

Through the Looking Glass of Culture: Unravelling the Intentions Behind Green Hotel Visitation Using Hunt-Vitell Theory

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Abstract

The purpose of this research is to examine the relationship between tourists' cultural factors (collectivism and long-term orientation) and their intention to visit green hotels, with a particular focus on the sequential mediation of both ethical philosophy and ethical judgement. Using the Hunt-Vitell theory of marketing ethics, the study develops a prediction model and analyzes it through PLS-SEM on a sample of 485 Pakistani tourists calculated using the G power calculator. The findings demonstrate that tourists' cultural factors have a significant positive relationship with their intention to visit green hotels and that ethical philosophies and ethical judgement positively mediate this link. This research offers valuable insights for industry practitioners and researchers in the hospitality sector, expanding our understanding of the intricate interplay between culture, marketing ethics, ethical philosophy, and green hotels in a developing economy.*

Keywords: *Consumer ethics, Culture, Collectivism, Long-term orientation, Hunt-Vitell theory, Ethical philosophy, Green hotels, Sustainable tourism, Pakistan.*

1. Introduction

Green hotels have earned significant attention from environmentally conscious customers, who prioritize and value sustainability [1]. Hotel managers are responding to customer concerns about sustainability by developing effective strategies [2]. To remain competitive and reduce their negative environmental impact, many hotels are changing the way they operate [3]. The present-day hospitality industry has begun to recognize its substantial impact on environmental sustainability [4]. Hotels are therefore taking steps to limit their responsibility for any damage done by hospitality products/services [5]. Major hotels like The Nile Ritz-Carlton, a high-end hotel in Cairo, have lowered their water consumption and practices recycling leather, building debris, and sustainable lumber; The Hilton Hotels chain has begun replacing its plastic room keys with wooden ones; and Four Seasons Hotels have redesigned their kitchens to be more efficient in term of energy consumption in Cairo. The application of these eco-friendly practices would result in advantages for both the natural world as well as the hospitality sector [6].

The tourism and hospitality industry in Pakistan has gained significant importance in recent years. It contributed 5.9% to the national GDP and generated 3.8 million jobs in 2019. Notably, the industry experienced a growth rate of 3.5%, surpassing the overall economic growth rate of 2.5%. These statistics highlight the industry's rising prominence and its positive impact on Pakistan's economy [7]. Pakistan is recognized as a top global tourist destination and attracts visitors from diverse countries who flock to witness its rich cultural and historical sites. In 2017, approximately 2 million people explored the

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captivating Northern areas, as reported by the Pakistan Tourism Development Corp. [8]. The tourism industry in Pakistan encompasses various forms, including sports, adventure, eco-tourism, historical exploration, gastronomy, and religious pilgrimage. In recent years, Pakistan has experienced a remarkable influx of tourists, thanks to the government's endeavors to simplify the visa acquisition process. Notably, the government's commendable initiative allows tourists from 30 destinations to enjoy visa-free entry into the country [9].

Prior research in tourism and hospitality has utilized behavioral theories such as the Theory of Planned Behavior (TPB) and the Theory of Reasoned Action (TRA) to understand customer pro-environmental intentions [5,10–12]. While recent studies have attempted to integrate ethical variables into these models, there is still a need for a more comprehensive model that can effectively analyze the factors influencing tourists' intention to visit eco-friendly hotels [4,13] especially when it comes to developing economies like Pakistan. To address this gap, the present study aims to create and test a model based on the Hunt-Vitell theory of marketing ethics, which has not previously been used in this context to the best of our knowledge.

In addition to this, studies in the past have shown that ethical considerations play a major role in consumer buying decisions [14]. Another study found that customers often evaluate moral issues differently depending on their cultural backgrounds and personal experiences [15]. Hofstede Insights identifies Pakistan as a nation with a strong emphasis on collectivism and a moderate focus on long-term orientation [16]. Cultural values hold great significance in the lives of its citizens and play a crucial role in shaping their daily decision-making processes. Previous studies have examined the relationship between consumers' moral philosophies and their ethical decision-making within the realm of consumer behavior [17–19]. However, there is a lack of research specifically focused on the influence of cultural values on tourists' ethical decision-making, particularly in developing nations with strong cultural ties like Pakistan. Furthermore, little attention has been given to the mediating role of ethical philosophies in the context of green hotels. This study aims to fill these gaps in the existing research by investigating how tourists' cultural values, specifically collectivism and long-term orientation, impact their intention to visit green hotels. Additionally, the study explores the potential mediating role of ethical philosophies and ethical judgement in shaping this relationship.

The goal of this study is to develop and evaluate a comprehensive framework to explore factors influencing tourists' intentions to visit green hotels. This research is distinct in its approach and adds to the existing knowledge by creating a framework that has not been tested. This research's contributions to tourism and hospitality include: identifying factors that affect consumers' intention to visit green hotels in a developing economy, investigating the effect of cultural factors on tourists' intentions to visit green hotels in Pakistan which is a culturally enriched country, examining the role of ethical philosophy in tourists' decision-making process, examining the sequential mediating role of ethical philosophies and ethical judgement among cultural factors and intention to visit, and application of H-V model in understanding tourists' ethical decision-making process.

