

CAPITAL UNIVERSITY OF SCIENCE AND
TECHNOLOGY, ISLAMABAD



Impact of Customers' Cultural and
Personal Factors on Sustainable
Consumption Behavior through Ethical
Philosophy, Ethical Judgment, and
Intention: Moderating Role of
Locus-of-Control

by

Fizza Asif

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**Impact of Customers' Cultural and Personal
Factors on Sustainable Consumption Behavior
through Ethical Philosophy, Ethical Judgment, and
Intention: Moderating Role of Locus-of-Control**

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This work is dedicated to my husband, whose motivation and unwavering support have been my pillars throughout this journey. I also dedicate my work with deep affection to my father, Asif Butt (Late), whose memory continues to inspire me, and to my loving mother, whose enduring strength and encouragement have enabled me to conquer every challenge and achieve milestones I once thought unreachable



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List of Publications

It is certified that following publication(s) has been accepted out of the research work that has been carried out for this dissertation:-

1. Asif, F. ., & Khan, M. I. . (2024). Through the Looking Glass of Culture: Unravelling the Intentions Behind Green Hotel Visitation Using Hunt-Vitell Theory. *Migration Letters*, 21(5), 988–1006.

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(Fizza Asif)

Abstract

Consumer behavior significantly contributes to environmental degradation, CO_2 emissions, and climate change. Achieving sustainability is essential to mitigate these impacts; however, sustainable consumption practices are infrequently adopted by consumers, particularly within the tourism and hospitality sectors worldwide. This challenge is even more pronounced in developing nations like Pakistan, which plays a crucial role in global environmental health. Understanding the factors that drive sustainable consumption behavior is vital for promoting responsible consumer practices. This study examines the influence of cultural factors (collectivism and long-term orientation) and personal characteristics (intrinsic and extrinsic religiosity) on sustainable consumption behavior in the tourism sector. It explores how these factors shape ethical philosophies, ethical judgment, and intention, forming a sequential mediation model. Additionally, the study investigates the mediated moderation effect of external locus-of-control on the relationship between intention to visit and sustainable consumption behavior. Guided by the Hunt-Vitell theory of marketing ethics, this research employs a quantitative approach using partial least squares structural equation modeling (PLS-SEM). Data was collected from 509 tourists visiting green hotels in Pakistan. The findings confirm that collectivism, long-term orientation, and intrinsic religiosity positively influence sustainable consumption behavior, with ethical philosophies, ethical judgment, and intention acting as mediators. The study also reveals that external locus-of-control moderates the mediated relationship between intention to visit and sustainable consumption behavior, highlighting the role of perceived control in ethical decision-making. This research contributes theoretically by integrating cultural and personal factors within the Hunt-Vitell ethical decision-making framework, offering new insights into sustainable consumption behavior. Practically, it provides actionable recommendations for tourism and hospitality stakeholders to design interventions that promote ethical and sustainable consumer choices.

Keywords: Collectivism, Long-term orientation, Religiosity, Deontological evaluation, Teleological evaluation, Ethical judgment, Intention, External LOC, Sustainable consumption behavior, H-V theory.

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Abbreviations

CLTV	Collectivism
DE	Deontological Evaluation
EC	Ethical Consumption
EJ	Ethical Judgment
EXTR	Extrinsic Religiosity
ExLOC	External locus-of-control
INTR	Intrinsic Religiosity
INT	Intention
LTO	Long-term Orientation
SC	Sustainable Consumption
SCB	Sustainable Consumption Behavior
TE	Teleological Evaluation

Chapter 1

Introduction

This chapter provides a concise overview of the study's background, including an analysis of theoretical and contextual gaps, problem statement, research objectives, research questions and both its theoretical and practical significance. Additionally, it discusses the underpinning theory, namely the Hunt-Vitell theory of Marketing Ethics.

1.1 Background

Sustainable consumption (SC) has been defined and interpreted in different ways by various researchers. However, the Brundtland Commission of the United Nations provided the first and most well-known definition of sustainable development in its report titled "Our Common Future". According to the Brundtland study, sustainable development is the development that satisfies present demands while preserving the capacity of future generations to satisfy their own needs ([Brundtland, 1989](#)). Years later, a different definition of SC was put forth during the 1994 Oslo Symposium on Sustainable Consumption. According to this definition, SC is the use of services and related products that respond to basic needs and bring a better quality of life while minimizing the use of toxic materials and natural resources along with

emissions of waste and pollutants over the life cycle of the service or product so as not to jeopardize the needs of future generations ([Baker, 1996](#)).

The increasing global environmental challenges have made sustainable consumption an essential area of research and policy intervention. In the hospitality industry, sustainable consumption is particularly significant because of the sector's heavy reliance on natural resources and its substantial contribution to carbon emissions, waste generation, and energy consumption ([Seidel et al., 2021](#)). As consumer awareness grows, businesses are expected to align with sustainability goals to remain competitive. Studies indicate that tourism and hospitality contribute between 8% to 12% of global carbon emissions, emphasizing the urgent need for sustainability initiatives ([Bux and Amicarelli, 2023](#)). Many hospitality businesses, including hotels and restaurants, are under growing pressure to adopt sustainable practices such as reducing food waste, implementing energy-efficient systems, and promoting ethical sourcing of products ([Campos et al., 2024](#)).

However, consumer behavior remains a critical determinant in the success of these initiatives. While businesses implement sustainability measures, their effectiveness largely depends on consumer willingness to engage in environmentally responsible behaviors ([Sharma et al., 2024](#)). Understanding what drives consumers to make sustainable choices in the hospitality sector is crucial for formulating effective policies and business strategies that align with sustainable development goals (SDGs). Research highlights that factors such as consumer ethics, personal values, and cultural norms significantly influence consumer sustainability behaviors ([Nassani et al., 2023](#)). This study contributes to both theoretical and practical knowledge by examining these factors and providing insights into how businesses and policy-makers can design effective interventions to foster sustainable consumption habits in the hospitality industry.

For the last few decades, researchers have been working on the area of sustainability, considering its ongoing significance in both academia and the corporate sector. For instance, [Peña et al. \(2021\)](#) pointed out the importance of life-cycle assessment in achieving sustainable consumption. Similarly, another study indicates that an

individual's social norms and values can also stimulate sustainable consumption patterns ([Monterrosa et al., 2020](#)). As per a recent study, an individual's initiative plays a significant role in promoting sustainable consumption ([Hernandez et al., 2020](#)). [Lee \(2014\)](#) pointed out six factors that predict sustainable consumption behavior (SCB) among individuals: supportive behaviors for environmental organizations, attitude toward sustainable development efforts, parental influence, recycling behavior, peer influence, and environmental concern.

Research also suggests that cultural values significantly predict SCB ([Kaur et al., 2023](#)). Environmental concern and altruism were also found to be significant predictors of sustainable consumption behavior by [Yarimoglu and Binboga \(2019\)](#). Most of these studies have either used the theory of planned behavior (TPB) or the theory of reasoned action (TRA) as their theoretical premise and ignored the ethical aspect of individuals' decision-making which could encourage them to go for sustainable practices. This study attempts to contribute to the literature by identifying consumers' sustainable consumption behavior in light of the ethical decision-making process.

Ethical consumer behavior plays a crucial role in driving sustainability efforts across industries, including hospitality. Ethical consumption extends beyond product selection to include choices related to accommodation, dining, and tourism activities. For instance, tourists may prioritize eco-friendly hotels that implement water conservation programs or choose restaurants that source locally and sustainably ([Han, 2021](#)). The increasing demand for sustainable tourism options highlights the need to examine the ethical motivations behind consumer choices in hospitality ([Tasci et al., 2021](#)). Research suggests that moral values, environmental awareness, and social responsibility perceptions significantly influence consumer preferences for sustainable hospitality services ([Sharma et al., 2024](#)).

By investigating the underlying ethical decision-making mechanisms, this study aims to bridge the gap in understanding how moral values influence sustainable behavior in tourism and hospitality. Prior research indicates that sustainable consumer behavior is often guided by ethical frameworks such as the theory of

reasoned action and the norm activation model, which emphasize the role of personal values and perceived social responsibility (Wasaya et al., 2024). These theories suggest that ethical awareness plays a crucial role in shaping consumer choices. Additionally, corporate social responsibility (CSR) initiatives have been found to enhance consumer engagement with sustainable hospitality brands, as ethical branding strengthens consumer trust and commitment (Li and Rabeeu, 2024).

Undoubtedly, promoting sustainable consumption is essential to prevent exhausting Earth's carrying capacity and ensure long-term ecological balance. Alongside SC, ethical consumption (EC) is also getting popular, which applies to consumption practices driven by ethical considerations like fairly traded and eco-friendly products (Szmigin and Carrigan, 2006). As per the Ethical Consumer (2018) report, customers are now moving towards more ethical choices in their shopping patterns. Businesses are increasingly offering environmentally sustainable products in terms of product formulation and/or packaging (Ketelsen et al., 2020). According to different scholars from a variety of scholarly backgrounds, a rising interest has been observed in ethical decision-making in the past few decades (Garrigan et al., 2018; Valentine and Godkin, 2019; Grote and Berens, 2020; Casali and Perano, 2021). One of the most important issues on the current business research agenda is examining why people think, decide, and behave ethically or unethically, as we aim to strengthen our understanding of how consumers make ethical decisions and how these judgments and behaviors can be influenced.

There have been important theoretical developments in predicting consumer judgment in ethical contexts for the last few decades. A significant amount of business literature suggests that ethics is predominantly a cognitive, intentional, and logical method (Escadas et al., 2020; DeTienne et al., 2021; Baggini and Fosl, 2024). This perspective highlights the structured nature of ethical decision-making in consumer behavior. Considering this viewpoint, moral reasoning is dominant in the course of settling conflicts in the face of ethical dilemmas (Hunt and Vitell, 1986; Jones, 1991; Denburg et al., 2020). The world has seen a rise in concern regarding ethical issues in corporate practices over the last few years (Mayer, 2021), requiring a

greater understanding of the human decision-making process in ethical and social responsibility circumstances ([Vitell and Paolillo, 2004](#); [Walker and Beranek, 2013](#)).

As per the literature, customers' ethical philosophy is a key factor in determining ethical decision-making, affecting their perceptions of companies' socially responsible practices as well as their purchasing decisions ([Isa et al., 2020](#)). In this study, tourists' ethical evaluation is used as a moral theoretical process for identifying their sustainable consumption behavior. This study argues that the ethical decision-making process and tourists' ethical evaluation (whether deontological or teleological) are the crucial mechanisms responsible for their decision to go for sustainable consumption behaviors.

Traditionally, the process of ethical decision-making is divided into four phases: awareness, judgment, intention, and behavior ([Rest, 1986](#)). Individuals must first recognize that a situation or behavior may breach one or more moral principles, to instill it with an ethical aspect, i.e., ethical knowledge. Individuals make judgments or choices among possible alternatives on the morally correct strategy after identifying a moral question, which is regarded as ethical judgment. Individuals participate in ethical behaviors endorsed by a wide array of moral principles, i.e., ethical behaviors, after creating intentions to perform the ethical acts, i.e., ethical intentions; and, eventually, individuals get themselves involved in these behaviors approved by one or more than one moral standards ([Rest, 1986](#); [Escadas et al., 2020](#)). This four-component approach to ethical decision-making has emerged as one of the most widely used and verified theoretical frameworks for comprehending the sequential and temporal stages that result in ethical behavior, i.e., sustainable consumption behavior ([Craft, 2013](#); [Hauser, 2020](#)). Therefore, to identify how consumers' ethical decision-making contributes to SCB, this study uses the Hunt-Vitell theory of ethics as a theoretical foundation.

The Hunt–Vitell model, which offers a framework to understand ethical decision-making processes, is the most generally accepted model ([Ferrell and Ferrell, 2024](#)). In this theory, the moral philosophy, or ethical ideology, of an individual is defined as the primary factor explaining discrepancies in ethical decisions and actions. [Hunt](#)

and Vitell (1986, 1993) went on to say that a person's ethical orientation depends on a variety of factors, including their cultural beliefs and personal characteristics. Due to the difficulty of fully testing this systematic hypothesis, most scholars have only attempted partial experiments (Singhapakdi and Vitell, 1993).

This theory divides normative ethical theories into teleological and deontological categories. This theory claims that teleological theories are concerned with the effects or outcomes of behavior, while deontological theories are concerned with actions. The most important aspect to note in one's deontological assessment is the legitimacy of the particular act. The net positive or negative results of the outcomes are the most significant variables in teleological theories. The ethics theory of Hunt and Vitell emphasizes the importance of national culture in a person's deontological and teleological assessments when making ethical decisions. For example, utilitarianism, a teleological ideology in which individuals make choices that favor the majority of community members, is valued in some cultures. People in other societies may value personal benefits more than societal ones. Of course, a more deontological approach could be more prevalent in different nations. As a result, one must analyze national culture to understand ethics better. Based on this argument presented by (Hunt and Vitell, 1986, 1993), customers' cultural values and personal characteristics may shape their sustainable consumption behaviors. Thus, the current research extends the existing knowledge available in the area of sustainable consumption by examining the role of customers' characteristics and ethical decision-making on their sustainable consumption behaviors.

In addition to that, to the best of our knowledge, only a few studies have considered individual cultural values and personal characteristics to identify their impacts on sustainable consumption behavior, although they can have a significant impact on their consumption patterns (Minton et al., 2018; Shavitt and Barnes, 2020). This gap in the literature highlights the need for a more comprehensive understanding of how cultural and personal traits shape ethical decision-making. An individual's culture and personal characteristics have a significant impact on the way he makes his decisions. Hence, both of these factors affect their ethical judgment, which may lead to sustainable consumption patterns. Regardless of its significance,

research suggests this is an ignored area in the literature ([Chang and Yang, 2022](#)). Hence, this study proposes the impact of customer's cultural values and personal characteristics on sustainable consumption behaviors.

Culture plays a crucial role in shaping consumer attitudes toward sustainability. Research suggests that cultural values significantly predict sustainable consumption behavior (SCB) ([Chiu and Cho, 2022](#)). Environmental concern and altruism were also found to be significant predictors of sustainable consumption behavior, as consumers with strong pro-environmental values are more likely to engage in eco-friendly hospitality choices ([Tasci et al., 2021](#)). Many studies have explored how different cultural orientations influence ethical decision-making. For instance, collectivist societies, which emphasize community well-being over individual gains, often exhibit stronger pro-sustainability behaviors compared to individualistic societies ([Sun and Kim, 2024](#)).

Similarly, religious beliefs can be strong determinants of ethical consumption. Many religious traditions promote stewardship of the environment, advocating for responsible resource use and ethical business practices ([Sadowski, 2021](#)). In Islamic teachings, for example, the concept of Amanah (trust) emphasizes the responsibility of individuals to care for the environment, while Christianity promotes moderation in consumption and responsibility for creation ([Arli et al., 2021a](#)). Buddhism also advocates for harmony with nature, emphasizing non-harmful consumption and mindfulness toward natural resources.

Despite the evident influence of religious and cultural values on consumer sustainability choices, research on this topic remains limited in the hospitality industry ([Han, 2021](#)). By incorporating cultural and religious perspectives, this study provides a comprehensive understanding of how these factors shape consumer decisions in sustainable hospitality. A deeper exploration of how cultural identity and ethical perspectives influence green hospitality choices could help businesses design more effective sustainability initiatives ([Sharma et al., 2024](#)).

Tourism and hospitality have become essential areas in the contemporary economy, demonstrating consistent growth and contributing significantly to economic

development at both global and local scales. It is of utmost social, economic, and cultural importance as it offers real prospects for sustainable development. At the global level, international tourist arrivals exceeded 1.5 billion in 2019, representing a 3.8% year-on-year increase. This figure is expected to exceed 1.8 billion international tourists by 2030 (Trupp and Dolezal, 2020). It is no surprise that a growing body of literature is increasingly focusing on various aspects of tourism and its impacts, driven by the sector's expanding economic significance (Scheyvens and Momsen, 2020; Mkono and Hughes, 2020; Vanhove, 2022). Among the various facets of tourism, sustainability holds a crucial position as it offers a pathway to balance economic growth with the needs and expectations of key stakeholders while addressing current and future environmental and social challenges (Han, 2021).

Within this context, green hotels represent a vital innovation in the tourism and hospitality industry, aligning economic and environmental goals. Defined as environmentally-friendly properties whose managers implement programs to conserve water, reduce energy consumption, minimize solid waste, and save money while protecting the Earth (Green Hotels Association, 2008), green hotels exemplify the sector's commitment to sustainability. These accommodations employ eco-friendly practices such as energy-efficient technologies, recycling initiatives, and renewable energy adoption. By addressing environmental challenges without compromising on guest satisfaction, green hotels foster a balance between economic viability and ecological stewardship (Subbiah and Kannan, 2011; Han et al., 2018). That is why this study has taken the tourism and hospitality sector as a research industry. Another reason for choosing this sector is that the position of tourists in green sustainable development has become a focal point of policy debates as a result of the realization that social changes require individual-level shifts (Seeler et al., 2021).

Tourism is widely recognized as the key to accomplishing the United Nations' 17 sustainable development goals (SDGs) and the 169 associated targets (Abdou et al., 2020). Tourism has been considered one of the main sectors in developed and developing countries. So, by implementing social practices that foster long-term sustainability, consumers may serve as environmental agents of change. According

to recent trends from foreign surveys, tourists' focus on sustainable choices is increasing. Most consumers are ready to spend extra money on goods from environmentally and socially responsible corporations, as per the study by [Nielsen \(2015\)](#) consisting of 30,000 customers from 60 countries. [Unilever \(2017\)](#) based on a survey of 20,000 consumers from five key advanced and emerging economies, found that one-third of customers often purchase goods from firms that they feel are devoted to making a positive influence on both the environment and society.

Studies suggest that customers behave and feel differently about ethical issues because they have different moral values ([Zou and Chan, 2019](#); [Vitolla et al., 2021](#); [Abdelmoety et al., 2022](#)) and these moral values may influence how and what they purchase. Certain principles, moral rules, and judgments help customers decide how they will select, purchase, use, and dispose of the goods in a socially responsible way, and this is what we call consumer ethics regarding sustainability ([Muncy and Vitell, 1992](#)). Individuals come across many situations where they have to make decisions based on their personal ethics and have to choose among different available alternatives based on their moral consequences ([Astrachan et al., 2020](#)). In simple words, according to the theory of marketing ethics, when all the possible alternatives are clearly understood by the individuals, they then start evaluating each of these alternatives based on their personal moral philosophies, which could be deontological or teleological ([Hunt and Vitell, 1986, 1993](#)).

As per Hunt-Vitell, customers belonging to a deontological school of thought make decisions based on established rules and norms that represent their personal values. On the other hand, customers who make decisions based on teleological evaluation evaluate different alternatives based on the outcomes or consequences of each available alternative. These contrasting approaches highlight the complexity of ethical decision-making in consumer behavior. Both perspectives play a crucial role in shaping sustainability choices. Building upon this theory, this study expands our current understanding of sustainable consumption behavior. It investigates how customers' cultural factors and personal characteristics influence their sustainable consumption behaviors, with ethical philosophies serving as an intervening variable.

1.2 Gap Analysis

1.2.1 Collectivism and Ethical Philosophies

[Hofstede \(1984\)](#) characterized culture as “the collective programming of the mind that distinguishes the members of one group or category of people from others.” This definition implies that each individual possesses a unique set of values and perspectives shaped by their cultural background, leading to diverse schools of thought. The dimension of individualism versus collectivism plays a critical role in value research, highlighting differences in individuals’ orientation towards groups and relationships ([Yau, 1988](#)). He further explained that these orientations reflect the strength of ties within a community—whether they are tight or loose. While much research has centered on national cultures to determine if a homogenous culture exists within nation-states, studies have increasingly recognized the variance in cultural values at the individual level, affirming that individual cultural values align with Hofstede’s national culture typology ([Treviño et al., 2020](#); [Capstick et al., 2022](#)).

Collectivism emphasizes the preference of group goals and well-being over individual interests ([Mi et al., 2020](#)). Research indicates that collectivists exhibit higher environmental consciousness and a stronger inclination toward collective interests, shaped by social norms ([Huang et al., 2022](#); [Cho and Jung, 2023](#)). This social orientation encourages individuals to adopt behaviors that benefit the community and environment. Their heightened sensitivity to societal expectations fosters ethical engagement, particularly in environmental matters, as they prioritize group interests and seek to align their behavior with broader sustainability objectives ([Sherman et al., 2022](#)). Consequently, collectivism has emerged as a key predictor of sustainable behaviors, as individuals in collectivist societies are more likely to conform to social norms that support eco-friendly practices ([Zhang et al., 2024](#)).

Both individualism and collectivism have been observed to significantly impact individuals’ decisions. Drawing on [Kohlberg \(1984\)](#) framework, Husted and Allen

explored how these cultural dimensions inform post-conventional moral judgments that is, ethics concerning society as a whole. Their study found that moral judgments in individualistic societies are based on justice, whereas in collectivist societies, they are based on relationships ([Husted and Allen, 2008](#)). This distinction highlights how cultural orientations shape ethical reasoning and behavior. The Hunt-Vitell (H-V) model similarly suggests that cultural values influence ethical philosophies and decision-making, particularly when individuals encounter ethical dilemmas. Building on this premise, this study proposes that collectivism, as defined by Hofstede, plays a fundamental role in shaping an individual's ethical philosophy, particularly in terms of deontological and teleological evaluations ([Cohen et al., 2025](#)).

Within the domain of sustainability management, collectivism significantly contributes to fostering pro-environmental behaviors, as collectivist societies demonstrate stronger inclinations toward sustainability-driven actions ([Chwialkowska et al., 2020](#)). Despite this, research examining the influence of collectivist values on ethical philosophies, particularly in the context of deontological and teleological evaluations, remains limited. Although ethical decision-making has been extensively studied in sustainable consumption, its application within the hospitality sector is fragmented. Ethical behavior is a crucial driver of sustainability initiatives in hospitality; however, its theoretical application within consumer decision-making is still underexplored ([Santos et al., 2022](#)). The integration of ethical philosophies—especially deontological and teleological frameworks—has been widely examined in business ethics, but its implications for consumer sustainability choices within hospitality remain underdeveloped ([Gonan Božac et al., 2021](#)). Research suggests that consumers exhibit only partial reflective awareness when making ethical choices, often leading to inconsistencies in sustainability-related behaviors ([Hamrouni et al., 2023](#)).

Further investigation into the interplay between ethical reasoning frameworks and consumer choices in hospitality is essential for a deeper understanding of sustainability-related decision-making. Identifying how ethical philosophies influence hospitality consumer behavior can provide critical insights for developing

sustainable business strategies and consumer engagement initiatives (Sharma et al., 2024). Examining the intersection of ethical decision-making and sustainability in hospitality will help bridge existing theoretical gaps while offering practical implications for policymaking and industry management (Nassani et al., 2023). By integrating ethical decision-making theories with cultural dimensions, this study contributes to the growing body of knowledge on sustainability in hospitality. Research highlights that cultural values play a fundamental role in shaping consumer attitudes toward ethical and sustainable choices, particularly in hospitality (Vitolla et al., 2021). Unlike prior research that broadly examines consumer ethics, this study focuses specifically on ethical decision-making within hospitality settings, providing empirical evidence on how collectivist orientations shape moral evaluations of green hotels. Studies indicate that collectivist societies tend to prioritize social responsibility and shared ethical obligations, leading to stronger sustainability commitments in hospitality-related choices (Li and Rabeeu, 2024).

The findings of this study will offer practical insights for businesses aiming to align their sustainability strategies with culturally influenced consumer behaviors. By understanding the ethical frameworks that drive sustainability choices, hospitality businesses can tailor their marketing and corporate social responsibility (CSR) initiatives to resonate with consumers from diverse cultural backgrounds (Kuokkanen and Catrett, 2023). Furthermore, integrating cultural perspectives into sustainability strategies can enhance brand credibility and foster long-term consumer loyalty in an increasingly eco-conscious market (Sharma et al., 2024).

This study examines the processes that shape tourists' ethical beliefs, emphasizing the role of cultural factors such as collectivism. Although cultural values and norms are recognized for their potential to influence consumer behavior, existing research suggests that this impact is often indirect and mediated by various processes (Yin et al., 2018; Chang and Yang, 2022). Cultural norms influence the ethical evaluation of sustainable consumption, leading tourists to align their ethical beliefs with their behavioral intentions. While some studies have examined the impact of cultural values on sustainability decisions through ethical assessments (Husted and Allen, 2008; Lu et al., 2015; Chang and Yang, 2022), the majority have concentrated on

individualism. These studies primarily explore the direct effects of individualism on sustainable consumption, largely overlooking other cultural dimensions such as collectivism, which may also play a crucial role in the ethical decision-making of tourists ([Abdullah et al., 2024](#)).

Prior research suggests that ethical decision-making in hospitality is influenced by multiple socio-cultural factors; however, few studies explicitly examine the role of collectivism in shaping moral evaluations of sustainable choices. Studies indicate that collectivist cultures emphasize shared ethical responsibilities and collective sustainability norms, which significantly impact consumer behavior in hospitality settings ([Chen et al., 2024](#)). This collective approach fosters a stronger commitment to environmental responsibility. Despite the increasing recognition of cultural influences on sustainability, much of the existing literature remains centered on individualistic ethical models, neglecting the unique ways in which collectivist societies integrate morality into eco-conscious decision-making ([Wang et al., 2023b](#)).

This study builds upon these insights by addressing this overlooked aspect, ensuring that the identified research gap is firmly grounded in existing literature. By examining the intersection of collectivism and ethical decision-making in sustainable hospitality, this research provides empirical evidence on how cultural and social identity factors influence pro-environmental consumer choices ([Hamrouni et al., 2023](#)). These insights contribute to the broader discourse on cultural ethics in consumer behavior and offer practical implications for sustainability initiatives in the hospitality industry.

Thus, the first gap this study addresses is to determine the impact of tourists' collectivism on their ethical philosophies, specifically in terms of deontological and teleological evaluation of green hotels.)

1.2.2 Long-term Orientation and Ethical Philosophies

[Hofstede \(2001\)](#) conceptualized Long-Term Orientation (LTO) as the fostering of virtues directed toward future rewards, emphasizing perseverance, thrift, and the

ability to balance tradition with forward-looking planning. [Bearden et al. \(2006\)](#) further expanded this definition by highlighting LTO's holistic view of time, which values both past experiences and future considerations over immediate gratification. Individuals with a high LTO are more likely to engage in behaviors that promote sustainability and resource conservation. This orientation reflects not only a future-oriented perspective but also an acknowledgment of the long-term consequences of present actions on future generations.

Over the years, the application of Hofstede's conceptualization of LTO has gained prominence in academic literature as a significant measure of ethical values ([Chun et al., 2021](#)). Empirical findings indicate that individuals who exhibit higher LTO scores tend to adhere more strongly to ethical principles, demonstrating a commitment to long-term sustainability and ethical decision-making ([Halder et al., 2020](#); [Segev and Liu, 2022](#)). Studies conducted across Asian markets have reinforced this relationship, showing that individuals with a stronger inclination toward LTO display heightened ethical awareness ([Chun et al., 2021](#); [Ray and Sahney, 2022](#); [Duong et al., 2023](#)). LTO has also been linked to environmental responsibility, illustrating its role in shaping ethical decision-making in sustainability-driven contexts ([Ghali-Zinoubi, 2022](#)). Despite these insights, the theoretical and empirical analysis of LTO's effects on personal consumer ethics and moral philosophies, particularly in underdeveloped countries, remains scarce ([Wang and Zhai, 2022](#)).

While existing studies have explored LTO's role in environmental responsibility and ethical values, its application in tourism and hospitality decision-making remains fragmented. Research suggests that LTO plays a crucial role in influencing sustainable consumer behavior by fostering a mindset that prioritizes long-term environmental and social well-being over immediate economic benefits ([Sun and Kim, 2024](#)). However, its direct impact on ethical decision-making within hospitality settings has not been adequately examined. Studies indicate that LTO can shape pro-environmental behaviors in business contexts by driving corporate innovation and sustainability strategies ([Fang et al., 2024](#)). By extending this discussion to ethical decision-making in hospitality, this study seeks to fill an existing gap in the literature. Given the increasing demand for sustainability within the hospitality

industry, understanding how LTO influences both consumer and corporate ethical choices is critical for aligning sustainability strategies with consumer expectations (Sharma et al., 2024).

Sustainability research highlights the long-term consequences of present-day decisions on the environment and society (Rjoub et al., 2021; Elsayy and Youssef, 2023). This field emphasizes the importance of identifying the cause-and-effect relationships between current behaviors and their future implications, advocating for practices that enhance the welfare of future generations. Although the immediate impact of sustainability efforts may not always be quantifiable, fostering pro-environmental behavior is essential for ensuring long-term ecological balance. Duong et al. (2023) suggested that individuals who exhibit stronger LTO tendencies are more inclined toward sustainable practices, as they prioritize the ethical implications of their choices for future generations. This perspective aligns with the broader ethical philosophies that advocate for responsible decision-making, positioning LTO as a fundamental driver of environmental stewardship (Ghali-Zinoubi, 2022).

Beyond environmental concerns, LTO also extends to the preservation of cultural traditions and historical legacies, reinforcing sustainability efforts through conscious and environmentally friendly choices (Diallo et al., 2021; Duong et al., 2023). This demonstrates how cultural values influence sustainable consumption behaviors by shaping individuals' commitment to environmental conservation and ethical integrity (Saxena and Sharma, 2023). Ethical philosophies such as deontology and teleology provide additional insight into this relationship, as they examine the morality of actions based on either inherent duties or their resulting consequences (Smith et al., 2023). LTO's emphasis on future-oriented thinking aligns with deontological principles, which prioritize moral duties, as well as teleological perspectives, which consider the long-term consequences of ethical choices. This connection suggests the need for further exploration of how LTO influences ethical decision-making, particularly within sustainable consumption and hospitality contexts, where moral reasoning is shaped by long-term strategic considerations (Chun et al., 2021).

By situating ethical philosophies within the hospitality sector, this study contributes to the ongoing discourse on sustainability by identifying how LTO informs moral evaluations in consumer behavior. Research indicates that LTO fosters responsible decision-making by encouraging individuals to weigh long-term environmental and ethical considerations over short-term convenience ([Kuruppu et al., 2024](#)). Theoretical frameworks on sustainable consumer behavior emphasize the necessity of integrating long-term ethical perspectives into decision-making models to ensure the effective development of environmental policies in hospitality ([Sharma et al., 2024](#)).

This approach offers a comprehensive understanding of ethical decision-making in tourism by linking LTO to sustainability strategies, thereby equipping hospitality businesses with the insights needed to promote responsible consumption ([Tourais and Videira, 2024](#)). By aligning corporate sustainability initiatives with long-term consumer behavior trends, businesses can facilitate sustainability transitions within the industry while ensuring that their strategies resonate with future-focused consumer preferences.

The existing literature affirms LTO's positive influence on ethical philosophies, highlighting the broader role of cultural factors in shaping ethical decision-making [Hunt and Vitell \(1986\)](#). However, a gap remains in understanding how LTO influences ethical consumer behavior within hospitality, particularly in the evaluation of sustainable accommodation choices. Recognizing this, the present study investigates how tourists' LTO affects their deontological and teleological assessments of green hotels. Examining this relationship is crucial for understanding the cultural foundations of ethical decision-making, which in turn has implications for fostering responsible tourism practices within a globalized and culturally diverse landscape. Furthermore, [Wang and Li \(2022\)](#) have called for a deeper investigation into the relationship between LTO and pro-environmental behaviors, emphasizing the need to examine how different cultural values shape consumer attitudes toward sustainability.

Scholars have increasingly emphasized the importance of investigating how cultural orientations such as LTO influence ethical decision-making. Research suggests that

LTO significantly affects sustainability-driven behaviors by fostering a forward-looking perspective that encourages ethical consumer choices in both corporate and individual contexts (Duong et al., 2023). Additionally, studies highlight that LTO plays a critical role in shaping corporate innovation and ethical strategic planning, reinforcing its relevance to sustainable hospitality decisions (Fang et al., 2024). By applying LTO in a hospitality context, this study addresses an overlooked aspect of sustainability research, providing empirical insights into how cultural dimensions shape ethical consumer evaluations in the industry. These findings will contribute to the growing body of research on sustainable hospitality practices by offering an extensive understanding of how cultural perspectives influence responsible consumption behaviors.

Thus, the second gap this study addresses is to determine the impact of tourists' long-term orientation on their ethical philosophies, specifically in terms of deontological and teleological evaluations of green hotels.

1.2.3 Religiosity and Ethical Philosophies

Over the past two decades, marketing research has increasingly focused on identifying the precursors of consumer ethics, with religiosity emerging as a key factor in shaping ethical decision-making (Dinh et al., 2022). This line of research is grounded in the foundational framework of the Hunt-Vitell (H-V) theory of marketing ethics. According to this theoretical model, consumers' ethical beliefs are shaped by their personal characteristics. This line of inquiry is grounded in the Hunt-Vitell (H-V) theory of marketing ethics, which posits that consumers' ethical beliefs are influenced by their personal characteristics (Hunt and Vitell, 1993, 2006). Among these personal traits, religious orientation has been recognized as a significant determinant of moral reasoning and ethical behavior (Vitell, 2009). This relationship highlights the interplay between individual values and ethical consumer behavior, reinforcing the importance of understanding how religiosity influences ethical judgment in the marketplace.

Religiosity, broadly defined as the extent of an individual's engagement with religious beliefs, practices, and values, extends beyond theistic traditions to encompass ethical and spiritual systems that promote principles of morality and social cohesion (Agarwala et al., 2019; Alshehri et al., 2021). Given its complexity, religiosity is commonly divided into two primary dimensions: intrinsic religiosity (INTR) and extrinsic religiosity (EXTR) (Anriani et al., 2022). Intrinsic religiosity refers to a deeply held faith where religious beliefs are an end in themselves, shaping an individual's ethical values and behaviors (Allport, 1966; Arli et al., 2021b). Conversely, extrinsic religiosity is characterized by a more instrumental approach, wherein individuals engage in religious practices as a means to achieve personal or social benefits (Junaidi et al., 2022). These distinctions are critical in understanding how different motivations for religiosity influence ethical decision-making, particularly in the context of sustainable consumption.

Engaging in eco-friendly behaviors aligns with socially endorsed norms and provides individuals with opportunities for social recognition, particularly for those with extrinsic religiosity, who may adopt pro-environmental behaviors to gain external validation. However, the motivations underlying such behaviors differ from those of intrinsically religious individuals, who engage in sustainable practices based on moral principles rather than social rewards. To fully comprehend how religiosity influences ethical consumer behavior, both intrinsic and extrinsic religious orientations must be considered (Karimi et al., 2022). This study posits that tourists with high intrinsic religiosity will exhibit a positive deontological and teleological evaluation of green hotels, driven by their moral commitment to sustainability. Similarly, individuals with extrinsic religiosity are expected to support eco-friendly accommodations, albeit for different reasons, such as social approval and reputational benefits (Kala and Chaubey, 2024).

Existing research supports the notion that religiosity significantly impacts ethical philosophies and moral behavior (Chan et al., 2022). Ethical beliefs shape individuals' perceptions of acceptable behaviors, a concept reinforced by Forsyth (1980, 1992) theories on ethical ideologies and further validated by empirical studies (Karnouskos, 2018; Arli et al., 2021b; Hassan and Rahman, 2024). Scholars

have also examined the link between religiosity and pro-environmental behavior, with findings suggesting that individuals' environmental attitudes and actions are closely tied to their religious commitments (Karimi et al., 2022; Konalingam et al., 2024). This relationship has been particularly well-documented within the Islamic tradition, where green purchasing behaviors are often encouraged through religious teachings that emphasize environmental stewardship (Farooq and Yahya, 2021; Baran et al., 2024).

Despite the extensive research on intrinsic religiosity, extrinsic religiosity has been largely overlooked in studies of pro-environmental behavior (Karimi et al., 2022). This omission is particularly evident in countries like Pakistan, where religious adherence plays a central role in shaping societal values and consumer behavior. The lack of research on extrinsic religiosity presents a significant gap that warrants further investigation. While previous studies have examined the influence of religiosity on ethical decision-making (Wang et al., 2021), its impact on ethical consumer behavior in hospitality remains underexplored. Much of the research in sustainable hospitality has focused on factors such as environmental concern, cultural values, and regulatory frameworks (Elhoushy and Lanzini, 2021), yet the intersection of religiosity and ethical philosophies remains insufficiently addressed (Lin et al., 2022).

Given that sustainability-driven ethical choices are often influenced by deep-seated beliefs and cultural values, exploring how religiosity—particularly extrinsic religiosity—shapes individuals' ethical evaluations in hospitality settings is essential for advancing this discourse (Ahn, 2024). Moreover, while existing research has largely examined the direct effects of religiosity on sustainable consumption behaviors (Agarwala et al., 2019; Elhoushy and Jang, 2021; Elshaer et al., 2021), the role of ethical philosophies in mediating this relationship has been largely neglected. The Hunt-Vitell (H-V) model emphasizes that personal characteristics, such as religiosity, influence ethical philosophies, which in turn affect decision-making. This perspective suggests that ethical judgments in hospitality contexts may be shaped not only by religious beliefs but also by broader moral reasoning frameworks. Understanding these intricate relationships can provide deeper insights into consumer behavior and guide more effective sustainability initiatives in the industry.

