



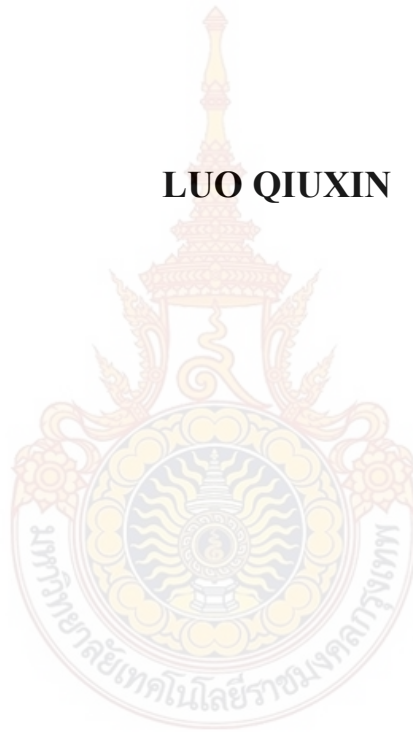
**THE FACTORS INFLUENCE ON CONSUMER PURCHASE
INTENTION TOWARD GREEN HOTEL IN XINJIANG, CHINA**

LUO QIUXIN

**A THESIS SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF MANAGEMENT IN MANAGEMENT SCIENCE
INSTITUTE OF SCIENCE INNOVATION AND CULTURE
RAJAMANGALA UNIVERSITY OF TECHNOLOGY KRUNGTHEP
ACADEMIC YEAR 2023
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Thesis THE FACTORS INFLUENCE ON CONSUMER PURCHASE
INTENTION TOWARD GREEN HOTEL IN XINJIANG, CHINA
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Author	Luo QIUXIN
Major	Master of Management (Management Science)
Advisor	Dr. Pharatt Run
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ABSTRACT

This research aims to study the influence of demographics, green perceived value, and social responsibility on customer purchase intentions at green hotels in Xinjiang, China. The researcher used the questionnaire as the research tool and collected data from 500 samples of customers who will stay at the green hotel in Xinjiang. Descriptive statistics were used to analyze data, including Frequency, Percentage, Mean, Standard Deviation, Standard Deviation, and inferential statistics, including independent Samples t-test, One-way ANOVA, LSD, and Multiple Linear Regression at the statistical significance level of 0.05. The results found that most respondents were female, 18-24 years old, had a bachelor's degree, were employed as a company worker, and had a monthly income of more than 10,000 CNY. The first hypotheses were tested, and the results found that the differences in education and income significantly affected different green hotel purchase intentions in Xinjiang, China. The results of the second hypothesis tested found that functional, emotional, social, monetary, and epistemic values significantly influence customer purchase intention in green hotels in Xinjiang, China. For the last hypotheses tested, the results also found that ethical, legal, philanthropic, and economic significantly influence customer purchase intention in green hotels in Xinjiang, China.

Keywords: Green Perceived Value, Social Responsibility, Consumer Purchase Intention

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CONTENTS

APPROVAL PAGE	i
ABSTRACT.....	ii
ACKNOWLEDGEMENTS	iii
CONTENTS	iv
LIST OF TABLES.....	vii
LIST OF FIGURE.....	ix
CHAPTER I INTRODUCTION	1
1.1 Background and Statement of the Problem.....	1
1.2 Research Questions.....	3
1.3 Research Hypotheses	3
1.4 Research Objectives	3
1.5 The Scope and Limitation of Study.....	4
1.5.1 Content.....	4
1.5.2 Area of Study	4
1.5.3 Sample and Population	4
1.5.4 Sampling Method	4
1.5.5 Duration	4
1.7 Definition of Key Terms	5
1.8 Benefit of the Study.....	5
CHAPTER II LITERATURE REVIEW	7
2.1 Related Theories.....	7
2.1.1 Demographic	8
2.1.2 Green Perceived Value.....	8
2.1.3 Social Responsibility	13
2.1.4 Green Hotel Purchase Intention.....	14
2.2 Related Studies.....	15

CHAPTER III RESEARCH METHODOLOGY	20
3.1 Research Design	20
3.2 Research Population and Samples.....	20
3.2.1 Population.....	20
3.2.3 Sampling Methods	20
3.3 Data Collection.....	21
3.4 Research Instrument	21
3.5 Content Validity and Reliability	21
3.5.1. Content Validity	21
3.5.2. Reliability	24
3.6 Data Analysis.....	25
3.6.1 Descriptive Statistics	25
3.6.2 Inferential Statistics	26
CHAPTER IV ANALYSIS RESULT	27
4.1 Descriptive Statistics	28
4.1.1 Demographic Factors.....	28
4.1.2 Green Perceived Value.....	29
4.1.3 Social Responsibility	30
4.1.4 Purchase Intention	30
4.2 Inferential Statistics.....	31
4.2.1 The Demographic Factors Affect the Intention to Purchase Green Hotels	31
4.2.3 Social Responsibility Influences Purchase Intention.....	37
CHAPTER V CONCLUSION AND DISCUSSION	40
5.1 Conclusion.....	40
5.1.1 Demographic factors.....	40
5.1.2 Green Perceived Value.....	41
5.2 Discussion	41

5.2.1 Demographic	41
5.2.2 Green Perceived Value.....	42
5.3 Implication for Practice	44
5.4 Recommendation for Future Research	44
5.5 Limitations of the Study	45
REFERENCES.....	46
APPENDICES.....	56
Appendix A: Questionnaire	56
Appendix B: IOC INDEX.....	60
Appendix C: Reliability	63
BIOGRAPHY.....	65



LIST OF TABLES

Table	Page
3.1 IOC on the Likert Scale	22
4.1 Show the Frequency and Percentage of the Respondents	28
4.2 The Descriptive Statistic of Perceived Value	29
4.3 The Descriptive Statistic of Social Responsibility	30
4.4 The Descriptive Statistic of Purchase Intention	30
4.5 The Analysis Results on Gender Difference Influence on Purchase Intention	31
4.6 The Analysis Results on Age Difference Influence on Purchase Intention	32
4.7 The Analysis Results on Educational Differences Influence Purchase Intention	32
4.8 Differences in Educational Multiple Comparisons	33
4.9 The Analysis Results on Occupation Differences Influence Purchase Intention	34
4.10 The Analysis Results on Monthly Income Difference Influence on Purchase Intention	34
4.11 Difference in Monthly Income Multiple Comparisons	35
4.12 Summarize the Model of Green Perceived Value Influences Purchase Intention	37
4.13 The Multiple Linear Regression Coefficients for the Influence of Green Perceived Value on Purchase Intention	37
4.14 Summarize the Model of Green Perceived Value Influences Purchase Intention	38
4.15 Multiple Linear Regression on Social Responsibility Factors	38

4.16	Summary Result on Hypothesis 1	39
4.17	Summart Result on Hypothesis 2	39
4.18	Summary Result on Hypothesis 3	40



LIST OF FIGURE

Figure	Page
1 Framework	5



CHAPTER I

INTRODUCTION

1.1 Background and Statement of the Problem

Around the world, environmental sustainability concerns and problems are impacting and influencing how people live and consume. The concept of environmental protection is deeply rooted in the hearts of the people. The year after the epidemic's end, human yearning for nature and the environment is enthusiastic. Green hotels have also better entered the public's field of vision. It refers to the reduction of environmental pollution during the operation of hotels and the realization of environmentally friendly services and consumption. People tend to choose a beautiful living environment as one of the ways to travel and relax (Alshura et al., 2016).

The purchase intention of green hotels lies in the everyday awareness between consumers and hotels: the idea of green and the willingness to repurchase—consumers' purchasing attitude towards green hotels and factors influencing their choices. The choice behind it means that people's awareness of environmental protection during travel has not changed. If travel and life produce products that continue to harm the environment, reducing their production is more or less beneficial to the environment (Chiang et al., 2015).

Ottman (1992) believes that when consumers prioritize the needs or hopes of safety, quality, usability, and convenience, they realize that green products can help solve environmental problems. This study aims to determine how to influence consumers' intentions to book green hotels. Hotels offer valuable goods and services, but they also look into other sources of product inspiration, such as value, image, and other factors like consumer recognition and preference. From the marketing perspective, understanding and recognizing the willingness to purchase green products can retain and develop customers. Through customers' cognition, achieve the green hotel customers want.

China Climate Change Blue Book (2023) Extreme high-temperature events are more common and intense in China than in the rest of the world during the same period. China's average surface temperature in 2022 will be 0.92°C warmer than average. According to a study by Li et al. (2010), which was titled "Calculation and analysis of carbon footprint of four-star hotel accommodation products in Kunming," the majority of the life cycle's carbon footprint for hotel accommodations is accounted for by the operating phase, Direct energy consumption makes up around 60.98% of the sources, which also include waste release and refrigerant leakage. With the participation of society, any activity will cause a specific consumption of the environment. Increased consumption of goods and services worldwide has wreaked havoc on the environment by squeezing natural resources (Sharma et al., 2023). More hotels should incorporate green environmental protection in their operation and construction and join the ranks of green hotels.

The possible impact of research on green hotel purchase intentions is to mobilize consumers' priority status and attract more attention from the market. Consumer demand will drive more hotels to become green hotels, making companies that become green hotels more competitive in the hotel industry increase hotel revenue. The impact on the industry may be to allow green hotels to have a more unified standard, similar to the use of degradable tableware in the catering industry, to rationally use the surrounding resources of the hotel economically and preferentially, and to achieve a harmonious use of the environment to create income and sustainable use. By attracting more guests with an eco-friendly appeal, hoteliers can increase occupancy, increasing sales and profits (Rahman et al., 2020).

Green environmental protection has standards in all walks of life. Future sustainable development is inseparable from the efforts of all industries. The purpose of choosing hotels as the research object to study the purchase intention of green hotels is to attract more hotels' attention. When people are eager to heal themselves outside, they should not ignore the environment of the earth. Here, the Xinjiang region of China is used as the research area because of the charming and special local scenery and

because there will be more hotels behind the trip to provide more for this land green operation model.

