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Original Article

Effect of Eco-Friendly Perceptions on Behaviour of Guests in Eco-Rated Camps at the Maasai Mara National Reserve, Kenya

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Eco-Rated Hotels, Structural Equation Modelling.

In the current era where environmental degradation is alarming, hospitality enterprises have picked up pace and put greater effort in finding practical solutions to the problem. In this regard, the main driver of environmental conservation is stakeholders' support, especially that of clientele. However, effectiveness of ecological measures mainly depends on favourability of hotel guests' perceptions towards the initiatives. Drawing on the Theory of Planned Behaviour, this study sought to establish the effect of eco-friendly perceptions on behaviour of guests in eco-rated camps at the Maasai Mara National Reserve in Kenya. The philosophical position of the study was pragmatism with an embedded mixed methods research design. The study population comprised of 44 eco-rated camp managers and 208, 620 visitors to the Maasai Mara National Reserve. Purposive sampling technique was used to select 10 managers and 399 hotel guests were selected using clustered, stratified, and proportionate random sampling techniques. Quantitative data was analysed using descriptive statistics while, inferential statistics were derived from Structural Equation Modelling (SEM) based on the Partial Least Squares technique (PLS). Qualitative data was analysed using narrative analysis. The results showed that perceived behavioural consequences and perceived behavioural control had significant effect on eco-friendly behaviour of guests $\beta=0.0317$, $p = 0.005 < 0.05$ and $\beta=0.289$, $p = 0.001 < 0.05$, respectively. However, perceived subjective norms had no significant effect on eco-friendly behaviour of guests $\beta=0.008$, $p = 0.36 > 0.05$. The study recommends environmental protection campaigns that strengthen favourable behavioural and control beliefs as well as a better understanding perceived subjective norms and precise socio-cultural contexts in order to augment the most compelling practices. Future research approaches could narrow the sampling frames and test the predictive role of normative beliefs in a specified socio-cultural setting.

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INTRODUCTION

Over the last few years, consumption of tourism and hospitality has been substantially linked to environmental degradation in countries with both high and low tourist arrivals (Raza et al., 2017). In addition, reports show that the industry is accountable for 5% to 8% of the total greenhouse gas emissions (WTTC, 2020). These greenhouse gas emissions mainly result from excessive consumption of energy and non-durable goods like food, toiletries, and detergents, inadvertently producing a total of 13.8 kg CO₂ with every bed night. Furthermore, about 272 Mega joules of energy, 350 litres of direct water use, 6,000 litres of indirect water use and 42 m² of land use are consumed for each guest night (Nisa et al., 2017). The resulting environmental problems have adverse effects of tourism operations such as damage and loss of property and infrastructure, loss of biodiversity, reduced nature-based recreational experience, fear of health hazards in tourism destinations, loss of cultural heritage, and shortage of natural resources (Arabadzhyan et al., 2021).

As a result, the UN collaborates with World Tourism Organization (WTO) and Global Sustainable Tourism Council (GSTC) in developing and monitoring sustainable parameters that are applicable to the industry-the SDGs. In this regard, the UN system inspires partnerships with private sector, civil societies and individuals to achieve a healthy earth (United Nations Development Programme - UNDP, 2020). In other words, the SDGs could be localised to suit specific contexts and needs. In tourism and hospitality, an example of localised SDGs is embracing green operations. In the lodging sector, many facilities seek to be

recognised as environmental conscious by acquisition of third-party certified eco-labels or self-declared eco-labels. Globally, there are a number of green certification bodies such as Leadership in Energy and Environmental Design (LEED), Green Globe, Green Key Global, EarthCheck, Green Seal, Green Tourism Active among others. Regional certifications include Ecotourism Ireland Certification Programme, European Ecotourism Labelling Standard (EETLS), Ecolabel in Europe, Great Green Deal Certification Program in America, Eco Certification and Asian Eco-Tourism Standard for Accommodations (AESAs) in Asia-Pacific region and Fair-Trade Tourism (southern Africa), Ecotourism Kenya, and Green Star Hotel in Egypt (Cloudbeds, 2020). The organisations primarily focus on improving environmental performance of business processes by upholding adoption of green practices and offering more truthful information to guests (Geerts, 2014).