2. Literature Review

2.1 Green Hotels

Green hotels, also known as sustainable hotels, eco-hotels, environmentally friendly hotels, eco-friendly hotels, eco-efficient hotels, and ecological hotels are establishments that place a high value on environmental protection and preservation. The Green Hotel Association [20] states these hotels as the ones backed by organizations to minimize waste, save energy and water, and promote environmental conservation, while also reducing costs. Kasim [21] expands this definition to include a focus on responsible

operations regarding local communities, culture, employees, and the environment. Along with prioritizing environmental protection through their activities, green hotels aim to raise environmental awareness among their guests, encouraging and promoting sustainable behavior. Despite a widely accepted definition in literature, there exist no universally accepted criteria for determining whether a hotel can be regarded as green or eco-friendly.

2.2 Hunt-Vitell Theory

The Hunt-Vitell (H-V) theory is a well-established model the purpose of which is to study the process of consumers' ethical decision-making. This model takes into account both the perceived benefits and personal values of individuals. Many researchers have utilized the H-V model to understand the ethical behavior of consumers, and it has been applied in various studies [15,22,23]. The H-V model is designed to explain the cognitive processes individuals go through when faced with ethical dilemmas, making it an appropriate tool for exploring consumers' ethical behavior [24].

3. Hypotheses Development

3.1 Collectivism and ethical philosophies

Collectivism (CLTV) prioritizes group values over individual values and is characterized by strong social networks in societies such as extended families, patriarchal clans, and work-based groups [25]. Individuals in collectivist cultures prioritize group decision-making and prioritize their group's interests to maintain loyalty-based relationships [25,26]. Fairness is only applied to those outside the group, while equality is the guiding principle for those within the group [27]. Sharing and adherence to societal ethical norms and standards are emphasized in collectivist cultures [17,25,28].

Collectivism is a complex issue analyzed at both societal and individual levels in studies of ethical decision-making [29–32]. However, Husted and Allen [32] found a lack of research on how CLTV impacts ethical behavior at the individual level. This study focuses on examining the relationship between an individual's collectivist views and ethical decision-making by conceptualizing CLTV at the individual level.

This research aims to explore the association between CLTV and ethical decision-making when it comes to green/eco-friendly hotels. Despite a lack of direct research in this area, earlier studies have inferred a positive relationship between CLTV and ethical behavior. Yoo and Donthu [33] found that people having a collectivist mindset show a greater preference for ethical marketing practices, while a positive correlation was discovered by Huang and Lu [34] between CLTV and marketing ethics. Moreover, it was also discovered that customers having higher levels of CLTV are more likely to reject unethical activities [35]. Based on these findings, the study proposes the following hypotheses:

H1: Collectivism is positively associated with tourists' deontological evaluation of green hotels.

H2: Collectivism is positively associated with tourists' teleological evaluation of green hotels.

3.2 Long-term Orientation and ethical philosophies

Hofstede's [35] short-term/long-term orientation dimension measures time perspective and suggests that cultures with a long-term orientation (LTO) tend to exhibit more pro-environmental behavior than those with a short-term orientation (STO). This is because environmental issues, such as climate change, primarily affect the future [36], causing individuals from LTO cultures to prioritize the long-term consequences of their actions.

Trudel and Cotte [37] suggest that sustainability studies aim to understand how short-term consumer behaviors and perceptions impact future generations and influence customer behavior. Pro-environmental activities often lack immediate benefits and have long-term consequences, leading individuals with a higher degree of long-term orientation (LTO) to be more likely to adopt eco-friendly technology [38–40].

Therefore, LTO is frequently associated with environmental responsibility and honesty [19,42]. Individuals with a higher LTO tend to prioritize culture and social values, making them more inclined to support environmental conservation for upcoming generations by utilizing sustainable goods and technologies [43]. Consumers who possess a strong sense of strategy and adhere to their values, as per researchers, tend to have higher ethical standards [43–46]. As a result, their ethical evaluation of sustainable practices would be positive. Thus, it can be hypothesized that:

H3: Long-term orientation is positively associated with tourists' deontological evaluation of green hotels.

H4: Long-term orientation is positively associated with tourists' teleological evaluation of green hotels.

3.3 Ethical philosophies and Ethical judgement

An individual's ethical judgement (EJ) refers to the acceptability of conduct or action. According to the H-V model, consumers' EJ is influenced by their ethical philosophies: deontological (DE) and teleological evaluations (TE) [17]. Higher levels of DE lead to positive EJ, while TE enables consumers to weigh the consequences of their behaviors and make decisions accordingly [47]. Once consumers make a judgement that a specific behavior is unethical and will lead to negative consequences, they tend to view it as unacceptable and make an effort to reduce that behavior [48,49]. Consumers with a greater degree of DE and TE are more likely to make positive EJ towards green hotels and sustainable practices and support environmental conservation for future generations, particularly in the long-term impacts of the tourism industry [17].