The current research focuses on environmental protection awareness and social status, lowering prices to meet customers' choice of green hotels, and green hotel norms. The factors that affect the purchase intention of green hotels still need to be studied clearly, and the independent variable factors that have been less studied also need to be paid attention to, including green perceived value and social responsibility.

1.2 Research Questions

1) How do the demographic factors influence consumer purchase intention toward green hotels?

2) How do green perceived value and social responsibility influence consumer purchase intention toward green hotels?

1.3 Research Hypotheses

H1: There are significant differences in consumer purchase intention toward green hotels based on demographic factors.

H2: Green perceived value influences consumer purchase intention toward green hotels.

H3: Social responsibility influences consumer purchase intention toward green hotels.

1.4 Research Objectives

(1). To study the difference in consumer purchase intention toward green hotels based on demographic factors.

(2). To study the influence of green perceived value and social responsibility on consumer purchase intention toward green hotels.

1.5 The Scope and Limitation of Study

1.5.1 Content

This study looks into the variables that affect consumers' purchase intentions for the Green Hotel Xinjiang. There are independent and dependent variables in the research variables. Consumer buying intentions toward green hotels are the study's dependent variable. Demographics, green brand understanding, green brand perception, and social responsibility are the independent factors. This study employed a questionnaire survey.

1.5.2 Area of Study

In this study, green hotels in Xinjiang were selected for research.

1.5.3 Sample and Population

The population of this study is the consumer intent to stay at a green hotel in XINJIANG. So, the population is unlimited. According to the Taro Yamane Sample Size Table, the population is unlimited, the probability of error is 0.05 or 5 % (at a 95 % confidence level), and the sample size is at least 400.

1.5.4 Sampling Method

Due to the infinite population, the sampling method in this study is based on non-probability sampling, which is particularly convenient.

1.5.5 Duration

The research plan is approximately 4 months, from August 1 to November 30, 2023.

1.6 Research Framework

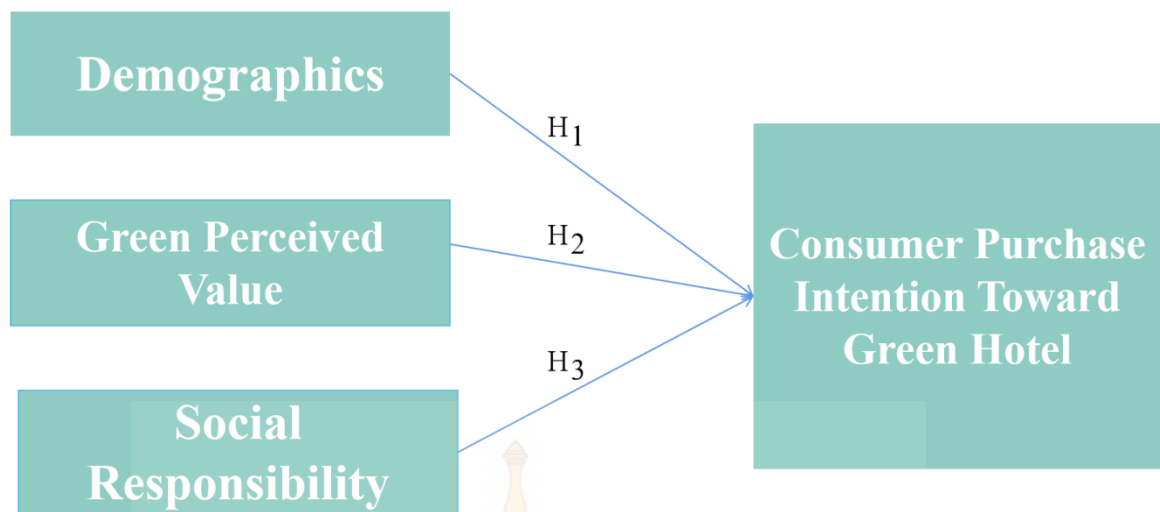


Figure 1. Framework

1.7 Definition of Key Terms

1. Green Perceived Value refers to a consumer's total assessment of the net benefit obtained from a good or service, taking into account the alignment between what is given and what is received, based on the consumer's preferences for the environment, expectations for sustainability, and needs for green products.

2. Social Responsibility refers to green hotels to pursue long-term goals that benefit society.

3. Consumer purchase intention Towards Green Hotel refers to consumers expressing their willingness to stay at the hotel with minimal or no environmental impact.

1.8 Benefit of the Study

This study helps green hotels increase turnover, enhancing their perceived value and social responsibility. It focuses on the key factors influencing customers'

purchase intention, enhancing the competitiveness of green hotels, and improving customers' perception and affirmation of green hotels.



CHAPTER II

LITERATURE REVIEW

2.1 Related Theories

A "green hotel" offers tourists goods and services that best use available resources, protect the environment, and improve visitors' health. China's 1A – 5A level hotels must be met by the green hotel selection criteria (Baidu, n.d.).

1A, which indicates that the hotel complies with all applicable national laws and regulations regarding environmental protection, health and safety, and other areas, has taken some steps to enhance the environment and is dedicated to environmental protection ideals. According to 2A, early environmental measures have yielded some promising effects. According to 3A, ecological efficiency has improved significantly over time through practice. According to 4A, the hotel's amenities and services enhance ecological efficiency practices, have attained high social recognition, and consistently innovate to keep the business at the forefront of lodging. According to 5A Hotel, the hotel's ecological efficiency is among the best in the hotel business worldwide, and its ongoing improvement initiatives have been recognized and replicated by other hotels both domestically and internationally.

The difference between ordinary and green hotels is that green hotels have obtained at least 2A level certification in the national green hotel A-level qualification review rate. Ordinary hotels only received the 1A green hotel qualification review rate and those that did not participated in the 2A green hotel qualification review rate. In 2022, there were 317,000 hotels in Xinjiang. The number of hotels reported by CEIC data from 2022 shows that hotel information in Xinjiang is routinely updated. There are 252 A-level hotels in Xinjiang among the hotels participating in the application in 32 areas across China as of the second quarter of 2023, including 27 for 2A hotels, 170 for 3A hotels, 43 for 4A hotels, and 12 for 5A hotels (Maidian, 2023).

2.1.1 Demographic

Demographic factors refer to consumer characteristics, which include gender, age, education, occupation, and income. These characteristics are vital in influencing consumer behavior and purchasing intention (Rahim et al., 2017)—adopting E-WOM review: The impact of consumers' demographic profile on green purchase intentions. The demographic characteristics of consumers, such as age, gender, income, educational background, and occupation, are studied to investigate their influence on consumers' willingness to purchase green products (Alimi and Workneh, 2016). Consumer demographic characteristics such as age, education, income, and gender can significantly affect consumer behavior.

Han et al. (2011) A few studies have examined the connections between the intentions of lodging customers to visit, recommend, and pay more for green hotels and their everyday green attitudes. These studies have also examined the influences of gender, age, education, and income disparities on these intentions. Understanding the relationship between demographic information and environmental intentions enables hoteliers to understand better the purchasing habits of present and potential customers regarding the environment. It also enables hotels to make more informed marketing decisions that will lessen the intensity of competition. (Nath et al., 2015) investigated the association between sociodemographic characteristics and India while studying sociodemographics as predictors of green buying intention. The desire of consumers to buy green products points to the importance of demographic factors as predictors and emphasizes the consequences of research, particularly education.

2.1.2 Green Perceived Value

Perceived value, as articulated by Doszhanov and Ahmad (2015), is the comprehensive assessment made by a customer regarding the net advantages derived from a product or service. It signifies how customers evaluate a product's merits and ability to fulfill their needs and expectations. In today's market, the significance of perceived value has grown, with businesses aiming to enhance customer purchase intentions by augmenting the value of their products (Steenkamp and Geyskens, 2006).

In a groundbreaking contribution, Patterson et al. (1997) introduce the concept of "green perceived value." This construct is defined as "a consumer's overall evaluation of the net benefit received from a product or service, considering the alignment between what is received and what is given, based on the consumer's environmental preferences, sustainable expectations, and green requirements." The extent to which one is willing to trust something is contingent upon one's confidence in competence, reliability, and ethical attributes (Hart and Saunders, 1997).

According to Chen and Chang (2012), Green perceived value is the evaluation that consumers make of a good or service based on their expectations for sustainability, environmental needs, and eco-friendly objectives. In light of environmentalism and stricter environmental laws, businesses are increasingly concerned with maintaining customers' green trust.

Holbrook (1999) states that value evaluates the advantages of using a product or service compared to the expenses the consumer forgoes. In other words, value is the difference between the total utility customers receive from a product or service and the total prices they pay (Walsh et al., 2014). As a result, it is regarded as a significant predictor of consumers' desire to make another purchase (Cronin et al., 2000). The idea of perceived value also draws attention to the fact that consumers consider various factors when deciding what to buy, including perceived quality, opportunity costs, competing offers, convenience, and social and psychological factors. This concept also clarifies the relative nature of quality and pricing. According to recent consumer research, perceived value is more comprehensive than "price" in determining customers' impressions of a product or service and predicting loyalty (Hutchinson et al., 2009).

Value is a critical component of a brand. Researchers have examined brand value from two perspectives: the macro level, which reflects investor and shareholder perceptions (Chu and Keh, 2006), and the micro level, or consumer level (Cobb-Walgren et al., 1995), representing behavioral results and purchase intention. Aaker (1991) also argues that it is essential to identify brand values based on consumer-driven brand equity. Similar to how consumers evaluate and process information to determine

their assessment, level of satisfaction, and choice of purchase, contemporary branding literature (Holbrook, 1999) emphasizes that consumers' impressions of a brand should be utilized to comprehend its principles.