In this context, this study seeks to address the research gap by examining how intrinsic and extrinsic religiosity impact ethical philosophies, specifically in terms of deontological and teleological evaluations. This contribution is significant as it expands existing literature on religiosity by emphasizing ethical considerations in understanding the relationship between religious beliefs and consumer behavior. By adopting a dual-perspective approach that incorporates both intrinsic and extrinsic religiosity, this study provides a more comprehensive understanding of how religiosity influences ethical philosophies within the hospitality industry. Unlike previous research that predominantly focuses on intrinsic religious motivations (Agarwala et al., 2019; Elshaer et al., 2021), this study explores the role of extrinsic religiosity in shaping ethical evaluations of sustainable accommodations, particularly in contexts where social validation plays a key role in decision-making.

The integration of ethical decision-making theories with religious dimensions enhances the understanding of religion-driven consumer ethics in sustainable hospitality, offering insights into the diverse motivations behind ethical consumption choices. Scholars have emphasized the need to explore the broader spectrum of religiosity in consumer ethics (Arli et al., 2021b; Hassan and Rahman, 2024). Religious beliefs often serve as a moral compass, influencing consumers' perceptions of ethical consumption. While previous studies have demonstrated religiosity's role in ethical purchasing and sustainability behaviors (Qureshi et al., 2023), they have largely neglected the impact of extrinsic religiosity on ethical decision-making in hospitality. By addressing this overlooked dimension, this study builds upon established ethical frameworks while ensuring that its findings are firmly supported by previous literature.

Thus, the third gap that this study addresses is to determine the impact of tourists' intrinsic and extrinsic religiosity on their ethical philosophies, specifically in terms of deontological and teleological evaluations of green hotels.

1.2.4 Ethical Philosophies and Ethical Judgment

Ethical judgment refers to an individual's assessment of whether a particular behavior or action is acceptable, a concept extensively explored by (Vitell et al.,

2001). Within the framework of the Hunt-Vitell (H-V) model, ethical judgments are shaped by an individual's ethical philosophies, which are broadly categorized into deontological and teleological evaluations. These ethical perspectives serve as fundamental decision-making tools that influence consumer behavior in various contexts. Deontological evaluation emphasizes the inherent rightness or wrongness of actions, whereas teleological evaluation focuses on the consequences of actions, guiding individuals to make decisions based on potential outcomes (Hunt and Vitell, 1986; Hunt and Vasquez-Parraga, 1993).

A strong deontological orientation leads to more rigid ethical judgments, while teleological reasoning encourages individuals to assess the broader implications of their decisions. When faced with multiple alternatives, consumers who engage in teleological evaluations are likely to choose behaviors that maximize positive consequences while minimizing negative ones (Hunt and Vitell, 1993). Research suggests that when individuals judge a specific behavior as unethical or potentially harmful, they tend to avoid engaging in such behavior, reinforcing the role of ethical judgment in shaping decision-making (Mills and Groening, 2021; Kanyurhi et al., 2024). This highlights the dynamic nature of ethical decision-making, where personal values and situational factors interact to influence consumer choices in hospitality settings.

Despite the extensive research on ethical philosophies in consumer decision-making, limited studies have explored their influence on sustainable hospitality choices, particularly in developing economies. While scholars have examined the role of ethical philosophies in food waste reduction (Aydin and Yildirim, 2021; Chang, 2022) and ethical purchasing decisions (Zhang and Dong, 2020; Hayat et al., 2022), there remains a gap in understanding how these ethical frameworks influence consumers' attitudes toward green hotels. Existing literature on sustainable tourism predominantly focuses on environmental attitudes and behavioral intentions rather than the ethical reasoning processes that guide consumers toward choosing eco-friendly accommodations (Wut et al., 2023). As sustainable tourism continues to gain global significance, linking ethical philosophies with consumer decision-making in the hospitality sector presents an essential avenue for research.

Ethical considerations play a crucial role in influencing consumers' purchasing behavior across various industries, reinforcing the need for a deeper exploration of ethical decision-making in the hospitality sector (Casais and Faria, 2022; Hayat et al., 2022). While previous studies have emphasized the role of ethical values in shaping purchasing choices, the extent to which ethical philosophies impact sustainable lodging decisions remains underexplored. Given the increasing emphasis on sustainability in tourism, understanding how tourists' ethical frameworks influence their judgments about green hotels is vital for developing a more comprehensive model of ethical consumer behavior.

Building on this foundation, the present study seeks to examine how tourists' ethical philosophies shape their ethical judgments regarding eco-friendly accommodations. By extending the application of ethical judgment theories to the hospitality sector, this research offers a structured understanding of how deontological and teleological evaluations inform consumer assessments of green hotels. Unlike previous studies that primarily focus on sustainability motivations and attitudes (Burton and Eike, 2023; Krsnik and Erjavec, 2024), this research emphasizes the cognitive and ethical reasoning mechanisms that drive tourists' decision-making processes.

Ethical philosophies serve as critical antecedents to sustainable consumer behavior, shaping how individuals perceive the moral acceptability of different consumption choices. Scholars have called for a more in-depth investigation into ethical judgment frameworks in sustainable consumer behavior (Chang and Yang, 2022; Chowdhury, 2023; Arman and Mark-Herbert, 2024). While previous research has established the influence of ethical philosophies on purchasing decisions across various sectors, their direct impact on hospitality choices—particularly in the context of developing economies—remains underexplored (Yuan et al., 2023; Li and Rabeeu, 2024). Addressing this overlooked aspect, the current study strengthens the application of ethical judgment theories in sustainable hospitality research, ensuring that the research gap is well-grounded in the existing literature.

Thus, the fourth gap that this research addresses is to determine the impact of tourists' ethical philosophies on their judgment toward green hotels.

1.2.5 Ethical Judgment, Intention and Sustainable Consumption Behaviors

The Hunt-Vitell (H-V) theoretical framework provides a comprehensive perspective on consumer behavior, emphasizing that ethical judgments influence consumer actions through intentions. This premise aligns with well-established consumer behavior theories, including those proposed by (Howard and Sheth, 1969) and (Engel et al., 1978), as well as the behavioral model developed by (Ajzen and Fishbein, 1975), all of which highlight the critical role of intentions in bridging ethical judgments and actual behaviors. These models collectively highlight that consumers' intentions serve as a crucial intermediary step in ethical decision-making processes. Building on these insights, (Petty et al., 1986) and Jones (1991) further assert that the predictive power of ethical judgments and intentions is most evident in contexts where ethical considerations are central rather than incidental. The H-V model specifically highlights the significance of ethical concerns in shaping consumer behavior, particularly when individuals are confronted with ethical dilemmas that influence their decision-making processes.

Ethical evaluations not only frame consumers' moral judgments but also shape their behavioral intentions, making them a key predictor of actual actions (Cheung and To, 2021). This perspective contributes to a deeper understanding of how ethical deliberations inform consumer behavior in scenarios where sustainability and ethical values are of great importance. As ethical awareness grows, consumers are increasingly factoring moral considerations into their purchasing decisions. Within the hospitality industry, an increasing number of consumers are choosing to stay in green hotels, motivated by their environmental concerns and a desire to support sustainable initiatives. This growing preference highlights the need for hospitality businesses to integrate ethical considerations into their branding and service offerings to align with evolving consumer expectations.

Research indicates that guests who recognize the dual benefits of green hotels—both in terms of environmental conservation and social responsibility—are more likely

to develop positive attitudes toward these establishments (Fuchs et al., 2024). Environmentally conscious customers exhibit strong preferences for sustainable accommodations, demonstrating higher intentions to stay in green hotels as part of their commitment to environmental protection (Eid et al., 2021; Tan, 2023). Further reinforcing this perspective, studies suggest that consumers' attitudes significantly influence their intentions to visit green hotels, highlighting the well-documented attitude-intention relationship in sustainability research (Khan et al., 2024). This link is further supported by research asserting that a positive perception of green hotels is a strong predictor of consumers' willingness to stay in such establishments (Filimonau et al., 2022; Shrivastava and Gautam, 2024). These findings collectively emphasize the role of environmental awareness and positive attitudes in shaping consumer preferences and behavioral intentions, reflecting a growing recognition of sustainability in the hospitality sector.

However, despite the substantial body of research on consumer intentions toward eco-friendly hotels, a persistent gap remains in understanding the transition from intention to actual behavior. Scholars have consistently highlighted discrepancies between stated intentions and real-world actions, emphasizing the need for a more comprehensive theoretical framework to accurately predict sustainable consumption behavior (Duong et al., 2023; Khan et al., 2024). Although studies have explored the importance of purchase intentions in sustainability, research examining the underlying mechanisms that determine whether these intentions translate into actual behaviors remains relatively scarce, particularly in tourism and hospitality (Khan et al., 2024). Many studies rely on self-reported data, often constrained by sample size limitations, which results in fragmented findings. As a result, much of the literature tends to focus on either purchase intentions or sustainable behaviors in isolation, rather than investigating the broader spectrum of factors that influence sustainable decision-making. For instance, some studies examine purchasing behavior in tourism souvenirs (Wut et al., 2023), hotels (Al Rousan et al., 2023), or restaurants (Çakar and Aykol, 2023), yet fail to integrate these insights into a unified framework that considers ethical motivations, social influences, and contextual factors simultaneously.

This fragmented approach leads to inconsistencies across studies, limiting their practical applicability and hindering the development of a cohesive understanding of sustainable consumption behavior in hospitality ([Sharma et al., 2024](#)). Without a unified framework, it becomes challenging to derive actionable insights for businesses and policymakers. The absence of a holistic perspective that incorporates a wide range of influencing factors leaves a notable gap in the literature. A more comprehensive model is needed to bridge this divide, integrating ethical philosophies, sustainability attitudes, and situational constraints to provide a well-rounded view of sustainable consumer behavior ([Lin et al., 2022](#)). Addressing this gap would allow for more effective strategies that align consumer motivations with industry sustainability goals. A systematic review of pro-environmental behavior in hospitality and tourism further reinforces this need, indicating that while numerous studies explore consumer preferences for sustainability, they often rely on narrow methodological approaches and fail to incorporate interdisciplinary insights that could enhance the predictive validity of sustainable decision-making models ([Han, 2021](#)).

To address this gap, the present study integrates ethical judgment theories from the Hunt-Vitell model with sustainable consumer behavior frameworks, offering a multidimensional analysis of the intention-behavior discrepancy in green tourism. Unlike prior research that examines ethical judgments ([Nimri et al., 2021](#)) or sustainable behavior separately ([Han, 2021](#)), this study adopts a comprehensive approach by evaluating how moral ideologies, environmental values, and external constraints interact to shape sustainable tourism choices. Scholars have repeatedly emphasized the need to investigate the factors influencing the transition from sustainable intention to actual behavior ([Sirakaya-Turk et al., 2024](#)). Although eco-friendly hotel patronage has been widely studied, existing research lacks a structured ethical analysis of how moral reasoning affects sustainable consumption decisions ([Ho et al., 2023](#)). This study builds upon these findings by examining tourists' ethical decision-making processes, ensuring that the identified gap is well-supported by existing literature.

To further explore this issue, the study investigates whether tourists who express an intention to visit green hotels also demonstrate a stronger inclination toward

sustainable practices, such as recycling, reusing, and green purchasing. Additionally, it seeks to examine the extent to which tourists' decisions to choose eco-friendly accommodations are influenced by their underlying moral values and ethical ideologies. This research aims to understand the deeper motivations and ethical considerations that drive tourists' behavior, particularly among those who prioritize environmentally friendly hospitality options. By analyzing the connection between the intention to engage with green hotels and a broader commitment to sustainability, this study sheds light on the extent to which personal ethical frameworks shape sustainable consumption behaviors in the tourism industry.

This investigation is critical for understanding the intricate relationship between ethical intentions, behaviors, and the moral reasoning that underpins tourists' adoption of eco-friendly practices. A deeper exploration of these factors can help bridge the gap between sustainability awareness and actual consumer behavior. The insights gained from this research will be valuable for the hospitality industry, offering a clearer understanding of how businesses can effectively cater to and promote sustainable consumption behaviors among tourists. By aligning business strategies with ethical consumer expectations, hospitality providers can enhance customer loyalty and brand reputation. Identifying the ethical and motivational drivers behind tourists' sustainable behaviors can aid hospitality businesses in refining their sustainability initiatives, improving eco-certifications, and tailoring marketing efforts to align with consumers' ethical expectations. Ultimately, these efforts support sustainability while meeting responsible travelers' expectations.

Therefore, the fifth gap that this study addresses is to determine whether tourists' intention to visit green hotels influences their sustainable consumption behaviors.

1.2.6 Sequential Mediation of Ethical Philosophies, Ethical Judgment, and Intention

Mediation analysis has become a widely adopted methodological approach in social science research for examining causal relationships (Cuartas and McCoy, 2021).

This technique is particularly valuable in identifying and analyzing intermediary variables that either fully or partially mediate the effects of independent variables on dependent variables. It helps uncover hidden relationships that might not be evident through direct effects alone. Given that numerous theoretical frameworks propose the presence of indirect effects, mediation analysis plays a critical role in enhancing our understanding of these mechanisms ([Derkach et al., 2024](#)).

Researchers frequently employ mediation models as both conceptual and statistical tools to explore the underlying processes behind ethical and moral effects ([Lazic, 2024](#)). The insights gained from this method significantly contribute to our understanding of ethics and morality in real-world contexts, particularly in consumer decision-making. Various social science theories provide the necessary rationale for hypothesizing mediations, guiding analytical processes, and advancing theoretical discourse ([Xu et al., 2023](#)). By facilitating a deeper understanding of causal pathways, mediation analysis enables a more holistic perspective on the interaction between ethical principles and consumer behaviors ([Charters et al., 2023](#)).

A mediating variable functions as a crucial connector in a sequence of relationships, wherein an independent variable (X) influences a mediator (M), which, in turn, affects a dependent variable (Y) ([Cuartas and McCoy, 2021](#)). Mediation analysis serves to determine whether X exerts a statistically significant indirect effect on Y through M. This process involves evaluating the number of mediators present in the model and assessing the significance of specific indirect effects that link X and Y ([Charters et al., 2023](#)). The primary objective is to explain and validate causal relationships, thereby improving the precision of empirical research and reinforcing causal inferences ([Lazic, 2024](#)). Mediation analysis provides a comprehensive understanding of complex decision-making processes, offering more robust theoretical models in ethical and sustainable consumption research ([Derkach et al., 2024](#)).

The Hunt-Vitell (H-V) model of marketing ethics has been extensively applied to studies exploring the relationship between moral philosophy and consumer behavior. Most applications of the model have focused on organizational settings

(Nimri et al., 2021) and general consumer behavior (Zaikauskaitė et al., 2022; Gala et al., 2023). However, some studies have extended the model to investigate green consumption choices (Chang and Chou, 2018; Halder et al., 2020; Friske et al., 2022), demonstrating the H-V model's versatility in different domains of consumer decision-making. Despite these contributions, an increasing body of research suggests that mediating factors may amplify or diminish the effects of cultural and personal traits on sustainable consumer behavior, particularly in tourism and hospitality contexts (Tang et al., 2023).

Prior research has recognized that ethical philosophies and ethical judgment play key mediating roles in ethical decision-making (Toti et al., 2021). However, studies in sustainable hospitality have primarily examined direct relationships between ethical values and consumer behavior (Chowdhury, 2023). There remains limited empirical evidence on how ethical constructs function in a sequential mediation process, particularly in the context of sustainable tourism decision-making (Tang et al., 2023). Addressing this gap, the present study investigates how ethical philosophies and ethical judgment sequentially mediate the relationship between cultural values and sustainable consumption behavior in hospitality settings.

To explore this relationship, the study adopts the General Theory of Marketing Ethics as its foundational framework (Hunt and Vitell, 1986). This model suggests that individual behavior is influenced through a sequential mediation process, incorporating both environmental factors and ethical evaluations. By integrating this perspective, the study seeks to unravel the multi-layered mechanisms that drive consumer behavior, particularly focusing on the mediated pathways that influence sustainable consumption choices. This approach not only advances our understanding of ethical decision-making but also provides deeper insights into how cultural and personal traits shape ethical consumer practices in sustainable tourism (?). Furthermore, it highlights the importance of aligning ethical frameworks with consumer values to foster more sustainable behaviors.

Building on this rationale, the study introduces a novel contribution by proposing a sequential mediation mechanism to address an overlooked gap in the literature. Unlike prior studies that rely on single-mediation models (?), this research

introduces a multi-step mediation approach, incorporating ethical philosophies, ethical judgment, and intention as structured pathways leading to sustainable consumption behavior. This approach provides a more comprehensive framework for understanding how moral reasoning and decision-making influence consumer behavior in eco-tourism.

By integrating these ethical constructs in a stepwise manner, the study enhances both ethical consumerism and sustainable hospitality literature (Khattak et al., 2022). The proposed model examines how ethical judgment, shaped by broader environmental and personal values, sequentially mediates the relationship between cultural characteristics and sustainable consumption behavior. By adopting this mediation approach, the study offers deeper insights into ethical decision-making processes, which have been largely overlooked in sustainable tourism research.

Recent studies emphasize the importance of mediation models in sustainability research (Darsono et al., 2024), yet the role of sequential mediation in ethical decision-making remains underexplored. While existing literature acknowledges that ethical judgment influences sustainable behavior (Singh et al., 2021), it often fails to account for the cascading effects of multiple ethical constructs in consumer decision-making. This gap is particularly evident in the context of sustainable tourism, where the interplay between personal values, cultural norms, and ethical evaluations can significantly shape consumption patterns. By incorporating sequential mediation, this study aims to uncover how these factors interact to drive ethical choices, offering an intricate understanding of the decision-making process. By grounding this research in established ethical frameworks and applying them within a hospitality context, this study ensures that its findings are firmly supported by prior literature.

Thus, the sixth gap this research addresses is the identification of the sequential mediation of ethical philosophies, ethical judgment, and intention to visit green hotels between customers' cultural/personal characteristics and sustainable consumption behavior.

1.2.7 Mediated Moderation of External Locus-of-Control

Individuals inherently seek a sense of control over their lives, irrespective of their actual ability to influence outcomes (Miller, 1980). The perception of powerlessness—where individuals believe they lack control over external events—plays a critical role in shaping their willingness to engage in proactive behaviors (Kim et al., 2024). This psychological distinction differentiates individuals who perceive external forces as primary determinants of outcomes from those who believe in their personal agency to drive change. In the context of sustainability, this belief in personal agency can empower individuals to adopt pro-environmental behaviors, even in the face of systemic challenges. These perceptions are particularly relevant in the context of pro-environmental behavior, as they influence individuals' motivation to engage in sustainable actions.

The locus of control (LOC) framework provides a valuable lens for understanding these behavioral tendencies. LOC describes the extent to which individuals perceive their ability to impact their environment and how these perceptions translate into actions (Trivedi et al., 2015; Derdowski et al., 2020; Cheng et al., 2020b). Despite its relevance, the role of LOC, particularly its relationship with key components of the Hunt-Vitell (H-V) model and sustainable consumption behavior (SCB) remains underexplored (Kim et al., 2022). Examining how LOC interacts with ethical decision-making processes and its broader implications for environmental responsibility and consumer choices is critical for advancing theoretical and practical understanding in this area.

While research has explored LOC's influence on pro-environmental behavior (Kim et al., 2024), studies investigating the moderating effect of external locus of control (ExLOC) in sustainable hospitality decision-making remain scarce. Scholars have examined ExLOC's direct impact on environmental attitudes (Ovais, 2023; Sharma et al., 2022) but have not sufficiently investigated its interaction with consumer decision-making frameworks in sustainable tourism (Kim et al., 2022). To address this gap, the present study extends the Hunt-Vitell (H-V) model by investigating

ExLOC as a boundary condition that influences sustainable behaviors in hospitality settings.

Existing literature suggests that individuals with an internal locus of control (INLOC)—those who believe their actions significantly impact environmental outcomes—exhibit higher environmental awareness than those with an external locus of control (ExLOC) (Ovais, 2023; Kim et al., 2024). Furthermore, (Patel et al., 2020) highlights the synergistic effect of INLOC and green self-identity in increasing eco-friendly purchase intentions. However, research remains predominantly focused on INLOC, primarily examining individual attitudes and beliefs about environmental responsibility. The role of ExLOC—external pressures such as societal norms, government regulations, and corporate sustainability initiatives—in shaping sustainable consumer behavior in tourism and hospitality remains significantly underexplored (Gouda et al., 2023). This oversight highlights a critical gap in research that must be addressed to fully understand how both internal and external control mechanisms influence consumer decision-making. Examining this gap could provide valuable insights into how policy interventions and social influence strategies can effectively encourage sustainable behaviors among consumers in the hospitality sector.

Unlike previous research that primarily emphasizes INLOC as a driver of sustainable behaviors (Hempel and Roosen, 2022), this study introduces ExLOC as a moderating variable. By examining how external forces influence the intention–behavior relationship, this study contributes new theoretical insights into consumer decision-making in eco-tourism. Additionally, it provides practical implications for sustainability marketing strategies, demonstrating how consumer behavior can be shaped by societal norms, regulations, and perceived constraints. Although existing studies have examined LOC's effects on pro-environmental behavior (Sharma et al., 2022; Joo et al., 2023), few have specifically addressed ExLOC's moderating role in the relationship between tourists' intention to visit green hotels and their actual sustainable consumption behaviors (Kim et al., 2024). This gap highlights the need for further research into how external factors beyond

an individual's direct control moderate the intention–behavior link in sustainable tourism.

Recent studies emphasize the need for more research on the psychological mechanisms that drive sustainable behaviors (Sharma et al., 2022; Joo et al., 2023). While the link between intention and consumer sustainability choices is well-documented, few studies have examined the moderating role of external control factors (Fink et al., 2021). This research bridges that gap by integrating consumer ethics theories with empirical sustainability research, ensuring that the identified research gap is firmly grounded in existing literature. To address this gap, the present study investigates the moderating effect of ExLOC on the relationship between tourists' intention to visit green hotels and their engagement in sustainable consumption behaviors.

By examining how external perceptions of control influence decision-making, this study provides a more comprehensive understanding of environmentally responsible tourism behaviors. These insights are crucial for both academic and industry stakeholders, helping hospitality businesses refine their sustainability initiatives, corporate social responsibility (CSR) efforts, and policy advocacy strategies to align with consumer expectations. Additionally, this study sheds light on how external control perceptions can hinder sustainable intentions, offering a unique perspective on consumer decision-making in eco-tourism.

Thus, the seventh research gap that this study addresses is the mediated moderation effect of external locus of control in the relationship between tourists' intention to visit green hotels and their sustainable consumption behavior.

1.2.8 Contextual Gaps

Despite extensive empirical and applied research on ethical decision-making and marketing ethics, a notable imbalance persists, with most studies focusing on business ethics rather than consumer ethics (Ferrell and Ferrell, 2021b). Additionally,

much of the literature emphasizes rational and logical processes, often overlooking the emotional dimensions of ethical decision-making (Coffin and Egan-Wyer, 2022). Recognizing this limitation, the present study seeks to examine an underexplored area—tourists’ ethical decision-making processes in the hospitality sector.

Prior research has highlighted the dominance of business-centric ethics in hospitality studies, while consumer ethical decision-making remains fragmented and insufficiently explored (Singh et al., 2021; Lee et al., 2022). Furthermore, most existing studies primarily focus on rational and cognitive processes, failing to consider the influence of emotions, cultural values, and external social pressures in shaping ethical choices (Escadas et al., 2020; Khan et al., 2022). By investigating how tourists make ethical decisions in a non-Western setting, this study broadens the understanding of sustainable hospitality ethics, offering insights that go beyond dominant Western paradigms.

Pakistan provides an ideal context for this research due to its unique socio-cultural landscape and the increasing significance of tourism in its economy. Unlike studies that have primarily examined Western consumers’ perspectives on ethical tourism (Wang et al., 2019; Karimova et al., 2020), this research shifts focus to an emerging tourism economy. This focus is particularly relevant as it highlights how cultural values, traditions, and socio-economic factors influence ethical decision-making in non-Western settings. By analyzing ethical consumer behavior within Pakistan’s tourism sector, this study extends existing ethical decision-making models to a distinct socio-cultural context, contributing to a more globally applicable ethical framework for hospitality management (Khan et al., 2022).

The vast majority of ethical decision-making research has focused on Western markets, leaving a substantial gap in knowledge regarding consumer behavior in Asian contexts (Alvi et al., 2024). This Western-centric emphasis restricts the understanding of how cultural values influence ethical dilemmas, particularly in countries like Pakistan, where traditional values and modern ethical considerations coexist (Ahmed et al., 2023). Moreover, the Pakistani government has recently made significant efforts to develop tourism, investing in infrastructure and simplifying

visa procedures to attract international visitors ([Hussain et al., 2024](#)). These initiatives further highlight the timeliness and relevance of this study, positioning Pakistan as a compelling case study for examining consumer ethics in hospitality ([Rahman et al., 2023](#)).

A systematic review of 140 library databases reveals a substantial research disparity between consumer ethics and business ethics in the hospitality sector, emphasizing the lack of dedicated studies on consumer decision-making ([Escadas et al., 2020](#)). The available literature on consumer ethics in emerging markets is fragmented and inconsistent, reinforcing the notion that ethical consumer decision-making remains an under-researched area in tourism and hospitality studies ([Srivastava et al., 2023](#)). This gap is particularly striking given that the global hospitality industry plays a critical role in economic growth, particularly in Asian markets ([Khan et al., 2020](#); [Thommandru et al., 2023](#)). Despite Pakistan's growing tourism potential, research on consumer ethics within this context remains scarce ([Ullah et al., 2021](#)).

Understanding the ethical considerations of tourists is crucial, especially in rapidly expanding tourism sectors, where sustainability concerns, cultural heritage preservation, and economic equity are critical factors ([Khan et al., 2022](#)). Pakistan's hospitality sector provides an opportunity to examine whether ethical decision-making is shaped by a complex interplay of cultural, personal, and economic factors. This examination is particularly important as it sheds light on how ethical frameworks can be adapted to address the unique challenges faced by developing tourism economies. The study also investigates ethical dilemmas that arise with tourism expansion, including challenges related to environmental sustainability, cultural preservation, and economic fairness ([Khan et al., 2022](#)). By focusing on this specific cultural and geographic context, this study offers new perspectives on consumer ethics in emerging markets, generating practical insights for policymakers and industry professionals ([Ullah et al., 2021](#)).

While Pakistan serves as the primary case study, the research findings hold broader global relevance, as many other emerging tourism markets face similar sustainability and ethical challenges. By examining ethical consumer decision-making

in Pakistan, this study offers insights that can be adapted to other developing economies experiencing similar tourism-driven growth. These findings will support stakeholders, including policymakers, sustainability advocates, and hospitality industry leaders, in developing responsible tourism initiatives that align with global sustainability goals and local cultural contexts. Recent studies have highlighted the need for expanded research on consumer ethics in emerging tourism markets (Singh et al., 2021; Khan et al., 2022). The hospitality ethics literature remains heavily concentrated in developed economies, neglecting the ethical complexities faced by consumers in emerging tourism markets.

While prior studies confirm the importance of ethical consumerism (Karimova et al., 2020; Thommandru et al., 2023), they fail to empirically examine how cultural values influence ethical decision-making in hospitality. This study directly addresses this gap by integrating established ethical frameworks with empirical consumer research, ensuring a well-supported contribution to the sustainable hospitality literature. By focusing on Pakistan, a culturally rich and rapidly developing tourism market, this research highlights the ways in which local traditions and beliefs intersect with global sustainability goals. Investigating tourists' ethical decision-making processes in Pakistan provides valuable insights for hospitality industry stakeholders and policymakers aiming to develop more sustainable tourism strategies (Ullah et al., 2021). These insights will support ethical tourism development, align with global sustainability initiatives, and promote cultural and economic inclusivity. Additionally, it highlights the importance of context-specific approaches to sustainability that respect and integrate local values. While Pakistan serves as the central case study, the research offers strategic recommendations for other developing tourism markets experiencing similar socio-economic and environmental transitions (Hussain et al., 2024).

Thus, this study focuses on the tourism and hospitality industry within an Asian country context (e.g., Pakistan) to address this research gap.

1.3 Problem Statement

Sustainability has become a global priority, and the hospitality industry is at the forefront of addressing its challenges. However, despite the increasing demand for eco-friendly practices, sustainable consumer behavior in tourism remains inconsistent. In developing economies like Pakistan, where tourism is expanding rapidly, balancing economic growth with environmental responsibility presents significant challenges. While corporate sustainability policies and government regulations are well-documented, the role of individual tourists' ethical decision-making in driving sustainable consumption behaviors remains underexplored. The lack of a clear understanding of how cultural and religious values shape ethical judgments and influence sustainable tourism choices represents a critical gap that requires deeper investigation. Exploring these underlying values can provide valuable insights into the motivations and barriers that shape tourists' sustainable decision-making processes.

The hospitality sector, particularly green hotels, offers a promising solution for promoting sustainable tourism, yet adoption rates remain low. While much of the research on sustainability in hospitality focuses on organizational and policy-driven approaches, there is limited insight into how tourists' ethical philosophies, cultural values, and personal characteristics impact their ethical judgment toward sustainable hospitality choices. The prevailing research tends to prioritize rational decision-making models, neglecting the emotional and value-driven aspects that significantly shape consumer behavior. In cultures where religious beliefs, collectivism, and long-term orientation strongly influence moral reasoning, ethical decision-making in tourism cannot be fully understood without incorporating these dimensions.

This study seeks to bridge this gap by examining how tourists' ethical philosophies, ethical judgment, and personal values influence their sustainable consumption behaviors, particularly in the choice of green hotels. By moving beyond purely logical frameworks, this research explores the emotional, cultural, and ethical dimensions

of decision-making, offering a holistic perspective on what drives consumers to engage in sustainable tourism practices. Understanding these interconnections is crucial not only for advancing academic knowledge in sustainable consumer behavior but also for providing practical strategies that can guide hospitality businesses, policymakers, and tourism stakeholders in promoting sustainable travel choices.

By investigating the relationship between cultural values, ethical decision-making, and sustainable consumption, this study contributes to the broader sustainability agenda while offering actionable insights for developing economies like Pakistan, where tourism is emerging as a key economic driver. The findings will provide guidance for green hotel operators, tourism boards, and sustainability advocates to develop effective policies and interventions that align with the ethical and cultural motivations of consumers. Additionally, the research extends its relevance to other developing nations, offering a contextualized understanding of how cultural and ethical factors can be leveraged to promote sustainable tourism worldwide.

1.4 Research Objectives of the Study

After a thorough analysis of the literature on SCB and ethical decision-making, the following are the key objectives of this research:

Research Objective 1:

To examine the influence of collectivism on tourists' ethical philosophies (deontological and teleological evaluations) in the context of green hotels.

Research Objective 2:

To assess the impact of long-term orientation on tourists' ethical philosophies (deontological and teleological evaluations) regarding green hotels.

Research Objective 3:

To investigate the role of religiosity in shaping tourists' ethical philosophies (deontological and teleological evaluations) toward green hotels.

Research Objective 4:

To analyze the relationship between tourists' ethical philosophies and their ethical judgments concerning green hotels.

Research Objective 5:

To determine the effect of tourists' ethical judgments on their intention to visit green hotels.

Research Objective 6:

To investigate the link between tourists' intention to visit green hotels and their sustainable consumption behaviors (e.g., green purchasing, reuse, and recycling).

Research Objective 7:

To investigate the sequential mediation of ethical philosophies, ethical judgment, and intention in the relationship between tourists' cultural/personal characteristics and their sustainable consumption behavior.

Research Objective 8:

To examine the moderating role of external locus of control in the relationship between intention to visit and sustainable consumption behavior.

1.5 Research Questions of the Study

To achieve the stated research objectives, this study explores the following research questions:

Research Question 1:

Does collectivism shape tourists' ethical philosophies (deontological and teleological evaluations) in the context of green hotels?

Research Question 2:

Does long-term orientation influence tourists' ethical philosophies (deontological and teleological evaluations) regarding green hotels?

Research Question 3:

Does religiosity impact tourists' ethical philosophies (deontological and teleological evaluations) concerning green hotels?

Research Question 4:

Do tourists' ethical philosophies shape their ethical judgments about green hotels?

Research Question 5:

Do tourists' ethical judgments shape their intention to visit green hotels?

Research Question 6:

Does tourists' intention to visit green hotels translate into sustainable consumption behaviors (e.g., green purchasing, reuse, and recycling)?

Research Question 7:

Do tourists' cultural and personal characteristics influence their sustainable consumption behavior, considering the sequential mediation of ethical philosophies, ethical judgment, and intention?

Research Question 8:

Does external locus of control moderate the relationship between ethical judgment and sustainable consumption behavior through intention?

1.6 Significance of the Study

1.6.1 Theoretical Significance

Ethical decision-making is crucial in the business sector, not only for its moral implications but also due to its significant financial consequences for stakeholders (Richards et al., 2022). While corporate ethics has been extensively studied, consumer behavior, particularly in the realm of sustainable consumption, has not received the same level of scholarly attention (Arman and Mark-Herbert, 2024). This research gap is particularly pronounced when considering the economic consequences of unethical consumer behaviors, such as retail crime, which costs European companies approximately USD 70.85 billion annually (Doyle, 2016). Given that consumers make ethical decisions daily, it is imperative to conduct in-depth research into their ethical decision-making processes, especially in sustainable consumption (Harrison and Polizzi, 2022). A deeper understanding of consumer ethics is essential for developing effective strategies that promote ethical and sustainable consumer behaviors.

Previous research has predominantly approached ethical decision-making from a business-centric and rational perspective (Behera et al., 2022; Chu et al., 2023), often overlooking the profound influence of cultural and personal values on consumer choices. This oversight is particularly evident in developing nations like Pakistan, where cultural traditions and religious beliefs play a fundamental role in shaping consumer behavior. The present study seeks to bridge this gap by examining how cultural factors and personal values influence tourists' ethical evaluations and their engagement in sustainable tourism practices. This focus is particularly timely, as interest in sustainable consumption is growing among Pakistani consumers (Waris and Hameed, 2020). By investigating the interplay between culture, personal values, and ethical decision-making, this research contributes to a more comprehensive understanding of ethical consumerism in culturally rich environments.

Building upon the concerns raised by Escadas et al. (2020) regarding the narrow focus on consumer ethical decision-making in existing literature, this study employs

an innovative methodology by integrating deontological and teleological ethical frameworks to assess consumers' ethical judgments and intentions. This dual approach is particularly relevant in the Pakistani context, where societal norms and communal values sharply contrast with the individualistic tendencies that dominate Western cultures ([Czarnecka and Schivinski, 2022](#)). Given Pakistan's strong emphasis on social harmony and collective well-being, the country provides a unique setting to explore the complexities of consumer ethical decision-making. By aligning this research with Pakistan's cultural values, the study offers insights into how ethical considerations are navigated in a society that prioritizes communal welfare, religious obligations, and moral integrity.

To further strengthen its theoretical contribution, this study utilizes the Hunt-Vitell (H-V) Theory of Consumer Ethics as a foundational framework for understanding ethical decision-making. The H-V model posits those ethical decision-making results from a combination of deontological and teleological evaluations, influenced by cultural and personal variables ([Nimri et al., 2021](#)). By applying this model, the study provides a structured approach to examining how consumer ethical philosophies align with sustainable consumption behaviors in a non-Western setting. This integration highlights the applicability of the H-V Theory beyond Western economies, addressing the critical need to adapt ethical decision-making models to diverse cultural and religious contexts ([Salam et al., 2022](#)).

Additionally, this research advances theoretical discourse by proposing a comprehensive model that examines the factors influencing tourists' intentions to patronize green hotels in an Asian context. The model aims to expand knowledge on environmentally responsible behaviors within the tourism and hospitality industry, as recommended by ([Agag and Colmekcioglu, 2020](#)) while integrating the role of religiosity. This integration is critical, given that religious beliefs are a vital aspect of daily life in Pakistan ([Aman et al., 2021](#)), yet eco-friendly practices remain underutilized ([Mustafa et al., 2022](#)). By investigating the relationship between religiosity and environmental consciousness, this study highlights the unique factors that drive sustainable behaviors in societies where religion and culture significantly shape consumer decision-making processes.

Furthermore, the study contributes to broader ethical, cultural, and religiosity theories by demonstrating how ethical consumerism is shaped by socio-religious values in a collectivist society. By extending existing models of ethical consumerism, this research highlights the interaction between moral philosophies and cultural identity, offering a more holistic understanding of sustainability-driven ethical choices. The study's focus on religiosity as a determinant of ethical behavior is particularly relevant, as it bridges the gap between ethical consumerism and faith-based moral frameworks, providing a novel perspective on how religious doctrines influence sustainable tourism behaviors ([Adil, 2022](#)).

This research makes a novel contribution by exploring the intricate relationships between cultural, personal, and ethical factors influencing consumer decision-making in Pakistan's sustainable tourism sector. It seeks to enrich theoretical perspectives on ethical decision-making and sustainable consumption by emphasizing the substantial impact of cultural and personal values on consumer behaviors in developing countries. By examining these complex relationships, this study provides a holistic understanding of how multiple factors interact to encourage sustainable consumer choices, thereby offering valuable insights into the fields of ethical consumerism and sustainable tourism practices. This expanded theoretical framework serves as a foundation for further research and practical applications, informing policies and business strategies aimed at promoting sustainability in culturally diverse regions.