Ethical philosophies are positively associated with ethical judgement (EJ) across various contexts such as food waste behavior, accounting decisions, and fair trade [50–52]. This suggests that an individual's ethical philosophy plays a crucial role in shaping their EJ and behavior. Moreover, previous research has also shown that ethical considerations are significant to customers when making buying decisions [53,54]. Based on these findings, it can be hypothesized that:

H5: Tourists with a higher level of deontological evaluation consider visiting green hotels as ethical.

H6: Tourists with a higher level of teleological evaluation consider visiting green hotels as ethical.

3.4 Ethical judgement and Intention

Vitell et al. [55] suggest that consumers evaluate the ethicality of behavior when making EJ. According to the Hunt-Vitell model [47], consumers evaluate behavior using deontological and teleological philosophies. People act in ways that are consistent with their moral beliefs or, at the very least, do not contradict them. This is comparable to the TPB model, which contends that behavior is greatly influenced by one's attitude, which is determined by one's personal values [56].

Several models of ethical decision-making include EJ as a variable in the creation of behavioral intention [47,57–59]. Studies have found that EJ significantly predicts consumers' ethical behavior [58–61], and it is a strong predictor of consumer intentions to purchase environmentally friendly products [19,41] and engage in pro-environmental behaviors [38,40]. Furthermore, EJ has a positive impact on INT in various contexts,

including pollution, deceptive sales practices, bribery, offensive advertising, and consumer food waste [62–65].

In addition to this, previous studies suggest that consumers with favorable EJ are more likely to have positive behavioral intentions toward recycling food waste and engaging in ethical actions such as purchasing green products [52,66,67]. Therefore, H7 is proposed:

H7: If tourists view visiting green hotels as ethical, their intention to visit them increases.

3.5 Sequential Mediation of ethical philosophies and ethical judgement

Ethical beliefs and values, including deontological and teleological ethics, and ethical judgement often mediate the association between customer values and behavioral intention [47]. Ethical philosophies reflect individuals' beliefs about right and wrong, while ethical judgement reflects their evaluations of the ethics of a particular behavior. Both ethical philosophies and ethical judgement mediate the relationship between customer values and behavior.

Studies by Steenhaut and van Kenhove [68] and Chowdhury [69,70] have explored the mediating role of ethical philosophy between antecedents like religiosity, personal values, emotional intelligence, and ethical beliefs. Additionally, Wang et al. [71] discovered that ethical philosophies mediate the relationship between social norms and pro-environmental behaviors. These findings suggest that ethical philosophies may play a significant intermediate role in predicting the relationship between customer values and their behavioral intentions.

In addition, Singhapakdi et al. [72] found that ethical judgement mediates the relationship between values and ethical intentions among business professionals, while King and Mayhew [73] discovered that ethical judgement mediates the relationship between ethical beliefs and behavior among business students. Based on this literature, it is hypothesized that:

H8: Collectivism has a significant positive indirect effect on the intention to visit green hotels through the sequential mediators of ethical philosophies and ethical judgement.

H9: Long-term orientation has a significant positive indirect effect on the intention to visit green hotels through the sequential mediators of ethical philosophies and ethical judgement.