The methodology academics use to evaluate how much customers appreciate a brand varies. More recent research has progressively embraced the use of multi-dimensional methodologies, in contrast to Zeithaml's (1988) uni-dimensional strategy in early consumer studies, which concentrated primarily on the economic utility of perceived value (Sánchez et al., 2006; Wu et al., 2014). Recent research indicates that a crucial element of perceived value is a brand's functional usefulness, which is determined by perceived quality and performance (Broyels et al., 2009). Likewise, most research on the perceived value of hotel services views perceived quality and monetary costs as critical factors (Al-Sabbahy et al., 2004). Recent tourist research has started to use a multi-dimensional approach (Gallarza and Saura, 2006) to evaluate perceived value. The utilitarian and hedonistic elements of brand value exist according to the experience consumption approach (Babin et al., 1994). The experiential consumption approach emphasizes the emotive component of the brand experience (the emotional and social effects) and a brand's utility and economic values.

The bulk of recent studies on hotels quantifies perceived value as a summary or as being composed of several value dimensions as visual indicators, even though they are aware of its multidimensionality and complexity (Boo et al., 2009). Moreover, most studies (Babin et al., 1994; Kim and Park, 2017) concentrate on two or three dimensions, except Petrick's work from 2002, which suggests a value structure with five dimensions. The epistemic and social values significant in destination branding (Sánchez et al., 2006) are not included in Petrick's value dimensions, and two are price-related. Furthermore, this study conceptualizes and operates perceived values as five dimensions, including monetary, functional, emotional, social, and epistemic. This is done in light of the significance of hedonism and social components of tourism experiences (Sánchez et al., 2006). The list below includes the specific functional, monetary, emotional, epistemological, and social values.

1. Functional Value

As it represents a brand's performance and quality characteristics, functional value is essential to its perceived value (Broyels et al., 2009). According to Sheth et al. (1991), it is generated from possessing prominent functional, utilitarian, or physical features. The fundamental premise is that customers evaluate a brand and product based on cognitive considerations (Duman and Mattila, 2005). However, quality has many meanings and can refer to subjective and objective qualities. Quality is a helpful predictor of perceived worth (Cronin et al., 2000). The ability of a city to provide infrastructure and hotel attractions is represented by functional value when cities are considered destination brands (Hankinson, 2004). Satisfaction influences Consumer loyalty when a destination brand's functional characteristics are positively evaluated (Kim, 2014). Marketing literature (Zeithaml, 1988) has also shown that functional value, or quality, directly impacts purchase intention.

2. Emotional Value

In the light of Chernatony and McDonald (2001), a brand is a collection of practical and sentimental attributes. In addition to cognitive evaluation and social recognition, it produces affective states or sensations. Therefore, emotions also influence brand value (Butz and Goodstein, 1996). Experience indicates buyers look for practical and emotional fulfillment in their purchases (Holbrook and Hirschman, 1982). Hedonic components, such as emotions, pleasure, and happiness, account for a sizable portion of perceived brand value (Sweeney & Soutar, 2001). Studies on marketing have shown that emotions impact behavior—including a customer's propensity to recommend and purchase a product—directly and positively (Lee et al., 2008).

Tourism studies have emphasized the significance of a destination's emotional appeal (Duman and Mattila, 2005). First, vacationing is a thrilling and unforgettable experience (Ballantyne et al., 2011). Second, for today's ambitious travelers, notably millennials, their vacation location is a crucial lifestyle indication. As a result, a city's emotional appeal as a brand emerges. In reality, most hotel studies consider emotional value as a factor or an observed sign of perceived worth, which

impacts visitors' behavioral intentions directly and indirectly through satisfaction (Bajs, 2015; Petrick, 2002). For instance, Bajs (2015) finds that emotional value directly impacts tourists' perceptions of Croatia's value, impacting their intentions to return and promote the country to friends and family. A similar direct and positive association between emotional value and satisfaction and future intentions is shown by Williams and Soutar's (2019) study in the context of adventure tourism (the loyalty in this essay represents both attitudinal and behavioral components).

3. Social Value

A brand's social value indicates how closely it aligns with prejudices about a given population and socioeconomic and ethnic groups (Sheth et al., 1991). In addition to demonstrating their brand loyalty, it illustrates how consumers perceive brands as supporting their identities, peer networks, and sociocultural upbringing. Accordingly, it is discovered that celebrities, in addition to friends and family, affect people's opinions of the value of brands (Park and Rabolt, 2009). Relationships, an essential social value component, can improve how peers and observers perceive an individual's self-image (Chon, 1992). This explains why travelers frequently gather memorabilia through goods, pictures, and films to represent their identity to other travelers and observers (Feldwick, 1996). Additionally, visitors frequently want to engage with locals to learn about the culture, history, and way of life (Ashton, 2015).

Research on the impact of social values on customers' destination loyalty is still in its early stages. However, Antón et al.'s (2017) study is a helpful place to start compared to functional, economic, and emotional values. Their results support the theory advanced by Uysal and Hagan (1993), which states that people travel for internal and external reasons, with a part of internal motivation coming from a need for relationships and social connections. If the aforementioned place satisfies their desire for social interaction, they are more inclined to stay.

4. Monetary Value

Although two of the five aspects of perceived values identified by Petrick (2002) are the price of action and money, monetary value is typically linked to

economic worth. It reflects the utility gained from decreased perceived financial expenses and the degree to which tourists believe the financial charges are reasonable and acceptable (Bajs, 2015; Sweeney and Soutar, 2001).

Ramaswami and Arunachalam's (2016) research indicates that financial values positively impact customer loyalty. Kim and Park (2017) state that most hotel research concurs that perceived value, which fosters destination loyalty through the mediating function of satisfaction, includes monetary worth. However, monetary value is significant because, as their study shows, it changes behavioral intentions positively and instantly without requiring pleasure (Williams and Soutar, 2009).

5. Epistemic Value

Sheth et al. (1991) state that epistemic value refers to customers' benefits from exposure to fresh ideas or products/aspects a brand gives. It alludes to consumers' desire to experience novelty and discover fresh information, viewpoints, and innovations. Novelty—a break from the norm, an escape, an adrenaline rush, an adventure, a surprise, and a relief from boredom—is one of the primary forces behind the pursuit of fresh and unexpected experiences (Duman and Mattila, 2005; Pihlström and Brush, 2008). According to the literature on branding, offering clients cutting-edge experiences, fresh ideas, concepts, and information defines epistemic value (Heding et al., 2009).

Omerzel (2011) claims travelers want to see new sights, experience different cultures, and explore novel architectural and cultural heritage elements. Therefore, the epistemic value that fulfills visitors' curiosity and desire for novelty shapes the perceptions of the city (Ashton, 2015). Positive behavioral outcomes will result from this value being satisfied (Williams & Soutar, 2009).

2.1.3 Social Responsibility

Carroll's conceptualization of Corporate Social Responsibility (CSR) encompassed four dimensions: legal, philanthropic responsibilities, and economic ethical. Economic and legal responsibilities represent traditional corporate obligations, while philanthropic and ethical responsibilities signify more contemporary

commitments (Hwang et al., 2020). Alternative viewpoints, however, have proposed a three-dimensional framework for CSR that considers stakeholders, the environment, and society, all of which significantly impact consumer decisions and behavioral intents (Mohammed and Al-Swidi, 2019). The European Commission defines corporate social responsibility (CSR) as "a voluntary concept in which businesses incorporate social and environmental concerns into their company practices and relationships with their stakeholders". In contrast, other scholars describe corporate social responsibility (CSR) as a company's endeavor to meet public expectations (Boysselle, 2015). Many scholars have included all or some of Carroll's economic, legal, ethical, and charitable elements in their works on corporate social responsibility (Carroll, 2016). Academics have studied the impact of corporate social responsibility (CSR) on consumer behavior. Behavioral intention (Hwang et al., 2020), consumer awareness (Maria, 2019), purchase intention (Shukla et al., 2019), and intents for word-of-mouth and electronic word-of-mouth (Chu, 2020) are some of the aspects examined, and involvement (Menaga and Vasantha, 2020). Some researchers have added independent factors—unrelated to CSR—to produce more precise findings. These variables help researchers better grasp how consumers perceive CSR or the brand. Among these factors are customer loyalty (Chung, 2015), consumer attitudes towards brand usage (Hwang et al., 2020), and consumer perceptions of CSR practices (Abbas, 2018). The study of various CSR-related variables holds paramount importance for organizations engaged in CSR initiatives, as it aids in refining how they integrate CSR into their business practices, ultimately leading to positive customer outcomes (Abbas, 2018).

Social responsibility is the obligation of green hotels to pursue long-term goals that benefit society, and CSR has emerged as a crucial aspect of how businesses are handled. Customers are becoming more conscious of this and have expectations of the business (Al-Haddad et al., 2022).

2.1.4 Green Hotel Purchase Intention

Intention, as defined by Rahmi et al. (2017), represents the specific objective that a customer aims to accomplish through their actions. When consumers

express their willingness to buy or use a product or service with minimal or no environmental impact, this inclination is called "green purchase intention" (Yang, 2017). This concept holds significant importance as it is a crucial indicator for understanding consumer buying behavior (Mahmoud, 2018). This idea revolves around consumers favoring green products in their purchasing decisions instead of traditional alternatives (Ali and Ahmad, 2016).

A persistent question in marketing is the driving force behind consumer purchases, and it is an area of keen interest for marketers seeking to position their products effectively in alignment with consumer perceptions and impressions (Beneke et al., 2010). The intention to purchase is shaped through a cognitive process of learning and deliberation, culminating in forming an opinion that is a motivating factor in the consumer's decision-making process, ultimately translating into their chosen course of action (Handayani, 2017).

The role of altruism and individuals' motivations significantly influence their intent to purchase green products (Koloba, 2020). In order to influence consumers' willingness to purchase, green hotels need to find the underlying factors as much as possible and convert them into affirmative factors that customers are willing to pay for actual purchase behavior or to make customers generate more and more apparent purchase intentions. The more precise the purchase intention, the greater the likelihood of purchasing the product and the stronger the ability to execute the purchase. Hotels encourage customers to buy green items by highlighting the environmental advantages (Rex and Baumann, 2007).

