy saving activities. The results also reveal that subjective norms influence the behavioural intention of the consumers, consistent with Cui *et al.* (2021), as they found that social influential factors lead to purchase motivation. However, the results indicate that subjective norms do not mediate the relationship between green marketing tools and behavioural intention.

5.1 Theoretical contribution

This study contributes to TPB by expanding and aligning the customers' green buying tendency within the context of a developing country like Malaysia. The findings suggest that green marketing tools significantly influence attitude, perceived behavioural control and the subjective norm of international tourists in Malaysia. Besides, the study establishes a few new relationships: attitude, perceived behavioural control and subjective norms significantly influence the tourists' behavioural intention; these variables also mediate the relationship between green marketing tools and behavioural intention. With this theoretical significance, this study can assist scholars by providing a more detailed view of the different constructs that may impact the customers' green buying behaviour. The marketers' perception and knowledge have also been augmented by the study about the customers' tendency to purchase green products in the Malaysian context.

These imperative relationships will provide augment hoteliers' knowledge for further implementation of green marketing strategies (eco-label, eco-brand and environmental

Table 5. Heterotrait-monotrait ratio

Constructs	1	2	3	4	5	6	7	8
1. Attitude								
2. Perceived control	0.416							
3. Eco-brand	0.230	0.312						
4. Eco-label	0.275	0.161	0.180					
5. Environmental marketing	0.753	0.540	0.247	0.284				
6. Green marketing	0.612	0.479	0.708	0.820	0.813			
7. Intention	0.520	0.506	0.498	0.413	0.496	0.685		
8. Subjective norm	0.073	0.119	0.115	0.126	0.101	0.168	0.237	

Table 6. Second-order reflective

Second-order variable	Dimensions	Path coefficient	*t*-values	95% confidence interval bias corrected 2.5%	97.5%
Green marketing (CR = 0.888; α = 0.867)	Eco-brand	0.590	11.33	0.465	0.676
	Environmental marketing	0.764	22.82	0.679	0.816
	Eco-label	0.701	15.00	0.587	0.775

Table 7.
Direct and indirect relationships between variables

No.	Hypothesis	(β)	*t*-values	Decision/supported	95% CIBC LL	95% CIBC UL
H1	Green marketing → Behavioural intention	0.410	7.548*	Yes	0.304	0.516
H2	Green marketing →Attitude	0.558	13.289*	Yes	0.468	0.634
H3	Green marketing → Perceived behavioural control	0.436	8.947*	Yes	0.332	0.523
H4	Green marketing → Subjective norm	0.139	2.884**	Yes	0.041	0.230
H5	Attitude → Behavioural intention	0.134	2.295***	Yes	0.013	0.242
H6	Perceived behavioural control → Behavioural intention	0.190	3.410*	Yes	0.077	0.296
H7	Subjective norm → Behavioural intention	0.119	2.913**	Yes	0.032	0.195
H8	Green marketing → Attitude→ Behavioural intention	0.075	2.222***	Yes	0.008	0.140
H9	Green marketing → Perceived behavioural control → Behavioural intention	0.083	3.149**	Yes	0.034	0.138
H10	Green marketing → Subjective norm → Behavioural intention	0.017	1.859 ns	No	0.003	0.038

Notes: $n = 421$. *$p \leq 0.001$ or $t \geq 3.29$; **$p \leq 0.01$ or $t \geq 2.58$; ***$p \leq 0.05$ or $t \geq 1.96$; β = path coefficient, CIBC = confidence interval bias corrected. ns = not significant

advertising), which can drive green attitudes and behavioural intention of purchasing green products in the hospitality industry. Moreover, marketers' focus on the customers' attitude is necessary because it remarkably affects the customers' green buying intention. Customers' attitude regarding green buying may be increased by raising awareness within the society, which may successively build a friendly image about the green products among people. A person's attitude can be altered by building a friendly image and creating awareness among people (Vafaei *et al.*, 2019). It is equally important that marketers give information to the customers about how green products will benefit the environment and the customers. Appropriate communication regarding the benefit of green products should be the marketers' supreme concern because communication is a crucial instrument for accomplishing green/environment-friendly goals (Haro, 2016; Wan *et al.*, 2017). To encapsulate the theoretical contribution, this study was incorporated by bridging the gaps between the role of green marketing strategies and their influence on consumers' buying intention and related indicators.

5.2 Practical contribution

Notably, the study offers several implications to establish strategies for marketers to promote green products for faster consumption among international tourists of Malaysia. Here, the term "marketers" is used for tour guide, transportation provider, owners of homestay and others who are associated with tourism activities, either directly or indirectly. However, the study's findings deal with three-dimensional (3D) determinants of green marketing tools:

(1) eco-labels;

(2) eco-brands; and

(3) environmental advertisement that impacts the overall green product purchasing behaviour of international tourists.

Hence, it is necessary for marketers to establish marketing plans related to the 3D green marketing tool constructs.

More importantly, Malaysian society, its corporate sector and the Malaysian Government must enhance tourists' green consumption while focussing on environmental governance. The study's findings carry implications for managers who are also marketers to formulate strategies with the perspective of environmental issues of society to promote green purchasing behaviour among international tourists. Furthermore, managers should also formulate strategies related to the green initiatives to develop a sustainability agenda in Malaysia for driving green purchasing behaviour. Likewise, managers should also consider identify the most acceptable green marketing strategy towards satisfying consumer needs and desires. Lastly, firm managers should prioritise the achievement of sustainability of their firms as well as for society. The results of this study can help enhance the green knowledge attitude that may augment purchasing decisions of international tourists in Malaysia.

5.3 Research limitation and future research suggestions

The research has some specific limitations that must be addressed in future research. Firstly, the self-reported data, instead of real behaviour, is used to analyse customers' behaviour of green buying. The respondents' own-choice biases may be another limitation of the study because a higher proportion of pro-environmental respondents may have participated in the investigation. However, self-reported data was found to be suitable for gathering information about behaviour and investigating such behaviours that may not be

impossible in other circumstances. Future research might compare customer intention and attitude regarding several sections of green products. This may result in the excess representation of this kind of person within the sample that can bias the consequence. Convenience sampling was used in the study to collect data from the visitors to several tourist destinations in Malaysia. Future research may choose the random approach of sampling between populations to find a simplified reporting of customer's behaviour in the context of green purpose.

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