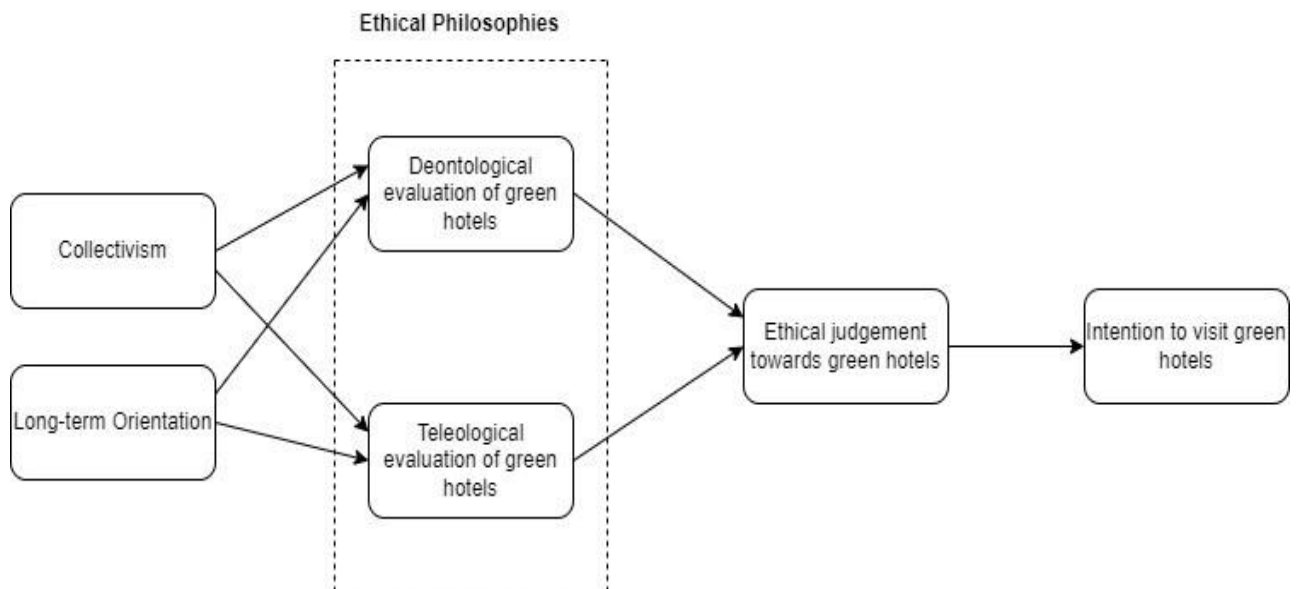


Figure 1. Research Framework

4. Methodology

4.1 Sample and data collection

This study used a quantitative method to assess a conceptual framework by distributing a survey questionnaire in January 2023 to a sample of tourists in Pakistan. The data collected was analyzed using statistical techniques to examine the connections among the variables. The survey was conducted among a sample of tourists in Pakistan who had visited a green hotel. The study was limited to three, four, and five-star hotels in the Islamabad and Rawalpindi regions of Pakistan. One and two-star hotels were excluded from the study as they were deemed to not place enough emphasis on sustainable practices. Respondents were screened for relevant experience and provided with information on green hotels. The questionnaire was accompanied by a professional cover letter in which each participant was asked for his/her consent and was requested to participate voluntarily. Participants were guaranteed the confidentiality of their provided data, as the analysis would only be carried out at an aggregate level and the findings would be generalized for the study population. Additionally, they were explicitly informed that no data would be disclosed publicly, eliminating any confidentiality concerns. The respondents evaluated the items on a 5-point Likert scale, which ranged from 1 (strongly disagree) to 5 (strongly agree). The study's items descriptive statistics are detailed in Appendix A. The study used consistent demographics with previous research [12,52].

The G*Power calculator was used to determine the minimum sample size of 472, with a power of 0.90 and an effect size of 0.15, and a maximum of three arrows per construct. This sample size calculation method has been used previously by other researchers in tourism and hospitality [74–76]. The survey method was used for data collection, as it is a popular and essential method for validating links between constructs. The questionnaire was distributed both manually and online, resulting in 485 valid responses after removing incomplete and invalid data from an initial pool of 525 participants. Common method bias was tested through a pretest to avoid ambiguity.

The data collection for this study received ethical approval from the Departmental Ethics Committee (Ethical Review Board) of Capital University of Science and Technology, Islamabad, Pakistan. The data collection procedure strictly adhered to ethical guidelines. It is important to note that this research did not involve any clinical trials or experiments with human beings or animals, and the questionnaire used in the study did not request any sensitive information.

4.2 Measurement instruments

To measure CLTV, six items were taken from Yoo et al. [77]. These statements, such as "Individuals should sacrifice self-interest for the group," were assessed on a five-point Likert rating scale.

The LTO scale was taken from Bearden [78] and consisted of eight items. Respondents were asked to rate statements such as "I don't mind giving up today's fun for future success" on a five-point Likert scale, where "strongly disagree" was given a score of 1 and "strongly agree" was given a score of 5.

The scale of Reidenbach and Robin [79] was used to measure DE and TE, which consisted of ten items. Respondents were asked to rate their responses to statements such as "Visiting green hotels does not violate an unwritten contract" and "Visiting green hotels have a positive impact on society" using a five-point scale.

The EJ of tourists towards green hotels was assessed using four items from Reidenbach and Robin [79] and a five-point Likert scale. Participants were asked questions such as, "Visiting green hotels is moral?" to gauge their views.

Intention to visit green hotels was measured with three items taken from Kim et al. [80] using a five-point Likert scale. The statements evaluated included: "I am willing to stay at a green hotel when traveling." All scales in the survey utilized a five-point Likert scale for rating. All the items can be found in the table given in the appendix.

4.3 Data Analysis

Several factors led to the deployment of PLS-SEM to scrutinize the dataset. First of all, this method is most suited to put new relationships to the test in a research framework, especially when the research is exploratory in nature. Secondly, it is best for examining the prediction orientation of constructs. Utilizing PLS-SEM is also justified by the out-sample prediction method developed by Shmueli et al. [81]. In addition to this, the use of PLS-SEM in hospitality research is supported by previous research [82,83].

5. Results

5.1 Descriptive statistics

Table 1 shows the demographics of the study participants, with 71.5% of respondents being men and 28.4% being women. Age-wise, 41.2% were 25 years old or below, 32.7% were between 26 and 35, 17.7% were between 36 and 45, and 8.2% were 46 years or older. About 65.3% held a bachelor's degree, 20% had an intermediate degree and 14.6% of the respondents had a master's degree. The study investigated the link between demographics and research variables using t-tests and ANOVAs, but no significant variations were found. The measurement model was evaluated using PLS-SEM after a pilot study was conducted with 75 respondents, which showed satisfactory reliability (Cronbach's alpha > 0.70) for all constructs. The primary study's data was then collected after obtaining favorable results from the pilot test.