2.2 Related Studies

2.2.1 Wang et al. (2019) studied the demographic impact of consumer green purchase intention toward Green Hotel Selection in China. This study investigated the correlations between demographic factors, including gender, age, education, income, and intentions to choose green hotels and purchase attitudes and behaviors. This study has developed a research paradigm grounded in planned behavior and reasoned action

theories. Using SPSS, 659 questionnaires were collected from samples for this study to test the assumptions empirically. The results found that demographics generate differences in green purchase intention.

2.2.2 Faridah and Ahmad (2018) studied the effect of demographic factors on consumer intention to purchase green personal care products. This study examines how demographic characteristics affect consumers' intentions to buy eco-friendly personal care products. Through convenience sampling, 200 completed questionnaires were obtained from Melaka retail mall patrons. Gender, age, household income, educational attainment, and the existence of children were the five demographic factors used in this study. The findings revealed that gender, age, and education significantly impacted the consumers' intention to buy green personal care products. These results will interest people interested in consumer behavior related to using green personal care products and the ongoing growth of Malaysia's green personal care products industry.

2.2.3 Han et al. (2011) studied “Are lodging customers ready to go green? An examination of attitudes, demographics, and eco-friendly intentions.” This study investigates how environmental beliefs affect guests' intentions to stay at green hotels, spread the word about them, and pay more for them. One of the study's contributing factors was the intention to identify the factors that had the most significant influence on views. The study covered differences in gender, age, education, and income. The author of this study discovered that, in general, customer green attitudes were significantly related to their willingness to visit green hotels, spread the word about green hotels, and pay more for it, as well as education and income generate differences in purchase intention, after using 422 cases to address the research questions.

2.2.4 Samarasinghe and Samarasinghe (2013) studied green decisions: consumers' environmental beliefs and green purchasing behavior in the Sri Lankan context. This study examined the environmental knowledge of 238 Sri Lankan consumers and discovered that it is not a significant predictor of their propensity to buy environmentally friendly products. However, the environmental effect predicts the propensity to purchase environmentally friendly products strongly and poorly. The fact that the intention to purchase green products partially mediates the relationship between

environmental impact and actual green buy behavior highlights the significance of demographic data on green purchasing behavior. Therefore, Green policymakers can comprehend and create messages encouraging customers to purchase green.

2.2.5 Canöz (2022) studied tourists' attitudes toward green product buying behaviors: The role of demographic variables. The research focuses on tourists' green product purchasing behavior and determines whether there are differences in tourists' green product purchasing behavior based on demographic variables. Research object factors include gender, age, marital status, education, occupation, and income. The findings show that demographic variables influence their green product purchasing behavior.

2.2.6 Chairunnisa and Perdhana (2020) studied the roles of environmental concern, green perceived value, subjective norms, and green trust towards green hotel purchase intention. The framework of the influence of environmental worries, green perceived value, green subjective norms, and green trust on green hotel buying intentions is examined in this study. According to an examination of the research findings, the intention to acquire green hotels is significantly influenced favorably by green perceived value. Students from middle-class and upper-class households in Indonesia are concerned about the environment and tend to stay at green hotels.

2.2.7 Dhewi et al. (2018) studied the influence of green perceived value and green perceived risk perceptions on green product purchase intention. The research aimed to study the influence of green perceived value and green perceived risk perceptions on green product purchase intention. The research survey was conducted using a questionnaire to collect the data. The empirical results found that the perception of green values was positively correlated to the interest in purchasing green products.

2.2.8 Chen and Chang (2012) studied enhanced green purchase intentions: The roles of green perceived value, green perceived risk, and green trust. In order to establish an integrative model to improve green buying intentions, This survey uses four new categories: perceived risk, perceived value, perceived trust, and green purchase intentions. This study uses an empirical inquiry using the questionnaire survey method to evaluate the hypotheses and examine the managerial consequences.

Structural Equation Modeling (SEM) makes it possible to validate the research design. The findings also revealed a substantial positive association between green brand image and perceived value and their effects on green purchase intention, trust, and satisfaction.

2.2.9 Amin and Tarun (2019) studied enhancing green hotel visit intention: role of green perceived value, perceived consumer effectiveness, and environmental knowledge. The study investigates the perceived effect of hotel green perceived value and consumers' intention to visit green hotels in Bangladesh. At the same time, the influence of environmental knowledge as a moderating factor is explored. The study tested and validated the conceptual framework through a sample of 265 random hotel customer respondents, and it was proven that green perceived value has a positive and effective impact on green hotel purchase intention.

2.2.10 Karatu et al. (2015) studied determinants of green purchase intention in Nigeria: The mediating role of green perceived value. This essay examines the variables influencing Nigerians' inclination to adopt sustainable practices. The study examines the relationship between green purchase intention and perceived behavioral control, perceived green knowledge, green government rules, perceived green trust, and green price sensitivity. Additionally, the role that perceived green value plays as a mediator between these variables and perceived green value is examined. Seven hundred fifty university professors completed self-administered questionnaires as part of a quantitative survey to put this into reality. After the screening, 440 datasets were deemed suitable for the study, and structural equation modeling, or SEM, was used. The findings unveiled that perceived green knowledge, green perceived value, and perceived behavioral control have a significant direct relationship with green purchase intention.

2.2.11 Bianchi et al. (2019) studied the impact of perceived CSR on corporate reputation and purchase intention. The influence of corporate social responsibility (CSR) beliefs on customers' buying decisions was examined in this study. This study aims to elucidate the roles played by brand image, satisfaction (affective and cognitive), and brand loyalty concerning the relationship between perceived CSR and purchase intention (short-term effect) and corporate reputation (long-term effect).

According to the findings, corporate social responsibility affects consumers' buying intent.

2.2.12 Chaudhary et al. (2020) studied the influence of corporate social responsibility on actual buying behavior: A study of Indian consumers. The study aimed to empirically analyze the impact of corporate social responsibility (CSR) on Indian customers' actual purchasing patterns. The study's findings revealed that consumers' actual purchasing behavior is positively impacted by consumers' purchase intentions, expected loyalty, and trust in socially responsible businesses.



CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

The research design adopts the quantitative method and questionnaire research. Questionnaire research collects data by sending questionnaires to samples to obtain their opinions, perceptions, and experiences: this study, The Factors Influence on Consumer Purchase Intention toward Green Hotel in XINJIANG. The research variables include both dependent variables and independent variables. The dependent variable in this study is consumer purchase intention toward green hotels, while the independent variables are demographic factors, green perceived value, and social responsibility.

3.2 Research Population and Samples

3.2.1 Population

The population of this study is the consumer intent to stay at a green hotel in XINJIANG. This population is unlimited.

3.2.2 Samples

The Yamane Sampling Sample Size Scale is a standard statistical method used to determine the sample size required in research (Samar, 2017). According to the Taro Yamane Sample Size Table, the population is unlimited, the probability of error is 0.05 or 5 % (at a 95 % confidence level), and the sample size is at least 400.

3.2.3 Sampling Methods

Due to the infinite population, the sampling method in this study is based on non-probability sampling, which is particularly convenient.

3.3 Data Collection

In this study, the method of data collection was using the questionnaires. The researcher has been sent questionnaires to samples via Questionnaires Star. The researcher has collected 500 questionnaires from the samples.

3.4 Research Instrument

Part 1: Demographic Factors

This part consisted of 5 questions that were close-ended. It is collecting data related to the demographic information of the samples. This basic information will provide insight into the background characteristics of the sample.

Part 2: Green Perceived Value

The researcher used the Likert five-point scale, and participants were required to rate their degree of opinion on Purchase Intention toward Green Hotel XINJIANG.

Part 3: Social Responsibility

The researcher used the Likert five-point scale, and participants were required to rate their degree of opinion on Purchase Intention toward Green Hotel XINJIANG.

Part 4: Consumer Purchase Intention Toward Green Hotel

The researcher used the Likert five-point scale, and participants were required to rate their degree of opinion on Purchase Intention toward Green Hotel in XINJIANG.

3.5 Content Validity and Reliability

3.5.1. Content Validity

Content validity with Item Objective Congruence Index (IOC). Three experts with expertise in research tool creation will evaluate the content and

measurement of the questions to address and resolve the research concerns. These experts will rate the questionnaires based on predefined criteria.

-1 This question is not aligned with the content of the measurement objective.

0 It is uncertain whether this question is aligned with the content of the measurement objective.

+1 This question is aligned with the content of the measurement objective.

Questions with an IOC index of 0.5 or higher will be selected. If any question falls below the 0.5 criteria but is deemed necessary to cover the required measurement, it will be revised based on expert recommendations.