It is important to note that some green practices endorsed in these programmes require participation from the consumers. Thus, to some extent, the effectiveness of green efforts highly depends on cooperation of guests. A myriad of studies reveal that perceptions of environmental sustainability can influence response towards nature conservation initiatives. Inkpen and Baily (2020) suggested that beliefs provide a glimpse of how individuals or groups of consumers are likely to respond to various environmental risks and available solutions. A study in Italy revealed that Buddhists and Taoists believe in living in harmony with nature while, a study carried out in China showed that Catholics and Protestants believe that God made and exists in all-natural resources (Wang et al., 2020). Similarly, a study

carried out in Iran indicated that Islamic beliefs inspire decisions on use of green products (Siyavooshi et al., 2019). It would therefore be expected to see favourable ecological behaviours in followers of these religious beliefs.

Contrary to the previously mentioned examples, some religious philosophies consider climate change as a sign of the end of earthly life and therefore preserving ecology for the future has no relevance (Smith et al., 2018). From another perspective, ancient beliefs around the world have protected some natural habitats from destruction in yesteryears. Such natural habitats eventually became famous tourist attraction sites that are under protection up to date, like the River Ganges in India, Mount Fuji in Japan, and Ayers Rock in Australia (Dudley et al., 2010). In Kenya, communities like the Embu, Kikuyu, Kipsigis, Luhya, Luo, Maasai, and Meru communities consider *Ficus thonningii* tree sacred while, the Kaya Forest of the Mijikenda community is highly revered, and the locals have preserved it (Chebus, 2018). Prudent use of available resources and frugality consciously guides the Chinese to lead an environmentally sustainable life (Huang & Wang, 2018). Some people also believe that simple actions have a significant impact on the environment and therefore would willingly turn to eco-friendly alternatives. For instance, hotel guests in the U.S. believe that green technological applications and practices are effective in achieving environmental sustainability (Memarzadeh & Anand, 2020). Seeing oneself as a steward has been found to influence environmental protection habits of Chinese guests such as energy and water conservation and reusing linen in hotels (Wang et al., 2020). More related studies include Huang (2016) in Taiwan; Shahzalal and Font (2018) in Bangladesh; Doran et al. (2017) in Norway; and Han and Hyun (2017) in South Korea.

However, sometimes hotel guests are not very receptive to the idea of partaking in conservation due to reasons such as denial of the consequences of vacation activities, denial of responsibility, alleging to compensate for vacation harm with

eco-friendliness at home, and denial of control due to external limitations (Doran, et al., 2017). The incongruity presents a major hurdle in promotion of eco-friendly consumption, possibly because some of the issues that consumers consider while making green consumption decisions are cognitively deep rooted and may be difficult to comprehend superficially (White et al., 2019). It is in this light that the present study hinged on developing an understanding of issues that affect eco-friendly behaviour of hotel guests in eco-rated camps at the Maasai Mara National Reserve. By this means, cultivation of favourable ecological behaviours will enhance environmental sustainability, in the context of eco-rated camps and beyond. The objectives of the study were:

- To establish the effect of perceived behavioural consequences on eco-friendly behaviour of guests in eco-rated camps at the Maasai Mara National Reserve.
- To determine the effect of perceived subjective norms on eco-friendly behaviour of guests in eco-rated camps at the Maasai Mara National Reserve.
- To find out the effect of perceived behavioural control on eco-friendly behaviour of guests in eco-rated camps at the Maasai Mara National Reserve.

LITERATURE REVIEW

Theoretical Background

The Theory of Planned Behaviour (TPB) was propounded in 1985 by Icek Ajzen. Ajzen conceived this theory as a boost to an earlier concept (Theory of Reasoned Action) which he had postulated with Martin Fishbein in 1980 (Ajzen, 1991). The TPB suggests that behavioural beliefs, normative beliefs, and control beliefs prompt intention which determines the likelihood to perform a particular behaviour. In respect to that, intention becomes the immediate precursor of behaviour in question (Ajzen, 1985). The study conceptualised the three beliefs perceived as behavioural consequences, perceived subjective norms and perceived behavioural control. The proposition was that an individual's eco-friendly

behaviour occurs by means of appraising supposed outcomes of their behaviour, presumed ideals of behavioural performance expected by others and one's assumed ability to perform the act. These perceptions then shape one's intention to act and is portrayed as the level of one's interest and willingness to be environmental conscious.