TABLE 1 Demographics Characteristics of the sample

Demographic characteristics	Frequency	(%)	Cumulative (%)
Gender			
Male	347	71.5	71.54
Female	138	28.4	100
Age			
25	200	41.2	41.23
26–35	159	32.7	74.02
36–45	86	17.7	91.75
46	40	8.2	100
Qualification			
Intermediate	97	20	20
Bachelor	317	65.3	85.36
Master	71	14.6	100

5.2 Measurement Model

This study applied a nonparametric statistical method called variance-based partial least structural equation modeling. Data quality was checked by assessing the lowest and highest values to account for punching errors and examining the skewness and kurtosis to assess if the data were distributed normally. The outcome indicated that the skewness and

kurtosis fell within the acceptable limits of +/- 1 and +/- 2., and all data fell within the normal range of 1 to 5 according to the normal distribution.

To assess the accuracy and dependability of the gathered data, a measurement model was used [84]. The reliability of the data was assessed using composite reliability, with all the construct loadings passing the cutoff value of 0.70 [85]. The minimum value for composite reliability was 0.89, which was higher than the acceptable value of 0.7 [84]. The convergent validity of the data was also determined through the evaluation of the average variance extracted (AVE). The AVE value surpassed the minimum threshold of 0.50. Some items had outer loadings that were lower than 0.7, but they were still included in the study as their AVE values were greater than 0.5 [84]. The discriminant validity of the constructs was confirmed by analyzing the heterotrait-monotrait ratio (HTMT) [86]. The study by Henseler et al. [86] states that a heterotrait-monotrait ratio (HTMT) of below 0.90 is considered acceptable, and all constructs in the present study had HTMT values lower than this threshold. Thus, the measurement model demonstrated acceptable discriminant validity presented in Table 2. After assessing the reliability and validity of the data through the measurement model, the subsequent step involved assessing the structural relationships among the variables of the study. This was accomplished by assessing the structural model.

Table 2 Measurement statistics for construct scales

Constructs	OL	CR	AVE	α	VIF	MSV	ASV
Collectivism		0.878	0.547	.78	1.5	0.329	0.190
CLTV1	0.69						
CLTV2	0.72						
CLTV3	0.76						
CLTV4	0.74						
CLTV5	0.71						
CLTV6	0.81						
Long-term orientation		0.949	0.701	.87	2.2	0.290	0.180
LTO1	0.70						
LTO2	0.67						
LTO3	0.86						
LTO4	0.88						
LTO5	0.77						
LTO6	0.93						
LTO7	0.91						
LTO8	0.93						
Deontological evaluation		0.904	0.655	.83	2.01	0.321	0.165
DE1	0.86						
DE2	0.87						





DE3	0.76						
DE4	0.78						
DE5	0.77						
Teleological evaluation		0.911	0.671	.85	2.68	0.213	0.166
TE1	0.81						
TE2	0.87						
TE3	0.76						
TE4	0.78						
TE5	0.87						
Ethical judgement		0.854	0.593	.79	2.97	0.413	0.334
EJ1	0.77						
EJ2	0.76						
EJ3	0.78						
EJ4	0.77						
Intention		0.872	0.695	.712	1.49	0.278	0.222
INT1	0.87						
INT2	0.82						
INT3	0.81						

Notes: OL= Outer loadings; CR = Composite reliability; AVE = Average variance extracted; VIF: Variance inflation factor; MSV: Maximum shared squared variance; and ASV: Average shared squared variance

5.3 Structural Model

After analyzing the measurement model, the structural model was evaluated using the Coefficient of Determination (R^2), Effect Size (f^2), t-values, and Out-Sample Prediction [84]. The t-values were calculated through 5000 bootstrapping procedures [84]. The results indicated that the effect of CLTV on DE (H1) was significant with a value of ($b = 0.30, p < 0.001$) and the effect of CLTV on TE (H2) was also significant with a value of ($b = 0.41, p < 0.001$). The effect of LTO on DE (H3) was significant with a value of ($b = 0.37, p < 0.001$) and the effect of LTO on TE (H4) was also significant with a value of ($b = 0.31, p < 0.001$). The impact of DE on EJ (H5) was supported with a value of ($b = 0.26, p < 0.001$), and the impact of TE on EJ (H6) was also supported with a value of ($b = 0.29, p < 0.001$). The impact of EJ on INT (H7) was also supported with a value of ($b = 0.33, p < 0.001$). The results are presented in Table 3.

Table 3 Results of structural model analysis (hypotheses testing)

Hypothesis	Relationships	β	SE	t-values	F^2	R^2	Q^2	Decision	
H1	CLT 	DE	.30	.006	4.98***	0.15	0.362	0.155	Supported
H2	CLT 	TE	.41	.007	3.93***	0.014	0.352	0.155	Supported
H3	LTO 	DE	.37	.006	2.68***	0.015	0.292	0.175	Supported
H4	LTO 	TE	.31	.008	7.58***	0.011	0.242	0.175	Supported

H5	DE →	EJ	.26	.005	5.66***	0.079	0.313	0.185	Supported
H6	TE →	EJ	.29	.009	7.43***	0.066	0.404	0.166	Supported
H7	EJ →	INT	.33	.004	4.43***	0.081	0.302	0.183	Supported