1.6.2 Practical Significance

The practical implications of this research are far-reaching, delivering critical insights for a diverse array of stakeholders including hotel owners, governmental bodies, commercial entities, and educational institutions, all aimed at promoting sustainable consumption behaviors. In the current climate, where environmental consciousness is progressively shaping consumer preferences, hoteliers and hospitality managers are keenly investigating how to effectively position their businesses as environmentally friendly. This effort seeks not only to gain a competitive advantage but also to align with the increasing consumer awareness regarding the environmental impact of their consumption choices.

This study presents a comprehensive model that provides hotel managers with an in-depth understanding of the dynamics behind guests' accommodation decisions and the various factors influencing these preferences. Equipped with this insight, they can devise specific strategies and programs designed to attract guests to eco-friendly hotels, thereby making a meaningful contribution to the global movement towards environmental sustainability. Additionally, the findings from this research will be exceedingly beneficial for governments, corporations, and educational institutions in shaping consumer attitudes to recognize sustainable consumption not just as a choice, but as a moral obligation.

This study highlights the association of choosing sustainable options with upholding ethical values. Through education and the reinforcement of moral principles and ethics, it is possible to shift public perceptions toward viewing the consumption of non-sustainable goods as a major ethical concern. Incorporating educational content emphasizing social responsibility and ethical consumption into curricula will nurture a future generation more accustomed to sustainability, elevating the collective moral responsibility towards preserving the environment. This approach advocates for a comprehensive strategy, engaging various sectors in a unified effort to foster a deeper commitment to sustainable practices among consumers, thereby contributing to the global effort towards environmental stewardship. Such collaborative initiatives can further encourage businesses to align their operations with ethical and sustainable frameworks, reinforcing the link between consumer awareness and corporate responsibility.

The implications of our research extend to social advertisers, marketing professionals, and policymakers as well. Social marketing campaigns can be strategically developed to reduce unethical consumption behaviors within religious communities, like Pakistan, by incorporating religious appeals. Marketing specialists and government entities can educate consumers that many unethical consumption practices conflict with widely held religious principles. By developing intervention strategies that leverage faith-based messaging, it is possible to significantly strengthen consumers' tendencies toward embracing socially and environmentally friendly behaviors. This approach suggests a novel way of engaging with audiences by

tapping into deeply held beliefs, thereby fostering a more profound commitment to sustainability grounded in moral and ethical considerations. policymakers can collaborate with religious institutions to reinforce eco-conscious behaviors within communities, ensuring a long-term impact on ethical consumption patterns.

1.7 Underpinning Theory

1.7.1 The Hunt-Vitell Theory of Consumer Ethics

Within business decision-making, particularly in ethical dilemmas, three key theoretical models emphasize how stimuli factors trigger the ethical decision-making process, ultimately shaping behavior ([Ferrell and Gresham, 1985](#); [Hunt and Vitell, 1986](#); [Trevino, 1986](#)). These models highlight the role of antecedent variables that influence decision-making, highlighting its intricate and multifaceted nature. Ethical choices are shaped by individual, situational, and contextual factors, making the decision-making process highly complex. Examining these models provides insights into how ethical decisions are formed and their impact on consumer behavior. While these models share similarities in analyzing ethical decision-making, they also differ, with Trevino, Ferrell, and Gresham's models depicting decision-making as a linear process leading directly to behavior.

The Hunt-Vitell (H-V) model posits that the awareness of an ethical dilemma activates a reasoning process within an individual. This model emphasizes the role of an individual's moral values in shaping their perceptions of ethical issues, positioning morality as a key element of the decision-making process ([Hunt and Vitell, 2016](#)). Within this framework, moral evaluation is influenced by two philosophical perspectives: deontological ethics, which assesses actions based on obligations and duties, focusing on the inherent rightness or wrongness of the actions themselves, and teleological ethics, which evaluates actions based on their outcomes, weighing the benefits and aiming to maximize good over bad outcomes,

sometimes justifying ethically questionable means to achieve the most beneficial end.

The model explores an individual's ethical judgments regarding specific dilemmas by examining ethical versus unethical actions (deontology) and weighing the positive versus negative consequences of behavior (teleology). These ethical judgments are then seen as precursors to intentions, which ultimately manifest in behaviors. This process stresses how deontological and teleological considerations are crucial in ethical decision-making. The Hunt-Vitell (H-V) model focuses on an individual's sensitivity to ethical issues, where the evaluation of a situation is enriched by the consideration of various potential and acceptable solutions. The essence of an individual's ethical judgment is influenced by the degree of conviction they hold, or profess to hold, towards a particular solution in addressing the issue at hand (Hunt and Vitell, 2006). In this approach, individuals are confronted with ethical dilemmas or actions of questionable morality and are then tasked with evaluating the acceptability or the extent of harm associated with those actions (Mudrack and Mason, 2013). This process stresses the dynamic and subjective nature of ethical judgment, highlighting the role of personal convictions and moral evaluations in determining the ethicality of a given situation.

Pioneering research on personal ethics and ethical judgment in consumer behavior was conducted by Muncy and Vitell (1992). Their findings revealed that the perception of the ethicality of a consumer's behavior is influenced by several factors, including the consumer's level of involvement in the action, whether the action is illegal, and the extent of harm caused to another party, such as the seller. According to their study, the most unethical behaviors were identified as actively benefiting from illegal activities, with passively profiting from such activities ranked slightly more ethically. Engaging in dishonest actions that are technically legal was viewed as somewhat more acceptable, whereas actions that do not harm the seller were considered the least unethical among deceptive practices (Vitell, 2003).

Following this foundational work, numerous subsequent studies have sought to explain the variations in ethical judgments among consumers by identifying key

factors that drive consumer ethical judgments, such as feelings of guilt or confidence. These efforts aim to deepen our understanding of the motivators behind consumer ethical opinions, shedding light on the complex interplay between personal ethics, societal norms, and individual actions in the marketplace. Emotions and cognitive biases also play a crucial role in shaping these ethical evaluations. This line of research highlights the importance of exploring the psychological and moral dimensions that influence consumer decision-making, particularly in the realm of ethical consumption. These insights provide a unique perspective on how ethical considerations shape consumer choices and behavior.

The H-V theory of ethics posits that moral judgments influence actions through mediating mechanisms or factors related to intentions. Furthermore, the H-V model acknowledges the possibility that ethical judgment may not always align with initial intentions. That is, an individual might recognize a specific action as the most ethical but ultimately decide on a different course due to the prioritization of certain ethical beliefs they hold more strongly. This discrepancy arises from the individual's preference for one ethical belief over another, leading to the selection of an alternative action ([Jones, 1991](#)). Both the Theory of Planned Behavior (TPB) and the H-V theory suggest that the strength of an individual's beliefs plays a crucial role in shaping their attitudes.

Building on these insights, this research seeks to explore sustainable consumption behavior (SCB) through the lens of a leading theory on consumer ethics, aiming to understand its impact on tourists' sustainable consumption behaviors. By doing so, the study seeks to explore how the intensity of ethical beliefs and intentions shape tourists' decisions toward sustainable practices. This integration offers a comprehensive approach to understanding the dynamics between ethical judgments, intentions, and actual sustainable behaviors among tourists, providing a deeper insight into the factors that drive ethical consumption in the tourism sector. To ensure conceptual clarity and provide a structured understanding of the constructs employed in this study, Table [1.1](#) offers definitions and descriptions of key variables along with the sources from which these definitions have been taken.

TABLE 1.1: Operational Definitions of Study Variables

Variable	Code	Definitions	Authors/Years
Collectivism	CLTV	“CLTV refers to an emphasis on collective goals, well-being, rights, interdependence, affiliation with the larger coltve, cooperation, and harmony.”	(Kulkarni et al., 2010, pg. 95)
Long-term Orientation	LTO	“LTO is the cultural value of viewing time holistically, valuing both the past and the future rather than deeming actions important only for their effects in the here and now or the short term.”	(Bearden et al., 2006, pg.457)
Intrinsic Religiosity	INTR	“INTR is religion as a meaning-endowing framework in terms of which all of life is understood.”	(Donahue, 1985, pg.400)
Extrinsic Religiosity	EXTR	“EXTR, in contrast, is the religion of comfort and social convention, a self-serving, instrumental approach shaped to suit oneself.”	(Donahue, 1985, pg.400)
Deontological Evaluation	DE	“A DE process centers on the inherent rightness versus wrongness of a behavior, irrespective of its consequences. At the center of a DE process are principles of justice, basic rights, duties, obligations, responsibilities, proper conduct, and inherent natural rights of others.”	(Hunt and Vitell, 1986, pg.6)
Teleological Evaluation	TE	“A TE process centers on the consequences of a behavior for the parties in the decision situation.”	(Hunt and Vitell, 1986, pg.6)
Ethical judgment	EJ	“A psychological construct that characterizes a process by which an individual determines that one course of action in a particular situation is morally right and another course of action is morally wrong.”	(Rest, 1986, pg.224)
Intention	INT	“The amount of effort one is willing to exert to attain a goal or behavioral plans that enable attainment of a behavioral goal.”	(Beck and Ajzen, 1991, pg.286)
Sustainable Consumption Behavior	SCB	“The use of goods and services that respond to basic needs and bring a better quality of life, while minimizing the use of natural resources, toxic materials and emissions of waste and pollutants over the life cycle, so as not to jeopardize the needs of future generations.”	(Roundtable, 1994)
External locus-of-control	ExLOC	“People with an ExLoc believe that their actions are dependent on factors outside their personal control.”	(Rotter, 1966, pg.1)

Chapter 2

Literature Review

This chapter looks into the core theoretical principles derived from frameworks, methods, and models related to ethical decision-making. These are significant for examining consumer sustainable consumption behavior (SCB), offering an in-depth review of existing literature. The primary aim of this study is segmented into five distinct sections: initially, it explores the influence of tourists' cultural values and personal characteristics on their ethical philosophies; next, it assesses how these beliefs shape their ethical judgments regarding green hotels; subsequently, it examines the impact of these ethical judgments on the intention to visit green hotels. Furthermore, the chapter validates the ethical decision-making paradigm among tourists through a conceptual framework. Therefore, the initial portion of the chapter is dedicated to a thorough literature review covering all study variables. The latter part articulates hypothesis development, supported by relevant literature, comprehensively covering direct, indirect (through simple and sequential mediation), and moderating effects.

2.1 Challenges faced by Tourism and Hospitality Sector in Pakistan

The tourism sector is a major contributor to economic growth, playing a significant role in enhancing economic activities [Ratynskyi et al. \(2021\)](#). The positive impacts

of tourism—such as increased economic activity, enhanced foreign exchange earnings, and job creation—are well-documented, highlighting its importance in the economic sphere (Modeste, 1995). Indeed, the correlation between tourism development and employment opportunities within the tourism sector further affirms its beneficial role in economic development (Khan et al., 2020). However, the environmental sustainability of tourism practices requires further exploration. Tourism contributes significantly to environmental challenges, with research reporting that it accounts for 8% of global greenhouse gas (GHG) emissions, a figure projected to rise to 12% if immediate corrective actions are not taken (Lenzen et al., 2018). This increase not only worsens environmental degradation but also accelerates the pace of global warming, presenting a paradox where the economic benefit of tourism simultaneously poses significant environmental challenges (Lenzen et al., 2018). This dual nature of tourism, offering both economic opportunities and environmental threats, highlights the urgent need for sustainable tourism practices to mitigate its adverse impacts on the planet.

Building on the understanding of tourism's significant role in economic growth and its environmental implications, the interconnectedness of the hospitality and tourism sectors becomes increasingly evident. The provision of lodging and various hotel services is integral to the traveler's experience, placing hotels at a crucial point of influence within the tourism industry. Given their substantial environmental footprint, hotels are compelled to adopt proactive measures to mitigate their impact on the environment (Yousaf et al., 2021). This responsibility extends beyond mere mitigation as hotels possess the potential to lead the shift towards a green economy, contributing significantly to environmental enhancement. This dual capability positions the hospitality sector not just as a participant in the tourism-driven economic landscape but as a key player in the global movement towards sustainability (Ferguson, 2007). Thus, while tourism offers economic benefits, the responsibility it entails for sectors like hospitality highlights the importance of integrating sustainable practices to ensure the long-term viability and environmental compatibility of tourism growth.

Following the discussion on hotels' critical role in contributing to and mitigating environmental impacts within the tourism sector, it is important to note the

broader context of greenhouse gas emissions attributed to tourism. The United Nations World Tourism Organization estimates that tourism's global greenhouse gas emissions comprise 5% of total emissions, with the accommodation sector, primarily hotels, responsible for 21% of this figure.

This highlights hotels as significant contributors to atmospheric carbon emissions, largely due to their extensive use of water and energy. The processes involved in generating the necessary energy for hotel operations are major sources of greenhouse gas emissions, placing the industry under intense scrutiny and pressure from stakeholders to implement measures that reduce these emissions ([Dube, 2022](#)). The environmental footprint of hotels is further emphasized by their resource intensity.

Research by [Fuentes et al. \(2018\)](#) suggests that hotels consume substantially more water and energy per occupant compared to residential households, contributing to 75% of hotels' adverse environmental impacts. Several operations within hotels, including heating, cooling, water usage, lighting, laundry systems, running various equipment, kitchen appliances, and waste disposal, collectively impose a significant environmental burden ([Han and Yoon, 2015](#)). This necessitates re-evaluating operational practices within the hospitality sector to ensure a sustainable pathway that aligns with global efforts to mitigate environmental degradation and transition towards a greener economy.

In light of the substantial environmental impact associated with the hospitality and tourism sectors, the imperative for all organizations and stakeholders to prioritize sustainability has never been more critical ([Edwards, 2021](#)). Achieving sustainability requires a concentrated effort across its three pillars—economic, social, and environmental—working in harmony ([Epstein and Buhovac, 2014](#)). While economic and social dimensions have traditionally been the focus, environmental sustainability has recently emerged as a key priority, reflecting a shift in emphasis among industry practitioners and researchers ([Reid, 2019](#); [Davies et al., 2021](#); [Akomea-Frimpong et al., 2022](#)). This shift is substantiated by a survey involving over 1,230 CEOs from more than 113 countries, revealing that 74% of CEOs say that

they have begun deploying new and circular business models ([Accenture Strategy, 2021](#)). Furthermore, stakeholders—including communities, customers, and governments—express increasing concern over issues such as population growth, social inequality, poverty, biodiversity loss, and particularly, environmental sustainability and global warming ([Sahoo et al., 2023](#)).

With its intrinsic dependence on the natural environment for attracting guests and ensuring business viability, the tourism and hospitality sector bears a unique responsibility in addressing these environmental challenges ([Swan and Morgan, 2019](#)). The degree to which hotel management understands and values environmental sustainability can significantly drive the adoption of relevant initiatives ([Singjai et al., 2018](#)). This understanding highlights the necessity for the hospitality industry to not only re-evaluate its operational practices but also to embody a commitment to sustainability that aligns with the broader environmental goals. Through embracing and implementing sustainability initiatives, the hospitality sector can lead by example in the global effort to mitigate environmental impacts and ensure the well-being of future generations.

Building on the discussion around the hospitality sector's responsibility towards environmental sustainability, it's pertinent to focus on the regional context of South Asia, which holds significant potential for economic development through tourism. The tourism industries within South Asian nations are expected to experience growth in the coming years ([Ahmad et al., 2019](#)), presenting both opportunities and challenges. Notably, South Asia stands out as the region most impacted by environmental concerns, emphasizing the urgent need to examine the interplay between tourism development and environmental sustainability in these developing countries ([Mehmood et al., 2022](#)).

This examination is crucial for understanding how South Asian countries can leverage their tourism sectors for economic growth while addressing and mitigating the environmental challenges accompanying increased tourism activity. Thus, the discussion extends from the broader imperative of sustainability within the global hospitality industry to a focused analysis of how South Asian nations can

navigate the delicate balance between fostering tourism-driven economic growth and safeguarding environmental integrity. This requires strategic policy interventions and sustainable tourism initiatives that align economic objectives with long-term environmental responsibility.

Continuing from examining tourism's potential in South Asia and its environmental implications, Pakistan's role within this regional context merits specific attention. As part of the diverse and ecologically rich South Asian region, Pakistan stands out for its unique blend of natural attractions, including forests, beaches, mountains, varied climate zones, expansive landmasses, rivers, and rural tourist destinations ([Moscardo, 2008](#)). With South Asia comprising eight countries, Pakistan occupies a significant position in the tourism sector, sharing this potential with its neighbors. Given that most of these countries are in various developmental stages, there is a substantial opportunity to harness the tourism sector for economic growth.

Sustainable development emerges as a critical strategy in realizing this potential, ensuring that the expansion of tourism contributes positively to the region's economy while mitigating environmental impacts. In 2017, the tourism sector accounted for 8.9% of the overall GDP in South Asia, highlighting its economic significance and the imperative for sustainable practices within this sector ([Manzoor et al., 2019](#)). This situates Pakistan and its South Asian counterparts at a crucial point, where the pursuit of sustainable tourism development can drive economic advancement while preserving the region's natural and cultural heritage for future generations.

Following the broader discussion on the potential of sustainable tourism in Pakistan and its significant role within South Asia, it is crucial to delve into the historical context of tourism development in the country. The formal acknowledgment and development of the tourism sector in Pakistan can be traced back to the 1960s under the leadership of M. Ayub Khan, marking the beginning of official interest in tourism within the country ([Arshad et al., 2018](#)). This era saw the establishment of several tourist information centers, laying the groundwork for structured tourism development. The United Nations Development Program (UNDP) initiated the Master Plan for the Development of Tourism in Pakistan (1965-1985) in 1965,

setting a long-term vision for the sector's growth ([Adnan Hye and Ali Khan, 2013](#)). However, it was not until 1972 that tourism was advanced to the policy-making level, with the creation of a separate ministry that encompassed religious affairs, minorities, and tourism. This ministry transformed in 1976, integrating the tourism division within the Ministry of Commerce.

A key development in Pakistan's tourism infrastructure was the establishment of the Pakistan Tourism Development Corporation (PTDC) by the Federal government in 1970 ([Richter, 1989](#)). PTDC was tasked with dual objectives: enhancing the country's tourism infrastructure and promoting Pakistan as an attractive tourist destination on the international stage. Subsequent efforts to strengthen the sector led to the formation of a ministry dedicated to sports, culture, archeology, and tourism. Despite these initiatives, the national tourism policy introduced in 1990 and subsequent projects were often criticized as isolated efforts, suggesting a lack of cohesive strategy in the development and promotion of tourism in Pakistan ([Arshad et al., 2018](#); [Mohiuddin and Iqbal, 2020](#)). This historical overview highlights the evolutionary path of tourism policy and management in Pakistan, underlining the challenges and milestones that have shaped its development to date.

A significant step towards reevaluating the tourism sector in Pakistan came with the drafting of a comprehensive national tourism policy by the Ministry of Tourism in 2010, which aimed to address the numerous challenges and limitations facing the sector ([Aman et al., 2019](#)). This policy draft highlighted the crucial role of public-private partnerships in revitalizing tourism development, marking a withdrawal from previous strategies with its depth and breadth of coverage. Despite its promising start, the policy's implementation was hindered by the dissolution of the federal tourism ministry following the 18th amendment, leaving the policy incomplete and the sector without a unified national strategy ([Manzoor et al., 2019](#)).

The 2010 policy draft highlighted the need for sustainable tourism practices in Pakistan, recognizing the potential benefits for the country's natural and cultural heritage. However, the abolition of the federal ministry created a governance

vacuum, affecting areas that require national oversight, such as tourist visas, international branding, ecotourism, and environmental legislation ([Arshad et al., 2018](#)). This gap in federal leadership is reflected in the [World Economic Forum \(2015\)](#), which indicates that the tourism sector in Pakistan lacks adequate attention at both the federal and provincial levels. Consequently, Pakistan's ranking in terms of tourism and travel industry prioritization fell to 120 in 2015 and further declined to 122 in 2017 ([Crotti and Misrahi, 2015](#); [Dias, 2017](#)). This highlights the urgent need for a cohesive and sustained approach to tourism policy and management in Pakistan, emphasizing the critical importance of national-level involvement and the integration of sustainable tourism practices to harness the sector's full potential for economic growth and environmental preservation.

For sustainable tourism to genuinely take root and thrive in Pakistan, establishing and enforcing specific rules and regulations are imperative to safeguard the environment and cultural heritage. Currently, adherence to such sustainability practices is limited to a handful of restaurants and hotels, despite their significant role within the tourism sector ([Ullah et al., 2021](#)). The primary legal frameworks governing tourism and hospitality in Pakistan include the Pakistan Hotels and Restaurants Act 1976, the Pakistan Tourist Guides Act 1976, and the Travel Agencies Act 1976 ([Saqib and Nazir, 2020](#)). However, these acts are characterized by their broad scope, with little to no emphasis placed on the principles of sustainable tourism. This lack of focus highlights a critical gap in the legal and regulatory environment, highlighting the need for updated or new legislation that explicitly supports sustainable tourism practices. Such legal reforms would not only protect Pakistan's rich natural and cultural assets but also align the country with global trends towards sustainability in tourism, ensuring the long-term viability and resilience of this crucial sector. In addition to the broad scope of the legal frameworks governing sustainable tourism in Pakistan, there is a notable issue with the implementation of the criteria outlined within these acts.

The Department of Tourist Services (DTS), tasked with overseeing the enforcement of these regulations, has encountered challenges in ensuring compliance. Initially, a federal entity, DTS's oversight responsibilities have shifted to the provincial level

following the 18th amendment, complicating the implementation process further (Saqib and Nazir, 2020). Moreover, the tourism sector's attempt to ensure service quality through the Star System, which aims to standardize hotel services, faces similar hurdles in execution. The lack of effective implementation of both the regulatory frameworks and the Star System highlights a systemic challenge within Pakistan's tourism sector. This scenario highlights the need for a concentrated effort to strengthen the capacity and authority of regulatory bodies like the DTS, alongside a comprehensive review and update of existing legislation to make sustainable practices not only a legislative requirement but a practicable standard across the country's tourism and hospitality industry.

The World Economic Forum's Travel and Tourism Competitiveness Report (TTCR) of 2019 ranked Pakistan 113th out of 130 countries (World Economic Forum, 2019), indicating a position below average in the global tourism sector despite noticeable improvements over previous years. The ranking reflects various challenges, including issues related to the business environment, labor market, human resources, safety and security, and health and hygiene, among others. Nonetheless, there exists a silver lining for tourism in Pakistan. Notably, its affordability as a tourism destination has stimulated growth in domestic tourism, which is generally more developed than international tourism in developing countries (Arshad et al., 2018). In 2009, around 46 million domestic tourists traveled to various sites within Pakistan, with 50% traveling for social reasons and 14% for recreation (Irfan and Ali, 2020).

In recent years, there has been a resurgence in foreign tourists' interest in Pakistan. According to the World Tourism Organization (WTO), of the 1.133 billion global foreign tourists in 2014, approximately 1 million visited Pakistan (World Tourism Organization, 2014). However, Pakistan's share of the international tourism market remains minute, especially when compared to its South Asian neighbors. For instance, Pakistan's share of overseas tourists in South Asia was 6.7%, with 44% originating from European countries, whereas India's share stood at 46% of the total 18.26 million overseas tourists (Statistics, 2017).

Moreover, a significant number of tourists visit Pakistan for religious purposes. Sikhs and Buddhists, in particular, are drawn to the country to visit their sacred

sites, highlighting the role of religious events in fostering intra-regional and domestic tourism. Approximately 50% foreign visitors come to Pakistan to visit friends and family. This pattern is reflective of broader trends across South Asia, where countries with religious significance attract visitors, such as Muslims performing Hajj in Mecca or Buddhists visiting Nepal and Sri Lanka (Khan et al., 2019a). This multifaceted nature of tourism in Pakistan highlights the sector's potential for growth and the importance of addressing existing challenges to enhance its competitiveness and appeal on both a domestic and international scale.

In the past, Pakistan's tourism sector has navigated through challenging times, significantly impacted by the repercussions of the Afghan war in the 80s, which contributed to a perception of the country as a troubled region. This period of turmoil was marked by a notable decline in tourist inflow, attributed to several factors including inadequate tourism marketing, political instability, the inaccessibility of certain tourist destinations, and the lack of essential services such as transportation (Khan, 2012). These obstacles cast a long shadow over Pakistan's tourism industry, deterring potential visitors and restricting growth.

However, the narrative around Pakistan's tourism sector is undergoing a transformative shift. The country is now emerging as a premier destination for travelers, attributed to a renewed focus by the government on leveraging tourism as a key driver of economic growth. Recognizing the sector's economic potential, the government has undertaken initiatives to improve security, enhance marketing efforts, and develop infrastructure, thereby revitalizing tourism and altering international perceptions of Pakistan (Ullah et al., 2021). This effort towards prioritizing tourism not only aims to showcase Pakistan's rich cultural heritage and natural beauty but also to capitalize on the sector's capacity to contribute significantly to the national economy.

Reflecting on the discussions presented, it is evident that there is a critical need for further research in the field of sustainable tourism, especially within the context of Pakistan. Despite the country's emergence as a key tourist destination, recognized for its cultural diversity, geographical wonders, religious significance,

and adventurous landscapes, there exists a noticeable gap in the literature on sustainable tourism practices in Pakistan (Ullah et al., 2021). This gap highlights the need to explore how Pakistan can effectively leverage its tourism potential while prioritizing long-term sustainability. Exploring sustainable tourism in Pakistan is not only imperative for preserving its natural and cultural heritage but also for maximizing the economic benefits of tourism while minimizing its environmental and social impacts. Given Pakistan's unique attributes and the growing interest in its tourism sector, research aimed at developing and implementing sustainable tourism strategies will be instrumental in guiding the country towards achieving a balanced and responsible tourism industry.

2.2 Literature on Study Variables

2.2.1 Sustainable Consumption Behavior

Sustainable consumption behavior (SCB) has emerged as an essential component in tackling the urgent environmental issues faced by our planet today (White et al., 2019). SCB advocates for the conscientious selection, utilization, and disposal of products and services to reduce their environmental and societal impacts throughout their life cycle (Hong et al., 2024). This approach emphasizes the interconnectedness of individual actions and their collective impact on global sustainability. This paradigm strives not only to satisfy present human needs but also to preserve the environment in such a way that does not compromise the ability of future generations to meet their own needs.

In the face of rising environmental challenges, such as climate change, biodiversity loss, pollution, and the exhaustion of natural resources, the role of SCB in promoting sustainability and environmental stewardship is increasingly critical (Hannigan, 2022). This perspective highlights the need for a shift in consumption patterns, advocating for more mindful and ecologically responsible behaviors that align with long-term sustainability goals. By embracing SCB, individuals and communities

can contribute significantly to mitigating the adverse effects of these environmental crises ([Han, 2021](#)), highlighting its importance in our collective journey towards a more sustainable future.

Climate change, driven by unsustainable consumption habits, remains a critical global issue that SCB can play a significant role in mitigating. By choosing products and services that have a lower carbon footprint—such as renewable energy sources, and energy-efficient appliances, individuals can significantly reduce their environmental impact ([Moser and Kleinhückelkotten, 2018](#); [Wilson et al., 2019](#); [Aczel, 2023](#)). The Intergovernmental Panel on Climate Change (IPCC) emphasizes the critical need for global emissions reduction, highlighting the critical role that SCB plays in this global effort ([Arias et al., 2021](#)). Furthermore, the concept of Earth Overshoot Day, which signifies the date when humanity's demand for ecological resources exceeds what the Earth can regenerate in that year, highlights the imperative to delay this date by adopting more sustainable practices.

SCB promotes enhanced resource stewardship by encouraging waste minimization, opting for products with a lower environmental impact, and supporting the principles of the circular economy ([Global Footprint Network, 2021](#)). Through these measures, SCB offers practical routes towards slowing the pace of climate change and working towards a more sustainable and resilient future. Biodiversity loss, another critical issue, is aggravated by unsustainable consumption. Supporting products certified for sustainable consumption and production can help mitigate this issue. By fostering a culture of mindful consumption, individuals can contribute to preserving ecosystems and ensuring a healthier planet for future generations.

The World Wildlife Fund (WWF) advocates for SCB as a means to preserve biodiversity for future generations, stressing its importance in conservation efforts ([World Wildlife Fund, 2020](#)). Pollution, particularly from the production and disposal of goods, presents another challenge that SCB addresses. Practices such as minimizing single-use plastics, recycling, and choosing minimally packaged products can significantly reduce pollution ([Almasi et al., 2019](#); [Heidbreder et al., 2020](#); [Petkoska et al., 2021](#)). These actions, when adopted collectively, can lead to

substantial environmental benefits and foster a culture of responsibility. Research demonstrates the effectiveness of such measures in decreasing plastic pollution in oceans and ecosystems ([Nikiema and Asiedu, 2022](#)). Achieving the full potential of SCB extends beyond individual actions, requiring fundamental changes in how products are designed, produced, and marketed ([Trudel, 2019](#)).

This transformation demands a collaborative effort that spans governments, businesses, and communities, working together to foster sustainable consumption. The adoption of supportive policies, the provision of incentives, and the encouraging educational initiatives are essential for this collective effort. By uniting these efforts, it is possible to direct society towards more sustainable consumption habits, effectively tackling the complex issues of biodiversity loss, pollution, and additional environmental challenges. Such comprehensive and coordinated actions are vital in cultivating a culture of sustainability that permeates every aspect of production and consumption, ensuring that environmental stewardship becomes a core principle of global economic and social systems.

Initially, the hotel industry was hesitant to embrace sustainability, often considering it a secondary concern compared to core business operations ([Deloitte Consulting et al., 2014](#)). However, the concept of sustainability has since undergone a significant transformation, becoming a central doctrine within the sector, reshaping both industry standards and consumer expectations ([Trang et al., 2019](#)). This evolution highlights an urgent call for the hospitality industry to integrate sustainability principles into their operations. These principles aim to satisfy essential needs, improve quality of life, and reduce the consumption of natural resources, use of toxic materials, and emissions of waste and pollutants throughout the product lifecycle. Such integration is essential for preserving the ability of future generations to meet their needs ([Geng et al., 2017](#)), emphasizing the critical impact of the sector's practices on both the environment and local communities ([De Grosbois, 2012](#)).

As awareness of eco-tourism and its far-reaching effects continues to spread among tourists ([Shasha et al., 2020](#)), the imperative for hospitality providers to adopt sustainable practices has never been more pronounced. These practices are increasingly

shaping tourists' interactions with hotels, influencing their behaviors, attitudes, and preferences (Han, 2021), and playing a significant role in their satisfaction, decision-making processes, and brand loyalty (Han and Hyun, 2018; Modica et al., 2020). This shift impacts not only the hospitality sector's environmental footprint but also its financial performance, as sustainable practices enhance the profitability and competitiveness of hotels (Asadi et al., 2020). The expanding body of research exploring tourists' perceptions and attitudes towards hotels' sustainability efforts (Trang et al., 2019; Ibnou-Laaroussi et al., 2020; Olya et al., 2021) highlights a significant transformation within the hotel industry. This transition towards sustainability is becoming a strategic imperative, reflecting a broader industry-wide acknowledgment that adopting green practices is essential not only for the sake of environmental conservation but also for securing a competitive advantage in an increasingly eco-conscious market.

Sustainability is increasingly integrated into marketing strategies, reflected in the rising emphasis on achieving Sustainability Standards Certifications (SSC) such as UTZ and Fair Trade. This trend mirrors a shift in the preferences of customers who are increasingly drawn to locally sourced products (Jensen et al., 2019; Kuswati et al., 2021). This shift highlights the growing awareness and demand for transparency and ethical practices in production and sourcing. The emphasis on sustainability is particularly evident among marketers, who are keenly aware of the significant spending power of eco-conscious customers. Reports suggest that customers' spending on sustainable products and services annually surpasses \$230 billion (Minton et al., 2018). However, despite the substantial economic potential, there remains a discrepancy between customers' short-term actions and their long-term commitment to sustainable behaviors and attitudes (Groening et al., 2018; Ramos-Hidalgo et al., 2022). This gap highlights the complexity of truly integrating sustainability into consumer lifestyles and the ongoing challenge for marketers to bridge this divide, encouraging deeper, more consistent engagement with sustainable practices.

Thøgersen (2010) highlights that the variance in sustainable consumption across different nations can largely be attributed to discrepancies in political regulations,

financial support for sustainable initiatives, and the requirements for labeling sustainably produced goods and services. These differences are further heightened by national cultural standards and infrastructure (Minton et al., 2018; Sun et al., 2022). Despite the availability of developed facilities and incentives—such as accessible and free recycling bins and sponsored sustainable equipment—and the influence of normative social pressure (for instance, the negative perception among peers towards non-recycling behavior or the purchase of non-energy-efficient appliances), there remains an evident disparity in the level of responsible consumption between different tourists and nations alike. For instance, recycling practices across the European Union showcase significant contrasts: tourists in France, Finland, and Spain manage to recycle 35% of their total waste, whereas those in Sweden, Austria, and Belgium achieve a higher rate, recycling at least 50% of their waste (Haines-Young and Weber, 2010). This example of recycling as a Sustainable Consumption (SC) practice highlights the complex interplay between infrastructural, cultural, and social factors in shaping sustainable behaviors across various contexts.

Sustainable Consumption Behavior (SCB) is demonstrated in two primary forms. Firstly, there are normative behaviors deeply ingrained within cultural norms and infrastructures, evolving over time and widely shared across a nation, for instance, recycling newspapers in North America, a practice widely recognized and facilitated by the provision of recycling bins, highlighting a collective understanding of its environmental significance. Secondly, certain behaviors, such as choosing products with organic ingredients, come from a desire for value expression and self-expression, catering to hedonic motives (Ketter, 2019; Fischer et al., 2021). These behaviors are not only adopted for self-enhancement but also reflect significant cultural values in some societies.

Research has shown that sustainable practices are often value-driven and exhibit strong intercorrelations (de Morais et al., 2021; Schuster et al., 2022). It has been observed that even in contexts where attitudes towards sustainability might be less favorable due to a lack of long-term perspective among tourists, certain SCBs are more prevalent in societies where there is peer pressure to conform to socially endorsed behaviors (Gavinolla et al., 2021; Essiz and Mandrik, 2022). This

highlights the role of social norms and peer influence in facilitating or hindering the adoption of sustainable practices, regardless of the underlying attitudes towards sustainability.

This research focuses on the environmental impact of consumer behaviors within the context of green consumption, addressing the absence of a universally accepted definition of Sustainable Consumption Behavior in prior research. Various interpretations have typically encompassed consumer behaviors and decisions influenced by environmental considerations, such as evaluating energy consumption when buying electronics, using reusable bags, and willingness to pay a premium price for eco-friendly products (Guo et al., 2018; González-Rodríguez et al., 2020; Wang and Li, 2022).

These behaviors and decisions have been organized by Leary et al. (2014) into three categories: eco-conscious purchasing, energy efficiency, and post-consumption behaviors. Minton et al. (2018) further differentiated SCB into self-enhancing or normative categories, while Dermody et al. (2018) examined the distinction between curtailment and sustainable behaviors. Past studies have explored various aspects of SCB, including recycling and green purchasing. In this research, SCB is categorized into three specific types aligned with the Product Life Cycle (PLC): green purchasing, reusability, and recycling, drawing upon the contributions of Dong et al. (2012), Zhao et al. (2014), and Geng et al. (2017). In this research, the relationship between intention and sustainable consumption behaviors (SCB) is conceptualized to understand how a cognitive commitment to visiting green hotels influences broader sustainability practices.

The study focuses on green hotels as the central context, and all items related to both intention and SCB scales are tailored to this domain. Sustainable consumption behavior, in this study, is further classified into three specific dimensions: green purchasing, reusability, and recycling. These dimensions reflect the holistic approach required to achieve sustainability in the hospitality industry, where each action contributes to reducing environmental impact. These dimensions align with actions expected in eco-friendly hospitality settings, such as selecting hotels that emphasize

environmental conservation, encouraging the reusability of resources, and promoting waste management through recycling. Despite previous studies exploring eco-friendly behaviors, such as recycling and reusing activities ([Garvey and Bolton, 2017](#)) and recycling specifically ([Wang et al., 2017](#)), there remains a notable gap in collectively examining green purchasing, reusability, and recycling particularly in this context.

Furthermore, the factors influencing these behaviors have yet to be fully explored. This includes understanding how cultural, personal, and contextual factors interact to shape sustainable consumption choices in the hospitality sector. This gap highlights the significance of this research, which aims to bridge these research gaps by providing a comprehensive examination of SCB within the PLC framework. By doing so, this research not only builds on the existing body of knowledge but also seeks to understand the significant factors that drive these environmentally responsible behaviors, thereby contributing to a deeper understanding of sustainable consumption and its implications for both consumers and the environment.