Perceptions and Eco-friendly Behaviour

Behavioural beliefs which are reflected in attitudes towards behaviour were operationalized in this study as perceived behavioural consequences. Therefore, the level of favourability of the outcome corresponds to the attitude towards behaviour performance. Basically, the proposition herein is that an individual's eco-friendly behaviour occurs by means of appraising its supposed outcomes from an affective and a cognitive perspective (Ajzen & Driver, 1992). In essence, affective appraisal influences one's decision to act in a particular way by arousing emotional consequences of the behaviour in question. Generally, people have a tendency of avoiding behaviours that could result in bad feelings such as guilt, sadness, shame and fear. Instead, they prefer to act in a way that will result in good feelings such as pride, joy, and excitement (Schneider et al., 2017).

There is compelling evidence that shows that anticipated emotions influence environmental conservation (Bissing-Olson et al., 2016; Brewer et al., 2016; Caillaud et al., 2019; de Freitas, 2018; de Lima et al., 2019; Escadas et al., 2019; Han & Hyun, 2017; Han et al., 2018; Koenig-Lewis et al., 2014). With regard to cognitive appraisal, eco-friendly behaviour is based on thoughts, beliefs, and ideas which can work for or against it. Some of the issues that could be appraised include the degree of environmental problems harshness (Janmaimool, 2017; Rahimah & Khalil, 2018; Yetzer et al., 2018), convenience of being eco-friendly (Lemy et al., 2019), extent of significance of being ecologically responsive (Han & Hyun, 2018; Kang et al., 2012; Namkung & Jang, 2017) and level of institutional responsibility (Kristanti & Jokom, 2017), exaggeration of green features

commonly known as greenwashing (Chen et al., 2020).

Normative beliefs were operationalised as perceived subjective norms which suggest that there is a predefined standard set by people who are important in one's life. Such kind of people include family, friends, colleagues, leaders or groups whose opinion greatly matters to the person expected actions. According to Xu et al. (2018), norms form social pressure in regard to behaviours that are obligatory, permitted or forbidden by significant people. An individual conforms to the expectations of others in order to gain their approval for the intended action and to avoid being reproached for behaving contrarily. In other words, behaviour is affected by the performer's disposition to be in harmony with others, gain social confidence and avoid possibilities of getting censured by the same group of people they belong to (Li et al., 2019).

There are two kinds of norms; injunctive subjective norms refer to perception about what would be approved or disapproved by other people or groups of people and descriptive subjective norms denote perception about the actual actions of other people or groups of people if they were in a similar situation. Previous studies reveal influence of descriptive and injunctive subjective norms on eco-friendly behaviour (Agag et al., 2020; Collado et al., 2019; Han & Hwang, 2017; Han & Hyun, 2018; Li & Wu, 2020; Lorenzo-Romero et al., 2019). These findings affirm other scholarly documentations which reveal that subjective norms enhance choice of eco-travel alternatives (Doran & Larsen, 2016), lessen solid waste in people's daily life (Reese et al., 2014), rise enthusiasm to participate in green practices at attraction sites (Ong & Musa, 2011) and help in choice of green hotel (Han et al., 2010). More empirical evidence has continued to emerge such as influence of Japanese and Western (Mkono & Hughes, 2020), Chinese collective culture (Wang & Zhang, 2020; Zhang et al., 2018) and French tradition of dissent (Culiberg & Elgaaied-Gambier, 2016).

Control beliefs were operationalised as perceived behavioural control which imply that behaviour is influenced by perceived difficulty of performing it. Furthermore, an individual considers self-efficacy and controllability over the anticipated behaviour. Self-efficacy is one's perception of own capacity to engage in eco-friendly behaviour and contribute to protection of the environment. According to Kothe et al. (2019), the greater the self-efficacy, the higher the intentions to participate in environmental conservation. This claim is also acknowledged by Kornilaki et al. (2019) who focused on the on-sustainability behaviour in small tourism firms. Other studies revealing similar evidence include, intention to support eco-friendly consumer behaviour strategies (Lam, 2015), intention to conserve energy in tourism (Hornig et al., 2014), intention to engage in eco-friendly consumption (Raine et al., 2017), green human resource management (Farooq et al., 2021), different conservation conditions (Xu et al., 2019), different demographic profiles (Zhang et al., 2020), application of nudges (Chatterjee & Barbhuiya, 2021; Heigl, 2020; Wee et al., 2021).