Notes: *pp < 0.1; **p < 0.01; ***p < 0.001

5.4 Bootstrapping for the mediating test of potential variables

The sequential mediation model tested four mediation pathways, as presented in Table 4. The significance of each mediation pathway was determined using 95% confidence intervals (CI). A mediation pathway was considered significant if both the lower and upper limit confidence intervals did not contain zero, providing robust evidence of the mediation effect. In essence, the pathway from CLTV to Intention to Visit via DE-EJ ($\beta = 0.172$, CI: $-0.043 \sim -0.038$), the pathway from CLTV to Intention to Visit via TE-EJ ($\beta = 0.178$, CI: $-0.168 \sim -0.172$) and the pathway from LTO to Intention to Visit via DE-EJ ($\beta = 0.181$, CI: $-0.078 \sim -0.055$), the pathway from LTO to Intention to Visit via TE-EJ ($\beta = 0.186$, CI: $-0.051 \sim -0.061$) all four pathways showed statistically significant mediating effects, highlighting the robustness of the study's findings. Results confirmed the sequential mediating effect of ethical philosophies and ethical judgement on the relationship between customers' cultural factors (i.e., collectivism and long-term orientation) and their intention to visit green hotels. Therefore, H8 and H9 are supported.

TABLE 4 Bootstrapping test 95% CI (standardized)

Outcome Intention to Visit	Standardized coefficient (β)	SE	Bootstrapping 95% CI	
			Lower limit	Upper limit
Indirect effects				
CLTV to INT				
via DE-EJ	0.172	0.011	-0.043	-0.038
via TE-EJ	0.178	0.017	-0.168	-0.172
LTO to INT				
via DE-EJ	0.181	0.010	-0.078	-0.055
via TE-EJ	0.186	0.015	-0.051	-0.061