2.2.2 Consumer Ethical Decision-Making

Research often employs both normative and descriptive methodologies to address ethical issues within consumer and marketing behavior ([Fukukawa, 2003](#); [Hassan et al., 2022](#)). Normative approaches examine ethics from a prescriptive perspective, concentrating on the development of moral values and the principles that determine judgments of right and wrong ([Smith, 1995](#); [Sulaiman et al., 2021](#)). These techniques offer a framework for moral reasoning and for making lawful decisions. Conversely, descriptive approaches adopt a psychological perspective, concentrating on how ethical decisions are made within the realms of management and business ([Weaver and Trevino, 1994](#); [Islam, 2020](#)). This perspective is particularly concerned with the processes through which individuals navigate ethical dilemmas to arrive at ethical decisions and behaviors. The ethical decision of purchasing sustainable goods presents consumers with a complex set of ethical judgments. Descriptive

methodologies have been instrumental in exploring these judgment processes, shedding light on how consumers resolve ethical challenges in their buying decisions.

The Hunt-Vitell (H-V) model has been extensively applied in exploring ethical decision-making within the context of consumer behavior, offering insightful perspectives on customer ethics (Hunt and Vitell, 2006). This model integrates teleological evaluation (TE) and deontological evaluation (DE) to assess the ethicality of potential actions and their outcomes for all involved stakeholders. DE focuses on the intrinsic rightness or righteousness of actions, while TE examines the outcomes, assessing the overall good or harm resulting from the actions' consequences. As suggested by the model, customers would embrace moral principles grounded in DE, including loyalty, respect, fairness, benevolence, and self-improvement (Hunt and Vitell, 1986; Reck et al., 2022). Conversely, when employing TE in ethical decision-making, customers evaluate the implications and significance of their actions, considering factors like the likelihood of consequences, their magnitude, and impact (Hunt and Vitell, 2006; Bhattacharyya et al., 2021).

Both DE and TE assessments shape an individual's ethical decisions, intentions, and subsequent behaviors. According to Hunt and Vitell, an individual's ethical judgments can be directly influenced by TE and by situational factors. Research in this area has also identified various antecedent variables related to an individual's ethical decision-making, encompassing moral philosophical principles and the processes involved in ethical judgments under market conditions (Vitell, 2003; Gala et al., 2023). Moreover, it has been found that moral philosophical values, ethical decisions, and attitudes are subject to the influences of cultural, demographic, psychological, and situational factors, highlighting the multifaceted nature of ethical decision-making in consumer behavior (Kashif et al., 2018; He and Harris, 2020; Ozkara and Bagozzi, 2021; Hassan et al., 2022).

Building on the discussion on ethical decision-making and the impact of cultural, demographic, and psychological factors on moral philosophy, it is essential to examine the foundational principles of morality itself. Morality fundamentally consists of a series of principles within a theoretical framework that is expected to

have adhered to ([Smuha, 2019](#)). Violations of these principles are deemed immoral. Moral values are a cornerstone in the majority of religious teachings, where the moral directives of nearly all faiths align closely ([Chang, 2022](#)).

An interesting analogy to understand morality is the societal expectation to wear clothes. While being unclothed is naturally occurring, societal ideologies dictate clothing as a norm; hence, not wearing clothes in such contexts is considered immoral, highlighting how immorality is often tied to the breach of societal norms rather than the act itself. This brings to light the possibility that without integrating divine concepts within religious ideologies, the understanding and appreciation of moral values might be vastly different. Each religion and sect introduces its own set of practices and codes of conduct, with Islam placing a profound emphasis on morality as a peak of its ethical teachings, highlighting the deep interconnection between religious beliefs and moral values ([Lahmar, 2020](#); [Sulaiman et al., 2021](#)).

In conclusion, exploring the relationship between ethical decision-making processes, moral values, societal norms, and religious teachings holds significant implications for understanding the ethical behaviors of tourists, particularly in the context of sustainable consumption. By examining how individuals navigate ethical dilemmas through the lenses of normative and descriptive ethical theories and considering the profound influence of cultural and religious backgrounds on moral reasoning, researchers can gain deeper insights into the motivations behind tourists' choices toward sustainable practices. This comprehensive approach not only enriches our understanding of the factors that guide ethical decision-making in tourism but also highlights the potential for leveraging these insights to encourage more environmentally responsible consumption behaviors. Understanding the interplay between an individual's ethical framework and their consumption choices offers valuable perspectives for policymakers, marketers, and sustainability advocates aiming to foster a more sustainable tourism industry. This highlights the need for a multidisciplinary approach to tackle the complexities of ethical decision-making and sustainable consumption. It emphasizes the importance of ethical education and cultural awareness in guiding consumer behaviors toward a more sustainable future.

2.2.3 Collectivism

Collectivism refers to a cultural or social orientation that places a higher value on the interests of groups, communities, or collectives, as opposed to those of individual members ([Cheng et al., 2020a](#)). This perspective is marked by an emphasis on achieving collective goals, fostering interdependence among members, and endorsing shared responsibilities within communities. In contrast, individualism supports the significance of personal freedom, individual rights, and self-reliance, focusing on the priorities and achievements of the individual over the collective ([Kuanr et al., 2021](#)). Collectivism thus represents a framework within which the well-being and success of the group are considered very important, guiding social behaviors and influencing cultural practices and norms. This cultural orientation shapes decision-making processes, social interactions, and even consumer behaviors, particularly in contexts where community values play a central role.

The inception and thorough examination of collectivism as a unique aspect within the fields of cultural and psychological study is credited to the contributions of various academics, notably [Hui and Triandis \(1986\)](#). Their pioneering research in the mid-1980s laid a foundational framework for understanding the stark differences between collectivist and individualist perspectives, highlighting their profound influence on human behavior, social interactions, and cultural values. This initial exploration into collectivism versus individualism highlighted the extent to which different societies value communal welfare as opposed to individual ambitions, providing a deeper understanding of the core values that shape interpersonal relationships and the fabric of social norms. They offered a crucial aspect to cultural and psychological study, facilitating a more profound investigation into how collectivist and individualist attitudes profoundly influence individuals' self-perception and societal roles.

Expanding on the foundational insights provided by early research into collectivism and individualism, Geert Hofstede's theory of cultural dimensions offers a comprehensive analysis of culture's pervasive influence on individual behaviors and the broader mechanisms of society. Hofstede's framework provides a detailed

analysis of the dynamic interplay between individualism and collectivism, serving as a critical lens through which to examine the varied preferences and behaviors that characterize different societies. These cultural orientations shape not only social interactions but also ethical decision-making and consumption patterns.

According to [Hofstede \(1984\)](#), collectivist societies are characterized by the deep integration of individuals into tightly knit groups—often extended family units—from an early age, with these groups offering support and protection in return for a strong sense of loyalty and commitment. This collective mindset often translates into a greater willingness to prioritize communal goals over individual desires. This sense of interconnectedness fosters a shared responsibility toward collective well-being, including environmental and ethical considerations. This fundamental social structure contrasts with that found in individualist cultures, where the emphasis is on personal freedom, independence, and self-sufficiency, leading to more fluid and less obligatory social connections.

In societies leaning towards collectivism, there is a pronounced focus on communal objectives, social harmony, and maintaining group cohesion, highlighting a preference for collective successes over individual rewards ([Kim et al., 2023](#)). Hofstede's in-depth exploration brings into consideration the delicate equilibrium that individuals must navigate between their aspirations and the expectations imposed by their cultural setting. His work explains the profound ways in which cultural values and norms not only dictate how societal interactions are arranged but also play a significant role in shaping individual identities and worldviews. Through Hofstede's comprehensive analysis, the complex relationship between culture, individual behavior, and societal structure is clearly illustrated, offering an intricate perspective on the influence of cultural dimensions on human life and societal organization.

Hofstede's seminal work has shed light on the profound effect of collectivism and individualism on the way societies operate, affecting everything from communication styles and approaches to business to the dynamics of social relationships. In societies that lean towards collectivism, the decision-making process is often viewed

through the lens of the group's well-being, advocating for a collective approach where decisions are made with the group's interests at heart (Spicker, 2019). This communal perspective is opposite to the beliefs prevalent in individualist cultures, where there is a strong emphasis on personal autonomy, independence, and individual rights. In these cultures, decisions are more likely to be made by individuals, focusing on personal benefits and considerations, often without direct regard for the collective implications (Davis and Williamson, 2019).

The differences in these cultural orientations have significant repercussions for the way cross-cultural communication, management, and negotiations are conducted (Adler and Aycan, 2018). They emphasize the critical need for a deep understanding of a culture's underlying orientation towards collectivism or individualism to effectively engage in cross-cultural interactions. For instance, understanding whether a partner's cultural background values the collective orientation over the individual one in a business context can guide the approach to negotiations, conflict resolution, and team dynamics (Van Kleef and Côté, 2018). Similarly, in communication, recognizing these differences can inform whether a more direct or indirect approach is likely to be effective, based on the cultural preference for harmony or individual expression (Wu et al., 2021). Hofstede's insights into these cultural dimensions offer invaluable guidance for navigating the complexities of global interactions, highlighting the importance of cultural sensitivity and adaptability in fostering successful international relationships and ventures.

The dichotomy between individualism and collectivism has served as a cornerstone in cross-cultural studies, offering profound insights into the varied behavioral patterns observed across diverse societies (Alsaleh et al., 2019; Berglund et al., 2020; Germani et al., 2021). This critical dimension explains the underlying reasons for differences in leadership methodologies, pedagogical strategies, and approaches to resolving conflicts, to name a few. By understanding a culture's placement on this individualism-collectivism spectrum, both individuals and organizations gain the ability to tailor their communication and methods more effectively. This deeper understanding enables the development of policies, products, and services that are inherently sensitive to cultural values and norms (Gay, 2018).

Expanding upon this framework, the individualism vs collectivism dimension not only informs interpersonal interactions but also influences organizational behavior, marketing strategies, and global management practices (Miao et al., 2018; Stoermer et al., 2021). For instance, recognizing a target market's collective or individualistic orientation can guide the development of marketing campaigns that resonate more deeply with the audience's values. In the realm of education, this understanding can shape the design of curricula and teaching methods that align with students' cultural expectations and learning preferences. Similarly, in leadership, knowledge of a society's cultural inclination can inform a leader's approach to motivation, teamwork, and employee engagement. By applying insights gathered from the individualism vs collectivism dimension, there is a potential to enhance cross-cultural competence, foster more inclusive environments, and ultimately achieve a greater impact in various fields and industries.

The concept of collectivism plays a significant role in shaping marketing strategies and consumer behavior, by offering essential insights into how cultural norms and values dictate consumer purchasing habits and preferences (Shavitt and Barnes, 2020). In societies that prioritize collectivism, where the well-being and cohesion of the group are valued above personal desires, the process of making purchasing decisions frequently encompasses an evaluation of the impact these choices will have on broader social units such as families, peer groups, or the entire community (Fan et al., 2022). This communal orientation profoundly affects consumer behavior, dictating not only the preferred products and services but also how these goods are consumed and shared within the group.

In societies characterized by a collectivist orientation, the process of making purchasing decisions extends beyond individual preferences to consider the broader implications for the group, be it family, friends, or the wider community (Wali and Renzaho, 2018). For marketers aiming to engage with audiences in such cultures, it is crucial to understand the significance of familial and social approval in shaping consumer behaviors. Products and services positioned as enhancing the collective well-being or designed for communal use tend to resonate more deeply within these groups (Chen and Roberts, 2023). Therefore, marketing strategies in these contexts

should focus on the social benefits of products, emphasizing how they can foster stronger family bonds or encourage group activities and interactions.

The emphasis on group harmony and allegiance prevalent in collectivist cultures frequently manifests as pronounced brand loyalty among consumers (Soomro, 2019). In such environments, consumer preferences tend to favor brands that have earned the endorsement of their social or familial networks, or those that enjoy a reputation of popularity or trustworthiness within their broader community (Santos et al., 2022). This collective trust in brands reflects the cultural value placed on social cohesion and shared decision-making. This inclination stresses the potential efficacy of leveraging social evidence in marketing strategies targeted at these cultures. Incorporating testimonials from esteemed members of the community or endorsements from figures who are highly respected within the culture can significantly enhance a brand's attractiveness and perceived reliability (Triandis, 1995).

In collectivist societies, advertising and promotional activities gain significant attention when they center on themes that resonate with societal harmony, communal benefits, and the collective good (Kuanr et al., 2021). For marketers navigating these cultural landscapes, it is imperative to tailor their communications to highlight how their offerings can contribute to the group's welfare, strengthen social connections, or aid in societal advancement. This strategy involves a departure from the individual-centric narratives that dominate Western marketing approaches, where the focus is predominantly on personal success, independence, and self-expression (Markus and Kitayama, 1991).

In collectivist cultures, social media plays an indispensable role in marketing strategies due to its ability to rapidly disseminate information across social networks (Leonhardt et al., 2020). The impact of word-of-mouth is significantly magnified in such settings, where purchasing decisions and consumer preferences are deeply influenced by the insights, opinions, and endorsements of peers, family members, and other influential figures within one's social circle. This dynamic creates a ripple effect, where trusted recommendations can quickly shape collective consumer

behavior. Leveraging social media influencers who align with the cultural values of the target audience proves to be an effective strategy for enhancing a brand's visibility and authenticity (De Mooij, 2019).

Marketers aiming to effectively connect with the intricate dynamics of collectivist cultures must prioritize customization and demonstrate a strong commitment to cultural sensitivity. By carefully crafting products, services, and marketing communications that resonate with the local traditions, values, and societal expectations, companies can demonstrate genuine respect for cultural practices and gain a profound insight into the collective mindset of their target audience (Montagna et al., 2023). This strategy not only avoids the risk of cultural mistakes but also significantly strengthens the trust consumers place in the brand and encourages its standing within the community. Hofstede (2011) have pointed out the critical importance of such an approach, illustrating that a thorough understanding of culture is key to devising marketing strategies that not only reach but also deeply resonate with people in collectivist societies. Tailoring offerings to align with cultural expectations is more than a tactical adjustment; it is a strategic imperative that can lead to developing more meaningful and enduring connections with the consumer base.

Building on this foundation, the intersection of cultural dimensions and sustainable consumption practices has emerged as a critical area of focus in contemporary academic discourse. This evolving interest highlights the significant ways in which cultural predispositions influence individual and collective behaviors toward embracing sustainability. An expanding body of research highlights those values rooted in collectivism—emphasizing group cohesion and communal well-being—have a profound impact on making environmentally sustainable choices (Sheng et al., 2019; Patel et al., 2020; Halder et al., 2020). These studies bring into consideration the essential influence of cultural values in fostering environmental sustainability. Cultures that support the community's welfare and prioritize the planet's health for future generations inherently support sustainable consumption ideals (Zheng et al., 2021). Such cultural frameworks offer promising avenues for launching and sustaining initiatives designed to minimize ecological impacts and nurture a

more sustainable future. Therefore, exploring the relationship between collectivist orientations and sustainable consumption practices offers crucial insights not just for the academic realm but also for crafting practical, impactful strategies to encourage environmentally friendly consumer behaviors.

In an insightful investigation into how collectivism influences the intention to buy green products, [Al Zubaidi \(2020\)](#) discovered that cultures with a collectivist orientation, prioritizing group welfare and the enduring well-being of the community, are more inclined towards purchasing eco-friendly products. This alignment between collective values and sustainability highlights the potential for cultural norms to drive positive environmental change. This tendency is influenced by positive attitudes towards green products, societal norms, and a readiness to pay extra for such products, indicating that collectivist values strengthen the perception of green products as advantageous not just for the individual but for society as a whole. The findings of this study highlight the significant contribution of collectivist values in driving a sustainable economy by encouraging consumer choices that favor environmentally conscious products.

The study conducted by [Higueras-Castillo et al. \(2019\)](#) examining the adoption of renewable energy technologies across various cultural contexts further supports the notion that collectivism positively affects pro-environmental behaviors and attitudes towards renewable energy. The research findings reveal that societies characterized by a higher degree of collectivism exhibit more pronounced eco-friendly behaviors and a stronger inclination towards adopting renewable energy technologies. This implies that the intrinsic collective concern for environmental sustainability within these cultures fosters a deeper engagement with renewable energy solutions, highlighting the significant role of cultural values in environmental conservation efforts.

[Zhao et al. \(2024\)](#) conducted a study to explore the interplay between harmonious cultural values, pro-environmental self-identity, and sustainable consumption behaviors among urbanized consumers in China. The findings indicate that although collectivist values may not have a strong direct impact on behavior, they exert

an indirect influence on sustainable consumption through the mediation of pro-environmental self-identity. This suggests that while collectivist and harmonious cultural values may not immediately drive sustainable behaviors, they significantly shape individuals' self-perceptions in a manner that resonates with sustainability objectives, thereby fostering more environmentally friendly consumption practices.

Furthermore, [Minton et al. \(2018\)](#) examined how subjective norms surrounding sustainable consumption vary across nations, discovering that both national culture and levels of pragmatism significantly impact behaviors related to sustainable consumption. This suggests that cultural context plays a key role in shaping the adoption of sustainable practices. Their research found that countries with a higher degree of collectivism establish stronger norms concerning sustainable consumption, reinforcing the idea that collectivist values are instrumental in influencing the behaviors of consumers towards sustainability. This insight stresses the critical influence of cultural values, particularly collectivism, in guiding consumer habits toward more sustainable practices.

The collective insights from all the above-mentioned studies highlight the significant role of collectivism in fostering sustainable consumption. By nurturing a strong sense of community and prioritizing long-term welfare, collectivist cultures inherently promote behaviors that are in harmony with sustainability principles. This cultural foundation creates a natural alignment between collective values and the goals of environmental preservation. This necessitates the adoption of culturally sensitive strategies to enhance efforts toward environmental sustainability. As the world deals with pressing environmental issues, tapping into cultural values such as collectivism becomes essential. Embracing these values can significantly aid in motivating sustainable consumption patterns that benefit both the environment and societal well-being.

Building on these findings, it is clear that collectivism extends beyond merely promoting a community-centric approach to consumption. It instills a profound sense of responsibility toward environmental stewardship and the prosperity of future generations. This shared accountability fosters a culture where sustainable

practices are seen as a moral obligation rather than a personal choice. This sense of collective responsibility is important in the realm of sustainable consumption, seamlessly aligning individual behaviors with the wider objectives of societal and ecological sustainability. Through a collectivist lens, every consumption decision becomes a step towards a sustainable future, highlighting the interconnectedness of individual choices, community well-being, and global environmental health ([Hariram et al., 2023](#)).

Another research by [Saxena and Sharma \(2023\)](#) offers a novel perspective by putting together spirituality, cultural values, and behavioral theories to explore the intentions behind sustainable consumption. Their findings reveal that spirituality, when combined with the collectivist and long-term orientation aspects of culture, influences attitudes that foster sustainable consumption intentions. In societies that value collectivism, where the welfare of the community and spiritual beliefs are held in high regard, there tends to be a stronger inclination towards actions that are not just environmentally beneficial but also ethically sound. This integration of spirituality with collectivism within the sustainable consumption domain suggests a comprehensive approach to understanding consumer behavior, one that integrates ethical, cultural, and environmental considerations, offering a richer understanding of the forces that drive individuals toward sustainability.

[Leonhardt et al. \(2020\)](#) extend the exploration into the realm of digital influence by examining the impact of collectivism on the use of user-generated content on digital platforms, especially regarding product information. Their research highlights the significant role that social influence and the perception of homophily (similarity among individuals) play in directing sustainable consumption choices. In cultures where collectivist values predominate, fostering trust and perceived similarities among community members, the utility of social media as a channel for disseminating information about sustainable products and behaviors is notably amplified. This digital manifestation of collectivist ideals emphasizes the critical need to harness the power of online communities and platforms in promoting sustainable consumption behaviors, particularly in today's context where digital influence is increasingly impactful.

[Liu et al. \(2021\)](#) embarked on an investigation to resolve two differing perspectives regarding how collectivism influences social interactions, which in turn, bear implications for sustainable consumption. Their findings indicate a unique picture: cultures with a more individualistic bent displayed enhanced positive ingroup interactions, expressions of gratitude, and emotional support compared to their collectivist counterparts. This suggests a complex interplay between collectivism, social dynamics, and behaviors conducive to sustainability, enriching our comprehension of the socio-cultural footings of sustainable consumption patterns.

Building on this, [Halder et al. \(2020\)](#) looked into the impact of national culture and ethics on the green consumption values of individuals in Finland, Germany, Portugal, and the United Kingdom. Their findings revealed that cultural collectivism encourages green consumption values, providing fresh perspectives on the cultural and ethical aspects of green consumption. This body of research highlights the significant role of collectivist values in fostering environmentally sustainable consumption habits, thereby contributing significantly to the discourse on how cultural and ethical considerations shape sustainable consumer behavior. These insights emphasize the need for culturally tailored sustainability initiatives that align with the collective values of different societies.

The collective examination of these studies sheds light on the multifaceted ways in which collectivism influences sustainable consumption. Cultures that prioritize communal well-being over individual interests are predisposed to adopt practices that are not only sustainable but also ethically aligned and community-focused. For marketers, policymakers, and advocates for sustainability, these findings provide crucial guidance on crafting interventions, campaigns, and policies that harmonize with collectivist values, thereby encouraging behaviors aligned with sustainable consumption. This understanding of the relationship between collectivism and sustainability offers a strategic pathway to engage communities in environmental stewardship and sustainable living practices effectively.

The Hunt-Vitell theory of marketing ethics, which explores the formation of ethical judgments in marketing, emphasizes the critical role of personal moral philosophies and the perception of ethical dilemmas in guiding individuals' intentions

and behaviors ([Hunt and Vitell, 1986](#)). Viewing this theory through the lens of collectivism—a cultural orientation that places the group’s needs above those of the individual—opens intriguing pathways for investigating how collective values influence ethical decision-making within the marketing field. This perspective is exceedingly pertinent to discussions on sustainability, where ethical issues overlap with cultural norms and environmental priorities. Merging the concepts of collectivism and the Hunt-Vitell theory within the sustainability context unfolds a complex yet captivating terrain, where marketing ethics are shaped by a wide range of communal values and obligations.

Although direct research linking these three dimensions—collectivism, ethical marketing, and sustainability—remains scarce, the insights from available studies are enlightening. They suggest that collectivist perspectives can significantly enhance ethical marketing practices, especially in promoting sustainable consumer behaviors. This synthesis not only enriches our understanding of the ethical decision-making framework in marketing but also highlights the significant role of cultural and environmental factors in devising effective, sustainable marketing strategies.

[Ferrell and Ferrell \(2021a\)](#) extended the Hunt-Vitell (H-V) model to encapsulate the ethical decision-making processes relevant to artificial intelligence (AI), showcasing the model’s flexibility in addressing modern ethical dilemmas, including those encountered in sustainability. This evolution highlights the model’s applicability within marketing ethics to areas such as sustainable consumption, especially pertinent in collectivist cultures where the emphasis on community welfare and ethical considerations heavily influence consumer behavior.

Meanwhile, [Ardley and May \(2020\)](#) investigated the pressing issues of overconsumption and sustainability in marketing, proposing the need for new business models that are ethically conscious. Their study finds synergy with the Hunt-Vitell model’s ethical decision-making framework by drawing inspiration from Giddens’ theory of structuration. It highlights the critical role that ethically minded marketers play in fostering sustainable marketing practices. This approach fits together with collectivist principles, advocating for the prioritization of societal well-being

and the sustainability of the environment over the long term. Together, these discussions pave the way for a deeper integration of ethical considerations into marketing strategies, especially within the area of sustainable consumption, and highlight the significant impact of cultural values on ethical marketing practices.

[Ho et al. \(2023\)](#) attempted to integrate the theory of planned behavior with the Hunt-Vitell theory to explore buying intentions toward ethically produced food products in a developing economy, highlighting the significance of deontological and teleological evaluations in ethical decision-making. This integration highlights the relevance of ethical considerations in consumer behavior, which can be further influenced by collectivist cultural values that emphasize communal well-being and sustainable practices. Similarly, another study investigated the traditional fashion market's sustainable marketing activities and their impact on brand loyalty, demonstrating how sustainability efforts can enhance consumer trust and satisfaction ([Jung et al., 2020](#)). This study, while not directly applying the H-V model, illustrates the importance of ethical marketing in building consumer relationships, a principle central to both the H-V model and collectivist values, which could facilitate a deeper connection to sustainability.

In conclusion, while direct studies linking collectivism, the Hunt-Vitell theory of marketing ethics, and sustainability are limited, existing research indicates a solid base for exploring how ethical decision-making in marketing, influenced by collectivist cultural values, can promote sustainable consumer behaviors. The integration of these domains offers a promising avenue for developing more ethically and environmentally responsible marketing practices that resonate with collectivist societies. Further research in this area can provide deeper insights into how culturally driven ethical frameworks shape consumer attitudes toward sustainability.

2.2.4 Long-term Orientation

Long-term orientation (LTO) is a cultural and strategic framework that emphasizes the importance of future rewards over immediate outcomes ([Alipour, 2021](#)). It

involves prioritizing long-term planning, perseverance, and the sustainability of actions and results. This concept is particularly relevant in understanding how different cultures approach time, planning, and value traditions and innovations (Muskat et al., 2021). The concept of long-term orientation was significantly developed and introduced into the field of cross-cultural studies by Geert Hofstede. Hofstede initially identified LTO as a dimension of national culture in his study on cultural values. This dimension was added after analyzing research by Michael Bond and his colleagues, who had identified the Confucian dynamism dimension, reflecting a culture's time horizon. Hofstede's work on LTO later became his fifth dimension of national cultures, distinguishing cultures that plan for the future, show perseverance and thrift, from those that value traditions and meet their social obligations (Hofstede and Minkov, 2010).

The relevance of Long-Term Orientation (LTO) is not confined to the realm of cultural studies but extends into diverse disciplines like business, education, and psychology, illustrating its widespread applicability. For instance, within the context of family businesses, LTO plays a crucial role in shaping intertemporal choices and decision-making processes, with a distinct preference for long-term benefits over immediate gratification. This orientation fosters an emphasis on continuity, future planning, and perseverance, factors that are crucial for the sustainable success of enterprises (Lumpkin and Brigham, 2011). In the educational sphere, students coming from cultures characterized by a high degree of LTO are observed to have superior academic performance. This phenomenon suggests that the values underpinning LTO, such as diligence and persistence, significantly contribute to effective learning and academic success (Figlio et al., 2019). These examples stress the broad significance of LTO across various fields, demonstrating its key role in influencing behaviors and outcomes in business, education, and beyond.

Long-Term Orientation (LTO) has been studied and understood through a variety of perspectives within the academic community, reflecting its complex nature and significant impact across both individual and organizational levels. A particularly insightful framework by (Lumpkin and Brigham, 2011) examines LTO within the context of family businesses, breaking it down into three key dimensions: futurity,

continuity, and perseverance. Futurity refers to the emphasis on future outcomes and long-term success; continuity highlights the value of maintaining business viability across generations, while perseverance emphasizes the commitment to persistently pursuing long-term objectives.

This explanation of LTO serves as a strategic lens through which intertemporal choices are made, guiding decision-making and actions over time. It highlights the crucial role of LTO in strategic planning and execution, indicating how LTO influences not just immediate business practices but also the overall legacy and sustainability of the firm. A study investigated the effects of LTO on the educational outcomes of immigrant students, uncovering that students originating from cultures with a pronounced LTO tend to achieve higher academic success. This indicates that LTO not only shapes educational choices but also affects the social learning processes among peers, highlighting the significant influence of cultural orientation on educational attainment and the significant role LTO plays in promoting academic excellence (Figlio et al., 2019).

In the realm of corporate governance, another study examined how CEOs' long-term orientation—often inferred from their educational backgrounds at prestigious universities—affects their strategic decision-making, particularly in areas such as profit reinvestment and research and development (R&D) spending. The findings from this research point out the connection between the individual attributes of leadership and the broader strategic orientation of organizations toward long-term objectives (Miller and Xu, 2020). Together, these studies offer valuable insights into how LTO manifests in different contexts, from enhancing educational performance to influencing corporate strategy, illustrating the broad applicability and significance of LTO in fostering success and sustainability across various domains.

Further exploration into the concept of LTO introduces a novel dimension continuity especially within the supply chain management context, pointing out the profound impact of employees' sense of continuity on fostering trust and commitment in supply chain relationships, beyond the traditional focus on planning and forecasting. The study conducted by He and Sun (2020) stresses the dynamic nature of LTO and

its growing importance in modern business operations, particularly in establishing and sustaining resilient supply chain partnerships.

Another study examined how LTO and risk propensity interact to affect resilience, revealing a positive correlation between LTO and resilience. This suggests that the emphasis on tradition and strategic planning, characteristic of LTO, contributes significantly to enhancing the capacity of individuals or organizations to recover from challenges. [Sulphey \(2020\)](#) expands the understanding of LTO, connecting it with psychological resilience and coping strategies, thereby broadening the scope of LTO's application. This research highlights how LTO, traditionally seen in cultural or organizational strategic contexts, also plays a critical role in psychological and operational resilience, offering new insights into its benefits across different realms. These findings highlight the importance of fostering a long-term perspective in both personal and organizational contexts to enhance adaptability and sustainability.

The study by [Schepers et al. \(2020\)](#) studies the role of paradoxical leader behavior within the sphere of long-term corporate development, specifically highlighting how LTO can act as a key resource in strengthening entrepreneurial orientation within private family firms. This research stresses the importance of participative decision-making as a crucial mechanism for effectively mobilizing LTO resources, thereby facilitating innovation and strategic agility. It sheds light on the intricate relationship between LTO, leadership styles, and organizational innovation, highlighting the transformative potential that leaders with a long-term perspective can bring to the table. This exploration reveals the dynamic capabilities created by long-term oriented leadership, illustrating its significant impact on enhancing innovation and fostering a sustainable competitive advantage in family-owned businesses.

Exploring further into the domain of sustainability and ethical consumer behavior, a study by [Valenzuela et al. \(2010\)](#) investigated the impact of customer orientation and ethics on loyalty from the customers' perspective. The findings suggest that a firm's ethical reputation, potentially tied to a long-term orientation towards customer relationships, is crucial for fostering loyalty through perceived ethical

practices. This indicates the significant role of LTO in sustaining business growth and profitability through ethical engagements with customers (Valenzuela et al., 2010). In the realm of sustainable tourism, Vinzenz et al. (2019) examined the effectiveness of various communication styles in attracting customers with different value orientations to book sustainable hotels. The research highlights the importance of tailoring sustainability communications to appeal to consumers' long-term orientation towards biospheric-altruistic values, thereby influencing their sustainable tourism choices (Vinzenz et al., 2019). These insights highlight the need for businesses to integrate ethical and sustainability-driven messaging that resonates with consumers' long-term values, fostering deeper engagement and loyalty.

Buerke et al. (2017) explore the dynamics of responsible consumer behavior, uncovering that an individual's awareness of sustainability issues, coupled with a sustainability-focused value orientation, directly fosters responsible consumption practices. This revelation aligns with the notion that individuals who exhibit a Long-Term Orientation (LTO) toward sustainability are more likely to adopt behaviors that benefit both societal and individual well-being. Such findings highlight the essential role of LTO in encouraging consumption habits that are not only sustainable but also ethical. This research further emphasizes the importance of nurturing a long-term perspective among consumers to advance sustainable and ethical consumption patterns by establishing a clear link between sustainability awareness, value orientation, and responsible consumer behavior. By fostering this mindset, businesses and policymakers can encourage more consistent and impactful sustainability-driven consumer choices.

Moreover, a review of environmentally sustainable consumer behavior in tourism and hospitality presents a comprehensive overview of psychological variables that motivate such choices. The study sheds light on the impact of individual differences in value orientations, time perspective, and efficacy beliefs, suggesting that a long-term orientation significantly influences sustainable tourism and consumer behavior. This research offers valuable insights into the mechanisms through which LTO affects environmental sustainability, contributing to the broader understanding of sustainable practices in tourism and hospitality (Han, 2021). These studies

collectively highlight the significant role of individual LTO in shaping behaviors and decisions that contribute to sustainability and ethical practices across various contexts. Understanding this relationship can help policymakers and businesses design more effective strategies to promote long-term sustainable behaviors among tourists and consumers.

Customers' long-term orientation plays a key role in the broader societal context by driving sustainable and ethical behaviors that contribute to environmental conservation, social equity, and economic stability (Kim et al., 2020). This orientation encourages organizations to adopt sustainable practices, fostering a culture of responsibility that can lead to more sustainable development outcomes (Pizzi et al., 2022). Customers with a long-term orientation (LTO) are inclined to consider the future implications of their current actions, which naturally leads them toward sustainable consumption behavior. This forward-thinking mindset encourages individuals to prioritize products and services that are not only beneficial in the immediate term but also contribute positively to environmental conservation, social equity, and economic stability in the long run. Sustainable consumption behavior, in this context, encompasses choosing environmentally friendly products, supporting businesses that practice ethical labor and production methods, and engaging in activities that promote social welfare.

The link between a customer's LTO and sustainable consumption behavior can be understood through the lens of value orientations and the psychological underpinnings of decision-making. Customers with a long-term orientation are likely to possess value orientations that align with biospheric (environmental), altruistic (social), and sustainable economic principles. These value orientations influence their consumption choices, making them more likely to engage in behaviors that reflect a concern for the broader impacts of their consumption. Research supports this link by demonstrating how individual differences in value orientations, time perspectives, and efficacy beliefs influence sustainable tourism and consumer behavior. For instance, research highlights how a long-term orientation significantly impacts sustainable tourism and consumer behavior by influencing the psychological variables that motivate such choices. This suggests that individuals with LTO

are driven by a complex set of values and beliefs that prioritize long-term well-being over immediate gratification, leading them toward sustainable consumption behaviors (Han, 2021).

In conclusion, the predisposition of individuals with a Long-Term Orientation (LTO) toward sustainable consumption behaviors is a reflection of their forward-looking values and decision-making frameworks. This perspective significantly shapes their personal choices, fostering a culture of sustainability that exceeds individual actions to influence broader industry practices toward environmental responsibility and ethical engagement. The extensive body of research in this area validates the connection between LTO and sustainable behaviors, highlighting the key role of LTO in advancing sustainability and ethical practices across diverse sectors. This comprehensive analysis illustrates the profound impact that a long-term perspective can have on shaping a more sustainable and ethically conscious future.

2.2.5 Religiosity

Consumer behavior has often overlooked religion as a critical dimension, lacking in-depth studies, development, and research, highlighting a need for comprehensive exploration due to its profound, pivotal, and inherent role in dictating the conditions and beliefs under which consumers engage in purchasing behaviors and services (Pangarkar, 2023). McDaniel and Burnett (1990) define religiosity as a deeply held belief system that inspires individuals to follow the fundamental doctrines and moral codes established by a divine authority. Furthermore, Weaver and Agle (2002) studied the concept of religious self-identity and its significant influence on human actions, particularly emphasizing how religious beliefs shape an individual's expectations of adherence.

The relevance of religious studies to marketers is highlighted by its fundamental contribution to shaping consumer perceptions, attitudes, ethical values, and convictions, which in turn guide their choices in product and service consumption (Engelland, 2014). The work of Hirschman et al. (2011) sheds light on the significant role religion plays in forming, influencing, showcasing, and maintaining

personal identity, as demonstrated through their purchasing behaviors. Moreover, [Minton and Liu \(2021\)](#) investigated the effects of religious commitment on how consumers feel a sense of belonging and evaluate products. Despite the critical and integral nature of religion in the area of consumer consumption, there is a scarcity of research dedicated to explaining how religious beliefs influence the decision-making processes of consumers ([Solomon, 2018](#)). This research addresses this gap, providing insights into how religious factors influence and shape consumer purchasing decisions. Understanding these influences can help marketers develop more culturally and ethically sensitive strategies that align with consumers' deeply held beliefs and values.

A survey of existing studies reveals that researchers like [Hirschman \(1982\)](#) have explored the significant influence of religious affiliations on purchase decision-making processes. Subsequent studies have explored the effects of religious beliefs on consumer's tendency to switch brands ([Mostafa and Ibrahim, 2020](#)), the role of religion in enhancing advertising effectiveness ([Noor et al., 2022](#)), its impact on consumer attitudes towards product risks ([Nurhayati and Hendar, 2020](#)), and its correlation with materialism ([Raggiotto et al., 2018](#)). Despite these contributions to understanding the interplay between religion and consumer behavior, the body of research remains fragmented, lacking coherence and connection. This highlights an urgent need for a well-rounded and detailed examination of religion's influence on consumer behavior, promoting ethical consumption patterns ([Swimberghe et al., 2011](#); [Arli, 2017](#)), leveraging modern marketing avenues like social media and influencers ([Yasin et al., 2020](#)), and endorsing minimalistic lifestyle choices that emphasize less material ownership, decluttering, and enhanced personal satisfaction and well-being ([Pangarkar et al., 2021](#); [Wilson and Bellezza, 2022](#)), particularly in light of the diversity among consumers.

At the core of religiosity research, [Allport and Ross \(1967\)](#) introduced a novel concept distinguishing between two forms of religious expression: intrinsic, where an individual's actions are inspired by the deep-seated values of his faith, and extrinsic, where the affiliation with religion serves personal interests, such as the desire for social standing. Essentially, those with intrinsic religiosity live by their faith's

teachings, in contrast to those with extrinsic religiosity, who use their religious identity to fulfill specific external objectives. For individuals driven by intrinsic motivations, adherence to their faith is paramount, and thus, the pursuit of social validation or conformity through consumerism is unnecessary (Allport and Ross, 1967). Conversely, individuals with an extrinsic orientation towards religion are inclined to seek social connections and approval, often using consumer goods as a means to these ends. This contrast suggests that extrinsically religious individuals may place a greater emphasis on the value-expressive and social-adjustive aspects of products, highlighting how religious motivations can influence consumer behavior differently (Wilcox et al., 2009; Pace et al., 2014).