Controllability refers to one's capacity to exercise eco-friendliness without coercion. Taljaard et al. (2018) posit that controllability is a salient determinant of eco-friendly behaviour intentions and actions. Additionally, Maitlo et al. (2022) claim that free will has a potential to lead to creative green practices during guests' stay. Several studies indicate that controllability has a positive relationship with environmental behaviour (Abrahamse, 2019; Hicklenton et al., 2019; Ruangkanjanes et al., 2020; Yuriev et al., 2018). Based on the literature reviewed, the study hypothesized:

H₀₁: Perceived behavioural consequences have no significant effect on eco-friendly behaviour of guests in eco-rated camps at the Maasai Mara National Reserve.

H₀₂: Perceived subjective norms have no significant effect on eco-friendly behaviour of guests in eco-rated camps at the Maasai Mara National Reserve.

H₀₃: Perceived behavioural control has no significant effect on eco-friendly behaviour of guests in eco-rated camps at the Maasai Mara National Reserve.

MATERIALS AND METHODS

The study held a pragmatic philosophical position with an embedded mixed methods research design. The study area took place in Maasai Mara National Reserve (MMNR) in Kenya. The target population comprised of 44 eco-rated camp managers and 208,620 visitors. This is an average number of visitors the reserve received between year 2015 and 2019 (Kenya National Bureau of Statistics, 2022). Purposive sampling technique was used to select 10 managers and 399 hotel guests were selected using clustered, stratified, and proportionate random sampling techniques. A total of 399 questionnaires were issued and 272 were filled and returned, representing a response rate of 68% and 8 out of 10 camp managers were interviewed. Quantitative data was analysed using descriptive statistics which included frequencies, percentages, means, and standard deviation while, inferential statistics were derived from Structural Equation Modelling (SEM) based on the Partial Least Squares technique (PLS). Qualitative data was analysed using narrative analysis.

The first section of the structured questionnaire consisted of questions regarding the respondents' demographic information such as gender, age, continent of origin, travel companionship, length of stay, purpose of visit, religious affiliation, level of education, and monthly expenditure. The subsequent sections had questions regarding the three eco-friendly perceptions and eco-friendly behaviour. The scale items for eco-friendly perceptions were developed by means of comprehensive literature review and adopting pre-validated scales from Ajzen (2013) which were reviewed and modified to suit the scope of study. Scale items designed to measure eco-friendly behaviour were derived in part from Whitmarsh and O'Neill (2010) and Capstick et al. (2019). All questions were presented on a 5-point Likert scale whose ratings corresponded as, strongly disagree (1), disagree (2), don't know (3),

agree (4) and strongly agree (5). An interview guide was drafted to scrutinise guests' opinion on from general managers' point of view.

RESULTS

Data Screening

There were missing values in religious affiliation, highest level of education achieved, and approximate monthly expenditure. None of them could affect structural equation modelling (SEM). Even so, mean substitution technique was only applicable for monthly expenditure. No outliers were detected in the dataset.

Reliability and Diagnostic Tests

The scales were valid and reliable with Cronbach's alpha coefficients (α) above the 0.70 threshold (Cronbach, 1951) (perceived behavioural consequences =0.705, perceived subjective norms =0.7517, perceived behavioural control =0.7044 and eco-friendly behaviour =0.8772). Normality test showed that distribution of data was considerably normal with skewness values between -1.166 and 0.565 while, kurtosis values ranged between -0.440 and 0.709, all within the acceptable range (Hair et al., 2022). The appearance of the residual vs fitted plot of Homogeneity of Variance test showed a strewed pattern with higher values of independent variables but a crowded pattern with middle and lower values, suggesting that the level of heteroscedasticity was small. Multicollinearity was checked and the results revealed that the data was plausible to conduct factor analysis since Kaiser Meyer Olkin index was 0.637 >0.50 and Bartlett's Test of Sphericity was significant ($\chi^2 = 591.699$, $df = 55$, $p = 0.000$) $p < 0.05$ (Shrestha, 2021).

Profile of the Study Respondents

The results showed that, majority of the respondents were male (62.50%) while female were 37.50%. Majority of the respondents fell in the youthful category with an average of 41.16 years. Majority of the respondents had travelled in organised tour groups making up 36.40%. The average hotel stay of the respondents was 3.65

days. Majority of the respondents had travelled for leisure (62.50%), 21.69% were on a business trip, while 11.76% had travelled for both business and leisure and 4.04% had travelled for other reasons. The respondents' nationality was quite diverse with those of Kenyan nationality being the majority at 19.12%, American and Chinese nationalities followed with 11.03% and 10.29%, French, Brazilian, British, German, Moroccan and Tanzanian nationalities had less than 10%, and others with less than 2% cumulatively constituted 31.62%. While a significant proportion (29.78%) did not disclose their religion, majority of the remaining share (47.43%) reported that they were Christians. The findings indicated that majority of the subjects were educated high school education (4.04%), college certificate or diploma (15.81%), undergraduate degree (37.50%), and postgraduate degree (8.46%). The respondents' average monthly expenditure was US\$711.54.