Table 3.1 IOC on Likert Scale

IOC on Green Perceived Value		Expert 1	Expert 2	Expert 3	IOC index
Functional Value	6. Green hotel has energy saving and low carbon emissions.	+1	+1	+1	1
	7. Green Hotel has electrical installations that use renewable energy, such as solar, to generate electricity.	+1	+1	+1	1
	8. Overall, Green Hotel is well established.	0	+1	+1	0.67
Emotional Value	9. Choosing a green hotel makes me feel satisfied inside.	+1	+1	+1	1
	10. Choosing a green hotel has a positive impact on my emotions.	+1	+1	+1	1
	11. Green hotels remind me of myself contributing to sustainable development.	+1	+1	+1	1
Social Value	12. Choosing a green hotel helps me gain social recognition.	+1	+1	+1	1
	13. Choosing a green hotel will help me start a social life.	0	+1	+1	0.67
	14. Choosing a green hotel Green is on trend.	+1	0	+1	0.67
	15. Green hotels make me feel worthwhile.	+1	+1	+1	1

Monetary Value	16. Choosing a green hotel is affordable for me.	+1	+1	+1	1
	17. Green hotels make me feel treated reasonably.	+1	+1	+1	1
Epistemic Value	18. Green hotels have improved my awareness.	+1	+1	+1	1
	19. Green hotels make me feel novel.	+1	0	+1	0.67
	20. Green hotels allow me to add a different environmentally friendly experience to the environment.	+1	+1	+1	1
IOC on Social Responsibility		Expert 1	Expert 2	Expert 3	IOC Index
Ethical	21. Choosing a green hotel is based on ethical environmental protection considerations.	+1	0	+1	0.67
	22. Green hotels contribute to sustainable development.	+1	+1	+1	1
	23. Green hotels reduce harm to the environment.	+1	+1	+1	1
Legal	24. Regulations are the factors of businesses that insist on using green marketing.	0	+1	+1	0.67
	25. The law ensures the standardization of green hotels, which is worthy of belief.	+1	+1	+1	1
	26. Legal makes the sustainable development of green hotels better.	0	+1	+1	0.67
Philanthropic	27. Green hotels are one of the ways of protecting the environment and charity.	0	+1	+1	0.67
	28. Charity helps expand green hotel development.	+1	+1	+1	1
	29. If a green hotel contributes part of its profits to charity or community development, you will be more inclined to choose a green hotel.	+1	+1	+1	1

Economic	30. Consider the price of a green hotel as an essential factor in your decision-making process.	+1	+1	+1	1
	31. Green hotels are more open and transparent.	+1	+1	+1	1
	32. It is economical for green hotels to use part of their benefits to optimize sustainable facilities.	+1	0	+1	0.67
IOC on Purchase Intention Toward Green Hotel		Expert 1	Expert 2	Expert 3	IOC Index
Purchase Intention	33. You intend to stay at a green hotel.	+1	+1	+1	1
	34. You are willing to stay at a green hotel.	0	+1	+1	0.67
	35. You have a high intention to be at the Green Hotel.	+1	+1	+1	1

3.5.2. Reliability

In order to assess the reliability of the tools used in this research, a pre-test of the questionnaire will be conducted with a group of 30 qualified participants. This pre-test aims to evaluate their comprehension of the questions and measure the internal consistency using Cronbach's alpha coefficient α . A value of 0.7 or higher is considered acceptable for the internal consistency of the questionnaire, indicating that the tool can be used to collect data for further research.

The results of the reliability of functional, emotional, social, monetary, and epistemic values are 0.752, 0.791, 0.772, 0.726, and 0.808. All reliability is above 0.7. So, the questionnaire is suitable for collecting data in the future.

The results of the reliability of ethical, legal, philanthropic, economic, and epistemic values are 0.899, 0.860, 0.827, and 0.819. All reliability is above 0.7. So, the questionnaire is suitable for collecting data in the future.

The resulting reliability of purchase intention toward green hotels is 0.840. All reliability is above 0.7. So, the questionnaire is suitable for collecting data in the future.

3.6 Data Analysis

3.6.1 Descriptive Statistics

Utilizing descriptive statistics, we will analyze respondent demographics such as gender, age, education level, occupation, and monthly income by using frequency and percentage. The mean and standard deviation are applied for Green Perceived Value, Social Responsibility, and Consumer Purchase Intention toward Green Hotel.

Evaluative criteria for the question items with positive meaning, the interval for breaking the range in measuring each is calculated by

$$\begin{aligned}
 N \text{ (Width of the range)} &= \frac{\text{Maximum} - \text{Minimum}}{\text{Level}} \\
 &= \frac{5-1}{5} \\
 &= 0.8
 \end{aligned}$$

The researcher analyzed the opinion level of customer purchase intention of green hotels in XINJIANG by calculating the mean scores in the following ranges (Kooharatanachai, 1999)

4.21 – 5.00 are considered as very agree

3.41 – 4.20 are considered as agreed

2.61 – 3.40 are considered as neutral

1.81 – 2.60 are considered to disagree

1.00 – 1.80 are considered to disagree significantly

3.6.2 Inferential Statistics

Inferential statistics is employed to test the hypotheses at a statistical significance level of 0.05. The analysis will evaluate the relationship between a dependent variable and independent variables under the following hypotheses:

H1: There are significant differences in consumer purchase intention toward green hotels based on demographic factors.

Independent Samples t-test (Gender) and the One-way ANOVA (Age, Education Level, Occupation, and Monthly Income) are applied to test the hypothesis.

H2: Green perceived value influences consumer purchase intention toward green hotels. (Multiple Linear Regression Analysis is used to test the hypothesis.)

H3: Social responsibility influences consumer purchase intention toward green hotels. (Multiple Linear Regression Analysis is used to test the hypothesis.)



CHAPTER IV

ANALYSIS RESULT

The research on the factors influencing consumer purchase intention Towards Green Hotel in XINJIANG uses statistical analysis to analyze 500 samples from XINJIANG that are visiting Green hotels for the first time. This study focuses on the impact of green perceived value and social responsibility on green hotel purchase intention. It describes the impact of these two independent variables on the dependent variable purchase intention.

There are two sections to the study's findings. Descriptive statistics for the variables used will be included in the first phase of the research. The empirical results employing multiple regression, ANOVA, and independent sample T-test to test the research hypotheses are discussed in the second section. The analysis of data and interpretation use statistics symbols and meanings as follows:

N= Number of population

n=Number of sample

X=Mean

SD=Standard Deviation

t=t-Distribution

F=F-Distribution

df = Degree of freedom

LSD= Least Significant Difference

Sig=The level of statistics significance to test hypothesis

*=The statistical significance is at the 0.05 level

4.1 Descriptive Statistics

The following is divided into two parts.

Part I: The analysis results of respondents' demographic factors data.

Part II: The analysis results of the range of judgment on perceived value factors and social responsibility factors.

4.1.1 Demographic Factors

Table 4.1 Frequency and Percentage of the Respondents

		Frequency	Percent
Gender	Male	234	46.8
	Female	266	53.2
Age	18-24 years old	187	37.4
	25-44 years old	179	35.8
	>44 years old	134	26.8
Educational	Less than Bachelor	183	36.6
	Bachelor	240	48
	Higher than Bachelor	77	15.4
Occupation	No work/ housewife	0	0
	Student	45	9.0
	Company worker	24	42.8
	Government Officer	92	18.4
	Business Owner	57	11.4
	Other	92	18.4
Monthly Income (CNY)	Less than 4,000	87	17.4
	4000-7000	132	26.4
	7001-10000	79	15.8
	More than 10,000	202	40.4
Total		500	100

Table 4.1 shows the sample group data of customers who choose green hotels in 500 samples in Xinjiang. The majority are female, at 53.2%, and 37.4% are aged 18-34. 48% have completed their bachelor's studies. Among occupations, 42.8%

were company workers. There is a specific difference in income level; the highest proportion is 40.4% in more than 10,000 CN.

4.1.2 Green Perceived Value

Table 4.2 The Descriptive Statistic of Perceived Value

level of opinion(percent)									
	Very Disagree	Disagree	Neutral	Agree	Very Agree	Mean	SD	Meaning	Rank
Functional Value	2.6	3.0	16.0	45.6	32.8	4.03	0.91803	Agree	1
Emotional Value	2.6	6.8	25.8	44.4	20.4	3.732	0.94761	Agree	3
Social Value	3.8	10.2	24.4	40.4	21.2	3.65	1.04196	Agree	5
Monetary Value	3.0	3.4	16.2	44.6	32.8	4.008	0.94749	Agree	2
Epistemic Value	4.4	6.6	24.2	42.6	22.2	3.716	1.02247	Agree	4
Green Perceived Value	0.2	5.4	15.0	71.8	7.6	3.812	0.65231	Agree	

Table 4.2 presents the descriptive statistics of independent variables in this study, including functional, emotional, social, monetary, and epistemic values. Each variable is measured on a Likert scale ranging from 1 to 5, with the highest score indicating an excellent level of engagement or presence. The analysis results show that the mean value of functional value is 4.03, indicating the customer's opinion level about the content on green functional value is at an agreed level. The mean value for emotional value is 3.732, indicating the customer's opinion level about the content on green emotional value is at an agreed level. The social value had a value of 3.65, indicating the customer's opinion level about the content on green social value is at an agreed level. The mean value of the monetary value is 4.008, indicating that the customer's opinion level about the content on green monetary value is at an agreed

level. The epistemic value's mean value is 3.716, indicating the customer's opinion level about the content on green epistemic value is at an agreed level. The total green perceived value's mean value shows the average is 3.812, indicating the customer's opinion level about the content on total green perceived value is at an agreed level.

4.1.3 Social Responsibility

Table 4.3 The Descriptive Statistic of Social Responsibility

	Very Disagree	Disagree	Neutral	Agree	Very Agree	Mean	SD	Meaning	Rank
Ethical	2.6	4.8	23.2	43.2	26.2	3.856	0.94925	Agree	3
Legal	4.6	12	19.8	43.4	20.2	3.626	1.07538	Agree	4
Philanthropic	2.4	4.4	20.8	41.8	30.6	3.938	0.95077	Agree	2
Economic	2.2	6.8	10.4	44.6	36.0	4.054	0.96589	Agree	1
Social Responsibility	0	4.8	12.8	63.4	19.0	3.966	0.71405	Agree	

For table 4.3, social responsibility factors, the analysis results show that the mean value of economics is 4.054, indicating the customer's opinion level about the content on economics is at an agreed level. This is followed by philanthropic, ethical, and legal with average values of 3.938, 3.856, and 3.626, indicating the customer's opinion level about the content on philanthropic, ethical, and legal is at an agreed level.

4.1.4 Purchase Intention

Table 4.4 The Descriptive Statistic of Purchase Intention

	Very Disagree	Disagree	Neutral	Agree	Very Agree	Mean	SD	Meaning
Purchase Intention	3.6	5.4	24.8	43.4	22.8	3.764	0.98093	Agree

For table 4.4, purchase intention factors, the analysis results show that the mean value of purchase intention is 3.764, indicating the customer's opinion level about the content on purchase intention is at an agreed level.