In the context of religiosity, it can be inferred that individuals with an intrinsic orientation towards their faith express themselves and manifest their identity through the principles of their religion, thereby showing less inclination towards using consumer goods for value expression or social adjustment. For these individuals, their deep-rooted beliefs serve as the primary platform for showcasing the essential virtues they hold dear, making the need to use products as a medium for identity expression relatively insignificant. Their sense of self-worth is not dependent on societal endorsement, as their faith provides a robust framework for self-expression. In contrast, individuals with extrinsically motivated religious engagement utilize their faith doctrines and community to establish and enhance social bonds (Zhang et al., 2018). For these consumers, products play a crucial role, acting as vehicles for articulating their distinctiveness to their social sphere, including peers, acquaintances, and broader networks. They highly value the distinctive features, functionality, and symbolic significance of products that offer a sense of individuality, allure, and differentiation from others (Rehman et al., 2021).

Existing studies on the influence of religiosity on ethics have explored the role of religious principles in shaping ethical decision-making processes (Hunt and Vitell, 1986; Vitell and Paolillo, 2003). Hunt and Vitell (1986) discussed the cognitive processes individuals undergo when faced with ethical dilemmas, analyzing their considerations of deontology (the inherent rightness or wrongness of actions) and teleology (the consequences and the desirability of those outcomes). Essentially,

when an individual encounters a moral dilemma, they critically assess the morality of their actions, taking into account their perceptions of justice and the moral significance of right versus wrong actions.

Hunt and Vitell (1986) closely examined the relationship between religion and ethical decision-making, positing that those with a strong religious outlook are more likely to approach ethical dilemmas from a deontological standpoint, as opposed to those with weaker religious convictions. Vitell (2009) further contributes to this discussion by highlighting how individuals deeply rooted in their religious beliefs, and thereby intrinsically motivated by their faith, are naturally inclined to identify and challenge morally questionable behaviors as unacceptable. Conversely, individuals who adopt a religion for extrinsic reasons, such as social advancement or networking, may be less inclined to critically assess ethical misconduct due to their primary focus on achieving personal objectives.

The impact of religiosity on marketing and advertising strategies is significant, with existing research indicating that consumers with higher levels of religious commitment tend to respond more positively to advertising messages that align with their religious values (Kalliny et al., 2020). For instance, advertisements promoting halal products are likely to resonate well with Muslim consumers, whereas Jewish consumers are expected to show strong support for advertisements that highlight kosher practices. Drawing upon the Hunt-Vitell Theory of Ethics (1986), it becomes evident that consumer perceptions of a company's involvement in unethical actions with negative societal repercussions can severely affect the company's image and the willingness of consumers to support such businesses. In this context, consumers with a high degree of intrinsic religiosity are inclined to analyze the moral and ethical integrity of advertising content more thoroughly, which in turn plays a crucial role in shaping their purchasing decisions.

Similarly, in cases of product-harm crises, where a company's products are found to be defective, hazardous, or otherwise unsafe for consumers (Cleeren et al., 2017; Pangarkar et al., 2022), alongside service failures and instances of brand wrongdoing (Khamitov et al., 2020), the ethical values of religious consumers may significantly

influence their responses. Prominent examples of such instances include the case of Chobani, which faced a major backlash due to mold contamination in its yogurt products leading to hospitalizations and a fatality in the United States in 2013, Firestone's recall of 6.5 million tires in 2000 after they were linked to accidents and fatalities, and Nestlé's crisis in India in 2015 when its popular noodle brand was found to contain unsafe levels of lead. These incidents underline the profound impact product-harm crises, service failures, and brand misconduct can have on a company's reputation and consumer trust. For religious consumers, especially those with a strong intrinsic orientation towards their faith, such situations may lead to a decisive refusal to engage with brands perceived as contributing to societal detriment and harm.

In recent years, with the realization of the growing significance of religious consumers as a key market segment, businesses have begun to recognize the necessity of catering to and engaging with this demographic. Given that religious consumers' purchasing decisions are deeply influenced by their cultural, moral, and religious beliefs, they tend to favor products that align with their values, such as organic and gluten-free food items that contribute to their happiness and satisfaction ([Minton et al., 2019](#)). The trend towards minimalistic consumption encourages buying less but more meaningful products that enhance happiness, satisfaction, and well-being, advocating for wise use of resources and a lifestyle centered around simplicity and the minimization of clutter ([Pangarkar et al., 2021](#); [Wilson and Bellezza, 2022](#)).

A study conducted by [Rauf et al. \(2019\)](#) emphasizes that Muslim consumers often prefer modest consumption and a simple lifestyle, viewing them as pathways to contentment, tranquility, and mental well-being. Therefore, it has now become crucial for marketers and advertisers to tailor their strategies towards religious consumers by clearly labeling products as sustainable, pure (free from preservatives or harmful additives like trans fats), fat-free, sugar-free, and gluten-free, ensuring these attributes are easily identifiable. Additionally, communicating the health benefits of such products through social media, digital marketing, and other promotional channels is key, as minimalistic and anti-consumption consumers

prioritize sustainable, environmentally friendly products that support societal well-being (Iyer and Muncy, 2009).

Moreover, religiosity nurtures altruistic values and norms, including a deep-seated concern for the well-being of others, which can significantly influence minimalistic consumption patterns (Siyavooshi et al., 2019). This sense of compassion extends to sustainable behaviors, such as reducing food waste, driven by feelings of guilt and the belief among religious consumers that wasting resources, especially when there are those in need, is morally wrong. Due to their heightened sense of moral responsibility and personal norms, religious individuals are more likely to engage in and support pro-environmental actions and societal welfare initiatives, including advocating for sustainable products. These actions are crucial for sustainability efforts, as minimizing waste directly contributes to lessening environmental degradation and pollution.

Religious consumers, deeply connected to their communities and families, are inclined to disseminate information about waste reduction practices within their religious group, such as churches, mosques, or temples, aiming to spread this knowledge further among community members (Mohamad et al., 2012). Therefore, marketing and advertising strategies should leverage religious-themed messaging to highlight the importance of reducing non-sustainable behaviors and their positive impact on environmental conservation. Collaborating with religious communities to highlight the benefits of waste elimination, pollution reduction, and environmental preservation can reinforce the values of life satisfaction, well-being, happiness, and peace (Hurulean et al., 2022). Utilizing places of worship to convey messages focused on sustainability can facilitate the swift and broad dissemination of these critical messages, encouraging a collective move towards greater environmental stewardship and personal fulfillment among religious consumers.

The adoption of sustainable practices, the elimination of excesses, and the reduction of waste by religious consumers not only reflect their commitment to environmental stewardship but also significantly impact their stress levels and overall quality of life. Research by Pangarkar et al. (2021) emphasizes the rise of minimalistic

consumption as a global movement, with an increasing number of individuals embracing this lifestyle to enhance their happiness and fulfillment. Due to their deep-rooted values and convictions, religious consumers are particularly inclined towards minimalism as a means to achieve well-being, stress reduction, and a higher sense of life satisfaction [Quadri \(2021\)](#). Consequently, it becomes imperative for businesses to specifically tailor their marketing and advertising efforts to resonate with the unique perspectives and values of religious consumers, fostering engagement and promoting a lifestyle that aligns with their beliefs and practices.

While religion influences the lives of billions worldwide, its relationship with industries such as tourism and hospitality remains significantly underexplored, representing a notable gap for both academics and practitioners. Given the profound influence of religious doctrines and practices among adherents of Christianity, Islam, Hinduism, Buddhism, Jainism, and Judaism, it is evident that these beliefs critically inform their purchasing behaviors ([Abdullah et al., 2020](#)). This highlights the imperative for marketing professionals as well as academic researchers to dedicate focused efforts towards understanding and engaging this rapidly expanding segment of religious consumers—a group that has, until now, been largely overlooked.

Acknowledging the diverse nature of religious consumers, who vary greatly in their preferences, needs, and expectations, is crucial for crafting effective marketing strategies. As suggested by [Pangarkar et al. \(2021\)](#), recognizing the heterogeneity within this demographic is key to developing targeted approaches that resonate with their unique values and lifestyles, thereby positioning firms for sustained growth and success in capturing the attention and loyalty of religious consumers.

2.2.6 Ethical Philosophies

The Hunt-Vitell model posits that the process of ethical reasoning begins when individuals are faced with an ethical dilemma. According to the model, this perception stems from an individual's moral framework with morality serving as a central component ([Hunt and Vitell, 2016](#)). This moral framework comprises

two philosophies: deontological philosophy, which defines moral norms in terms of duties and obligations (i.e., the inherent rightness or wrongness of behavior itself), and teleological philosophy, which aims to maximize the best outcomes for a given situation (i.e., weighing the positive versus negative consequences of a decision) and may justify immoral means to achieve the greatest good. In this model, the influence of the deontological and teleological dimensions is evaluated by presenting participants with scenarios that manipulate the ethicality of the actor's actions (deontology) and the positive or negative outcomes of the behavior (teleology), prompting them to assess the ethicality of the dilemma. This ethical judgment is then proposed to translate into intentions and subsequent behaviors. Consequently, we believe that this model aligns well with the exploration of the research questions under consideration.

Efforts to apply the Hunt-Vitell model have demonstrated its effectiveness in predicting the relationship between individuals' moral philosophies and their behaviors, primarily within organizational contexts (Hunt and Vasquez-Parraga, 1993; Hunt and Laverie, 2004; Hunt, 2019; Gürlek, 2022) and general consumer settings (Mayo and Marks, 1990; Vitell et al., 2001; Nimri et al., 2021; Arli and Tjiptono, 2022). However, there have been relatively few studies that have extended the application of the Hunt-Vitell theory to investigate green consumption choices (Lu et al., 2015; Arikan and Jiang, 2018; Nimri et al., 2021; Sharma et al., 2023), although without directly incorporating dilemmas into the model. For instance, Lu et al. (2015) modified the Hunt-Vitell model to include factors such as individualism versus collectivism, framing consumers' ethical beliefs as influenced by cultural and personal factors like attitude towards business and loyalty propensity. Their findings revealed a positive association between heightened ethical awareness and the intention to purchase green products, indicating that participants who viewed recycling and other pro-environmental behaviors as ethically acceptable were more inclined to evaluate business practices and make decisions in alignment with their ethical standards.

Similarly, Nimri et al. (2021) qualitatively applied the Hunt-Vitell model to explore consumers' ethical beliefs regarding dining in green restaurants. They identified

deontological and teleological evaluations as shaping ethical beliefs and their subsequent influence on the choice of green restaurants. Deontological evaluations were linked to participants' sense of personal responsibility for environmental well-being, leading them to perceive choosing a green restaurant as the morally right action. Teleological evaluations, on the other hand, considered the consequences of restaurant choice on various stakeholders, including themselves, their families, the community, the environment, and future generations. Deontology and teleology are the two prominent ethical theories that have dominated Western philosophical discourse for the past three centuries. Deontology, rooted in the moral works of Immanuel Kant ([Kant, 1993](#)), emphasizes morality based on principles, rules, and obligations. Conversely, teleology, stemming from the philosophical ideas of Jeremy Bentham ([Bentham, 1996](#)), prioritizes morality based on the outcomes or consequences of actions. Both theories have significantly influenced ethical decision-making frameworks.

Individuals even slightly acquainted with moral philosophy are likely familiar with the differentiation between deontological and teleological approaches to moral inquiries. A deontological norm assesses an action based on a characteristic that cannot be deduced from its outcomes ([McCormick, 1973](#)). Deontological ethics strive to determine the content of duty without regard for the consequences of specific actions. Typically, deontologists believe that moral principles are established through logical consistency tests, as advocated by Kant, or are directly intuited, as proposed by [Prichard \(1949\)](#). Conversely, teleological ethics evaluate actions morally by examining their consequences - actions are deemed right because they tend to yield positive outcomes, while wrong actions are considered so because they tend to result in negative consequences. Therefore, for teleologists, assessments of consequences as favorable or unfavorable serve as the foundation for inferring the norms of proper conduct. Arthur Andersen's educational initiatives in business ethics have played a significant role in popularizing this distinction, although other contributors, like [Beauchamp and Bowie \(1993\)](#) and [Donaldson and Werhane \(1993\)](#), have also highlighted it. In discussions of business ethics, deontology is often associated with Immanuel Kant, while teleology is linked with Jeremy Bentham or John Stuart Mill, and is frequently associated with some form of utilitarianism.

Hunt and Vitell incorporate these theories into their H-V theory of marketing ethics, which serves as the conceptual foundation for this study. In this model, ethical judgments are shaped by two types of moral evaluations derived from deontology and teleology ([Hunt and Vitell, 1986, 2006](#)). When faced with an ethical dilemma, an individual enters the decision-making process. At this point, they may undertake a deontological evaluation, assessing the inherent rightness or wrongness of each potential course of action. Simultaneously, they may conduct a teleological evaluation, considering the potential consequences of each alternative in terms of their goodness or badness relative to the perceived outcomes. For instance, the issue of digital piracy serves as a pertinent example of unethical consumer behavior, causing substantial losses for entertainment industries ([Jugović Spajić, 2022](#)). When confronted with the decision to consume or download pirated digital content, an individual's ethical judgment may hinge on the perceived moral correctness of each action (i.e., to engage in piracy or refrain from it), as well as the anticipated positive or negative consequences of those actions, which could involve losses and gains for all relevant stakeholders.

Various interdisciplinary critics argue that deontological and teleological evaluations are mutually exclusive and frequently examine individuals' tendencies to favor either deontological or teleological outcomes ([Friesdorf et al., 2015](#)). This research centers on the ethical decision-making process, emphasizing the combined influence of deontological and teleological evaluations, which have garnered significant conceptual and empirical support ([Macdonald and Beck-Dudley, 1994](#); [Conway and Gawronski, 2013](#); [Love et al., 2020](#)). As a result, this study considers these two constructs as independent variables, each exerting distinct effects on ethical judgments and intentions.

This research seeks to investigate the relative influence of deontological and teleological moral evaluations, a topic that remains largely underexplored, particularly within this domain. Inconsistencies in previous findings may stem from situations where one type of moral evaluation exerts a greater influence than the other or instances where one evaluation has no visible effect at all. Nevertheless, both deontological and teleological evaluations are pertinent to consumer ethics and

carry significant implications for marketing practitioners ([Bateman and Valentine, 2010](#); [Smith et al., 2023](#)). Understanding the impact and magnitude of each moral evaluation, as well as their contingent factors, offers valuable insights and enables the effective implementation of interventions aimed at reducing unethical behavior and mitigating associated negative consequences.

Deontological evaluations of an ethical issue are influenced by the perceived alternative courses of action and the established deontological norms guiding those actions ([Hunt and Vitell, 1986](#)), which are dependent on one's personal values or perceived behavioral norms ([Hunt and Vitell, 2006](#)). For instance, when faced with a situation where a consumer receives too much change after a service encounter, their response may be influenced by their personal value system, leading them to adopt a "finders' keepers" approach. Conversely, another consumer may feel compelled by their personal values or the prevailing norms of their environment, which prioritize honesty, thereby forming a different evaluation. Both of these distinct deontological evaluations are likely to shape consumers' ethical judgments and behavioral intentions. The influence of deontological evaluations on ethical judgments has been extensively documented in prior empirical research ([Mayo and Marks, 1990](#); [Hunt and Vasquez-Parraga, 1993](#)). According to the H-V theory of marketing ethics, deontological evaluations are proposed to directly affect ethical judgments, which subsequently impact intentions ([Hunt and Vitell, 1986, 2006](#)). However, several studies indicate a significant direct relationship between deontological evaluations and intentions ([DeConinck and Lewis, 1997](#); [Chan et al., 2008](#)).

Teleological evaluations are influenced by three psychological factors that collectively shape one's perception of the consequences of an action ([Cole et al., 2000](#)). Firstly, the probability of consequences plays a significant role, whereby the likelihood of harm occurring affects the overall teleological evaluation and subsequently influences ethical judgments and intentions. For instance, if an individual perceives that harm is more or less likely to happen in a given ethical scenario, their teleological evaluation will correspondingly be worse or better, impacting their ethical judgment and intention to act ethically. Secondly, the desirability of consequences is also an

important consideration. Individuals are more likely to view an action as ethical and intend to behave ethically if the consequences are perceived as favorable. Lastly, the importance of stakeholders affected by the ethical issue is taken into account. An individual's judgment and intention may vary based on their concern for those negatively affected by the action (Hunt and Vitell, 1986). For example, when faced with the dilemma of receiving too much change, a consumer may assess the negative consequences of not owning up, such as the possibility of being caught, in comparison to the surplus of change received. Additionally, they may consider the potential negative consequences to the store or cashier if they do not return the excess change.

The consumer's teleological evaluation would be influenced by the probability of these outcomes occurring, the desirability of these outcomes, the significance of the cashier or store to the consumer, and the severity of the consequences of getting caught. This assessment will likely impact the consumer's judgment regarding the most ethical course of action (whether to leave without owning up to receiving excess change or to return the surplus change) and their behavioral intentions. Empirical evidence strongly supports teleological evaluations' role in shaping ethical judgments and intentions (Chang and Chou, 2018; Gudigantala and Bicen, 2019; Haq et al., 2023). Incorporating insights from the discussions on deontological and teleological evaluations, it becomes evident that ethical decision-making processes are multifaceted and influenced by various factors. Both deontological and teleological evaluations contribute to individuals' ethical judgments and intentions, highlighting the complex interplay between personal values, perceived norms, and the consequences of actions.

In the context of sustainable consumption behavior, these ethical evaluations are particularly relevant, as consumers increasingly consider the environmental and societal impacts of their choices. By integrating ethical considerations into marketing strategies and interventions, stakeholders can promote sustainable consumption practices and contribute to positive societal and environmental outcomes. Emphasizing the importance of ethical behavior in consumer decision-making processes can encourage individuals to prioritize sustainability and make informed choices

that align with their values and beliefs, ultimately fostering a more sustainable future for all.

2.2.7 Ethical Judgment

Ethical studies are fundamentally centered on principles of fairness, justice, and the distinctions between right and wrong [Bucholtz and Carroll \(2012\)](#). These elements are crucial in the realm of ethics, where the main emphasis is placed on evaluating the moral aspects of actions. Ethical judgments are critical in this context, involving individuals' assessments of whether a particular action is appropriate, often leading to debates over its ethical standing ([Reidenbach and Robin, 1990](#); [Robin et al., 1997](#)). Such judgments also include personal evaluations concerning the morality or immorality of behaviors ([Sparks and Pan, 2010](#)). A common method in ethical research for assessing these evaluations is through the use of scenarios or vignettes. These are brief narratives designed to present participants with situations involving ethically ambiguous actions performed or witnessed by a central character ([Collins, 2000](#)). The fundamental goal in examining ethical judgments is to gain insights that will enable the effective prediction, understanding, and control of unethical conduct ([Flory et al., 1993](#)).

According to ([Adams, 1927](#)), ethical judgment refers to a clear and articulate expression of practical interests, actions, or attitudes, comparable to the way theoretical judgments represent purely cognitive interests or perspectives. He emphasized that ethical judgments emerge from practical activities that involve discerning and responding to values, thereby enabling the distinction between valid and invalid practical attitudes. In essence, ethical judgments articulate practical attitudes deemed valid within the scope of their practical activities and preferences. The intricate nature of ethical judgments has led to extensive empirical and theoretical research within the realm of business ethics ([Sparks and Pan, 2010](#)). This highlights the need to comprehend the psychological processes underlying ethical judgments and emphasizes the importance of establishing a unified definition of the construct to propel research forward.

Integrating ethical decision-making theories with social cognition frameworks is proposed as a valuable approach to enhance our understanding of ethical judgments, paving the way for a research agenda that explores these psychological processes in greater detail. The Hunt-Vitell Theory of Marketing Ethics is a foundational framework that seeks to explain how individuals make ethical decisions in marketing contexts. The H-V theory provides a comprehensive understanding of ethical judgments, stating that an individual's perception of what constitutes the most ethical course of action is shaped by two fundamental evaluations: deontological evaluation and teleological evaluation.

Deontological evaluation involves the application of behavioral norms and principles to assess each available alternative, while teleological evaluation entails weighing the overall consequences, encompassing both positive and negative outcomes, likely to result from each alternative for all relevant stakeholders. This relationship is expressed in the formula $EJ = f(dE, tE)$, where EJ represents ethical judgments, dE denotes deontological evaluation, and tE signifies teleological evaluation. While it is plausible that some individuals may adhere strictly to deontological principles, prioritizing behavioral norms over considerations of consequences (resulting in a scenario where $tE = 0$), conversely, others may exhibit a strict teleological orientation, focusing solely on outcomes without regard for established norms (implying $dE = 0$), the H-V theory asserts that such extreme inclinations are unlikely to be persistent across diverse individuals and contexts. Instead, ethical judgments are believed to emerge from a dynamic interplay between deontological and teleological evaluations, influenced by the complexities of specific situations and the individuals involved. Thus, while some instances may lean more heavily towards one evaluation over the other, the theory maintains that a balanced consideration of both perspectives is integral to understanding the intricacies of ethical decision-making.

In line with established theories in consumer behavior, such as those presented by [Howard and Sheth \(1969\)](#) and [Engel et al. \(1978\)](#), as well as the models proposed by [Ajzen and Fishbein \(1975\)](#), the H-V model asserts that ethical judgments exert influence on behavior through the intervening variable of intentions. Drawing

parallels with the perspectives expressed by [Petty et al. \(1986\)](#) and [Jones \(1991\)](#), the H-V model posits that ethical judgments and intentions are more reliable predictors of behavior in contexts where ethical considerations play a significant role. Indeed, [Jones \(1991\)](#) issue-contingent model, which utilizes the H-V theory as a foundational framework, highlights the significant role of moral intensity in comprehending scenarios characterized by ethical content. Confirming this viewpoint, research conducted by [Newstrom and Ruch \(1975\)](#) revealed a significant relationship between the ethical beliefs professed by managers and their self-reported frequency of corresponding behaviors.

According to the H-V model, ethical judgments may sometimes deviate from intentions due to the independent influence of teleological evaluations (TE) on intentions. In other words, although an individual might perceive a particular alternative as the most ethical, they may still intend to opt for another alternative because of the anticipated favorable consequences associated with it. For instance, there could be significant personal benefits linked to selecting the less ethical alternative. The theory posits that when behavior and intentions diverge from ethical judgments, feelings of guilt are likely to arise. Consequently, two individuals, A and B, may exhibit the same behavior, yet only A may experience guilt because B's behavior aligns with his or her ethical beliefs. [Hunt and Vitell \(2006\)](#) offer a comprehensive review of the empirical tests conducted on the theory, which serves as the basis for our discussion.

Numerous studies have utilized the H-V model as a theoretical framework for empirical inquiries and theoretical analyses ([Toti et al., 2021](#); [Ferrell and Ferrell, 2021a](#); [Zaikauskaitė et al., 2022](#); [Nguyen et al., 2023](#)). The initial test of the theory, for instance, examined the responses of approximately 200 sales and marketing managers to a bribery scenario. The findings revealed that managers tend to consider both deontological and teleological factors when making ethical judgments. Additionally, managers typically form their behavioral intentions by taking into account both their ethical judgments and teleological considerations. Notably, the study led to the conclusion that fostering more ethical behavior among subordinates

would be better achieved through rewarding ethical behavior rather than punishing unethical behavior (Vitell and Hunt, 1990).

Vitell et al. (2001) further explored the dimension of ethical judgments within the model, finding that consumers often combine ethical norms with their perceptions of consequences to form their behavioral intentions and ethical judgments across scenarios with varying levels of ethical significance. However, when the focus of perceived ethicality was on the individual, such as in cases of switching price tags or benefiting from a cashier mistake, ethical norms played a more prominent role in shaping ethical judgments than perceived consequences. As highlighted by Hunt and Vitell (1986, 2006), this incorporation of ethical judgments serves as an intervening variable for behavior through intentions. Nevertheless, discrepancies may arise between an individual's ethical judgments and their intentions because the teleological evaluation also exerts an independent influence on intentions. Consequently, the alternative perceived as the most ethical may not always be chosen due to certain preferred consequences (e.g., positive consequences to self), leading to feelings of guilt when actions contradict ethical beliefs.

Mayo and Marks (1990) provided significant empirical support for the core relationships within the Hunt-Vitell theory through their investigation of an ethical dilemma in the context of marketing research. Their findings confirmed that ethical judgments in resolving dilemmas are influenced by a combination of deontological and teleological evaluations. This suggests that when faced with an ethical dilemma, marketers consider both the moral principles involved (deontological) and the consequences of their actions (teleological) before making a judgment. This study emphasizes the complexity of ethical decision-making in marketing and validates the Hunt-Vitell theory as a comprehensive model for understanding these processes. Furthermore, Vermillion et al. (2002) extended the application of the Hunt-Vitell General Theory of Marketing Ethics beyond its initial context, proposing its utility in enriching our understanding of principal-agent relationships in channels of distribution. By incorporating ethical decision-making frameworks into the analysis of these relationships, the authors argue for a more holistic approach

to understanding the dynamics of marketing channels, highlighting the importance of ethical considerations in fostering effective and mutually beneficial partnerships.

Recent studies have continued to explore and expand upon the Hunt-Vitell theory of marketing ethics, applying it to various contemporary issues, including the integration of artificial intelligence (AI) in ethical decision-making processes and the examination of consumer behaviors towards ethically produced products. These studies demonstrate the theory's enduring relevance and adaptability to new marketing challenges and ethical considerations. [Ferrell and Ferrell \(2021a\)](#) extend the Hunt-Vitell model to the domain of artificial intelligence ethics, highlighting the model's capacity to explain how ethical decisions can be programmed into AI systems. They develop a revised Hunt-Vitell model as a blueprint for implementing AI ethics, demonstrating the model's flexibility and applicability beyond human decision-making to include decisions made by AI based on algorithms developed by programmers. This adaptation highlights the importance of incorporating ethical considerations into the rapidly evolving field of AI and machine learning, where decision-making processes increasingly mimic or replace human judgments.

Another study built upon the Hunt-Vitell ethical decision-making model, examined the drivers behind consumers' engagement in green behaviors. The study employed structural equation modeling to analyze survey data, revealing that consumers' prevention and promotion focus influences their ethical idealism and relativism, which in turn affects their ethical judgments and decisions regarding green behaviors. This research sheds light on how regulatory focus and ethical ideologies impact consumer decisions in the pro-environmental domain, providing valuable insights for promoting green behaviors among consumers ([Zou and Chan, 2019](#)). [Ho et al. \(2023\)](#) integrated the theory of planned behavior with the Hunt-Vitell theory of marketing ethics to investigate buying intentions toward ethically produced food products in Bangladesh. Their findings reveal that both deontological and teleological evaluations significantly influence consumers' perceived behavioral control and subjective norms, which in turn affect their buying intentions. This study highlights the importance of ethical evaluations in shaping consumers' attitudes and intentions toward ethically produced goods, offering insights for marketers

and policymakers aiming to promote ethical consumption practices in developing economies. Understanding these factors can help design more effective interventions that translate pro-environmental attitudes into tangible, sustainable actions.

[Zaikauskaitė et al. \(2022\)](#) applied the Hunt-Vitell theory to explore the “attitude-behavior” gap in the pro-environmental domain. Their study examined the role of moral dimensions as drivers of this gap, focusing on the influence of deontological and teleological evaluations on ethical assessments, pro-environmental intentions, and behaviors. The findings revealed that while moral dimensions significantly shape attitudes toward environmental issues, the gap is more pronounced between attitudes and intentions rather than between intentions and behaviors. This highlights the need for further research to identify factors that strengthen or diminish the influence of moral dimensions in bridging pro-environmental intentions and behaviors, potentially addressing the “attitude-behavior” gap in environmental ethics.

Unethical consumer behavior imposes innumerable negative consequences on businesses and various stakeholders, encompassing both direct and indirect financial losses, psychological consequences, and detrimental consumption experiences for other consumers ([Harris and Reynolds, 2003](#)). Moreover, it presents significant costs and challenges for governments striving to safeguard citizens, and the environment, and enforce adequate legislation. Therefore, managers and policymakers must gain insight into the formation of ethical judgments by consumers. This understanding enables the development of appropriate preventive measures aimed at mitigating the consequences of unethical consumer behaviors.

Applying the Hunt-Vitell theory to consumer sustainable behaviors provides a framework to examine how individuals’ ethical judgments regarding the environmental and social impacts of their consumption choices shape their intentions and actions toward sustainability. For example, deontological evaluations may drive consumers to feel a moral responsibility to choose products that are ethically produced, have a minimal environmental impact, or are manufactured by companies committed to fair labor practices. These ethical judgments stem from the inherent

value consumers place on doing what is right according to their moral principles, regardless of the outcomes. On the other hand, teleological evaluations focus on the consequences of consumption choices. Consumers may consider the long-term impacts of their behavior on the environment and society, such as reducing pollution, conserving natural resources, or supporting equitable economic development. When consumers perceive that their sustainable behaviors can lead to positive outcomes, they are more likely to engage in such behaviors, demonstrating how these evaluations can motivate sustainable consumption.

Consumer ethical judgment significantly influences their engagement in sustainable or green behaviors, as recent empirical evidence suggests. The process of ethical judgment involves evaluating the moral dimensions of consumption choices, particularly their environmental and social impacts. For instance, ? found that sustainable behavior positively impacts the intention to engage in ethical consumer behavior across environmental, social, and economic dimensions. This indicates that individuals who exhibit sustainable practices in one aspect of their lives are likely to extend these ethical considerations to their broader consumption patterns, thereby promoting green behaviors. Similarly, [Hosta and Zabkar \(2021\)](#) explored the antecedents of environmentally and socially responsible behaviors, highlighting the significant role of personal norms, concerns, and ethical ideologies in driving sustainable consumption. This highlights the importance of ethical judgment, shaped by personal values and norms, in guiding consumers toward more sustainable practices. Collectively, these studies demonstrate the significant role of ethical judgment in navigating consumers towards sustainable and environmentally friendly choices, encouraging a more conscientious and responsible approach to consumption that aligns individual actions with broader environmental and societal objectives.

2.2.8 Intention

The exploration of intention within marketing research is deeply connected to the predictive power of consumers' intentions regarding their future actions, particularly in the context of purchasing decisions. This predictive relationship is

vital for crafting marketing strategies that effectively cater to consumer needs and preferences, thereby influencing their buying behavior. At the heart of this exploration is the Fishbein model, an essential framework that introduced and explored the concept of intention in consumer behavior. This model highlights the significance of attitudes and behavioral intentions as key predictors of actual behavior.

Furthermore, the Theory of Reasoned Action (TRA), developed by [Ajzen \(1980\)](#), reinforces this perspective by positing that consumer behavior is mainly driven by the intention to engage in the behavior. This intention, according to the theory, is shaped by the individual's attitude towards the behavior and the subjective norms that prevail in their environment. This framework has been instrumental in understanding how intentions serve as a bridge between consumer attitudes and their actual purchasing behaviors. Research by [Tankersley and Lambert \(1978\)](#) on the Fishbein model further highlights the significance of measuring attitude and behavioral intention in consumer studies, indicating the model's requirement for data aggregation and how individual differences may affect the usefulness of data derived from this model. This early exploration into the structure of behavioral intentions laid the foundation for understanding how intentions could be developed and measured within the context of consumer behavior.

Subsequent studies have expanded on these foundational theories, assessing alternative models of consumer behavioral intention and their applicability in various service environments, like the restaurant industry in Australia. For instance, a study compared two non-nested behavioral intention models developed from marketing and information systems disciplines, finding that a model incorporating expectation-confirmation theory outperformed the first model in terms of empirical data fit ([Parvin et al., 2017](#)).

The concept of intention in marketing and consumer behavior research primarily serves to bridge the gap between consumers' attitudes and their actual purchasing behaviors. By understanding the factors that influence intention, such as consumer knowledge, attitudes, subjective norms, and perceived behavioral control ([Ajzen](#)

et al., 2018; Indriani et al., 2019; Khan et al., 2019b; La Barbera and Ajzen, 2020), marketers can better predict consumer behaviors and tailor their strategies accordingly. This body of research demonstrates a longstanding interest in refining the predictive ability of consumer intentions toward improving marketing effectiveness and consumer satisfaction.

The Hunt-Vitell theory of marketing ethics serves as a crucial framework for understanding ethical decision-making in marketing, offering valuable insights into the formation of intentions within ethical dilemmas. Introduced by Shelby D. Hunt and Scott J. Vitell, the theory is a comprehensive model that integrates both deontological (duty-based) and teleological (outcome-based) ethical perspectives to explain how individuals make ethical decisions in marketing context (Hunt and Vitell, 1986). The construct of intention in the Hunt-Vitell theory is critical as it relates to the outcome of the ethical decision-making process. According to the theory, individuals engage in ethical decision-making by first recognizing an ethical problem, which leads them to consider various actions and evaluate them based on deontological norms (the inherent rightness or wrongness of the actions) and their teleological consequences (outcomes of the actions). This evaluation process influences the individual's ethical judgment, which in turn determines their intention to perform a particular action (Hunt and Vitell, 1986).

Recent studies have applied and extended the Hunt-Vitell model to various contexts, highlighting its versatility and relevance. For instance, Ferrell and Ferrell (2021a) proposed applying the Hunt-Vitell ethics model to artificial intelligence ethics, suggesting a revised model to guide the implementation of AI ethics, reflecting the model's adaptability to contemporary ethical challenges. Another study by Chang and Chou (2018) integrated the Hunt-Vitell model with the Theory of Planned Behavior to examine consumers' intentions to bring their own shopping bags, highlighting the model's application in understanding pro-environmental behavior.

Beyond the applications in artificial intelligence ethics and pro-environmental behavior, the Hunt-Vitell theory's adaptability is further evident in its application to

digital piracy and cross-cultural ethics studies. These recent explorations reinforce the theory's comprehensive approach to ethical decision-making by accounting for the complex interplay between deontological and teleological evaluations across diverse contexts. In the realm of digital piracy, a study by [Yoon \(2012\)](#) compared the Hunt-Vitell ethical decision model with the theory of planned behavior (TPB), highlighting the former's application in predicting digital piracy intentions. The findings suggested that while the TPB provided a more appropriate framework for predicting digital piracy, the Hunt-Vitell model offered valuable insights into the ethical evaluations underlying such intentions. This comparison highlights the importance of integrating ethical considerations into theoretical models to fully understand the motivations behind digital piracy.

Further extending the Hunt-Vitell theory's application, cross-cultural studies have explored how ethical decision-making processes vary between cultures. An example of this is a study by [Cherry et al. \(2003\)](#), which used the Hunt-Vitell General Theory to compare U.S. and Taiwanese business practitioners' responses to a bribery scenario. The study found significant differences in ethical perceptions, judgments, and likelihood of engaging in bribery between the two groups, suggesting that cultural context plays a crucial role in ethical decision-making. These findings highlight the Hunt-Vitell theory's utility in exploring ethical decision-making across different cultural contexts. Such insights emphasize the importance of considering cultural factors when developing ethical guidelines and business policies in a globalized economy.

The latest explorations of the Hunt-Vitell theory in marketing ethics have further expanded the understanding of ethical decision-making within the domain of marketing, especially concerning contemporary challenges like environmental sustainability and ethical consumerism. A study by [Zaikauskaitė et al. \(2022\)](#) applied the Hunt-Vitell theory to investigate the attitude-behavior gap in pro-environmental domains. The researchers manipulated the moral dimensions of deontology and teleology to assess their impact on ethical evaluations of pro-environmental scenarios. Their findings indicate that while moral considerations do influence ethical evaluations, there is a gap between attitudes and intentions, suggesting that moral attitudes

do not consistently translate into pro-environmental intentions or behaviors. This study stresses the complex nature of ethical decision-making in environmental contexts and highlights the need for further exploration into how moral considerations are integrated into consumer decision-making processes.

Another notable contribution by [Ho et al. \(2023\)](#) integrates the theory of planned behavior with the Hunt-Vitell theory to examine consumer intentions toward ethically produced food products in Bangladesh. The research demonstrates that both deontological and teleological evaluations have significant effects on perceived behavioral control and subjective norms, which, in turn, influence consumers' intentions toward purchasing ethically produced foods. This study enriches the debate on ethical consumption within developing markets and provides valuable insights into the motivational drivers behind consumer support for ethically produced products. These applications highlight the theory's foundational role in examining the ethical underpinnings of intentions in marketing decisions and its potential to address ethical dilemmas in modern contexts, including digital ethics and environmental sustainability.

The Hunt-Vitell theory not only facilitates a deeper understanding of how ethical considerations influence marketing decisions but also offers a structured approach to examine the link between ethical intention and behavior in a variety of contexts. The integration of ethical frameworks such as the Hunt-Vitell theory into marketing decision-making processes encourages a more holistic approach to understanding consumer behavior ([Madhavaram, 2021](#)). This approach not only considers the economic and psychological factors influencing consumer choices but also the ethical dimensions that increasingly play a critical role in shaping those choices. As consumers become more aware of and concerned about the ethical implications of their purchasing decisions, marketers must adapt by incorporating ethical considerations into their strategies to meet these evolving expectations.