Structural Equation Modelling - Partial Least Squares (PLS-SEM)

Two steps which consisted of measurement modelling and structural modelling were involve in PLS-SEM.

Analysis of Measurement Model -1st step in PLS-SEM

Goodness-of-Fit of the Model

Several indices were used to assess the overall goodness of fit of the model and chi-square (χ^2) index suggested that the absolute fit was not acceptable ($\chi^2 = 6806.904$, $df = 272$, $p = 0.00$) $p < 0.05$ (Hu & Bentler, 1998). However, other indices showed that RMSEA=0.04, SRMR=0.08 and CFI= 0.769 thus, the indices met the criteria for acceptable model fit since RMSEA<0.10 (MacCallum & Austin, 2003), SRMR<0.08 (Hu & Bentler, 1998), CFI ranges between 0 and 1 (Hu & Bentler, 1998).

Assessment of Convergent Validity

Internal consistency guaranteed with after assessment of convergent validity, where composite reliability (CR) coefficients were between 0.703 and 0.892 >0.60 (Hair et al., 2014)

while, the average variance extracted (AVE) values ranged between 0.50 and 0.68 >0.50 (Hair et al., 2010) (see *Table 1*).

Table 1: Composite reliability coefficients and average variance extracted

Scale	CR	AVE
Perceived Behavioural Consequences - Affective Appraisal	0.892	0.63
Perceived Behavioural Consequences - Cognitive Appraisal	0.703	0.68
Perceived Subjective Injunctive Norms	0.877	0.66
Perceived Subjective Descriptive Norms	0.763	0.50
Perceived Behavioural Control - Self Efficacy	0.756	0.53
Perceived Behavioural Control – Controllability	0.762	0.58

3. Assessment of Discriminant Validity

Fornell-Larcker's criterion was used to guarantee external consistency of the measurement model. The criterion considers discriminant validity as acceptable for the measurement model, if the

square root of each construct's AVE is greater than the correlations with other latent constructs (Fornell & Cha, 1994; Rönkkö & Cho, 2022). From the analysis, the discriminant validity was admissible (see *Table 2*).

Table 2: Discriminant Validity of the Measurement Model

Constructs	EBII	EBIW	PBCC	PBCS	PBCqA	PBCqC	PSND	PSNI
EBII	0.859							
EBIW	0.809	0.826						
PBCC	0.545	0.591	0.961					
PBCS	0.779	0.672	0.586	0.974				
PBCqA	0.513	0.725	0.529	0.504	0.682			
PBCqC	0.649	0.590	0.702	0.545	0.569	0.811		
PSND	0.757	0.766	0.604	0.958	0.569	0.724	0.660	
PSNI	0.540	0.624	0.705	0.641	0.585	0.712	0.540	0.485

Note: Eco-friendly Behavioural Intentions-Interest (EBII), Eco-friendly Behavioural Intentions-Willingness (EBIW), Perceived Behavioural Control-Controllability (PBCC), Perceived Behavioural Control-Self Efficacy (PBCS), Perceived Behavioural Consequences-Affective Appraisal (PBCqA), Perceived Behavioural Consequences-Cognitive Appraisal (PBCqC), Perceived Subjective Descriptive Norms (PSDN), Perceived Subjective Injunctive Norms (PSIN).

Assessment of Collinearity

The study tested for multicollinearity among in the three constructs of eco-friendly perceptions using values of variance inflation factor (VIF) and Tolerance. The VIF values were between 1.47 and 1.52 while, tolerance values (1/VIF) ranged from 0.488 and 0.887. A VIF value that is above 10 and a tolerance value that is less than 0.10 suggest a high correlation among the explanatory variables (Field, 2009). The results indicated that collinearity of the study constructs was not at critical levels thus, it was reasonable to proceed with PLS path model estimation.