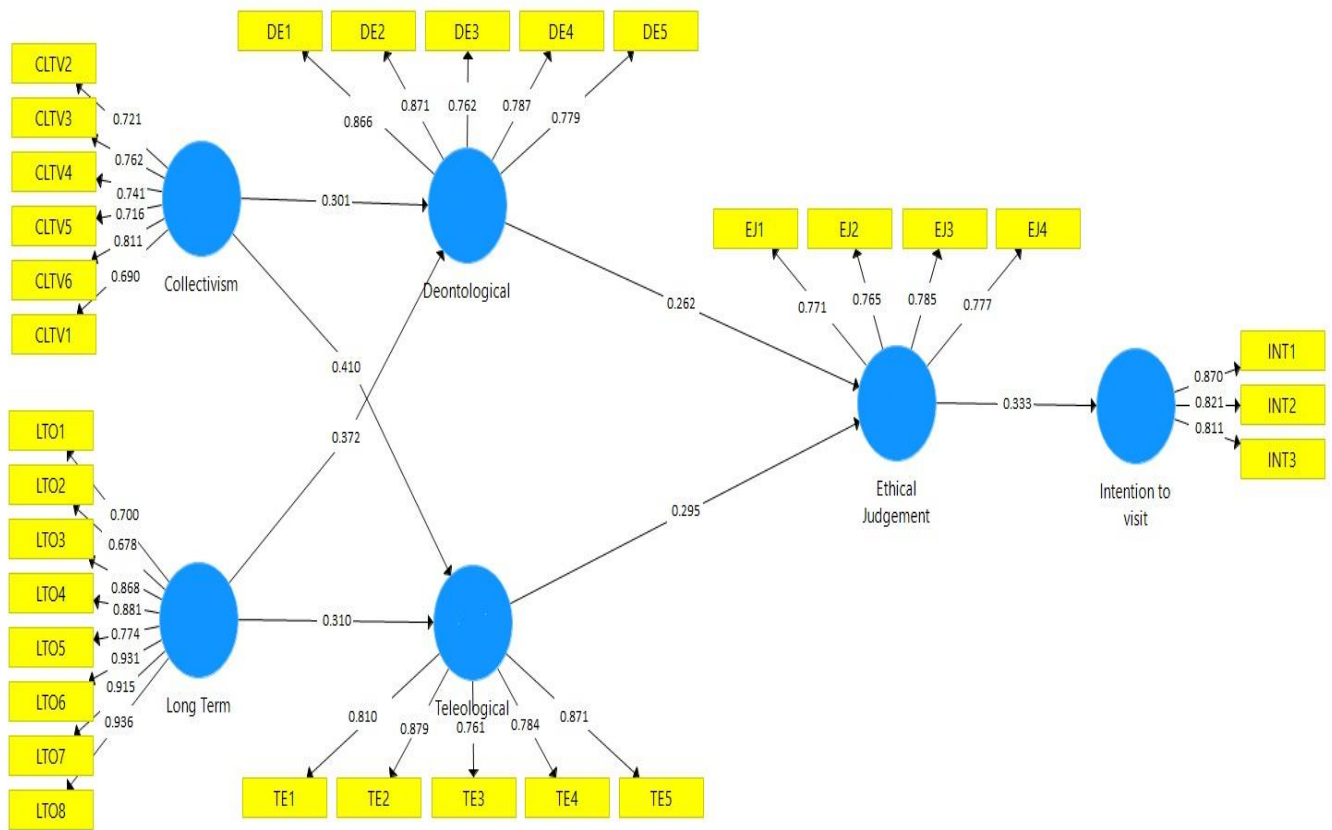


Figure 2. Structural Model

6. Discussion and conclusion

The significant role of sustainable consumption in the travel and lodging industry highlights the need for an in-depth examination of the variables that affect consumers' intent to visit green hotels. The study examines the variables affecting consumers' intent to visit green hotels in Pakistan's hospitality industry, using SmartPLS-SEM and a developed conceptual framework. Data from 485 tourists supports the model's accuracy in predicting intention, with ethical philosophy playing a crucial role in decision-making. The findings emphasize the importance of understanding and promoting sustainable consumption and ethical values in the hospitality industry.

The results confirm that CLTV positively influences customers' DE and TE of green hotels which aligns with previous research findings [87] as per which consumers with greater CLTV displayed a high level of idealism and relativism (i.e., deontological and teleological evaluation). Besides CLTV, a significant positive impact of LTO on tourists' DE and TE has also been noted which corresponds with the previous research works indicating that consumers' LTO has a significant positive influence on their ethical values [88,89]. Our findings that CLTV and LTO tourists have positive DE and TE of green hotels somewhat resemble the findings of Halder et al. [90] as per which consumers with a higher level of CLTV and LTO demonstrated a greater preference for green consumption values than consumers with a higher level of individualism and short-term orientation.

Studies have shown that when consumers adopt TE and perceive the consequences of their actions as severe or the likelihood of an event occurring being high, they are less inclined to engage in a given behavior due to heightened awareness of potential negative impacts [96]. The study supports the positive relationship between TE and INT through

EJ. Moreover, it confirms the positive impact of DE on EJ towards green hotels, as previously established by studies [91,92]. Additionally, the H-V theory of marketing ethics posits that DE has a direct impact on EJ, which ultimately affects ethical intentions [47,93].

This study discovered that when individuals possess strong ethical values, evaluated through a deontological framework, and perceive visiting non-green hotels as having adverse effects on others and the natural world through TE, they are more inclined to consider such conduct to be unethical and, as a result, their intention to visit green hotels heightens. These findings align with prior studies that emphasize the significance of individual moral obligation, which is closely linked to DE, in shaping consumers' EJ and INT [52]. The literature suggests that consumers are also influenced in their behavior by their perception of the harmful effects of environmental pollution and ecological damage [94–96]. The H-V model proposes that when consumers feel that an action violates their moral principles, they view such behavior as unethical and therefore reduce or avoid engaging in it [47]. Hence, this study suggests that tourists' EJ and intentions to visit green hotels are impacted by both DE and TE, indicating that a single moral philosophy approach is not the sole determining factor.

Last but not least, this study provides support for the notion that ethical philosophies and ethical judgement sequentially mediate the relationship between customers' cultural values and their intention to visit green hotels. This finding is supported by the Hunt-Vitell theory of marketing ethics, which posits that cultural factors influence ethical philosophies, which in turn affect EJ and subsequent behavioral intentions [17,47]. Arli and Tjiptono [46] similarly found a mediating role of ethical philosophies in affecting individuals' behavioral intentions. Similarly, ethical judgement was found to be a positive mediating variable in a study by Dinh et al. [97] in affecting individuals' intentions. These results emphasize the significance of taking into account cultural and ethical values in promoting pro-environmental behavior in the tourism and hospitality industry.

7. Implications

7.1 Theoretical implications

The current study adds to the academic corpus by exploring the factors affecting tourists' intentions to visit green hotels in the Asian context, filling a gap in the literature. According to the Hunt-Vitell theory [49,17], the findings of this study affirm that cultural values, specifically collectivism and long-term orientation, exert a significant influence on tourists' intention to visit green hotels, even in developing economies. These results align with existing literature on the impact of culture on purchasing intention. Cultural values hold substantial importance in the daily lives of Pakistani consumers and should therefore be carefully considered when examining consumption patterns among the Pakistani population.

This study sheds light on the intricate relationship between cultural values, ethical decision-making, and tourists' intention to visit green hotels in a developing economy. While previous research has established that consumers' cultural values impact their intention to engage in green purchasing, limited attention has been given to exploring the influence of Pakistani cultural values, specifically collectivism and long-term orientation, on their intention to visit green hotels. Our research fills this critical gap by demonstrating that both collectivism and long-term orientation significantly drive Pakistani tourists' intention to visit green hotels, bridging the gap between cultural values and individuals' green purchasing intentions.

Furthermore, this study delves deeper into the dynamics by examining the mediating effects of tourists' ethical philosophies and ethical judgement within the context of green hotel visitation. Recognizing the pivotal role of ethical decision-making in shaping

consumers' choices, the analysis of ethical philosophies and ethical judgement as mediators provides a comprehensive and nuanced understanding of consumers' green purchasing intentions. By unraveling these mediating mechanisms, this study contributes to a more profound comprehension of the factors that influence consumers' green purchasing behaviors in a Pakistani context.