Furthermore, the application of the Hunt-Vitell theory in recent studies demonstrates the potential for ethical frameworks to contribute to the development of marketing strategies that foster long-term relationships with consumers based on

trust, transparency, and ethical integrity ([Gronfula, 2018](#); [Behera et al., 2022](#); [Taufek et al., 2023](#)). These qualities are becoming increasingly important in a marketplace characterized by heightened consumer awareness and demand for ethical business practices. As the field of marketing moves forward, the continued exploration and application of ethical theories like Hunt-Vitell will be essential for addressing the complex ethical dilemmas faced by marketers and consumers alike. This research not only contributes to the academic understanding of ethical decision-making in marketing but also provides practical insights that can help organizations navigate the challenges of marketing ethically in a rapidly changing global marketplace.

In short, the future of marketing lies in the ability of researchers and practitioners to effectively integrate ethical considerations into the core of marketing theory and practice ([McDaniel Jr and Gates, 2018](#)). The Hunt-Vitell theory, with its emphasis on the interplay between deontological and teleological evaluations, offers a robust framework for achieving this integration. By continuing to explore and apply this and other ethical frameworks, the marketing discipline can contribute to the creation of a more ethical and sustainable marketplace that aligns with the values and expectations of modern consumers.

2.2.9 Locus-of-Control

The concept of locus of control was first introduced in the pioneering work of Julian B. Rotter in the mid-20th century, particularly through his research on social learning theory in 1954 and subsequent elaborations in 1966. Social learning theory, as Rotter articulated, suggests that individuals acquire behaviors by observing and internalizing the outcomes of actions within their environment. This observational learning process leads individuals to form expectations regarding the consequences of specific behaviors, anticipating certain reinforcements for their actions ([Rotter, 1954, 1966](#)). Over time, these expectations give rise to a stable personality trait known as locus of control, which describes an individual's belief in the connection between their actions and the resultant rewards. This concept has since been

widely applied in various fields, including psychology, education, and consumer behavior, to understand how individuals perceive control over their decisions and outcomes.

[Rotter \(1966\)](#) highlighted that the locus of control could vary significantly among individuals. Some people might believe that their own actions and personal qualities are the primary drivers of the outcomes they experience, reflecting an internal locus of control. Conversely, others might view their circumstances as being largely determined by external factors beyond their personal control, indicating an external locus of control. This distinction in the locus of control is seen as influencing a wide range of psychological outcomes, including emotions, thought processes, and behaviors. Unlike immediate motivational attributes such as goal orientations or the level of abstract thinking, locus of control is understood to exert a more significant impact on individuals' psychological functioning ([Kanfer et al., 2017](#)). Differences among individuals in various attributes, including their skills, desires, and persistence, play a critical role in shaping beliefs about the degree of control they have over their own lives. These personal characteristics determine how individuals perceive their capacity to influence future outcomes, whether positive or negative, through their own efforts ([Galvin et al., 2018](#)). Thus, locus of control is an important factor in understanding how people attribute success or failure to either their own actions or to external conditions.

Individuals possessing an internal locus of control believe that they are the architects of their destiny, firmly convinced that their actions can significantly influence the outcomes they desire ([Okeke and Ukoh, 2020](#)). This belief system, identifying them as "internals," fosters a sense of self-efficacy and autonomy, enabling them to approach life with confidence and determination. Such individuals are characterized by a strong conviction that they hold the reins of their fate, empowering them to direct their efforts toward achieving their goals with the expectation that their hard work will directly translate into the rewards and results they seek ([Ng et al., 2006](#)).

On the other end of the spectrum, individuals with an external locus of control attribute the outcomes of their lives to factors beyond their personal control, such

as the actions of others, environmental variables, or the whims of chance ([Abdullah, 2018](#)). This perspective on life and its outcomes is unique, acknowledging the countless external forces that can influence life's direction—ranging from the impact of influential individuals and the role of luck or fate to broader societal structures and the inherent complexity of certain tasks ([Rotter, 1966](#)). Individuals with an external locus of control, often referred to as “externals,” tend to perceive themselves as passive players in the unfolding narrative of their lives. They view themselves as being at the mercy of external conditions and circumstances, feeling somewhat powerless in their ability to influence the outcomes they experience. This outlook can lead them to feel like victims of future events, resigned to accepting whatever life throws their way without feeling equipped to assert control over these possible events ([Ng et al., 2006](#)).

Expanding upon these concepts, it is essential to recognize the profound implications of locus of control on personal well-being, motivation, and overall life satisfaction ([Karaman et al., 2018](#); [Shin and Lee, 2021](#)). Those with an internal locus of control might approach challenges with a problem-solving attitude, viewing obstacles as opportunities for growth and learning. In contrast, individuals with an external locus of control might feel overwhelmed or resigned in the face of adversity, potentially leading to lower levels of resilience and higher susceptibility to stress. Understanding these dynamics is crucial not only for personal development but also for organizational contexts, where fostering environments that enhance individuals' sense of agency and control can lead to more engaged, empowered, and productive teams ([Merritt et al., 2018](#)).

At the heart of understanding the locus of control lies an exploration into the nature of causality. This exploration sometimes leads to confusion about how the locus of control differentiates itself from the concept of attributions ([Wilson, 2022](#)). Attribution theory, which encompasses various dimensions such as stability, controllability, intentionality, and globality, provides a framework for understanding how individuals assign causes to outcomes in their lives, whether those outcomes are successes or failures ([Heider, 1958](#); [Kelley, 1973](#); [Weiner, 1986](#)). This theory, which has been extensively reviewed and analyzed ([Graham, 2020](#); [Moehl and](#)

[Friedman, 2021](#); [Malle, 2022](#)), suggests that people typically engage in attributional reasoning after an event has occurred, trying to make sense of why things happened the way they did.

In contrast, locus of control is inherently predictive, focusing more on an individual's prospective belief in their capacity to influence future outcomes ([Tyler et al., 2020](#)). This forward-looking perspective is a key distinction between locus of control and attributional reasoning. For example, consider a scenario where an individual attributes their illness to factors outside their control, an external attribution. Despite this, they may still hold an internal locus of control by believing in their ability to manage or mitigate the illness through proactive measures, such as undergoing treatment or making lifestyle changes ([White et al., 2006](#)). This distinction highlights the dynamic nature of personal agency, where individuals can maintain a sense of control over future outcomes despite acknowledging external influences.

This illustrates how the locus of control, and attributions can diverge, with the locus of control reflecting a belief in future agency regardless of past attributions. However, there are instances where attributions and locus of control align. An individual might attribute their illness to external factors and simultaneously possess an external locus of control regarding their capacity to manage the illness. This alignment shows the complex interplay between attributions and locus of control, raising intriguing questions about their interaction. Specifically, the extent to which consistent patterns of attribution might shape an individual's locus of control, or whether a predisposed locus of control influences the type of attributions one tends to make, remains a fertile ground for future inquiry ([Galvin et al., 2018](#)). Exploring this relationship further could provide deeper insights into how individuals develop coping mechanisms and decision-making strategies in various life domains.

In the domain of marketing, the locus of control has been used as an important moderating as well as a mediating variable to understand and predict a wide range of consumer behaviors and attitudes. The notion, originating from the seminal

work of Julian B. Rotter, posits that individuals' perceptions about the extent to which they can influence the outcomes of their actions significantly affect their behavior and decision-making processes. This psychological construct has found applicability in various domains, including consumer decision-making, satisfaction, loyalty, and digital behavior, among others ([Sumarwan and Hira, 1993](#); [Kamrani et al., 2023](#); [Yang et al., 2017](#); [Toti et al., 2021](#)).

One of the earliest attempts to measure locus of control within a consumer context was made by [Busseri et al. \(1998\)](#), who developed a Consumer Locus of Control scale. Their research highlighted that individuals with an internal locus of control exhibit more strategic shopping behaviors, emphasizing the role of consumer beliefs in influencing shopping effort, planning, and product knowledge. This finding lays the foundation for understanding the critical role of locus of control in consumer behavior, highlighting how internal beliefs about control can lead to more purposeful and planned shopping activities.

Building on this foundation, [Hoffman et al. \(2003\)](#) expanded the investigation into the digital realm, exploring how locus of control differentiates consumers' web use and their attitudes towards internet regulation. They found that an individual's general expectancy about control could predict their internet usage patterns and beliefs regarding content regulation on the web. This study points to the broader implications of locus of control in shaping digital consumer behavior and policy perspectives in the marketing domain. Moreover, the work by [Spector \(1982\)](#) in organizational settings has been significant, revealing the broader impacts of locus of control on motivation, effort, performance, satisfaction, and compliance with authority. Although primarily focused on employee behavior, Spector's insights have relevance for consumer behavior research, suggesting that locus of control may similarly influence consumer motivation and satisfaction.

In a more specific service context, [Leisen Pollack \(2013\)](#) examined the moderating effect of service locus of control on the relationship between customer satisfaction and loyalty. This research provided evidence that external beliefs, such as luck, significantly alter the satisfaction-loyalty relationship, with variations across service

industries. This understanding of the role of locus of control in service settings enriches the literature by demonstrating how consumers' beliefs about control can impact their loyalty intentions. [Bradley and Sparks \(2002\)](#) examined the construct of service locus of control, proposing it as a variable affecting consumer behavior across various service settings. Through the development of a scale to measure this construct, they uncovered its implications for consumer behavior, highlighting the influence of internal, powerful others, and luck on service experiences.

Over the past few years, the realm of marketing and consumer behavior research has increasingly recognized the importance of locus of control as a variable affecting consumer attitudes and behaviors ([Patel et al., 2020](#)). This psychological construct, which delineates individuals' beliefs about their capacity to influence outcomes, has been instrumental in deepening our understanding of various consumer behaviors and decision-making processes. The recent contributions in this domain include a range of topics, from ethical decision-making to pro-environmental behaviors, and from financial management to whistleblowing intentions, each highlighting the significant role of locus of control in shaping consumer actions.

In a notable study by [Toti et al. \(2021\)](#), the interplay between consumers' ethical sensitivity, ethical judgment, and ethical consumption behaviors was examined, with a particular focus on the mediating and moderating role of the internal locus of control. Their research, which surveyed 684 consumers, empirically supported the proposition that consumers with a high level of ethical sensitivity and internal locus of control are more likely to make ethical judgments and engage in ethical consumption behaviors. This study not only sheds light on the critical role of internal beliefs in ethical consumption but also highlights the complex mechanisms through which these beliefs influence consumer behavior. [Derdowski et al. \(2020\)](#) explored the moderating effects of locus of control on the relationship between pro-environmental beliefs and behaviors, finding that individuals with an internal locus of control are more likely to translate their pro-environmental beliefs into concrete actions. This research contributes to our understanding of how internal beliefs about control can drive environmentally sustainable behaviors, emphasizing

the need for targeted interventions that encourage individuals' sense of agency in environmental contexts.

The study conducted by [Nurhidayat et al. \(2023\)](#) during the COVID-19 pandemic investigated the influence of locus of control on consumer credit debt behavior, incorporating religiosity as a moderating variable. Their findings reveal that a higher locus of control, when moderated by religiosity, leads to more prudent debt behavior during uncertain times, providing valuable insights into the psychological underpinnings of financial decision-making under stress. Moreover, [Pinger et al. \(2018\)](#) documented the influence of internal locus of control in financial markets, illustrating how it can lead to overreaction to random outcomes. This study illuminates the psychological dimensions of financial decision-making, highlighting the potential pitfalls of an internal locus of control in contexts characterized by high uncertainty and chance. Lastly, [Ridwan and Arifuddin \(2019\)](#) examined the impact of locus of control and professionalism on whistleblowing intention, with organizational commitment serving as a moderating factor. The findings highlight the significant role of individual and organizational variables in promoting ethical behaviors within organizations, pointing to the intricate interplay between personal beliefs, professional values, and organizational dynamics.

The influence of an external locus of control in moderating the relationship between ethical judgment and sustainable consumption behavior offers a detailed perspective on consumer psychology. Ethical judgment, in this context, pertains to the evaluation of the morality of consumption practices that affect environmental sustainability. However, the transition from ethical judgment to sustainable consumption behavior is not always straightforward and can be significantly influenced by individuals' locus of control ([Franke, 2019](#)). Individuals with a pronounced external locus of control often perceive the impact of their actions on the environment as minimal, attributing greater power to external forces ([Wang et al., 2020](#)) such as government policies, corporate actions, or societal norms. This perception can reduce the impact of ethical judgments on sustainable consumption behaviors. The belief that external factors predominate in determining environmental outcomes might lead individuals to view their actions as inconsequential, thereby weakening

the alignment between their ethical beliefs and their consumption practices. This perspective is supported by research indicating that the locus of control influences environmental behaviors, suggesting that those with an external locus of control may feel less empowered to enact change through personal action (Sidola et al., 2020).

Moreover, a strong external locus of control can lead to a reduced sense of personal responsibility for environmental sustainability. When individuals attribute the responsibility for environmental outcomes to entities other than themselves, there can be a weak sense of personal agency in adopting sustainable behaviors, even if their ethical judgment aligns with sustainability principles. This attribution of responsibility to external factors has been discussed in the context of environmental responsibility and locus of control (Kalamas et al., 2014). The efficacy of one's actions is another area where the external locus of control moderates the relationship between ethical judgment and sustainable behavior. Individuals doubting the effectiveness of their personal actions in achieving broader environmental goals are less likely to act on their ethical judgments (Mkono and Hughes, 2020). This skepticism about the impact of individual actions can lead to a gap between ethical beliefs and actual behaviors, emphasizing the need for reinforcing the perceived efficacy of personal actions in contributing to environmental sustainability.

Furthermore, the external locus of control influences how individuals seek and process information about environmental issues, which can, in turn, affect their sustainable consumption behaviors. Those with an external locus of control might be more reliant on information and cues from authoritative sources when making decisions related to sustainability (Giefer et al., 2019). The legitimacy and influence of these external sources can either motivate or deter individuals from engaging in sustainable practices, depending on how these messages resonate with their perceptions of control and efficacy (Anjum et al., 2023). Understanding this reliance on external guidance can help design more effective sustainability campaigns that leverage trusted authorities to encourage pro-environmental behaviors.

In this research, we explore the moderating role of the external locus of control within the domain of ethical judgment and sustainable consumption behavior.

Investigating this moderating role is crucial because it provides insight into how individuals' perceptions of control over external events influence their motivation and actions toward environmental sustainability. Understanding the interplay between external locus of control and sustainable behavior is particularly important in this context, as it sheds light on the psychological barriers that may prevent individuals from translating their ethical judgments into concrete, sustainable actions. Given the urgent need for consumer behavior to align more closely with sustainability goals to address environmental challenges, exploring the factors that facilitate or hinder this alignment is of paramount importance. This research aims to contribute to this understanding by examining how beliefs about external control can impact the effectiveness of ethical judgments in promoting sustainable consumption behaviors.

External locus of control, characterized by the belief that outcomes are determined by forces beyond one's personal control, can significantly influence consumer behavior ([Hampson et al., 2021](#)). For instance, individuals with a strong external locus of control might recognize the ethical importance of sustainable consumption but feel powerless to make a difference through their choices. This perception could lead to a disconnect between their ethical values and their actual consumption patterns. Thus, by exploring the moderating role of external locus of control, this research addresses a critical gap in understanding how to better motivate consumers to adopt behaviors that are not only ethically aligned with sustainability principles but also practical and feasible from their perspective. Through this exploration, we aim to offer actionable insights for policymakers, marketers, and educators to design strategies that effectively engage consumers in sustainability efforts, taking into account the diverse ways in which individuals perceive and respond to their ability to influence environmental outcomes.

2.3 Hypothesis Development

2.3.1 Collectivism and Ethical Philosophies

Culture plays a crucial role in shaping individuals' perspectives regarding business ethics and influences various business transactions significantly ([Christie, 2003](#);

Crane et al., 2019; Liu et al., 2020). Hofstede's framework identifies four key dimensions of culture that affect these attitudes: masculinity vs. femininity, collectivism vs. individualism, uncertainty avoidance, and power distance. This model provides a valuable lens through which the influence of cultural values on business ethics can be examined. While considerable research has been conducted on the impact of individualistic cultures on ethical decision-making in consumers (Husted and Allen, 2008; Chang, 2022; Ma et al., 2020), there is a notable gap in the literature concerning the ethical decision-making processes of consumers from collectivist backgrounds. Specifically, there is limited understanding of how these consumers navigate ethical dilemmas related to their purchasing choices, indicating a need for further exploration in this area.

Collectivism, as conceptualized by Litvin and Kar (2004), significantly influences consumer behavior, including environmental attitudes and practices. However, despite acknowledging the impact of collectivism, there is still limited understanding of how collectivist values specifically motivate consumers to adopt pro-environmental behaviors. Research has started to address this gap, with studies such as McKercher et al. (2011) and Filimonau et al. (2018) examining the relationship between national culture and environmental consciousness. These studies provide evidence supporting the theory that individuals with a collectivist orientation exhibit a heightened concern for the environment compared to their individualistic counterparts. They also demonstrate a greater awareness of the negative environmental impacts associated with their consumption activities. This body of research suggests that consumers who prioritize collective well-being are more inclined to adopt environmentally sustainable practices, particularly in their purchasing decisions. Filimonau et al. (2018) highlighted that consumers motivated by the consequences of their actions are more likely to choose eco-friendly products.

Furthermore, an increasing awareness of climate change issues among Asian populations has led to a significant shift towards environmentally responsible behaviors. This shift is characterized by a growing interest in carbon offset products and a general encouragement of practices that benefit the environment (Amberg and Fogarassy, 2019). This evolving consumer consciousness highlights the profound

influence of collectivist values on fostering a more sustainable and environmentally friendly approach to consumption.

Hofstede's cultural dimensions theory posits that in collectivist societies, individuals are ingrained into tightly-knit social groups from a very young age, forming strong, cohesive in-groups that offer lifelong support and protection in return for their members' unwavering loyalty (Hofstede and Bond, 1988). Collectivism is distinguished by a well-defined social structure that clearly distinguishes between those who are part of the in-group and those who are not. In these societies, individuals perceive themselves as integral components of larger entities, such as families, tribes, nations, or communities, rather than as isolated individuals.

The concept of self in collectivist cultures is fundamentally anchored in the collective identity of one's group, as opposed to being centered around personal achievements or individualistic pursuits (Gibbs et al., 2023). While this communal approach may sometimes intrude on the personal freedoms and private lives of its members, it simultaneously offers them a sense of belonging, loyalty, and security that is deeply valued. The collectivist framework fosters a communal spirit, emphasizing mutual care and responsibility among its members. This societal model advocates for putting the group's needs and goals ahead of individual desires, promoting a culture of cooperation and mutual support (Pian et al., 2019). This collectivist orientation significantly influences interpersonal relationships, decision-making processes, and behavioral norms within these societies (Khan and Law, 2018).

The emphasis on collective well-being over individual interests cultivates environments where individuals are encouraged to work together to achieve common objectives, often leading to enhanced social harmony and cohesion. It is within these communal bonds that individuals find their identity, purpose, and security, reflecting the profound impact of collectivist values on shaping the social fabric of these societies. Triandis et al. (1994) shed light on the comprehensive approach to justice within collectivist societies, emphasizing that notions of justice are predominantly applied to interactions with outsiders, such as strangers or those not considered part of the in-group. Within the collective group itself, the prevailing

principle is one of equality, emphasizing the equal distribution of resources and opportunities among its members. This cultural value promotes a strong sense of sharing and adherence to the societal norms and moral guidelines that govern group behavior ([Swinyard et al., 1990](#)). The underlying premise is that within the group, everyone works together towards a common good, guided by a collective moral compass.

This collectivist mindset extends beyond simple resource sharing, deeply influencing various behavioral patterns and attitudes, including environmental stewardship. Research indicates that the contrast between individualistic and collectivist orientations has significant implications for behavior, including the tendency to engage in pro-environmental behaviors ([Chwialkowska et al., 2020](#); [Elia et al., 2022](#)). Those with a collectivist orientation are often more willing to participate in activities that benefit the environment, reflecting a broader concern for the community and future generations rather than individual immediate benefits ([Naderi and Van Steenburg, 2018](#)). This suggests that the foundational values of collectivism—focusing on group well-being, equality, and communal responsibility—also foster a more environmentally conscious mindset.

The impact of individualistic versus collectivist dispositions on behavior highlights the profound influence of cultural norms and values on individual actions and societal trends. In collectivist cultures, where the emphasis is on the group's well-being and harmony, there is a natural inclination towards practices that are considered beneficial for the collective well-being, including environmental preservation ([Huang et al., 2022](#)). This cultural predisposition towards collective well-being and environmental sustainability highlights the intricate relationship between cultural values, societal norms, and individual behaviors, suggesting that cultural frameworks play a crucial role in shaping attitudes towards environmental responsibility and collective action.

[McCarty and Shrum \(2001\)](#) provide insight into the complex interplay between cultural values and environmental actions, specifically identifying how attitudes and beliefs about recycling exert an indirect effect on collectivist tendencies, which in

turn shape recycling behaviors. This relationship suggests that the broader societal values and individual attitudes toward environmental practices are interconnected, with collectivism acting as a key influence that guides individual actions toward more sustainable practices. The implication is that within collectivist cultures, where the group's well-being is prioritized, attitudes favoring environmental sustainability, such as recycling, are more likely to be adopted and practiced widely.

Recent studies further reinforce the idea that collectivism and individual attitudes play a significant role in shaping green purchasing behavior. For instance, a meta-analysis revealed that cognitive factors, individual characteristics, and social factors, including collectivism, positively affect green purchase intention. This study highlights the importance of perceived value, attitudes, and trust in driving consumers toward green products, with collectivism emerging as a key factor in enhancing green purchase intentions ([Zhuang et al., 2021](#)).

Additionally, another research examined the influence of individualism and collectivism on pro-environmental purchasing behavior, emphasizing the role of environmental self-identity. Their findings highlight that collectivist values significantly contribute to higher levels of pro-environmental purchasing behavior, suggesting cultural values as an essential aspect of promoting sustainable consumer practices ([Jung and Cho, 2023](#)). Similarly, [Graça and Kharé \(2023\)](#) explored the impact of sustainability education and environmental concern in different cultural contexts (collectivism vs. individualism), finding that education and environmental concern are crucial in mediating the relationship between cultural factors and green buying behavior. Their research indicates that cultural context significantly influences the effectiveness of sustainability education and the role of environmental concern in promoting green purchasing. These findings highlight the importance of tailoring sustainability initiatives to align with cultural values, ensuring greater engagement and long-term behavioral change.

Previous studies have highlighted the potential impact of national culture on consumer attitudes and behaviors across various consumption scenarios, including tourism, suggesting a significant role of cultural factors in shaping consumer decisions ([Halder et al., 2020](#); [Zhang and Dong, 2020](#)). However, the exploration of how

national culture influences consumer decision-making, particularly in relation to consumers' ethical philosophies, remains scarce (Halder et al., 2020). This gap in research limits the development of effective strategies for environmental mitigation, as there is an insufficient understanding of the mechanisms behind consumers' responsible choices. Nevertheless, existing literature indicates a strong link between collectivist values and pro-environmental attitudes, suggesting that cultural predispositions toward collectivism may encourage more environmentally friendly behaviors (Higuera-Castillo et al., 2019; Chwialkowska et al., 2020; Saracevic et al., 2022).

The research conducted by Wang et al. (2023b) sheds light on the intricate relationship between collectivist values and green purchase intentions within the hospitality industry, employing the value-belief-norm theory of environmentalism (VBN). This framework explains how deeply ingrained collectivist values can significantly influence individuals' environmental attitudes. This evaluation process, grounded in a sense of moral obligation and the intrinsic motivation to endorse eco-friendly accommodations, offers a comprehensive understanding of the motivations behind consumer choices in the context of cultural influences on behavior. Their findings highlight the need for hospitality businesses to integrate culturally resonant sustainability messages to effectively encourage green consumer behavior.

Building upon these insights, it becomes evident that tourists with a collectivist outlook are profoundly influenced by a dedication to communal welfare and environmental conservation, which in turn, shapes their perception and endorsement of sustainable tourism practices, especially in their selection of green hotels. This group of tourists is naturally inclined towards decisions that resonate with their ethical beliefs and contribute constructively to the well-being of society and the preservation of the environment. Their preference for green hotels is not merely a matter of ethical compliance but is also an acknowledgement of the efforts made by these establishments to reduce their environmental impact and reinforce community welfare. The alignment of their collectivist values with the ethical and outcome-oriented initiatives of green hotels guides them to a comprehensive evaluation that is informed by both moral principles and a recognition of the tangible benefits that

sustainable tourism practices yield. This dual framework of assessment highlights a holistic approach to the appraisal of green hotels, anchored in both a moral belief and a strategic consideration of the benefits these practices bring to the environment and society.

Based on the above literature, it is hypothesized that:

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

H1(b): Collectivism is positively associated with tourists' teleological evaluation of green hotels.

2.3.2 Long-term Orientation and Ethical Philosophies

Long-term orientation (LTO) is a cultural dimension that emphasizes the cultivation of virtues beneficial for future outcomes, such as perseverance and farsightedness, as described by [Hofstede \(2001\)](#). This perspective extends beyond the immediate advantages of decisions, incorporating considerations of both past experiences and future implications into the decision-making process ([Kim et al., 2019a](#); [Löhde et al., 2021](#)). In the context of ecological consumption, where decisions often involve weighing immediate benefits against long-term environmental impacts, LTO plays a crucial role. It enables individuals to navigate the complex interplay between the immediate gratification of consumption and the delayed benefits of sustainability.

This consideration of temporal dimensions in decision-making is significant in understanding and promoting sustainable consumption behaviors among customers ([Joireman et al., 2001](#); [Bangsa and Schlegelmilch, 2020](#)). By fostering a long-term orientation, consumers can better appreciate the significance of sustainable practices, not only for their immediate environment but for future generations as well. Building on the concept of long-term orientation (LTO) as a cultural dimension that values virtues such as perseverance and prudence for future gains, it is crucial to connect this orientation to environmental behavior. This connection

can help develop more effective sustainability campaigns that emphasize future benefits, reinforcing responsible consumer decision-making.

[Hofstede \(1980\)](#) long-term/short-term orientation dimension, which focuses on a society's time perspective, suggests that cultures with a long-term orientation exhibit a higher level of pro-environmental behavior compared to their short-term oriented counterparts. This inclination towards sustainability is primarily because many environmental impacts, like climate change, manifest over extended periods ([Lyytimäki et al., 2020](#)). Individuals from cultures with a strong LTO are, therefore, inherently more concerned with the future implications of their current actions. The research by [Trudel \(2019\)](#) emphasizes the need to understand how consumer behavior is influenced by the perceived relationship between short-term consumer actions and their impact on future generations. This understanding can help shape policies and marketing strategies that encourage consumers to make more sustainable choices by highlighting long-term environmental benefits.

The underlying premise of sustainability studies is to bridge this gap in perception, highlighting that while pro-environmental actions may not offer immediate benefits to the individual, their positive consequences are enduring and significant for the health of our planet. Consequently, consumers with a pronounced LTO are more likely to embrace eco-friendly technologies and sustainable practices ([Higuera-Castillo et al., 2019](#); [Saether et al., 2021](#)). This relationship between LTO and sustainable consumption behaviors highlights the importance of fostering a long-term perspective within individuals and societies to enhance their commitment to environmental stewardship. By cultivating a deeper understanding of the temporal dimensions of our actions today, we can significantly influence the well-being of future generations and the sustainability of our global ecosystem.

In a study carried out in Sri Lanka, [Samarasinghe \(2012\)](#) demonstrated that LTO serves as a significant variable for fostering environmental attitudes, drawing a clear line between cultures with a retrospective focus and those inclined towards future considerations. This finding is supported by [Chwialkowska et al. \(2020\)](#), who stated that individuals with a forward-looking mindset are more inclined to embrace

ideologies supportive of environmental preservation. Such individuals, recognizing the far-reaching impacts of their actions, tend to advocate for sustainable practices that benefit both current and future generations.

Furthermore, the correlation between LTO and environmental responsibility has been explored, with findings suggesting a strong link between LTO and a commitment to ecological stewardship and integrity (Arli and Tjiptono, 2014; Choi et al., 2023). Consumers who exhibit a higher degree of LTO often place significant value on cultural and social norms, encouraging them to perform actions that promote environmental conservation through the utilization of sustainable products and technologies (Ghali-Zinoubi, 2022). This orientation towards sustainability is not merely a reflection of personal values but is deeply intertwined with broader cultural and ethical considerations.

Research highlights that consumers who strategically align their actions with their core values exhibit higher ethical standards, manifesting a deep commitment to sustainable practices and a recognition of the importance of their choices for the welfare of the environment and society (Tsui and Windsor, 2001; Nevins et al., 2007; Arli and Tjiptono, 2022; Wijaya et al., 2021). This alignment of actions and values, especially among those with a long-term orientation, highlights a profound understanding of the interdependence between individual actions, cultural values, and environmental sustainability. Such an orientation fosters a collective commitment to ethical environmental stewardship, where the ethical evaluations of sustainable practices are inherently positive.

Building on this foundation, the association between long-term orientation and tourists' evaluations of green hotels can be examined through the lens of both deontological and teleological ethical evaluations. Tourists with a long-term orientation, who are predisposed to value and prioritize future consequences over immediate gains, naturally align with the sustainability and environmental stewardship principles that green hotels represent. From a deontological perspective, these tourists will likely view the commitment to sustainability as an ethical obligation, positively aligning with their values. Simultaneously, their teleological evaluation, which

focuses on outcomes, would lead them to perceive green hotels favorably due to the positive environmental impact these establishments promise for future generations.

This comprehensive alignment between long-term orientation and the ethical frameworks supporting green hotels highlights a dual evaluation framework, reinforcing the hypothesis that long-term orientation enhances both deontological and teleological evaluations of green hotels by tourists considering the broader implications of their travel choices on environmental sustainability.

Based on the above literature, it is hypothesized that:

H2(a): Long-term orientation is positively associated with tourists' deontological evaluation of green hotels.

H2(b): Long-term orientation is positively associated with tourists' teleological evaluation of green hotels.

2.3.3 Religiosity and Ethical Philosophy

Since the mid-20th century, scholars have explored the potential association between religion and the business world, suggesting that religious beliefs could significantly inform and influence business practices and ethical behavior. [Culliton \(1949\)](#) was among the first to hint at the possibility that religion might contribute valuable insights to the business sector. Building on this foundation, [Magill \(1992\)](#) argued that personal religiosity serves as a crucial framework for understanding the ethical dimensions of an individual's actions, emphasizing the role of religious beliefs in shaping moral conduct. Expanding upon these ideas, functionalist theory, as outlined by [Huffman \(1988\)](#), posits that religiosity is a key determinant of an individual's value system, stressing the profound impact of religious beliefs on shaping one's principles and actions. Similarly, [Weaver and Agle \(2002\)](#) noted that religiosity significantly influences human behavior and attitudes, further establishing the link between religious commitment and ethical judgment.

Investigating deeper into the concept of religious motivation, [Allport \(1950\)](#) distinguished between intrinsic and extrinsic religiosity, articulating that while intrinsically motivated individuals embody and live out their religious convictions, the ones that are extrinsically motivated tend to utilize religion to fulfill their own purposes. This distinction was empirically supported by [Vitell et al. \(2005, 2006\)](#) through studies that demonstrated intrinsic religiosity as a consistent predictor of ethical beliefs among students and a broader non-student population, respectively. These findings highlight the varying impacts of intrinsic versus extrinsic religiosity on moral reasoning and ethical behavior. Understanding these differences can help tailor ethical messaging and policy interventions that align with the distinct motivations driving consumer decision-making.

In the context of contemporary research, [Agarwala et al. \(2019\)](#) and [Arli and Tjiptono \(2022\)](#) proposed that both intrinsic and extrinsic forms of religiosity are positively associated with consumers' moral beliefs, significantly highlighting the complex ways in which religious motivations can inform and guide ethical decision-making. This study suggests a comprehensive understanding of the relationship between religiosity and morality, recognizing the multifaceted ways in which religious beliefs can influence and elucidate ethical considerations in both personal and professional realms. These insights highlight the importance of considering religious values when developing ethical consumption and marketing strategies to better resonate with diverse consumer groups.

The Hunt-Vitell theory of marketing ethics (1993, 2006) provides a comprehensive framework for examining the ethical dimensions of consumer behavior ([Vitell and Hunt, 2015](#)). According to this theory, personal factors, such as religiosity, play a significant role in shaping teleological and deontological ethical norms, which, in turn, significantly influence consumers' ethical belief systems. This framework contrasts idealism, which emphasizes the importance of positive outcomes or teleology, with relativism, which upholds the belief in universal moral principles or deontology ([Forsyth, 1992](#)). As such, the theory posits that personal moral philosophies mediate the relationship between religiosity and consumer ethical judgment, providing an in-depth understanding of how individual beliefs affect

ethical decision-making. This perspective highlights the dynamic interplay between personal values and ethical reasoning, shaping consumer behavior in diverse cultural and religious contexts.

Intrinsic religiosity, which [Allport and Ross \(1967\)](#) described as reflecting the true essence of religious commitment, is often associated with heightened compassion and a welfare-oriented approach inherent to religious teachings. Research supports the connection between intrinsic religiosity and altruistic behaviors, demonstrating that individuals with a deep, intrinsic faith are more likely to exhibit compassion and concern for others ([Farrell et al., 2018](#); [Zarghi and Bolghan-Abadi, 2021](#)). This association suggests that intrinsic religiosity can serve as a key driver in promoting ethical consumption and socially responsible decision-making.

This alignment with deontological principles stresses a commitment to the well-being of others, consistent with [Forsyth \(1980\)](#) characterization of deontology as reflecting a concern for others' welfare. [Forsyth \(1992\)](#) further notes that highly idealistic individuals strive to avoid harming others, therefore preferring choices that do not result in negative consequences for others. Therefore, intrinsic religiosity fosters idealistic attitudes, encouraging a compassionate outlook that seeks the betterment of others ([Litman et al., 2019](#); [Minton and Liu, 2021](#)). This perspective reinforces the idea that intrinsically religious individuals are more likely to prioritize ethical considerations in their consumption and decision-making behaviors. Based on the preceding literature, it is hypothesized that:

H3(a): Intrinsic religiosity positively influences tourists' deontological evaluation of green hotels.

H3(b): Intrinsic religiosity positively influences tourists' teleological evaluation of green hotels.

Extrinsic religiosity, characterized by engaging in religious practices for personal gain or social conformity ([Hwang, 2018](#)), plays a significant role in shaping tourists' ethical evaluations of green hotels. This form of religiosity can positively influence deontological evaluations, as individuals motivated by external religious factors may

still adhere to ethical principles that align with their perceived social expectations or personal benefits (Tariq et al., 2019), including the support of environmentally responsible businesses like green hotels. These tourists, driven by extrinsic religiosity, might view choosing green hotels as a means to align with socially endorsed ethical norms or to enhance their social standing, thereby reflecting a positive deontological assessment based on rule adherence.

Similarly, extrinsic religiosity can contribute positively to teleological evaluations, where the outcomes of one's actions are considered. Tourists with extrinsic religious motivations might recognize the positive consequences of supporting green hotels, such as contributing to environmental sustainability or being seen as environmentally conscious by their social groups. Thus, the decision to visit green hotels, driven by extrinsic motivations, aligns with a teleological framework where the beneficial outcomes of such choices reinforce their ethical viewpoint. In both scenarios, extrinsic religiosity emerges as a compelling determinant of ethical evaluations, influencing how tourists perceive and justify their support for green hotels through both rule-based and outcome-based ethical perspectives.

H4(a): Extrinsic religiosity positively influences tourists' deontological evaluation of green hotels.

H4(b): Extrinsic religiosity positively influences tourists' deontological evaluation of green hotels.

2.3.4 Ethical Philosophy and Ethical Judgment

According to the model developed by Hunt and Vitell in 1986, consumers' ethical decision-making processes are significantly influenced by teleological (TE) and deontological (DE) evaluations. This framework posits that in the realm of ethical theory, there is a distinct separation between these two evaluative approaches, each playing a crucial role in guiding individuals' moral choices. Teleological assessments focus on the consequences of actions, weighing the outcomes to determine the

ethicity of decisions. In contrast, deontological evaluations prioritize adherence to moral principles or rules, regardless of the outcomes.

When investigating the intricacies of consumers' ethical decisions and attitudes, it becomes imperative to not only explore the moral philosophies that reinforce these judgments but also to understand the role of moral identity. The concept of moral identity serves as a lens through which individuals interpret and align their actions with their ethical beliefs and values (Hunt and Vitell, 1993). This comprehensive approach highlights the importance of examining both the philosophical foundations of ethical reasoning and the personal identity aspects that influence how these philosophies act in real-world decision-making scenarios.