Analysis of the Structural Model and Hypotheses Testing - 2nd step in PLS-SEM

Measurement of Model's Quality

R² values were used to assess the model's predictive accuracy where, values range between 0 and 1, and values of 0.75, 0.50 and 0.25 indicate substantial, moderate and weak prediction, respectively (Henseler et al., 2009). The R² values obtained revealed that the perceived behavioural consequences explain 0.315 variance in eco-friendly behaviour while, perceived subjective norms explain 0.744 and perceived behavioural control explains 0.527 variance thus, they had moderate to substantial proportion of prediction on eco-friendly behaviour. Additionally, Q²

statistic was used to assess the model's predictive relevance where, the values should be above 0 (Sarstedt et al., 2014). The results of this study revealed that the model was satisfactory with satisfactory since Q^2 value for PBCq was 0.826, for PSN was 0.902 and for PBC was 0.919.

Testing of the Study Hypotheses

The hypothesized effects of perceived behavioural consequences perceived subjective norms and perceived behavioural control on eco-friendly behaviour was assessed. Path coefficients (β) of relationships between variables were estimated and p -values explained. Firstly, the study had hypothesized that perceived behavioural consequences have no significant effect on eco-friendly behaviour of guests (H_{01}). The results showed that $\beta=0.0317$, $p = 0.005 < 0.05$ thus, the null hypothesis was rejected. Secondly, the study had hypothesised that perceived subjective norms have no significant effect on eco-friendly behaviour of guests (H_{02}). The results revealed that $\beta=0.008$, $p = 0.36 > 0.05$ hence, the null hypothesis was adopted. Lastly, the study had hypothesised that perceived behavioural control has no significant effect on eco-friendly behaviour of guests (H_{03}). The results showed that $\beta=0.289$, $p = 0.001 < 0.05$ therefore, the null hypothesis was rejected.

DISCUSSION

The study found that perceived behavioural consequences have significant effect on eco-friendly behaviour of guests. This finding is in line with previous studies conducted by Lin et al. (2022) and Raza et al. (2023) which established that pro-environmental consumption was influenced by the visitors' anticipated positive emotions and positive emotions affected the appraisal of green behaviour with regard to CSR initiatives, respectively. The study established that perceived subjective norms have no significant effect on eco-friendly behaviour of guests. The results were consistent with those of Niloy et al. (2023), Liobikiene et al. (2016), Mi et al. (2019), Wang et al. (2018) and Zhang et al. (2019). A plausible explanation is that the predictive role of subjective norms varies with

socio-cultural factors, which in this case were relatively diverse. The study also established a significant effect of perceived behavioural control on eco-friendly behaviour of guests. Other studies that support this finding include one by Težak Damijanić et al. (2022) and another by Tang et al. (2022).

CONCLUSION

This study investigated eco-friendly perceptions and behaviour of guests in eco-rated camps at the MMNR. The theory of planned behavior was adopted to guide the study. The empirical findings revealed that perceived behavioural consequences and perceived behavioural control are great predictors of eco-friendly behaviour of hotel guests. However, the predictive power of perceived subjective norms was found to be insignificant on eco-friendly behaviour of guests.

Implications and Recommendations

The findings of this study have practical implications for policymakers and practitioners. First, considering the significance of perceived behavioural consequences and control on eco-friendly behaviour, some improvements could be made on the way environmental protection campaigns are designed. Therefore, managers should consider tagging positive emotional outcomes on any means they use to persuade guests to be environmental conscious. This will facilitate favourable affective and cognitive appraisal by guests and increase chances of eco-friendliness. In addition, despite insignificance of normative beliefs on eco-friendly behaviour, the discovery is an indication that not all conservation actions are agreeable to everyone. This implies that eco-friendly behaviour is uniquely influenced by subjective norms in different individuals. Thus, policy makers and managers should consider customising the way they persuade eco-friendliness in their guests instead of using a general approach. The results are also useful in developing policy briefs for sustainable behaviour.

Contrary to the assumption that sustainable consumption takes a lot of effort or it is

inconveniencing, the study found that green practices were favoured by majority. Therefore, painting a more optimistic picture of green practices could inspire conservation at an individual level and policy makers could use this knowledge in developing tools to promote sustainable consumption. Additionally, both the managers and policy makers could broadcast heroes of conservation and their success stories to help provide a beacon of hope and remind people of their abilities to make positive changes on environment.

The study suggests that future research approaches could narrow the sampling frames and test the predictive role of normative beliefs in a specified socio-cultural setting. As a result, a better understanding of the role of perceived subjective norms and precise socio-cultural contexts which favour deviance or conformity to environmental conservation. Moreover, it will help to distinguish which green practices are commonly approved or disapproved and then augment the most compelling practices.

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