4.2 Inferential Statistics

4.2.1 The Demographic Factors Affect the Intention to Purchase Green Hotels

Inferential statistics were employed to test the hypotheses at a statistical significance level of 0.05. The analysis evaluated the influence of the dependent variable on independent variables under the following hypotheses.

Part I: The difference in purchase intention of green hotels based on demographic factors.

Part II: The analysis results in the purchase intention of green hotels based on green perceived value and social responsibility in XINJIANG.

Part I: The difference in purchase intention of green hotels based on demographic factors.

H1_a: The difference in purchase intention of green hotels based on gender

H₀ : $\mu 1 = \mu 2$

H_i: $\mu 1 \neq \mu 2$

Table 4.5 The Analysis Results on Gender Difference Influence on Purchase Intention

Green Purchase Intention	Gender	N	Mean	Std. Deviation	t-value	df	Sig.
	Male	234	3.6966	1.03056	-1.443	498	0.070
	Female	266	3.8233	0.93303			

From Table 4.5, the analysis results on gender differences' influence on purchase intention were used, and a T-test significance level of 0.05 was used. This study found that gender($t(498) = -1.443$, $P = 0.070$) had no significant difference in purchase intention.

H1_b: The difference in purchase intention of green hotels based on age.

$$H_0 : \mu_1 = \mu_2 = \mu_3$$

$$H_i: \mu_i \neq \mu_j \text{ at last one Pair}$$

Table 4.6 The Analysis Results on Age Difference Influence on Purchase Intention

Age					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	0.296	2	0.148	0.153	0.858
With Groups	479.856	497	0.966		
Total	480.152	499			

From Table 4.6, the analysis results on age differences' influence on purchase intention used a One-way ANOVA significance level of 0.05. This study found that age ($F = 0.153$, $p = 0.858$) had no significant difference in purchase intention.

H1_c: The difference in purchase intention of green hotels is based on education.

$$H_0 : \mu_1 = \mu_2 = \mu_3$$

$$H_i: \mu_i \neq \mu_j \text{ at last one Pair}$$

$$i \neq j$$

Table 4.7 The Analysis Results on Educational Differences' Influence on Purchase Intention

Educational					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	15.744	2	7.872	8.424	0.000*
With Groups	464.408	497	0.934		
Total	480.152	499			

From Table 4.7, the analysis results on educational differences' influence on purchase intention used a One-way ANOVA significance level of 0.05. This study found that educational ($F = 8.424$, $p = 0.000$) had a significant difference in purchase intention.

Table 4.8 Difference in Educational Multiple Comparisons

Mean Difference (I-J)				
Educational level group	Group J			
	$\bar{X}$	Less than Bachelor	Bachelor	Higher than Bachelor
Group I		3.7541	3.8958	3.3766
Less than Bachelor	3.7541	-	-0.1417 (0.136)	0.37747 (0.004)
Bachelor	3.8958		-	0.51921 (0.000)
Higher than Bachelor	3.3766			-

The mean difference is significant at the 0.05 level.

Dependent Variable: Purchase Intention

Table 4.8 shows the pair mean comparison of the educational level group that affects the overall purchase intention of the green hotels. The mean value of higher than the bachelor group is lower than less than the bachelor group and bachelor group with a significant value of 0.004 and 0.000 accordingly.

H1d: The difference in purchase intention of green hotels based on occupation

H0 : $\mu 1 = \mu 2 = \mu 3 = \mu 4 = \mu 5 = \mu 6$

Hi: $\mu i \neq \mu j$ at last one Pair

$i \neq j$

Table 4.9 The Analysis Results on Occupation Difference Influence on Purchase

Intention

Occupation					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.257	4	0.564	0.584	0.674
With Groups	477.885	495	0.965		
Total	480.152	499			

From Table 4.9, the analysis results on occupation differences' influence on purchase intention used a One-way ANOVA significance level of 0.05. This study found that occupation ($F = 0.584$, $p = 0.674$) had no significant difference in purchase intention.

H1e: The difference in purchase intention of the green hotel based on monthly intention

$$H_0 : \mu_1 = \mu_2 = \mu_3 = \mu_4$$

$$H_i : \mu_i \neq \mu_j \text{ at last one Pair}$$

$$i \neq j$$

Table 4.10 The Analysis Results on Monthly Income Difference Influence on Purchase

Intention

Monthly Income					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	19.043	3	6.348	6.828	0.000*
With Groups	461.109	496	0.930		
Total	480.152	499			

From Table 4.10, the analysis of income differences' influence on purchase intention used a One-way ANOVA significance level of 0.05. This study found that income ($F = 6.828$, $p = 0.000$) had a significant difference in purchase intention.

Table 4.11 Difference in Monthly Income Multiple Comparisons

	Mean Difference (I-J)				
Income Level Group	Group J				
	$\bar{X}$	Less than 4,000	4,000-7,000	7,001-10,000	More than 10,000
Group I		3.5517	3.5379	3.9114	3.9455
Less than 4,000	3.5517	-	0.01385 (0.917)	-0.35967 (0.017)	-0.39382 (0.002)
4,000-7,000	3.5379		-	-0.37351 (0.007)	-0.40767 (0.000)
7,001-10,000	3.9114			-	-0.03415 (0.790)
More than 10,000	3.9455				-
*The mean difference is significant at the 0.05 level. Dependent Variable: Purchase Intention					

Table 4.11 shows the pair mean comparison of the monthly income level group that affects the overall purchase intention of the green hotels. The mean value of fewer than 4,000 groups is lower than 7,000-10,000 groups and more than 10,000 groups, with a significant value of 0.017 and 0.002, respectively. The mean value of the 4,000-7,000 group is lower than the 7,001-10,000 groups and more than 10,000 group with a significant value of 0.007 and 0.000 accordingly.

Part II: Green Perceived Value Factors Influencing Customer Purchase Intention in XINJIANG

In Hypothesis 2, Y = purchase intention, X₁, X₂, X₃, X₄, and X₅ are Functional Value, Emotional Value, Social Value, Monetary Value, and Epistemic Value.

Part III: Social Responsibility Factors that Influence Customer Purchase Intention in XINJIANG

In Hypothesis 3, Y = purchase intention, X₁, X₂, X₃, X₄ are Ethical, Legal, Philanthropic and Economic.

Table 4.12 Summarize the Model of Green Perceived Value Influences Purchase Intention

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.536 ^a	.287	.280	.83218

a. Predictors: (Constant), Epistemic, Social, Emotional, Function, Monetary

From Table 4.12, the analysis results show that green perceived value influences purchase intention with multiple correlations (R)= 0.536. The ability to predict the analytical equation is 28% at the statistically significant level of 0.05.

Table 4.13 The Multiple Linear Regression Coefficients for the Influence of Green Perceived Value on Purchase Intention

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.551	0.233		2.360	0.019*
Functional	0.283	0.045	0.265	6.352	0.000*
Emotional	0.133	0.043	0.129	3.103	0.002*
Social	0.153	0.038	0.163	4.040	0.000*
Monetary	0.121	0.044	0.117	2.777	0.000*
Epistemic	0.143	0.040	0.149	3.541	0.006*

a Dependent Variable: Purchase Intention

Equation 1:

$$Y = 0.551 + 0.283X_1 + 0.133X_2 + 0.153X_3 + 0.121X_4 + 0.143X_5$$

(0.019*) (0.000*) (0.002*) (0.000*) (0.000*) (0.006*)

FOR

Y= purchase intention

X₁=Functional, X₂=Emotional, X₃=Social, X₄=Monetary,

X₅=Epistemic.

It can be found in Equation 1. Functionality is the most critical variable that influences the purchase intention, with a regression coefficient of about 0.265, followed by social, epistemic, emotional, and monetary, with coefficients of 0.163, 0.149, 0.129, and 0.117.

4.2.3 Social Responsibility Influences Purchase Intention

Table 4.14 Summarize the Model of Social Responsibility Influencing Purchase Intention

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.533 ^a	.284	.278	.83352

a. Predictors: (Constant), Economic, Ethical, Philanthropic, Legal

From Table 4.12, the analysis results show that green perceived value influences purchase intention with multiple correlations (R)= 0.533. The ability to predict the analytical equation is 27.8% at the statistically significant level of 0.05.

Table 4.15 Multiple Linear Regression on Social Responsibility Factors

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.714	0.225		3.173	0.002*
Ethical	0.149	0.042	0.144	3.557	0.000*

Legal	0.191	0.037	0.209	5.121	0.000*
Philanthropic	0.208	0.042	0.201	4.930	0.000*
Economic	0.238	0.042	0.235	5.626	0.000*
a Dependent Variable: Purchase Intention					

Equation 2:

$$Y = 0.714 + 0.149X_1 + 0.191X_2 + 0.208X_3 + 0.238X_4$$

(0.002*) (0.000*) (0.002*) (0.000*) (0.000*)

FOR

Y=purchase intention

X1=Ethical, X2=Legal, X3=Philanthropic, X4=Economic.

It can be found in Equation 2. The economic is the most essential variable that influences the purchase intention with a regression coefficient of about 0.235, followed by Legal, Philanthropic, and Ethical with coefficients of 0.209, 0.201, and 0.144.

Table 4.16 Summary Result on Hypothesis 1

Demographic	Purchase Intention
Gender	-
Age	-
Educational	√
Occupation	-
Monthly Income	√
- The mean difference has a significant value of more than 0.05.	
√ The mean difference has a significant value less than the level of 0.05.	

From Table 4.12, This study found that educational ($F = 8.424$, $P = 0.000$) monthly income ($F = 6.828$, $P = 0.000$) significantly influences the purchase intention. However, gender ($t(498) = -1.443$, $P = 0.070$), age ($F = 0.153$, $P = 0.858$), and occupation ($F = 0.584$, $P = 0.674$) were found to have no significant difference in influence on purchase intention.