Deontological (DE) evaluations highlight the significance of an individual's deep-seated perceptions, judgments, and beliefs regarding the legitimacy of certain actions or issues (Forsyth, 2020). This approach to ethical evaluation is based on the principles of morality, focusing on the inherent goodness of actions and the moral standards that govern human conduct (Ajibade and Adams, 2019). Individuals who exhibit a strong inclination towards deontological reasoning are typically better equipped to make ethical decisions that align with their best interests, guided by a strong set of moral values (Raymond, 2020; Lazar and Graham, 2021; Kasingku, 2023).

In the sustainability context, consumers who adopt a deontological ethical perspective believe in the intrinsic rights of the natural environment to be treated with respect and care. They recognize a moral obligation to maintain and protect the environment, emphasizing the ethical duty to pursue consumption patterns that minimize harm to the planet (Leonidou et al., 2010; Arli et al., 2021b; Alsaad et al., 2021). Furthermore, consumers with a pronounced deontological orientation are often more attuned to environmental challenges, demonstrating heightened awareness and a sense of responsibility toward making eco-friendly choices. This heightened sensitivity translates into a more deliberate effort to engage in consumption behaviors that are beneficial to environmental sustainability, reflecting a deep commitment to ethical principles that prioritize the welfare of the natural world (Chan et al., 2008; Halder et al., 2020).

Ethical decision-making plays a significant role in shaping sustainable consumption behaviors among consumers (Bangsa and Schlegelmilch, 2020), drawing upon a variety of theoretical perspectives and models to understand the underlying motivations and mechanisms. At the heart of such decision-making lies moral reasoning (Sambala et al., 2020), a process influenced by several factors that result in distinctive ethical choices. This complex interplay of considerations paves the way for a mechanism that links consumers' moral reasoning directly with their engagement in sustainable consumption behaviors. Ethical reasoning, as explored in this study, may come from a deliberate cognitive process that evaluates the significance of the outcomes of actions or from deeply held religious convictions that guide behavior (Small and Lew, 2021). Understanding these influences can help develop more effective strategies to encourage ethical and sustainable consumer behaviors across different cultural and religious contexts

This research posits that individuals who exhibit a strong capacity for deontological (DE) assessment possess a profound appreciation for the natural environment and demonstrate a commitment to its preservation by favoring sustainable consumption options. Such consumers, characterized by a high degree of deontological assessment, exhibit little tolerance for practices that compromise environmental sustainability. Their ethical framework, grounded in moral values and principles, not only drives them to reject unsustainable choices but also motivates them to actively seek out and support alternatives that align with their ethical beliefs. Through this lens, the study aims to contribute to the understanding of how moral reasoning and ethical considerations inform and encourage consumer behavior toward more environmentally responsible and sustainable choices.

Building on the preceding discussion, it is hypothesized that:

H5: Tourists' deontological evaluation positively influences their ethical judgment towards green hotels.

In teleological evaluations (TE), the focus is mainly on the outcomes or consequences of actions. Individuals engaged in TE assessments critically analyze the potential results of their actions, particularly when faced with situations with multiple

alternatives (Hunt and Vitell, 1986). They precisely evaluate the effects of each potential behavior, ultimately opting for actions that promise the most beneficial outcomes or the least harm (Hunt and Vitell, 1993). This ethical framework posits that consumers are likely to deem unethical behaviors as immoral, especially if such actions are anticipated to lead to severe negative consequences. This is supported by various studies indicating that the perceived severity of outcomes plays a crucial role in determining ethical judgments and behaviors (Muir et al., 2019; Frisch et al., 2021; Chen et al., 2021). Fukukawa and Ennew (2010) highlight the significant influence of perceived impacts on ethical decision-making, while Pilgrimiené et al. (2020) point out that consumers' perceptions of the risks associated with unsustainable consumption practices greatly influence their decision-making processes and actions.

This understanding extends to consumption habits that are perceived to be harmful to the environment and biodiversity, with consumers showing a preference to avoid practices they believe to be damaging (Thyberg and Tonjes, 2016; Carrington et al., 2021). When the use of a product or service is viewed as causing significant environmental degradation and having adverse social effects, consumers adhering to a TE approach are likely to deem such behavior as unacceptable or immoral and are motivated to alter their consumption patterns accordingly.

Drawing from this comprehensive discussion, the following hypothesis is proposed:

H6: Tourists' teleological evaluation positively influences their ethical judgment towards green hotels.

The teleological (TE) perspective, which emphasizes the evaluation of outcomes, plays a distinct role in shaping intentions, as outlined in the Hunt-Vitell model of ethical decision-making. This model suggests that there can be a divergence between ethical judgments and actual intentions, highlighting the complexity of ethical decision-making processes (Hunt and Vitell, 1986). In short, individuals might recognize one option as the most ethical choice but still lean towards an alternative that promises more personally favorable outcomes. For instance, a person might acknowledge the ethical superiority of one choice but opt for a less ethical alternative if it offers significant personal benefits. This unique

interplay between ethical judgments and intentions highlights the influence of teleological evaluations on decision-making, where the anticipated benefits of actions significantly shape individuals' choices.

Drawing upon this understanding, it is proposed that tourists who engage in positive teleological evaluations are more likely to exhibit a stronger intention to visit green hotels. This hypothesis is based on the notion that individuals who prioritize outcomes in their ethical reasoning process are inclined towards choices that align with their personal or social goals (Santos et al., 2021), such as contributing to environmental sustainability or supporting ethical business practices. As such, tourists with a teleological approach, who assess the beneficial outcomes of staying at green hotels—ranging from reducing environmental impact to supporting eco-friendly initiatives—are more likely to express a heightened intention to patronize such accommodations. This inclination reflects a broader trend towards ethical consumerism, where the perceived positive consequences of one's actions play a significant role in shaping consumption behaviors and intentions.

Hence, the hypothesis that emerges from this discussion is as follows:

H7: Tourists' teleological evaluation positively influences their intention to visit green hotels.

2.3.5 Ethical Judgment and Intention to Visit Green Hotels

Ethical judgment is the extent to which a portrayal, event, or behavior is morally acceptable to an individual (Reidenbach and Robin, 1990). This concept highlights the evaluative process through which consumers determine the morality of various phenomena, categorizing them as good or bad, right or wrong, morally acceptable or unacceptable. Such assessments are central to understanding consumer ethical judgment, as highlighted by research across various studies (McMahon and Harvey, 2007; Moraes et al., 2020; Zollo, 2021). These ethical judgments are not formed in a vacuum but are deeply rooted in the individual's subjective values, moral norms, and guiding principles. These foundational elements serve as the basis upon

which consumers build their attitudes toward different behaviors and decisions, significantly impacting their actions and choices in the marketplace ([Chowdhury, 2019](#); [Alsaad, 2021](#)).

This process of ethical judgment involves a complex interplay of personal beliefs, societal norms, and cultural values, all of which contribute to the individual's moral compass. As consumers navigate through various options and scenarios, their ethical judgments guide them toward choices that align with their moral values and ethical standards ([Osburg et al., 2019](#)). Consequently, these judgments are significant in shaping consumer attitudes and behaviors, influencing everything from product selection to brand loyalty and advocacy ([Toti et al., 2021](#)). By examining the underlying factors that contribute to consumer ethical judgment, scholars and practitioners alike can gain insights into the motivations and constraints that govern ethical consumerism, paving the way for strategies that resonate with consumers' moral considerations and ethical expectations.

Consumers utilize deontological and teleological frameworks to evaluate the morality of actions, as proposed by [Hunt and Vitell \(1986\)](#). This ethical assessment influences whether they will participate in certain behaviors, with a higher likelihood of engagement if the actions are deemed morally correct, ethical, or minimally, not unethical. [Pakpour et al. \(2014\)](#) noted that a positive judgment toward the recycling of food leftovers significantly boosts consumers' intentions to engage in food recycling behaviors as a means to mitigate food waste. Similarly, positive perceptions of green products correlate strongly with the intent to purchase such items ([Costa et al., 2021](#)).

Ethical judgment serves as a crucial component in the formation of behavioral intentions within the majority of ethical decision-making models highlighted in scholarly literature, including those by [Hunt and Vitell \(1986\)](#), [Rest \(1986\)](#), and [Dubinsky and Loken \(1989\)](#). Research spanning various ethical dilemmas, such as questionable sales practices, personal gain at the company's expense, bribery, environmental pollution, consumer food waste, and offensive advertising, consistently demonstrates that ethical judgments positively influence ethical intentions ([Bass](#)

et al., 1999; Vitell et al., 2003; Barnett and Valentine, 2004; Singhapakdi et al., 2013). The collective evidence from empirical studies suggests that positive ethical judgments about a variety of morally ambiguous behaviors are likely to lead to positive intentions.

Therefore, when an individual perceives a potentially morally questionable action as acceptable, they are more inclined to intend to perform that action, and conversely, negative ethical judgments deter such intentions. Building upon this framework, the decision-making process of tourists considering green hotels further demonstrates this dynamic. When tourists recognize the ethical considerations of green hotels, such as their dedication to sustainability and positive environmental practices, this acknowledgment acts as a stimulus, enhancing their intention to support these establishments. This suggests that ethical awareness plays a crucial role in shaping consumer preferences in the hospitality industry.

This connection between ethical judgment and behavioral intention aligns with the broader pattern observed across different ethical scenarios. Just as ethical judgments on various issues can guide individuals toward positive intentions (Sidnell et al., 2019; Small and Lew, 2021; Alsaad, 2021), the ethical evaluation of green hotels—as a choice that supports environmental conservation and social responsibility—encourages tourists to select these accommodations. This inclination towards green hotels, driven by ethical considerations, reflects a direct application of ethical decision-making theories in the context of sustainable tourism, where the moral evaluation of actions significantly influences consumer behavior and intentions. This insight highlights the importance of integrating ethical messaging into marketing strategies to strengthen consumer commitment to sustainable tourism choices.

Drawing from this comprehensive review of relevant literature, the following hypothesis is formulated:

H8: Ethical judgment positively influences tourists' intention to visit green hotels.

2.3.6 Intention to visit Green Hotels and Sustainable Consumption Behavior

The interest in sustainable consumption has significantly surged as an increasing number of researchers, alongside various stakeholders from different sectors, raise concerns over the current unsustainable rates of natural resource consumption and practices. This growing awareness is reflected in the thriving efforts to foster sustainable consumption behaviors and to explore effective strategies for integrating sustainability into everyday practices ([Al-Nuaimi and Al-Ghamdi, 2022](#)). Despite concerted efforts across academic circles, business communities, government bodies, and non-profit organizations aiming to identify and shift away from unsustainable practices, the relentless expansion of the global economy often aggravates these issues, making the transition to sustainable models more challenging ([Yap and Truffer, 2019](#); [Markard et al., 2020](#)).

Amidst this background, scholarly investigations have looked into various sustainable consumer behaviors (SCBs), focusing on actions such as recycling, environmentally friendly purchasing, and other practices that contribute to a more sustainable interaction with our environment ([Yue et al., 2020](#); [Islam et al., 2021](#)). To organize the understanding of these behaviors and their contribution to sustainability, this study classifies sustainable consumer behaviors (SCBs) into three key categories: recycling, reusability, and green purchasing. These categories represent key aspects of sustainable consumerism, offering a framework through which individual actions can collectively lead to significant environmental benefits ([Dong et al., 2020](#)). Through an examination of these behaviors, this study aims to uncover insights into how consumers can change their consumption patterns in favor of a more sustainable future, thereby contributing to the broader goal of mitigating environmental degradation and promoting a sustainable lifestyle. This focus on specific SCBs highlights the critical role of consumer choices in the transition toward sustainability, highlighting the potential for impactful change through informed and conscious consumer actions.

Intention serves as a crucial measure of an individual's willingness to engage in a specific behavior, acting as an important bridge between the conceptualization of an action and its actual execution. [Ajzen \(2002\)](#) posits that intention is the most direct antecedent to behavior, encapsulating the motivational factors that influence the readiness to perform an action. [Vitell and Hunt \(1990\)](#) further elaborated on this by suggesting that the ethical evaluation of actions by a decision-maker plays a significant role in shaping intentions. A decision-maker might recognize an action as ethical and consequently feel compelled to undertake it, or conversely, even perceive it as ethical but choose not to act upon it due to various circumstantial factors. Additionally, the ethical assessment of a behavior as unethical also informs the decision-making process, influencing whether or not an individual chooses to engage in that behavior.

In the area of consumer behavior research, there has been a substantial focus on examining how consumers' attitudes and behaviors align with sustainable practices, especially within the hospitality industry. Studies such as those conducted by [Peng and Chen \(2019\)](#), [Kim et al. \(2019b\)](#), and [Nikiema and Asiedu \(2022\)](#) have investigated consumers' inclinations toward environmentally friendly hotel operations and their implications. [Jani and Han \(2013\)](#) highlighted the direct correlation between consumers' positive behavioral intentions towards a hotel and the tangible outcomes of such intentions, including increased bookings and the proliferation of positive word-of-mouth recommendations. These actions not only enhance the immediate appeal of a hotel but also contribute to its long-term profitability by strengthening its reputation as a sustainable choice in the market. This body of research highlights the importance of understanding and fostering favorable consumer intentions towards sustainable practices, as these intentions are instrumental in driving the actual adoption of such practices, thereby facilitating a transition towards greater environmental sustainability within the hotel sector and beyond.

As illustrated in the research model [Figure 2.1](#), intentions to visit green hotels serve as a critical mediating variable linking ethical judgment and sustainable consumption behavior. This link is supported by other theoretical frameworks in

addition to the H-V model like the Theory of Planned Behavior (TPB), which posits that intentions are precursors to behavior (Ajzen, 2019). Here, the intention to stay in green hotels not only reflects tourists' immediate commitment to sustainable accommodation but also drives broader SCB due to the spillover effect. This effect explains how engaging in one pro-environmental behavior, such as choosing green hotels, encourages consistent actions across other domains, including purchasing green products and services, trying to reduce waste, and adopting environmentally friendly practices (Truelove et al., 2014). By incorporating green purchasing, reusability, and recycling within the SCB scale, the study bridges the conceptual connection between intentions and SCB. This classification enables the exploration of how specific sustainable actions tied to green hotels extend to broader consumption patterns. Therefore, the integration of intention and SCB within the context of green hotels ensures both theoretical coherence and practical relevance, highlighting the role of eco-friendly accommodation as a gateway to promoting sustainable practices.

Extensive research across different domains, including online banking (Singh and Srivastava, 2020), the use of collaborative technology (Alfadda and Mahdi, 2021), and mobile learning usage (Chao, 2019), consistently highlights behavioral intention as a key determinant of actual behavior. This relationship stresses the fundamental principle that the intentions behind an individual's actions significantly predict the likelihood of those actions being realized. This highlights the need to strengthen intentions for greater behavioral adoption. Given this empirical foundation, this study proposes that travelers who demonstrate a clear intention to stay at green hotels are predisposed toward adopting sustainable practices. This assumption is rooted in the understanding that the explicit intent to support environmentally friendly accommodations reflects a broader commitment to sustainability. Consequently, tourists who are inclined towards green hotels are anticipated to exhibit behaviors that align with sustainable consumption patterns, including minimizing waste, conserving energy, and participating in eco-friendly activities offered by these accommodations.

Based on this, it is hypothesized that:

H9: Tourists' intention to visit positively influences their sustainable consumption behaviors.

2.3.7 Sequential Mediation of Ethical Philosophies, Ethical Judgment, and Intention

According to the Hunt-Vitell theory of marketing ethics, an individual's cultural background significantly shapes his ethical framework, specifically his deontological (duty-based) and teleological (outcome-based) evaluations. These ethical evaluations, in turn, guide his judgments and intentions, ultimately influencing the behaviors he chooses to perform (Hunt and Vitell, 1986, 2006). Similarly, the cultural dimension of collectivism, as identified by Hofstede, plays a significant role in determining individual behavior.

Previous research has explored the relationship between collectivism and environmental commitment, finding that collectivist values can significantly impact pro-environmental behaviors and attitudes (Al Zubaidi, 2020; Jung and Cho, 2023). However, this study suggests a unique view where collectivism's influence on sustainable consumption behaviors (SCB) is not direct but rather occurs through a sequence of mediating factors. This study proposes that the effect of collectivism on SCB is mediated by a sequence involving consumers' ethical philosophies, their subsequent ethical judgments, and finally, their intentions to act. This model reflects the findings of McCarty and Shrum (2001), who observed that collectivism indirectly influences recycling behavior, a specific sustainable behavior, rather than having a direct effect. Similarly, Roseira and colleagues (2022) discovered that collectivism affects consumers' purchase behaviors regarding organic food, a category of eco-friendly products, highlighting the indirect pathway through which collectivism shapes consumer choices (Roseira et al., 2022).

Expanding on this framework, it becomes evident that collectivist values foster a conducive environment for ethical evaluations to flourish, which in turn shape judgments and intentions aligned with sustainable practices. By tracing the path from

collectivist cultural dimensions through ethical philosophies to sustainable actions, this study sheds light on the intricate mechanisms through which cultural values translate into environmental stewardship. This approach stresses the importance of understanding the cultural underpinnings of ethical decision-making processes as they relate to sustainable consumption, offering insights into how deeper cultural values influence individuals' commitments to environmentally responsible behaviors.

Similarly, this study posits that tourists with collectivist orientations are likely to form positive evaluations—both from deontological (duty-based) and teleological (outcome-based) perspectives—of green hotels. This positive assessment comes from their recognition of the favorable environmental impact these establishments have on society. Such an assessment is anticipated to significantly shape their ethical judgments and intentions, ultimately guiding them toward engaging in sustainable behaviors during their hotel stays. This premise is informed by the understanding that collectivist tourists, who place a high value on the welfare of their community and the environment ([Cheng et al., 2020a](#)), are more inclined to support businesses that align with their ethical and environmental values. As a result, the acknowledgment of green hotels' contributions to sustainability and societal well-being resonates with collectivist tourists' inherent predispositions towards communal and environmental responsibility, influencing their decisions and actions in favor of sustainable consumption practices ([Wang et al., 2023b](#)).

Drawing upon the insights from the literature reviewed, the following hypothesis is formulated:

H10(a): The relationship between collectivism and sustainable consumption behavior is sequentially mediated by deontological evaluation, ethical judgment, and intention to visit green hotels.

H10(b): The relationship between collectivism and sustainable consumption behavior is sequentially mediated by teleological evaluation, ethical judgment, and intention to visit green hotels.

Similar to the influence of collectivism, long-term orientation (LTO) serves as a crucial cultural dimension that shapes individual behaviors, particularly in the context of environmental stewardship. The relationship between long-term orientation and pro-environmental attitudes has been the subject of various studies, highlighting its significance in fostering a commitment to sustainability. For example, [Filimonau et al. \(2018\)](#) demonstrated that cultural dimensions like long-term orientation are instrumental in cultivating positive pro-environmental attitudes. Likewise, [Mi et al. \(2020\)](#) observed that cultural values, including long-term orientation, encourage pro-environmental behaviors, highlighting the role of cultural values in environmental activism.

However, this study introduces a unique perspective by suggesting that the influence of long-term orientation on sustainable consumption behaviors (SCB) is mediated by a sequence of ethical philosophies, ethical judgment, and intentions, rather than exerting a direct impact. This proposition implies that the pathway from LTO to SCB is indirect, operating through the sequential mediation of ethical considerations and intentionality. This indirect influence of LTO on SCB has been confirmed in the work of researchers who have identified mediating mechanisms in the relationship between LTO and environmentally friendly behaviors. For instance, [Qian and Yin \(2017\)](#) found that LTO shapes individuals' intentions and behaviors toward adopting electric vehicles, an eco-friendly product, through mediation mechanisms. Similarly, [Leonidou et al. \(2010\)](#) revealed how consumers' long-term orientation positively impacts their green purchase behavior, facilitated by the mediating role of internal and external environmental attitudes.

Building on these insights, this study proposes that individuals with a strong long-term orientation, who inherently consider the future implications of their present actions, are likely to exhibit positive evaluations—both deontological and teleological—of green hotels. This positive outlook is expected to shape their ethical judgments and intentions, ultimately guiding them toward engaging in sustainable consumption behaviors. Recognizing the long-term effects of their choices encourages a forward-looking approach to consumption, aligning with sustainability and environmental preservation principles.

Thus, drawing from the literature and the proposed mediation model, the following hypothesis is formulated:

H11(a): The relationship between long-term orientation and sustainable consumption behavior is sequentially mediated by deontological evaluation, ethical judgment, and intention to visit green hotels.

H11(b): The relationship between long-term orientation and sustainable consumption behavior is sequentially mediated by teleological evaluation, ethical judgment, and intention to visit green hotels.

The Hunt-Vitell theory of marketing ethics emphasizes that beyond cultural influences, various personal characteristics, including religious beliefs, significantly shape consumers' ethical philosophies, thereby motivating specific behaviors (Hunt and Vitell, 1986, 2006). This framework acknowledges that religiosity, encompassing both intrinsic and extrinsic dimensions, plays a crucial role in influencing consumer behavior, particularly in the context of environmental sustainability (Muñoz-García and Villena-Martínez, 2020). Numerous studies have explored the link between religiosity and pro-environmental behaviors, revealing that religious beliefs profoundly impact individuals' propensity to engage in eco-friendly practices. Karimi et al. (2022) highlighted that religiosity positively impacts pro-environmental consumer behavior, while Wang et al. (2020) found religiosity to be a significant determinant of consumers' environmental predispositions and actions. Further, Chang et al. (2019) established a positive correlation between religiosity and ethical perceptions, including recycling activities. Another research noted that adherence to Islamic principles could motivate environmentally friendly purchasing decisions (Siyavooshi et al., 2019). Similarly, personal moral philosophies were found to be comprehensive systems representing an individual's morality, including moral attitudes, and religious orientations that influence idealism and relativism, which in turn shape consumers' ethical beliefs (Chowdhury, 2018). These findings highlight the role of religious values in shaping ethical consumer choices and promoting sustainable behaviors.

This study extends these findings by proposing that religiosity, whether intrinsic (reflecting a genuine commitment to religious principles) or extrinsic (motivated

by social or personal benefits), indirectly influences pro-environmental behavior. This influence is postulated to occur through a sequence of mediations involving ethical philosophies, ethical judgments, and intentions. Specifically, it is suggested that tourists' religiosity will shape their ethical philosophies, which in turn will guide their judgments and intentions towards green hotels, ultimately leading to sustainable consumption behaviors. For example, individuals with intrinsic religiosity may find that their profound, personally held religious principles lead them through a process of moral reasoning (whether deontological or teleological), influencing their ethical judgments and intentions toward supporting sustainable practices, like choosing green hotels. Similarly, those with extrinsic religiosity may be influenced by societal expectations or religious norms, which can still lead to ethical evaluations favoring sustainability.

Conversely, a similar pathway is predicted for those with extrinsic religiosity. Despite their religious beliefs being more externally oriented, these beliefs nonetheless affect their ethical reasoning, evaluations, and intentions, ending in sustainable actions. This indirect pathway highlights the complex interplay between religiosity and ethical decision-making processes, highlighting how deeply held religious beliefs can lead toward ethical evaluations and intentions that favor environmental stewardship. This suggests that even externally motivated religious individuals may adopt sustainable behaviors when such actions align with social or religious expectations.

Drawing on this conceptual framework, the following hypothesis is formulated:

H12(a): The relationship between intrinsic religiosity and sustainable consumption behavior is sequentially mediated by deontological evaluation, ethical judgment, and intention to visit green hotels.

H12(b): The relationship between intrinsic religiosity and sustainable consumption behavior is sequentially mediated by teleological evaluation, ethical judgment, and intention to visit green hotels.

H13(a): The relationship between extrinsic religiosity and sustainable consumption behavior is sequentially mediated by deontological evaluation, ethical judgment, and intention to visit green hotels.

H13(b): The relationship between extrinsic religiosity and sustainable consumption behavior is sequentially mediated by teleological evaluation, ethical judgment, and intention to visit green hotels.

2.3.8 Mediated Moderation of External Locus-of-Control

For several years, a substantial body of research has been dedicated to exploring the influential role of locus of control in understanding a wide range of psychological and organizational dynamics. This exploration has extended to a diverse range of areas, including the examination of stress levels ([Padmanabhan, 2021](#)), organizational behavior patterns ([Agustina et al., 2020](#)), intentions to leave a job ([Mahmoud et al., 2022](#)), the processes underlying ethical decision-making ([Toti et al., 2021](#)), and responses to fear-inducing messages ([Eder et al., 2021](#)). The findings from these studies collectively suggest that the locus of control serves as a critical variable within various contexts. This body of work highlights the significance of locus of control in affecting how individuals interpret and react to their environments, particularly in settings that involve complex interplays of personal beliefs and external pressures.

To examine the impact of locus of control on behavioral research, it is essential to distinguish it from the concept of perceived control. Locus of control, as explained by [Brenders \(1987\)](#) drawing from Rotter's Social Learning Theory (1954), is not merely another term for perceived control but rather highlights the anticipation of control as a distinctive variable. This distinction is critical in understanding locus of control, which involves both specific and general expectations of control when evaluating situations where it is a factor ([Brenders, 1987](#)). Furthermore, locus of control emerges as a key psychological construct that highlights the influence of personal traits in forecasting the behaviors of consumers ([Hovenkamp-Hermelink](#)

et al., 2019; Derdowski et al., 2020; Toti et al., 2021; Hampson et al., 2021). The extensive literature available, including studies by Derdowski et al. (2020), Toti et al. (2021), and Hampson et al. (2021), enriches our understanding by providing insights into how customer characteristics specifically locus-of-control serve as a moderating variable. This body of literature stresses the roles that individual differences in locus of control play in shaping behavior within consumer contexts, highlighting its significance as more than just a peripheral factor in behavioral studies.

Locus of Control (LOC) is a psychological concept that is divided into two distinct components: Internal Locus of Control (InLOC) and External Locus of Control (ExLOC). This framework suggests that individuals possess a personal belief system regarding the extent to which they can influence the events and outcomes in their lives. As outlined by Ng et al. (2006), people may perceive that they have significant control over the direction and outcomes of their lives (InLOC), or conversely, believe that their ability to influence events is minimal, attributing outcomes to external forces or luck (ExLOC). These two dimensions are inherently offset: a strong belief in one typically corresponds with a weaker belief in the other, positioning them as mutually exclusive constructs. Therefore, an individual's locus of control is often characterized along a singular dimension, either as predominantly internal or external, but not both (Wang et al., 2020). This research focuses on the concept of external locus of control (ExLOC), exploring how this orientation impacts individuals' perceptions and interactions with their environment.

Utilizing Locus of Control (LOC) as a domain-specific measure has become a common practice across various fields of study, demonstrating its flexibility and relevance in different contexts. This has been done in areas such as economics, particularly in the study of investments and savings (Furnham, 1986), in sales work (Chung, 2001), within service industries (Bradley and Sparks, 2002), and across many other domains. A specialized form of this concept, known as the Environmental Locus of Control, pertains specifically to the degree to which individuals believe they can influence environmental outcomes through their personal actions (Cleveland et al., 2020). This belief in the capacity to effect pro-environmental

change has been identified as a critical determinant of environmentally friendly behaviors.

The significance of LOC in predicting pro-environmental behavior has been well-documented within the disciplines of environmental psychology and marketing, with studies by [Giefer et al. \(2019\)](#), [Yorkovsky and Zysberg \(2021\)](#), and [Hwang et al. \(2021\)](#) highlighting its significant role. A comprehensive meta-analysis by [Hines et al. \(1987\)](#), which reviewed 15 studies, further supported the significant link between LOC orientations and the propensity for engaging in pro-environmental behaviors. This body of research collectively highlights the value of understanding LOC as a significant predictor of environmental stewardship, emphasizing its importance across various disciplinary studies.

A comprehensive multinational investigation targeting the youth in the Asia-Pacific region highlighted the complex interplay between perceptions of individual ability and the broader roles of government and community in environmental stewardship. This study highlighted a crucial dichotomy: while young people acknowledged the significant importance of governmental and community initiatives in addressing environmental challenges, they simultaneously expressed the ineffectiveness of their individual choices ([Fien et al., 2002](#)). This skepticism extends into a pervasive sense of helplessness, a sentiment that has been consistently reflected across both quantitative and qualitative research spheres. These studies collectively reveal that consumers harbor not only a deep-seated pessimism about environmental degradation but also a profound doubt in their capacity to mitigate such issues ([Arora and Gagneja, 2020](#); [Han, 2021](#); [Hossain et al., 2022](#)).

Further research by [Connell et al. \(1999\)](#) introduces the concept of "action paralysis," a state wherein young individuals become increasingly skeptical about the impact of their environmental actions. This skepticism is deeply rooted in the psychological construct of External Locus of Control, as identified by [Rotter \(1966\)](#), which is characterized by a perceived absence of agency and control over outcomes. The linkage between LOC and environmental behaviors has been extensively studied, revealing a notable correlation between individuals' LOC orientation and their

engagement in pro-environmental practices (Chiang et al., 2019; Derdowski et al., 2020; Yorkovsky and Zysberg, 2021; Siregar et al., 2022). Expanding upon this framework, the interactionist viewpoint of ethical decision-making, as proposed by Trevino (1986), integrates LOC as one of several individual-level characteristics that moderate the relationship between ethical behavior and moral development.

Within this model, individuals with an external LOC are less likely to assume personal responsibility for the consequences of unethical actions, instead attributing outcomes to external forces. This perspective not only enriches our understanding of environmental behaviors but also offers insights into the broader implications of LOC on ethical decision-making and personal accountability. It emphasizes the complexity of individual attitudes towards environmental and ethical issues, highlighting the necessity of encouraging a sense of agency and responsibility among people to foster more sustainable and ethical behaviors. This highlights the need for targeted interventions that empower individuals to take proactive environmental actions.

Building upon the established relationship between locus of control and both environmental and ethical behaviors, this study proposes an intricate relationship between external LOC, intention, and sustainable consumption behaviors, particularly within the context of the hospitality industry. Specifically, it posits that an external LOC — a belief system where individuals perceive their actions as largely influenced by external forces beyond their control — moderates the indirect relationship between intention to visit and sustainable consumption behaviors. In short, when the external locus of control (LOC) is high, the relationship between the intention to visit green hotels and sustainable consumption behavior is weakened.

This suggests that individuals with a strong external LOC, who perceive their actions as having little influence over outcomes, are less likely to translate their pro-environmental intentions into actual sustainable behaviors. This finding aligns with broader psychological theories, which indicate that individuals with a high external LOC often attribute responsibility for environmental and social outcomes to external forces, such as government policies or societal norms, rather than their

own decisions (Giefer et al., 2019). Consequently, even when these individuals express an intention to engage in sustainable tourism, their likelihood of following through with actual sustainable consumption behaviors diminishes, as they may feel that their individual contributions are insignificant in driving meaningful change.

Empirical studies suggest that the relationship between intention and behavior is not always direct or consistent. Various psychological factors can moderate this relationship, influencing whether consumers follow through on their stated intentions. One such factor is locus of control (LOC), a psychological construct that determines whether individuals attribute outcomes to their actions (internal LOC) or external circumstances (external LOC). LOC has been widely studied in consumer behavior and environmental psychology, with evidence suggesting that it plays a crucial role in shaping pro-environmental attitudes and behaviors. Individuals with an internal LOC are more likely to take personal responsibility for environmental issues and act in alignment with their intentions.

In contrast, those with an external LOC often believe that sustainability outcomes depend on external entities such as governments, corporations, or fate, leading to lower engagement in sustainable behaviors despite having positive intentions. Locus of control is a psychological construct that explains individuals' perceived control over events affecting their lives. People with an internal locus of control (ILOC) believe their actions determine outcomes, whereas those with an external locus of control (ELOC) attribute outcomes to external factors such as fate, luck, or powerful others. In consumer psychology, ILOC is associated with proactive environmental behaviors, while ELOC is linked to passive or indifferent attitudes. Research indicates that individuals with a high ELOC are less likely to engage in pro-environmental behaviors because they feel their individual actions have minimal impact on sustainability outcomes. When applied to the green hotel context, consumers with strong intentions to visit green hotels may fail to translate these intentions into sustainable behaviors if they possess a high ELOC. It is hypothesized that:

H14: External locus of control negatively moderates the relationship between the intention to visit green hotels and sustainable consumption behavior.

2.4 Conceptual Framework

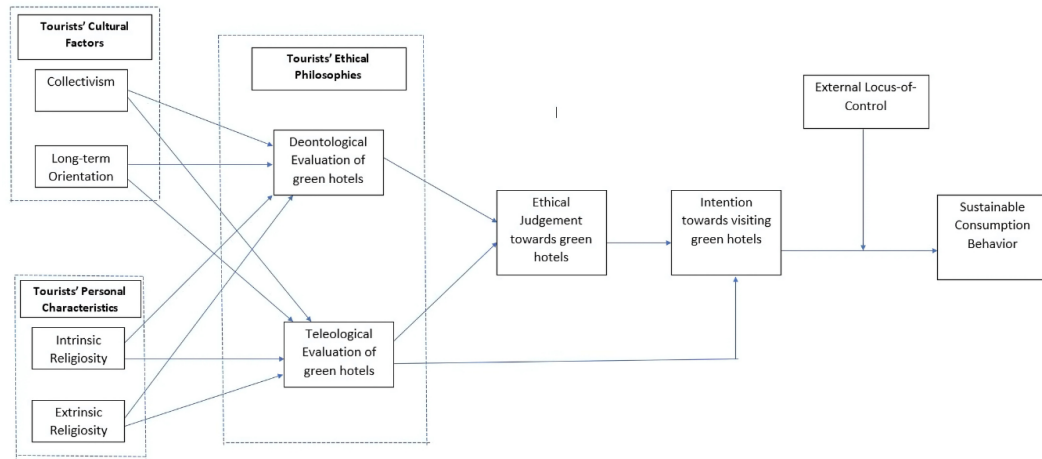


FIGURE 2.1: Conceptual Framework

2.5 Summary of Research Hypotheses

The following table summarizes the entire hypotheses of the study

TABLE 2.2: Summary of Research Hypotheses

Hypotheses	Statements
Hypothesis 1(a)	Collectivism is positively associated with tourists' deontological evaluation of green hotels.
Hypothesis 1(b)	Collectivism is positively associated with tourists' teleological evaluation of green hotels.
Hypothesis 2(a)	Long-term orientation is positively associated with tourists' deontological evaluation of green hotels.
Hypothesis 2(b)	Long-term orientation is positively associated with tourists' teleological evaluation of green hotels.
Hypothesis 3(a)	Intrinsic religiosity positively influences tourists' deontological evaluation of green hotels.
Hypothesis 3(b)	Intrinsic religiosity positively influences tourists' teleological evaluation of green hotels.

Table 2.2 (Continued)

Hypotheses	Statements
Hypothesis 4(a)	Extrinsic religiosity positively influences tourists' deontological evaluation of green hotels.
Hypothesis 4(b)	Extrinsic religiosity positively influences tourists' teleological evaluation of green hotels.
Hypothesis 5	Tourists' deontological evaluation positively influences their ethical judgment towards green hotels.
Hypothesis 6	Tourists' teleological evaluation positively influences their ethical judgment towards green hotels.
Hypothesis 7	Tourists' teleological evaluation positively influences their intention to visit green hotels.
Hypothesis 8	Ethical judgment positively influences tourists' intention to visit green hotels.
Hypothesis 9	Tourists' intention to visit positively influences their sustainable consumption behaviors.
Hypothesis 10(a)	The relationship between collectivism and sustainable consumption behavior is sequentially mediated by deontological evaluation, ethical judgment, and intention to visit green hotels.
Hypothesis 10(b)	The relationship between collectivism and sustainable consumption behavior is sequentially mediated by teleological evaluation, ethical judgment, and intention to visit green hotels.
Hypothesis 11(a)	The relationship between long-term orientation and sustainable consumption behavior is sequentially mediated by deontological evaluation, ethical judgment, and intention to visit green hotels.
Hypothesis 11(b)	The relationship between long-term orientation and sustainable consumption behavior is sequentially mediated by teleological evaluation, ethical judgment,

Table 2.2 (Continued)

Hypotheses	Statements
	and intention to visit green hotels.
Hypothesis 12(a)	The relationship between intrinsic religiosity and sustainable consumption behavior is sequentially mediated by deontological evaluation, ethical judgment, and intention to visit green hotels.
Hypothesis 12(b)	The relationship between intrinsic religiosity and sustainable consumption behavior is sequentially mediated by teleological evaluation, ethical judgment, and intention to visit green hotels.
Hypothesis 13(a)	The relationship between extrinsic religiosity and sustainable consumption behavior is sequentially mediated by deontological evaluation, ethical judgment, and intention to visit green hotels.
Hypothesis 13(b)	The relationship between extrinsic religiosity and sustainable consumption behavior is sequentially mediated by teleological evaluation, ethical judgment, and intention to visit green hotels.
Hypothesis 14	External locus of control negatively moderates the relationship between the intention to visit green hotels and sustainable consumption behavior.

Chapter 3

Research Methodology

This chapter provides an overview of the research methodology employed for data collection in the proposed model. It details the philosophical perspective of the study, research design, study type, study setting, unit of analysis, time horizon, population, sampling methods, and measurement techniques. Additionally, this chapter discusses the outcomes of preliminary pre-tests.

3.1 Ontological Positioning

Ontology, as the branch of philosophy concerned with the study of reality and existence, explores the fundamental nature of being and the categories of existence (Crotty, 1998). It provides a framework for understanding what constitutes reality, shaping the way researchers perceive and interpret the world. Ontological perspectives are typically categorized into two main paradigms: realism, which posits that reality exists independently of human perception, and relativism, which suggests that reality is constructed through human experience and social interactions (Guba, 1994).