7.2 Practical implications

As hotels nowadays aim to appeal to environmentally conscious consumers and gain a competitive advantage by presenting their services as environmentally friendly, our study offers several implications for hotel managers. Firstly, this study showed that CLTV significantly impacts tourists' intention to visit green hotels. Hotel managers can promote environmentally friendly behaviors among guests, such as carpooling or using public transportation, and encourage participation in sustainability efforts such as recycling, composting, and reducing energy consumption. They can also partner with local organizations that promote environmental conservation to align with collectivist customers' values and demonstrate the hotel's commitment to sustainability.

Secondly, the study also showed a positive association between LTO and customer intention to visit green hotels. Based on this information, hotel managers can attract long-term oriented customers by emphasizing the long-term benefits of the green hotel, such as reduced environmental impact and cost savings from sustainable practices.

Thirdly, consumers' moral evaluation plays a crucial role in determining their intention to visit green hotels. This research found that both DE and TE have a strong influence on consumers' EJ toward visiting green hotels. Hence, governments, businesses, and educational institutions should promote green hotels as an ethical behavior aligned with moral standards by raising awareness and shaping consumer views.

Lastly, the study emphasizes that ethical philosophy influences tourists' intention to visit green hotels. Hotel managers can tailor their marketing strategies to appeal to different guests with varying ethical philosophies. For example, guests with TE may respond well to campaigns that emphasize the positive impact of eco-friendly hotels on the environment and local communities, while guests with DE may be more motivated by the inherent rightness of staying in a green hotel. Managers should understand their target market's ethical philosophy to maximize the effectiveness of their marketing messages.

8. Limitations and future research

This study provides insight into the key elements influencing tourists' intentions to visit green hotels in developing and culturally enriched economies such as Pakistan. While the H-V theory offers a strong theoretical framework for understanding this phenomenon, additional studies might look into other elements including perceived customer efficacy, faith in green products, and their influence on green consumption. Although the study was conducted in the hospitality industry, it could be helpful to apply the proposed model to other sectors in order to acquire a deeper understanding. Furthermore, a longitudinal study would provide a comprehensive explanation of consumers' intentions to visit green hotels. The suggested conceptual framework is adaptable enough to include additional factors like materialism, religion, and moral intensity which may have a significant impact on how consumers behave. The absence of these factors in the current study highlights the possibility for future research on this challenging topic to be expanded and enhanced. Finally, this study employed a quantitative approach and utilized a structured questionnaire to gather data. However, to further enhance and deepen the findings of this study, future research could incorporate qualitative methods such as focus groups and in-depth interviews. These qualitative techniques would provide a more comprehensive understanding of the subject matter, allowing for a more nuanced exploration of the research topic and potentially uncovering

additional insights. By combining quantitative and qualitative approaches, future studies can offer a more holistic perspective on the subject, contributing to a more robust body of knowledge in this field.

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Appendix

Table 5 Descriptive statistics and normality tests of the constructs in the model

Measures	Mean	S.D.	Corrected Item Correlations	Skewness	Kurtosis
Collectivism					
CLTV1	3.95	0.97	0.62	-0.73	0.49
CLTV2	3.93	0.68	0.69	-0.65	0.58
CLTV3	3.86	0.78	0.73	-0.71	0.47
CLTV4	3.61	0.66	0.75	-0.64	0.61
CLTV5	3.78	0.72	0.7	-0.68	0.53
CLTV6	3.74	0.79	0.62	-0.51	0.53
Long-term orientation					
LTO1	3.96	0.79	0.74	-0.7	0.67
LTO2	3.83	0.87	0.73	-0.59	0.51
LTO3	3.68	0.81	0.53	-0.75	0.54
LTO4	3.91	0.86	0.61	-0.73	0.65
LTO5	3.88	0.99	0.66	-0.51	0.62
LTO6	3.51	0.98	0.72	-0.67	0.48
LTO7	3.56	0.79	0.66	-0.65	0.58
LTO8	3.86	0.91	0.69	-0.74	0.57
Deontological evaluation					
DE1	3.76	0.87	0.73	-0.58	0.66
DE2	3.79	0.76	0.54	-0.73	0.66
DE3	3.64	0.64	0.58	-0.7	0.58
DE4	3.96	0.82	0.69	-0.61	0.66
DE5	3.57	0.98	0.61	-0.65	0.58
Teleological evaluation					
TE1	3.58	0.74	0.54	-0.6	0.7
TE2	3.71	0.62	0.73	-0.72	0.6
TE3	3.74	0.77	0.69	-0.7	0.65
TE4	3.71	0.89	0.58	-0.66	0.54
TE5	3.76	0.69	0.54	-0.73	0.7
Ethical judgement					
EJ1	3.93	0.91	0.67	-0.74	0.55
EJ2	3.64	0.73	0.75	-0.51	0.72
EJ3	3.99	0.68	0.7	-0.74	0.55
EJ4	3.89	0.78	0.62	-0.67	0.47
Intention to visit					
INT1	3.54	0.83	0.69	-0.7	0.58
INT2	3.97	0.97	0.7	-0.53	0.71
INT3	3.56	0.66	0.53	-0.58	0.68