Table 4.17 Summary Result on Hypothesis 2

Green Perceived Value	Purchase Intention
Functional Value	√
Emotional Value	√
Social Value	√
Monetary Value	√
Epistemic Value	√
- The mean difference has a significant value of more than 0.05.	
√ The mean difference has a significant value less than the level of 0.05.	

From Table 4.14, This study found that Functional (Beta = 0.265, Sig. = 0.000), Emotional (Beta = 0.129, Sig. = 0.002), Social (Beta = 0.163, Sig. = 0.000), Monetary (Beta = 0.117, Sig. = 0.001) and Epistemic (Beta = 0.149, Sig. = 0.006) significantly influence the purchase intention.

Table 4.18 Summary Result on Hypothesis 3

Social Responsibility	Purchase Intention
Ethical	√
Legal	√
Philanthropic	√
Economic	√
- The mean difference has a significant value of more than 0.05.	
√ The mean difference has a significant value less than the level of 0.05.	

From Table 4.12, This study found that Ethical (Beta = 0.144, Sig. = 0.000), Legal (Beta = 0.209, Sig. = 0.000), Philanthropic (Beta = 0.201, Sig. = 0.000), Economic (Beta = 0.235, Sig. = 0.000), so the researcher can conclude that Social Responsibility has a significant influence on the purchase intention.

CHAPTER V

CONCLUSION

The objective of this study is to analyze the factors that influence customer purchase intention of green hotels in XINJIANG, and formulate recommendations for green hotels. According to the analysis result from Chapter 4, this chapter is divided into 4 parts:

Part I 5.1 Conclusion

Part II 5.2 Discussion

Part III 5.3 Recommendation for green hotel

Part IV 5.4 Recommendation for future research

5.1 Conclusion

5.1.1 Demographic factors

The description of green hotel customers is as follows: 500 respondents consist of 234 males (46.8%) and 266 females (53.2%). About age, most of the respondents were between 18 and 24 years old, accounting for 37.4%. The highest educational level of the respondents was a bachelor's degree, as high as 48%. About occupation, most of the respondents were company workers, accounting for 42.8%. The monthly income level of the respondents is more than 10,000 CNY, which is as high as 40.4%. This study found that educational ($F = 8.424$, $P = 0.000$) monthly income ($F = 6.828$, $P = 0.000$) significantly influences purchase intention. However, gender ($t(498) = -1.443$, $P = 0.070$), age ($F = 0.153$, $P = 0.858$), and occupation ($F = 0.584$, $P = 0.674$) were found to have no significant difference in influence on purchase intention.

The LSD approach is used to specifically examine the influence of educational and monthly income as connected factors.

5.1.2 Green Perceived Value

The research results show that green perceived value includes functional, emotional, social, monetary, and epistemic factors and significantly influences customer purchase intention. Among, functional value is the most crucial variable that influences the purchase intention with a regression coefficient of about 0.265, followed by social, epistemic, emotional, and monetary with coefficients of 0.163, 0.149, 0.129, 0.117.

5.1.3 Social Responsibility

This study result shows that social responsibility, including ethical, legal, philanthropic, and economic, significantly influences customer purchase intention. Economic factors are the most important variables influencing purchase intention, with a regression coefficient of about 0.235, followed by legal, philanthropic, and ethical factors with 0.209, 0.201, and 0.144.

5.2 Discussion

5.2.1 Demographic

The results show that the difference in educational and monthly income demographics significantly influences different purchase intentions of green hotels. This result is consistent with Wang et al. (2019) studied the demographic impact of consumer green purchase intention toward green hotel selection in China. The results found that demographic factors, including education and income, generate differences in green purchase intention and that demographic generates differences in green purchase intention. The study results are consistent with those of Faridah and Ahmad (2018), who studied the effect of demographic factors on consumer intention to purchase green personal care products. The findings revealed that the level of education significantly impacted the consumer's intention to buy personal care products. This is consistent with Han et al.'s (2011) study, "Are lodging customers ready to go green? An examination of attitudes, demographics, and eco-friendly intention." The results found that education and income generate differences in the purchase intention of green

hotels. This is consistent with Samarasinghe and Samarasinghe (2013), who studied green decisions: consumers' Environmental beliefs and green purchasing behavior in the Sri Lankan context. The results found the impact of demographic data on green purchase behavior. The study results are consistent with Canöz (2022) study Tourists' attitudes toward green product buying behaviors: The role of demographic variables. The results show that demographic, including education and income, have influenced their green product purchasing behavior.

A bachelor's education level has a higher mean than those with an educational level higher than a bachelor's and less than a bachelor's. This is because the more educated the population is, the more they care about things other than themselves. They care more about the value of the green hotel itself and the experience and benefits they can get from choosing a green hotel, including the functional value, emotional value, social value, monetary value, and epistemic value, as mentioned in social responsibility.

In the monthly income level of customers' purchase intention, the mean value of less than 4,000 groups is lower than 7,000-10,000 groups and more than 10,000 groups. The high-income level of the customer will continue to care about their choice of green hotel is really in line with the green perceived value; the hotel performance is still in the customer's scope of consideration, which is one of the critical factors affecting the purchase intention after they have agreed on the price of the green hotel.

5.2.2 Green Perceived Value

The research results show that the green perceived value includes functional, emotional, social, monetary, and epistemic value, significantly influencing customer purchase intention. Functionality is the most essential variable that influences purchase intention. This result is consistent with Dhewi et al. (2018), who studied the influence of green perceived value and green perceived risk perceptions on green product purchase intention. The research studies the influence of green perceived value and green perceived risk perceptions on green product purchase intention. The empirical findings showed a favorable correlation between the purchase of green

products and green perceived values. This is consistent with Chen and Chang's (2012) study on enhanced green purchase intentions: The roles of green perceived value, green perceived risk, and green trust. Green perceived value is consumers' product and service evaluation based on eco-friendly aspirations. The findings revealed a substantial positive association between green perceived value and green purchase intention. Congruent with Chairunnisa and Perdhana (2020), they studied the roles of environmental concern, green perceived value, subjective norms, and green trust towards green hotel purchase intention. The research found that the purchase intention to acquire green hotels is influenced favorably by buying green perceived value. This is congruent with Chen and Chang's (2013) study on enhancing green purchase intention: The roles of green perceived value, risk, and trust. The findings also revealed a substantial positive association between green brand image and perceived value and their effects on green purchase intention. Congruent with Amin and Tarun (2019), they studied enhancing green hotel visit intention: the role of green perceived value, perceived consumer effectiveness, and environmental knowledge. The findings unveiled that perceived green knowledge, green perceived value, and perceived behavioral control have a significant direct relationship with green purchase intention.

5.2.3 Social Responsibility

The research results show that social responsibility, including ethical, legal, philanthropic, and economic, significantly influences customer purchase intention. Economics is the most critical variable that influences purchase intention. The result is consistent with Hwang et al. (2020), who studied the importance of philanthropic and corporate social responsibility and its impact on attitude and behavioral intentions: The moderating role of the barista disability status. The study shows that economic and legal responsibilities represent traditional corporate obligations, while philanthropic and ethical responsibilities signify more contemporary commitments. Responsibility is fundamental or essential to the nature of business presence in society. There is a need for economic and legal responsibility, and ethical and charitable responsibility is expected and desired (Carroll and Brown, 2022). This is consistent with Bianchi et al. (2019), who studied the impact of perceived CSR on corporate reputation and purchase

intention. The results show that corporate social responsibility affects consumers' intent to buy. This is consistent with Chaudhary et al. (2022), which studied the influence of corporate social responsibility on actual buying behavior: A study of Indian consumers. The study findings revealed that consumers' purchasing behavior is positively impacted by consumers' purchase intentions in socially responsible businesses.

5.3 Implication for Practice

In response to the demand for green hotels in Xinjiang, the researcher examines the factors influencing customer purchase intention in Xinjiang, such as demographics, the green perceived value, and social responsibility. This thesis has good references and is informative for green hotels in the Xinjiang region. It can help green hotels in Xinjiang to develop and adjust their marketing model and make improvements by choosing more environmentally friendly, positive recycling equipment. From the hotel's development point of view, the study suggests that green hotels should focus more on the functionality and value they give to provide customers with environmentally friendly. The researcher would recommend the following:

5.4 Recommendation for Future Research

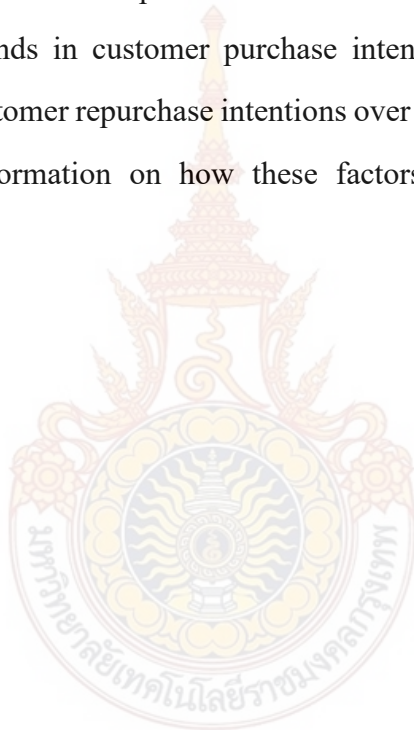
For future research, the direction of this study can be used to continue to explore other factors that may have an impact in depth. Among other things, the referable value of the study will vary for different geographical locations, and the situation of local cultural traits and environmental factors need to be considered the independent variables in this paper, demographics, green perceived value, and social responsibility, on green hotel purchase intention, should be examined again.

5.5 Limitations of the Study

This study has a limited sample size, which could influence the pervasiveness of the findings to the entire population of green hotel customers in Xinjiang. The samples may also not be representative of different demographics or customer segments.

The study focuses specifically on Xinjiang's green hotels, which may limit its applicability to other cities or regions with different market characteristics and customer preferences.

The study focuses on a specific timeframe of 2023, which limits its ability to capture long-term trends in customer purchase intentions over time. Long-term trends and changes in customer repurchase intentions over time. A longitudinal analysis could provide more information on how these factors affect customer purchase intentions.



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APPENDICES

Appendix A: Questionnaire

Dear Green Hotel Customer,

I am a UTK ISIC student researching The Factors Influencing Consumer Purchase Intention Toward Green Hotels in XINJIANG.

Your participation is essential to this study. We sincerely invite you to take your precious time and fill out the following questionnaire based on your experience and honest thoughts. All information you provide will be kept strictly confidential, will only be used for research purposes, and will not be used for any commercial purposes. Your responses will be anonymous and will not place any personal burden on you.

Thanks again for your participation and support! Your opinion will have a significant impact on our research.

Thanks!

Part 1: Demographic Factors

1. Gender

☐ 1) Male
 ☐ 2) Female
2. Age

☐ 1) 18-24 years old
 ☐ 2) 25-44 years old
 ☐ 3) >44 years old
3. Educational

☐ 1) Less than Bachelor
☐ 2) Bachelor
☐ 3) Higher than Bachelor
4. Occupation

☐ 1) No work/housewife
☐ 3) Company worker
☐ 5) Business Owner

☐ 2) Student
☐ 4) Government Officer
☐ 6) Other
5. Monthly Income (Chinese Yuan)

☐ 1) Less than 4,000
☐ 2) 4,000 - 7,000
☐ 3) 7,001 - 10,000
☐ 4) More than 10,000

Part 2: Green Perceived Value

Please read the following questions carefully and tick the boxes according to your opinion. 5--Very Agree 4--Agree 3--Neutral

2--Disagree 1--Very disagree

Functional Value	1	2	3	4	5
6. The green hotel has energy saving and low carbon emissions.					
7. Green Hotel has electrical installations that use renewable energy, such as solar, to generate electricity.					
8. Overall, Green Hotel is well established.					

Emotional Value	1	2	3	4	5
9. Choosing a green hotel makes me feel satisfied inside.					
10. Choosing a green hotel has positively impacted my emotions.					
11. Green hotels remind me of myself contributing to sustainable development.					

Social Value	1	2	3	4	5
12. Choosing a green hotel helps me gain social recognition.					
13. Choosing a green hotel will help me start a social life.					
14. Choosing a green hotel Green is on trend.					

Monetary Value	1	2	3	4	5
15. Green hotels make me feel worthwhile.					
16. Choosing a green hotel is affordable for me.					
17. Green hotels make me feel treated reasonably.					

Epistemic Value	1	2	3	4	5
18. Green hotels have improved my awareness.					
19. Green hotels make me feel novel.					
20. Green hotels allow me to add a different environmentally friendly experience to the environment.					

Part 3: Social Responsibility

Please read the following questions carefully and tick the boxes according to your opinion. 5--Very Agree 4--Agree 3--Neutral
2--Disagree 1--Very disagree

Ethical	1	2	3	4	5
21. Choosing a green hotel is based on ethical considerations of environmental protection.					
22. Green hotels contribute to sustainable development.					
23. Green hotels reduce harm to the environment.					

Legal	1	2	3	4	5
24. Regulations are the factors of businesses that insist on using green marketing.					
25. The law ensures the standardization of green hotels, which is worthy of belief.					
26. Legal makes the sustainable development of green hotels better.					

Philanthropic	1	2	3	4	5
27. Green hotels are one of the ways of protecting the environment and charity.					
28. Charity helps expand green hotel development.					
29. If a green hotel contributes part of its profits to charity or community development, you will be more inclined to choose a green hotel.					

Economic	1	2	3	4	5
30. Consider the price of a green hotel as an essential factor in your decision-making process.					
31. Green hotels are more open and transparent.					
32. It is economical for green hotels to use part of their benefits to optimize sustainable facilities.					

Part 4: Purchase Intention Toward Green Hotel

Please read the following questions carefully and tick the boxes according to your opinion. 5--Very Agree 4--Agree 3--Neutral
2--Disagree 1--Very disagree

Purchase Intention	1	2	3	4	5
33. You intend to stay at a green hotel.					
34. You are willing to go to the Green Hotel.					
35. You have a high intention to be at Green Hotel.					

THANK YOU FOR YOUR COOPERATION



Appendix B: IOC INDEX

	IOC on Green Perceived Value	Expert 1	Expert 2	Expert 3	IOC index
Functional Value	6. the Green Hotel has energy-saving and low-carbon emission	+1	+1	+1	1
	7. Green Hotel has electrical installations that use renewable energy, such as solar, to generate electricity.	+1	+1	+1	1
	8. Overall, Green Hotel is well established.	0	+1	+1	0. 67
Emotiona l Value	9. Choosing a green hotel makes me feel satisfied inside.	+1	+1	+1	1
	10. Choosing a green hotel has positively impacted my emotions.	+1	+1	+1	1
	11. Green hotels remind me of myself contributing to sustainable development.	+1	+1	+1	1
Social Value	12. Choosing a green hotel helps me gain social recognition.	+1	+1	+1	1
	13. Choosing a green hotel will help me start a social life.	0	+1	+1	0. 67
	14. Choosing a green hotel Green is on trend.	+1	0	+1	0. 67
Monetary Value	15. Green hotels make me feel worthwhile.	+1	+1	+1	1
	16. Choosing a green hotel is affordable for me.	+1	+1	+1	1
	17. Green hotels make me feel treated reasonably.	+1	+1	+1	1
Epistemic Value	18. Green hotels have improved my awareness.	+1	+1	+1	1
	19. Green hotels make me feel novel.	+1	0	+1	0. 67
	20. Green hotels allow me to add a different environmentally friendly experience to the environment.	+1	+1	+1	1

IOC on Social Responsibility		Expert 1	Expert 2	Expert 3	IOC Index
Ethical	21. Choosing a green hotel is based on ethical environmental protection considerations.	+1	0	+1	0. 67
	22. Green hotels contribute to sustainable development.	+1	+1	+1	1
	23. Green hotels reduce harm to the environment.	+1	+1	+1	1
Legal	24. Regulations are the factors of the businesses that insist on using green marketing.	0	+1	+1	0. 67
	25. The law ensures the standardization of green hotels, which is worthy of belief.	+1	+1	+1	1
	26. Legal makes the sustainable development of green hotels better.	0	+1	+1	0. 67
Philanthropic	27. Green hotels are one of the ways of protecting the environment and charity.	0	+1	+1	0. 67
	28. Charity helps expand green hotel development.	+1	+1	+1	1
	30. If a green hotel contributes part of its profits to charity or community development, you will be more inclined to choose a green hotel.	+1	+1	+1	1
Economic	30. Consider the price of a green hotel as an essential factor in your decision-making process.	+1	+1	+1	1
	31. Green hotels are more open and transparent.	+1	+1	+1	1
	32. It is economical for green hotels to use part of their benefits to optimize sustainable facilities.	+1	0	+1	0. 67

IOC on Purchase Intention Toward Green Hotel		Expert 1	Expert 2	Expert 3	IOC Index
purchase intention	33. You intend to stay at a green hotel.	+1	+1	+1	1
	34. You are willing to meet at the Green Hotel.	0	+1	+1	0.67
	35. You have a high intention to be at Green Hotel.	+1	+1	+1	1



Appendix C: Reliability

Table 3.2 Reliability Analysis of Questionnaires

Reliability analysis on Green Perceived Value		Cronbach's Alpha
Reliability analysis on Green Perceived Value		Based on Standardized Items
Functional Value	6. Green hotel has energy saving and low carbon emissions.	0. 752
	7. Green Hotel has electrical installations that use renewable energy, such as solar, to generate electricity.	
	8. Overall, Green Hotel is well established.	
Emotional Value	9. Choosing a green hotel makes me feel satisfied inside.	0. 791
	10. Choosing a green hotel has positively impacted my emotions.	
	11. Green hotels remind me of myself contributing to sustainable development.	
Social Value	12. Choosing a green hotel helps me gain social recognition.	0. 772
	13. Choosing a green hotel will help me start a social life.	
	14. Choosing a green hotel Green is on trend.	
Monetary Value	15. Green hotels make me feel worthwhile.	0. 726
	16. Choosing a green hotel is affordable for me.	
	17. Green hotels make me feel treated reasonably.	
Epistemic Value	18. Green hotels have improved my awareness.	0. 808
	19. Green hotels make me feel novel.	
	20. Green hotels allow me to add a different environmentally friendly experience to the environment.	

Reliability Analysis on Social Responsibility

Reliability Analysis on Social Responsibility		Cronbach's Alpha Based on Standardized Items
Ethical	21. Choosing a green hotel is based on ethical environmental protection considerations.	0. 899
	22. Green hotels contribute to sustainable development.	
	23. Green hotels reduce harm to the environment.	
Legal	24. Regulations are the factors of the businesses that insist on using green marketing.	0. 860
	25. The law ensures the standardization of green hotels, which is worthy of belief.	
	26. Legal makes the sustainable development of green hotels better.	
Philanthropic	27. Green hotels are one of the ways of protecting the environment and charity.	0. 827
	28. Charity helps expand green hotel development.	
	31. If a green hotel contributes part of its profits to charity or community development, you will be more inclined to choose a green hotel.	
Economic	30. Consider the price of a green hotel as an essential factor in your decision-making process.	0. 819
	31. Green hotels are more open and transparent.	
	32. It is economical for green hotels to use part of their benefits to optimize sustainable facilities.	

Reliability Analysis on Purchase Intention

Reliability Analysis on Purchase Intention		Cronbach's Alpha Based on Standardized Items
Purchase Intention	33. You intend to stay at a green hotel.	0. 840
	34. You are willing to meet at the Green Hotel.	
	35. You have a high intention to be at Green Hotel.	

BIOGRAPHY

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