This study adopts a realist ontological perspective, asserting that reality exists objectively and independently of subjective beliefs. Realism aligns with the study's

focus on identifying causal relationships between constructs such as tourists' cultural factors and personal characteristics, ethical philosophies, and sustainable consumption behaviors. Specifically, collectivism, long-term orientation, and religiosity are treated as objective dimensions influencing ethical decision-making processes, while ethical philosophies (deontological and teleological evaluations) serve as structured frameworks guiding moral judgments. Similarly, sustainable consumption behaviors, such as green purchasing, reuse, and recycling, are considered observable phenomena that can be empirically measured.

The adoption of a realist ontology allows this research to explore the structured and measurable relationships among these constructs. It assumes that these relationships exist regardless of individual interpretations, enabling the use of rigorous empirical methods to uncover universal patterns. [Guba \(1994\)](#) highlighted the importance of aligning ontological positioning with the research objectives, particularly when investigating structured and causal phenomena. [Fleetwood \(2014\)](#) further emphasized that realist ontology is well-suited for management and consumer behavior research, where the focus is on uncovering objective relationships and structured causality.

By grounding this study in a realist ontological framework, the research seeks to provide robust insights into the factors influencing sustainable consumption behaviors in the context of green hotels, contributing to a deeper understanding of these phenomena within the hospitality and tourism sectors. This approach allows for an intricate exploration of how objective realities, such as cultural values, interact with individual perceptions and decision-making. By doing so, the study bridges theoretical perspectives with practical implications, offering valuable insights for both academics and industry practitioners.

3.1.1 Epistemological Positioning

Research should be strengthened by both a conceptual and theoretical framework. Philosophy is characterized as a set of beliefs emerging from an examination

of the fundamental aspects of knowledge, reality, and existence ([Laszlo, 2021](#)). The perspective from which a researcher approaches the influence of their chosen methodology on information acquisition is regarded as their research philosophy ([Saunders et al., 2009](#)). The two primary paradigms that shape the structure of most research in both business and management are positivism (POS) and phenomenology (interpretivism) ([Hussey and Hussey, 1997](#)). The selection of a suitable research methodology and approach relies on the researcher's objectives ([Pandey and Pandey, 2021](#)), making the examination of these paradigms a critical step for researchers. Gaining an understanding of, and articulating, the commonalities and distinctions between these paradigms can make researchers more effective throughout their study. Initially, the POS approach, being the most traditionally established and widely endorsed method, focuses on empirical and quantitative analysis ([Saunders et al., 2009](#)). On the other hand, the interpretivist (INTER) approach facilitates the exploration and understanding of human behavior, widely acknowledged for its qualitative nature ([Chowdhury, 2014](#)).

3.1.2 Positivist Paradigm

The positivist (POS) approach draws from the natural sciences, incorporating empirical study into the social sciences. It prioritizes the collection of statistical data to explain or grasp individual attitudes and behaviors, aiming to uncover insights into human actions through objective measurements. [Collis and Hussey \(2014\)](#) noted that the POS methodology seeks to identify evidence or indicators of social phenomena independently of any individual's subjective experience. It is also highlighted that researchers favoring positivism are inclined to utilize concepts, causality, and hypotheses in their investigations. Positivism is deemed suitable when the research objective is to gather data concerning the frequency or regularity of a phenomenon ([Al-Ababneh, 2020](#)).

According to [Easterby-Smith et al. \(2008\)](#), the POS method is characterized by its reliance on producing statistical and alphanumeric data. The pursuit of an "Ultimate Truth" reinforces the POS approach, based on the belief that social

science research remains unaffected by human interaction. Proponents of positivism maintain that research does not alter the inherent reality of nature, which exists as a distinct entity (Zyphur and Pierides, 2020). In positivist science, the focus is on identifying an external object of research rather than on the formation of the research subject itself. The experience of inquiry holds a central place in the positivist approach, with meticulous and logical analysis employed to provide evidence supporting or negating theories. This, in turn, facilitates a profound understanding of specific phenomena. Positivism, grounded in data and careful analysis, constructs arguments to formulate laws and propose new theories (Fellows and Liu, 2021).

The POS theory prioritizes the employment of empirical methodologies, such as experiments and surveys, to conduct research (Baltes and Ralph, 2022). It utilizes a variety of formalized techniques to uncover and measure distinct facts about a presumed individual reality, which is thought to be governed by natural laws and processes (Carson et al., 2001). A fundamental principle of the POS approach is the belief that all phenomena can eventually be observed and proven (Fisher et al., 2007). This belief allows researchers to gather extensive empirical data, which can then be subjected to statistical analysis to identify underlying regularities (Easterby-Smith et al., 2008). Data collection within this framework tends to be quantitative; it requires a sample from which generalizable results can be derived (Park et al., 2020; Hays and McKibben, 2021). Ultimately, the positivist approach is more aligned with generating factual statements rather than subjective interpretations.

3.1.3 Interpretivist Paradigm (Phenomenology)

The interpretive approach (INTER), which views social science through the lens of human behaviors and experiences, represents another critical research paradigm (Bryman, 2012; Luitel and Dahal, 2021). Consequently, proponents of INTER argue that behaviors and actions originate within the individual's mind. This paradigm suggests that reality is socially constructed, emphasizing the need to

explore individuals' lived experiences to understand their decision-making processes. Moreover, this approach emphasizes the role of humans as the central element in the process of making sense of the world around them (Collis and Hussey, 2003; Saunders et al., 2009; Nigar, 2020). By focusing on the meanings individuals assign to their actions, INTER provides valuable insights into how cultural and psychological factors influence ethical and sustainable consumption behaviors. This perspective highlights the importance of subjective meanings and personal interpretations in shaping consumer behavior and ethical decision-making.

INTER researchers view the universe as a complex construct that necessitates rationalization and the development of overarching laws and theories. The INTER approach posits that truth is constructed socially, rather than being empirically determined (Hussey and Hussey, 1997; Astley, 2019). Additionally, INTER methodologies are recognized for their specificity to context rather than their generalizability. Therefore, the primary aim of this paradigm is to deliver in-depth interpretations of individual experiences and perceptions, situating them within their relevant social contexts (Collis and Hussey, 2009). At the heart of INTER philosophy is the concept of qualitative methods for generating information (Gillani, 2021). Consequently, the social sciences have developed qualitative methodologies that empower researchers to design, assess and formulate hypotheses grounded on evidence derived from their data analyses.

3.1.4 Research Approach Used

Methods of analysis, embedded in diverse research philosophies, provide a more practical framework and facilitate a well-informed choice for the overall design of research (Avgousti, 2013). The selection of a research approach is typically influenced by the nature of the research questions or problems, which are shaped by the theory-research relationship. Researchers tend to formulate and test hypotheses using one of two methodologies: (1) the deductive method (DM) or (2) the inductive method (IM). In the positivist (POS) approach, researchers aim to validate their study's methodology through deductive reasoning. Conversely, within

the interpretive (INTER) approach, researchers seek to establish the reliability of their methodology through inductive reasoning.

Post-positivism is a prominent philosophical paradigm that addresses the limitations of positivism while retaining its commitment to empirical inquiry. It is rooted in the belief that objective reality exists but acknowledges the challenges in fully comprehending it due to human biases and limitations ([Popper, 1959](#)). This philosophy has significantly influenced social science research by providing a framework that balances empirical rigor with the complexities of human and social behavior. One of the central tenets of post-positivism is its recognition of the fallibility of knowledge. Unlike positivism, which assumes that scientific findings are definitive, post-positivism posits that all knowledge is provisional and subject to revision as new evidence emerges ([Kuhn, 1962](#)).

This perspective is particularly valuable in the social sciences, where human behavior and societal structures are dynamic and often unpredictable. Post-positivism emphasizes the importance of falsifiability and encourages researchers to approach their findings with a critical lens, fostering continuous improvement in understanding complex phenomena. Another significant contribution of post-positivism to social sciences is its advocacy for the interplay between objectivity and subjectivity. While it retains the positivist emphasis on minimizing bias, post-positivism acknowledges that researchers' values, cultural contexts, and theoretical frameworks inevitably influence their work ([Guba and Lincoln, 1994](#)). This acknowledgment leads to greater reflexivity in research practices, prompting scholars to critically examine their assumptions and the ethical implications of their studies.

Post-positivism also supports methodological pluralism, particularly the use of mixed methods in social science research. By integrating quantitative and qualitative approaches, researchers can achieve a more comprehensive understanding of social phenomena ([Creswell and Clark, 2018](#)). For instance, in studying educational outcomes, a post-positivist approach might combine statistical analysis of test scores with qualitative interviews to explore contextual factors influencing performance. This flexibility allows for comprehensive insights that would be difficult

to achieve with a single method. Critical realism, a key aspect of post-positivism, further enhances its applicability to social sciences. Critical realism asserts that while social structures and phenomena exist independently of our perceptions, they are mediated by human experiences and interpretations ([Bhaskar, 1975](#)). This perspective is particularly useful for studying power dynamics, cultural practices, and institutional behaviors, where subjective experiences and objective realities are deeply intertwined.

In practice, post-positivism has been instrumental in advancing social science research. For example, in sociology, it facilitates the study of social stratification by combining large-scale survey data with ethnographic observations. In psychology, post-positivist researchers often integrate quantitative tools like standardized scales with qualitative methods such as case studies to capture the multifaceted nature of human behavior ([Phillips and Burbules, 2000](#)). These applications highlight the paradigm's strength in addressing the complexity and variability inherent in social science research. In conclusion, post-positivism provides a robust philosophical foundation for social sciences by combining empirical rigor with an openness to critique, reflexivity, and methodological diversity. It acknowledges the limitations of human understanding while striving for deeper insights into the intricate realities of human and social behavior, making it an indispensable paradigm for contemporary social science research.

The deductive method (DM) approach involves starting with an established theoretical framework, formulating theories, and logically deriving conclusions based on the findings of the study ([Casula et al., 2021](#)). During the data analysis phase, theories can either be affirmed or negated, a process that should align with the research questions posed. Conversely, the inductive method (IM) is characterized by its grounding in common sense, where the analysis of observed phenomena leads to conclusions, which then inform the construction of theory ([Reichert, 2019](#)). The IM is inherently flexible, accommodating the involvement of social actors in the validation of truths. The deductive method is appropriate when a researcher initiates the study with a theoretical foundation, formulates hypotheses,

and logically infers conclusions from the outcomes of the study ([Casula et al., 2021](#)).

This research design is tailored to test hypotheses, aligning with the positivist theory and employing the deductive method (DM) approach. Consequently, this research adheres to a traditional execution of the deductive method. It generates hypotheses grounded in established theories and follows subsequent steps inherent to the deductive process, as outlined:

3.2 Research Design

Research design acts as a comprehensive guide for both data collection and analysis ([Jacobsen, 2020](#)). It is closely linked to the research questions, where its sophistication enhances the significance of the study's outcomes. An effective research design, aimed at thoroughly answering the research questions, encompasses at least three primary objectives: (i) a thorough data collection process, (ii) development and adoption of instruments, and (iii) strategies for population and sampling. The present study is classified as "Basic research" because its primary goal is to contribute to the existing body of knowledge. It collects quantitative data to examine the impact of tourists' cultural factors and personal characteristics on sustainable consumption behavior, through mediating mechanisms and boundary conditions. The various elements of the research design are elaborated in the sections below.

3.2.1 Purpose of the Study

The purpose of the current study is hypothesis testing. This study is causal and is based on several directional hypotheses that are drawn keeping in view the tenets of the underpinning theory and previous literature that explains the proposed model. By establishing cause-and-effect relationships, the study aims to provide empirical evidence supporting theoretical assumptions. Different statistical techniques are applied to test the hypotheses of the study.

3.2.2 Type of Investigation

Research design acts as a comprehensive guide for both data collection and analysis (Jacobsen, 2020). It is closely linked to the research questions, where its sophistication enhances the significance of the study's outcomes. An effective research design, aimed at thoroughly answering the research questions, encompasses at least three primary objectives: (i) a thorough data collection process, (ii) development and adoption of instruments, and (iii) strategies for population and sampling. A well-structured research design ensures methodological rigor and enhances the reliability and validity of the findings. The present study is classified as "Basic research" because its primary goal is to contribute to the existing body of knowledge. It collects quantitative data to examine the impact of tourists' cultural factors and personal characteristics on sustainable consumption behavior through mediating mechanisms and boundary conditions. By employing a systematic approach, the study aims to uncover meaningful relationships among key variables and provide valuable insights for both academia and industry. The various elements of the research design are elaborated in the sections below.

3.2.3 Extent of Researcher Interference

This study has been conducted in a natural or normal environment, with the researcher's involvement primarily confined to distributing the survey instrument. The survey was disseminated in a natural setting, ensuring minimal interference from the researcher, and data was gathered from tourists. This approach aligns with methods previously employed by researchers in conducting similar studies within the same contextual settings (Halder et al., 2020; Eid et al., 2021).

3.2.4 Study Setting

The setting of the current study was non-contrived, meaning the researcher did not alter the usual course of events. The variables' nature in this study does not

rely on artificial alterations to the environment, allowing for the study's objectives to be met with minimal interference and in a natural setting. This methodology is consistent with approaches used by previous researchers to test hypotheses of a similar nature (LATIP et al., 2021; Majeed et al., 2022).

3.2.5 Research Strategy

Given its causal nature, this study employed a survey questionnaire strategy for data collection. A survey method was adopted, through which data for all variables was gathered via questionnaires. The measurement scales were developed by both adopting and adapting pre-established scales for the variables being studied. These scales were confirmed to be reliable and valid based on the results of the pre-test.

3.2.6 Unit of Analysis

The unit of analysis determines the potential candidates from whom data is gathered to address the research questions and fulfill the objectives of the study. The unit of analysis can be individuals, dyads, peers, groups, organizations, countries, and continents. Selecting the appropriate unit of analysis is crucial for ensuring that the collected data aligns with the study's research framework and objectives. For this study, the unit of analysis is focused on individuals, specifically tourists of green hotels in Pakistan. By focusing on individual tourists, the study aims to capture personal attitudes, perceptions, and behaviors related to sustainable consumption in the hospitality sector.

3.3 Time Horizon

This study employs a cross-sectional approach, gathering data from respondents at a single point in time. A cross-sectional survey design is utilized to collect data simultaneously from the sample, enabling the analysis of relationships between

variables and the establishment of frameworks to understand these connections. This approach is particularly useful for identifying patterns and correlations without requiring long-term data collection. Additionally, it allows for efficient data gathering, making it suitable for examining consumer behaviors and perceptions within a specific timeframe.

3.4 Population

[Sekaran \(2003\)](#) describes the population as a group of things, events, or individuals that are the focus of a research study. In this case, the study's population includes tourists of green hotels in Pakistan. Due to practical limitations such as time, resources, and the scope of the study design, it is not feasible to examine the entire population. Therefore, a sample was selected from guests who were staying or had stayed at various Pakistan Tourism Development Corporation (PTDC) motels and other 3, 4, and 5-star hotels across Pakistan. PTDC motels, known for their standardized services, are categorized as 3-star accommodations. Hotels located in prominent cities such as Islamabad, Karachi, Lahore, and various northern regions served as the foundation for data collection, utilizing both self-administered and online questionnaires. This approach aligns with the methodology of many scholars who have favored web-based and online surveys for their efficiency in gathering sample data quickly, accurately, and cost-effectively ([Zhang et al., 2019](#); [Zhu et al., 2020](#); [Alimamy and Gnoth, 2022](#)).

3.5 Industry studied in this research

The present research examines the hospitality sector of Pakistan, a vital component of the global tourism industry. Hospitality and tourism represent a multifaceted commercial enterprise that has escalated into a significant industry worldwide, with profound implications for economic development and employment. From 2014 to 2017, the worldwide hotel industry achieved a market value exceeding USD

600 billion, contributing substantially to economic growth through both direct and indirect taxation ([Statista, 2024](#)). Furthermore, between 2000 and 2013, the hospitality sector was instrumental in creating employment opportunities for over 200 million individuals globally, stressing its significant role in the labor market.

The remarkable expansion of hotel services over recent decades highlights the hospitality industry's emergence as one of the most significant economic and social phenomena of the last century. After experiencing a period of slower growth from 2001 to 2004, the industry witnessed a remarkable turnaround in 2005. This resurgence was characterized by a record 10.7% increase in international tourist and hotel guest arrivals, resulting in an unprecedented revenue generation of USD 622 billion ([Baloch, 2007](#)). Such trends not only reflect the industry's flexibility but also its crucial contribution to the global economy.

The hospitality industry in Pakistan is experiencing significant growth and development each year, making a notable contribution of 5.9% to the nation's overall GDP generating 3.8 million jobs in the year 2019. In terms of growth rate, this sector expanded by 3.5% in the same year, compared to the 2.5% expansion of the Pakistani economy as a whole ([Government of Pakistan, Tourism Department, 2024](#)). This growth has been fueled by the construction of new hotels and restaurants, along with increasing investments from both local and international hotel chains. Such developments have encouraged the trend towards green hotels and green marketing practices, reflecting a global shift in the hospitality industry towards environmental sustainability ([Abdou et al., 2020](#)). Environmental protection has become an important concern in the global hospitality sector, a trend that is also taking root in Pakistan.

The country has seen a remarkable surge in its hospitality and tourism industry over the past few years ([Manzoor et al., 2019](#)). In 2020, the hospitality sector in Pakistan generated USD 20 billion ([Moosvi and Ali, 2022](#)). Beyond contributing to economic growth, Pakistan's tourism industry plays a vital role in job creation, accounting for 6.2% of total employment. The hospitality sector alone is responsible for creating 1,429,500 jobs across the country ([Meo et al., 2023](#)). This demonstrates

not only the sector's economic importance but also its capacity to positively impact social development through employment opportunities. The increasing focus on green practices within this growth narrative suggests a promising direction for the industry, aligning Pakistan's hospitality sector with global standards for sustainability and environmental responsibility.

Hotels in Pakistan are facing challenges related to environmental protection, despite the presence of the Hotel and Restaurant Act of 1997, which mandates adherence to standards concerning food safety and environmental issues. However, there are reports from customers about encountering unhygienic food, poor environmental conditions, and unsatisfactory atmospheres in some establishments. According to feedback from guests, some hotels exaggerate their compliance with safety and cleanliness standards, failing to meet the requirements outlined in the Hotel and Restaurant Act of 1997 ([Javed and Hussain, 2018](#)). Notably, there appears to be a gap in research regarding consumer willingness to pay premiums for organic products, restaurants' adherence to environmental regulations, and the impact of such compliance on restaurant sales. Previous research suggests that the concept of "going green" in Pakistan's hotel industry is relatively new ([Yousaf et al., 2021](#)). Nevertheless, there is a growing recognition of the importance of sustainability within the country ([Mahmood et al., 2019](#); [Hinduja et al., 2023](#)).

Despite this increasing awareness, the business sector largely lacks a commitment to green practices ([Mahmood et al., 2019](#)). Moreover, the general Pakistani population remains largely unaware of the significance and benefits of green initiatives ([Asghar et al., 2023](#)), potentially allowing hotel managers to overlook guests' expectations regarding environmental responsibility. This gap between awareness and implementation highlights the need for targeted educational campaigns and policy interventions to promote sustainable practices. Despite these challenges, there is optimism about the future of Pakistan's hospitality sector. It is predicted that the industry will not only create numerous job opportunities but also contribute to the global movement towards environmental preservation ([Moosvi and Ali, 2022](#)). Such contributions are expected to enhance Pakistan's international reputation by demonstrating a commitment to sustainable practices and environmental stewardship.

In this context of aiming towards sustainability and addressing the challenges therein, the role of establishments like PTDC Motels North (Pvt.) Ltd. becomes significant. Established in 1977 under the Companies Act 1913, now known as the Companies Ordinance, 1984, this solely owned subsidiary of the Pakistan Tourism Development Corporation (PTDC) was tasked with managing a network of hotels, resorts, and restaurants ([Government of Pakistan, Tourism Department, 2024](#)). Its operations, extend beyond the southern region to include strategically located hotels and motels in unique and remote areas of the country. These establishments, situated near key tourist attractions, not only draw significant visitor numbers annually but also hold the opportunity to set examples in environmental stewardship within the hospitality sector. The synergy between the optimistic outlook for sustainable growth in the hospitality industry and the strategic positioning and mandate of PTDC's subsidiaries illustrates a promising avenue for integrating green practices into Pakistan's tourism and hospitality landscape, ultimately contributing to both national economic development and environmental conservation efforts.

3.6 Sampling Technique

A simple random probability sampling technique was desirable but not possible to undertake due to the unavailability of comprehensive data regarding the total number of both local and international tourists in Pakistan. This information gap necessitated an alternative approach to sampling. Due to this, the study adopted purposive sampling, a non-probability sampling technique where participants are selected based on specific characteristics or criteria relevant to the research question ([Obilor, 2023](#)). This method allows for a more targeted approach to data collection, focusing on individuals who best represent the phenomenon under study. The use of purposive sampling in tourism research is not unprecedented; several studies have opted for this technique ([Nadarajah and Ramalu, 2018](#); [Biswas et al., 2021](#); [Nasir et al., 2022](#)).

3.7 Sample

Sampling is a methodology where a subset of individuals is selected from a larger group, facilitating the derivation of insights about the entire target population (Lohr, 2021). The necessity for sampling arises from the impracticality of collecting data from the entire population. Therefore, a representative sample is chosen to allow for the generalization of findings to a broader group. In this research, the focus was on customers of green hotels, which was identified as the most suitable sample for examining sustainable consumption behaviors. This targeted approach enables a deeper understanding of the specific practices and attitudes toward sustainability among customers of environmentally conscious lodging facilities, offering valuable perspectives on promoting sustainable consumption within the hospitality sector.

The specific segment of green hotel tourists in Pakistan was selected because these individuals are already familiar with the concept of green hotels. Their awareness and experience ensure that they can understand the survey questions accurately and provide informed responses. This targeted approach enhances the reliability and relevance of the collected data, ensuring meaningful analysis. Moreover, as active participants in sustainable hospitality, they offer valuable insights into the factors influencing sustainable consumption behavior (SCB), helping to uncover key drivers and barriers that shape such behaviors.

Data collection was conducted using a dual approach: through in-person intercept method and online surveys. The questionnaire was distributed among tourists, starting with a preliminary screening question to ascertain whether they had visited a green hotel during their travels. Only those who answered affirmatively proceeded with the rest of the survey. Additionally, a cover letter accompanied the survey form to outline the study's objectives and assure respondents of the confidentiality of their responses. It was emphasized that participation was voluntary, with respondents having the autonomy to opt out at any point during the process.

No compensation was provided to the respondents for their participation, either online or in person. Ethical approval for this study was obtained from the Ethical

Review Board of Capital University of Science and Technology, Islamabad. The study adhered to all ethical guidelines, ensuring confidentiality, informed consent, and the anonymity of respondents throughout the data collection process. This method ensured that the collected data was both relevant to the study's focus on sustainable consumption behaviors among green hotel customers and respectful of the privacy and autonomy of the participants.

[Faul et al. \(2009\)](#), G*Power (version 3.1.9.4) sample calculator was deployed to calculate sample size and power for the present study. By implying the G* power formula and by considering effect size as 0.15, standard error probability as 0.05, and the number of predictor arrows as 8, the minimum sample size was 472 for this study. This method of calculating sample size has gained importance recently ([Muhammad et al., 2020](#)). In this research, the data was collected from 520 tourists to adjust discrepancies for unengaged, biased, non-responsive, and incomplete responses from the targeted population ([Lowry and Gaskin, 2014](#)).

3.8 Data Analysis Technique

To analyze the data and test the hypotheses, structural equation modeling (SEM) was employed using SmartPLS 3.0. SmartPLS 3.0 was used due to its suitability for estimating concurrent causal positioning of variables. Its ability to handle complex models with multiple constructs makes it an ideal choice for this study. A review of the existing literature on SCB and ethical decision-making revealed that only a few studies have utilized SmartPLS 3.0 for SEM analysis. This observation highlighted an opportunity to address this research gap and provide a detailed exploration of the constructs. By incorporating SmartPLS 3.0, this study offers a methodological advancement, enhancing the robustness of the findings. Additionally, SEM helps to minimize measurement errors, enabling precise estimation of the effects of each variable on others ([Scarpi, 2006](#)). This approach ensures that relationships between constructs are accurately assessed, providing reliable insights into sustainable consumer behavior.

3.9 Measurement Instruments

The survey begins with an introductory statement detailing the purpose of the study. It contains 67 questions, organized into 11 sections that correspond to ten primary variables of interest. These variables include collectivism, long-term orientation, intrinsic and extrinsic religiosity, deontological and teleological evaluation, ethical judgment, intention to visit, external locus of control, and sustainable consumption behavior. The structure of the survey ensures clarity and logical progression, allowing respondents to navigate the questions smoothly.

Before answering the questionnaire, respondents receive a briefing on the sustainable practices of green hotels, including efforts in solid waste management, recycling initiatives, and the use of organic food and packaging, among others. This preliminary briefing helps standardize respondents' understanding of sustainability concepts, reducing potential biases in their responses. They are then asked to reflect on their experiences during their stays at such hotels to provide informed responses. Each variable of the study is assessed using a 7-point Likert scale, ranging from 1 (strongly disagree) to 7 (strongly agree), to gauge the respondents' agreement or disagreement. Using a 7-point Likert scale allows for a more intricate assessment of attitudes and perceptions, capturing subtle variations in responses.

Additionally, the questionnaire gathers demographic data, asking participants about their gender, age, education level, and current job status, to enrich the analysis and ensure a comprehensive understanding of the study's findings. Table 3.1 provides a summary of the study variables, including their respective instruments, the number of items, and the measurement scales used.

3.9.1 Collectivism

The study employs a 6-item scale developed by Yoo et al. (2011). Among these items, one statement presented for evaluation is, "Individuals should sacrifice self-interest for the group."

3.9.2 Long-term Orientation

The measurement items for each construct were taken from existing literature to ensure the scale's face validity. [Bearden et al. \(2006\)](#) created an 8-item scale to measure long-term orientation. An example of an item from this scale is, "I don't mind giving up today's fun in exchange for success in the future."

3.9.3 Intrinsic and Extrinsic Religiosity

The study utilizes a 14-item scale developed by [Allport and Ross \(1967\)](#), which is divided into two parts: Intrinsic Religiosity and Extrinsic Religiosity. Sample items from the scale include "I enjoy reading about my religion" for Intrinsic Religiosity and "I go to religious services because it helps me to make friends" for Extrinsic Religiosity.

3.9.4 Deontological and Teleological Evaluation

The study has adapted a 10-item scale formulated by [Reidenbach and Robin \(1990\)](#), which is segmented into two parts: DE (Deontological Evaluation) and TE (Teleological Evaluation). A sample item for DE evaluation is "Visiting green hotels does not violate an unwritten contract," and for TE evaluation, "Visiting green hotels has a positive impact on society."

3.9.5 Ethical Judgment

The study has adapted a 4-item scale developed by [Reidenbach and Robin \(1990\)](#). A sample item from this scale is "Visiting green hotels is moral."

TABLE 3.1: Summary of all Scales

Sr. No	Variables	Codes	Instrument Authors	No.Items	Measurement Scale
1	Collectivism	CLTV	Yoo et al. (2011)	6	7 points
2	Long-term Orientation	LTO	Bearden et al. (2006)	8	7 points
3	Intrinsic Religiosity	INTR	Allport and Ross (1967)	8	7 points
4	Extrinsic Religiosity	EXTR	Allport and Ross (1967)	6	7 points
5	DE Evaluation	DE	Reidenbach and Robin (1990)	5	7 points
6	TE Evaluation	TE	Reidenbach and Robin (1990)	5	7 points
7	Ethical Judgment	EJ	Reidenbach and Robin (1990)	4	7 points
8	Intention	INT	Ajzen (2019) ; Han (2015)	4	7 points
9	Sustainable Consumption Behavior	SCB	Geng et al. (2017)	12	7 points
10	External Locus-of-Control	EXLOC	Levenson (1974)	5	7 points
11	Demographic Variables		Self-developed	4	N/A

3.9.6 Intention

The scale to measure Intention to Stay (INT) was adopted from [Ajzen \(2019\)](#) and [Han \(2015\)](#). A sample item from this scale is, "I am willing to stay at a green hotel when traveling."

3.9.7 External Locus-of-Control

Five items focusing on External locus of control (ExLOC) have been taken from [Levenson \(1974\)](#) original scale to evaluate external LOC. A representative item from this scale is, "When I get what I want, it is usually because I am lucky."

3.9.8 Sustainable Consumption Behavior

Green purchasing has been evaluated using a 4-item scale adapted from [Geng et al. \(2017\)](#). This same scale has been used to measure reusability and recycling practices. Sample items from the scale include statements such as "I prefer visiting hotels that buy green or organic goods," "I prefer visiting hotels that conserve electricity by avoiding unnecessary usage," and "I prefer visiting hotels that repurpose or donate unused but valuable items," showcasing a variety of environmentally friendly behaviors examined in the study. All three of them are the facets of sustainable consumption behavior.

3.10 Pre-test Study

3.10.1 Pre-testing Results

This section presents the results obtained from the pre-testing of the study, aimed at evaluating the preliminary performance and validity of our research model. A pre-test study was carried out as a preliminary trial before the main research to assess the feasibility of the research instruments ([Teijlingen and Hundley, 2001](#)). Its purpose is to determine whether the proposed methods, instruments, and procedures are suitable or require adjustments. Pre-test can save significant time, money, and effort by preventing the use of flawed questionnaires that may result in ambiguous or invalid findings ([Oppenheim, 2000](#)).

We initiated our analysis by conducting a comprehensive data cleaning process, identifying and addressing missing values to ensure the robustness of our data set. Subsequent analysis focused on detecting and mitigating the impact of outliers that could potentially skew our results. Additionally, we employed various statistical methods to assess convergent and discriminant validity, confirming that our measures are both adequately correlated with their own constructs and sufficiently distinct from other constructs. This multifaceted approach allowed us to refine our methodology and instruments, setting a strong foundation for the main study's data collection and analysis phases.

3.10.2 Data Collection

The data collection process adhered to contemporary management guidelines (Aguñis et al., 2021); (Falkenström et al., 2020);(Memon et al., 2023); (Podsakoff et al., 2024). Self-administered questionnaires were chosen for their high response rates, convenience for respondents, and relatively low time and cost requirements. Accordingly, data for this study were gathered through survey-based self-administered questionnaires distributed in person and via an online link (Google Forms). The researcher contacted proposed green hotels through personal and professional networks, providing an overview of the study's objectives. Hotel administration/staff were designated as focal persons to distribute the questionnaires among their visitors.

Prior to distribution, respondents were informed about the study's purpose and assured of the confidentiality of their responses. The cover letter additionally highlighted that individual responses would be aggregated and used exclusively for research purposes. Participation was entirely voluntary, and respondents could withdraw at any time. To protect confidentiality, respondents were not asked to provide their names or sign the questionnaire. The questionnaire was designed to be completed within 20 minutes. Additionally, participants were given a one-month timeframe to complete the survey, allowing them ample time to provide their responses conveniently and without pressure.

3.10.3 Characteristics of Pre-test Study Participants

Table 3.2 outlines the demographic characteristics of the participants involved in the pre-test for this study. The data is organized into four categories: gender (Male and Female), age (25, 25-35, 36-45,46), qualification (Intermediate, Bachelor and Master), and occupation (Academia, Administration, Industry and Self-employed). Each category includes the frequency and percentage of participants, along with the cumulative percentage. This information is crucial for understanding the composition of the sample, which helps in interpreting the applicability of the study results to similar populations.

TABLE 3.2: Demographic Characteristics of Participants in Pre-test

Demographic Characteristics	Frequency	%	Cumulative %
Gender			
Male	68	62.96	62.96
Female	40	37.04	100.00
Age			
25	15	13.89	13.89
26–35	45	41.67	55.56
36–45	35	32.41	87.96
46	13	12.04	100.00
Qualification			
Intermediate	52	48.15	48.15
Bachelor	35	32.41	80.56
Master	21	19.44	100.00
Occupation			
Academia	34	31.48	31.48
Administration	28	25.93	57.41
Industry	24	22.22	92.20
Self-employed	22	20.37	100.00

3.10.4 Data Screening

The procedure of scrutinizing data for errors and addressing them before starting data analysis. The data screening procedure may include inspecting raw data, identifying outliers, and handling missing values in the data set. During the data screening process, we emphasized important issues commonly facing researchers before walking through multivariate outliers. Here are some precautionary measures that are necessary to be considered while proceeding with statistical analysis:

- Do the data accurately reflect the responses made by the participants of my study?
- Are all the data in place and accounted for, or are some of the data absent or missing?
- Is there a pattern to the missing data?
- Are there any unusual or extreme responses present in the data set that may distort my understanding of the phenomena under study?

- Do these data meet the statistical assumptions that underlie the multivariate technique I will be using?
- What can I do if some of the statistical assumptions turn out to be violated?

3.10.4.1 Missing Values Per Case

Missing data has been a challenge for researchers since the inception of research. The large scale of missing values reduces the quality of statistical analysis, yet some statistical analyses cannot be run in the presence of missing values. This research involves self-reported cross-sectional data, therefore, further detail regarding longitudinal data is not necessary. However, dealing with missing data is important in both types of research. Thus, for achieving high-quality and smooth statistical analysis, it is essential to gain insights into data to identify the missing values and their treatment ([Hair et al., 1998, 2010](#)).

3.10.5 Missing Values

An analysis of the missing values, as presented in Table [3.3](#), was conducted using SPSS-26, where the frequency of each variable for each item was examined. It was found that 11 respondents were missing for some of the variable measurement sections, and these missing values are reported in the table under their unique IDs, which were allotted during the data entry process. It was also observed that those missing respondents contained 20% or more overall unanswered. Since we had a sufficient dataset, we decided to remove these values from the dataset rather than replace them with imputation. After omitting the 11 cases, a total of 509 usable cases were retained for further analysis to identify outliers and the normality of the data ([Hair et al., 1998; Allison, 2003](#)).

TABLE 3.3: Missing Values

Serial No	Demographic	Case #
1	Age	16
2		56
3		143
4		185
5		194
6	Gender	213
7	Education	228
8	Occupation	344
9		345
10		356
11		378

3.10.5.1 Unengaged Responses

Another category of outliers is unengaged responses. In the dataset, unengaged responses are also very important. Some respondents consistently provide the same value for every single question. For example, a respondent might answer 1, 1, 1, 1... or 2, 2, 2, 2... or 3, 3, 3, 3, 3... and so on. These unengaged responses are difficult to detect but can be identified through visual inspection. Detecting and eliminating such responses is crucial to maintaining data quality and ensuring meaningful analysis. Unengaged responses are not useful for analysis because they have very small or zero variance in the responses. Before assessing the normality of the data, we performed an analysis to detect unengaged responses in both datasets separately. We checked the standard deviation of each case of latent variables. After thorough scrutiny, we observed that there is no standard deviation value less than 0.5. Since all the standard deviation values were greater than 0.5, it shows the absence of unengaged responses in both datasets. This confirms the reliability of the collected data, ensuring its suitability for further statistical analysis.

3.10.5.2 Univariate Outliers

After omitting cases with missing values and manually inspecting unengaged responses, we conducted an inspection of the data matrix in SPSS to identify extreme values that might distort the analysis ([Tabachnick and Fidell, 2001, 2013](#)).

Outliers can arise due to data entry errors or inappropriate coding quality, and fixing these errors is essential during the data cleaning process (Hair et al., 1998). Some outliers may be explainable and fixable, while others are unexplainable and need to be removed from the dataset. To identify univariate outliers, analysis was performed using SPSS-26, producing box plots for each variable. While outliers are generally not a concern in Likert scales, according to Gaskins (2016), extreme responses (e.g., 1 or 5) are not representative of outlier behaviors. Therefore, it was decided to retain these cases in the dataset.

3.10.5.3 Multivariate (MV) Outliers

Multivariate outliers exhibit unique patterns of values across several variables, such as unusual combinations of age, gender, and other variables. In the sample, cases that exceeded the maximum range of kurtosis between -2 and +2 were identified. To further detect multivariate outliers, Mahalanobis distance was employed which assesses the distance of a case from the centroid of a distribution given the covariance of the distribution (Tabachnick and Fidell, 2001). A case is considered a multivariate outlier if the chi-square probability of Mahalanobis distance is 0.001 or less (Tabachnick and Fidell, 2001). Following this criterion, 2 cases of multivariate outliers were found with Mahalanobis distance probabilities less than .001 in the sample. Removing multivariate outliers is suggested to improve the results of skewness and kurtosis tests (Tabachnick and Fidell, 2001). The following section discusses the results of normality tests considering this suggestion.

3.10.5.4 Results of Normality Tests

For the statistical estimation process, it is essential to test the normality of the data that will be used for testing hypotheses. Statistical processes typically require data to be normal or near-normal. There are both graphical and statistical methods for evaluating normality.

1. **Kolmogorov-Smirnov and Shapiro-Wilk Test:** First, we performed the Kolmogorov-Smirnov (K-S) and Shapiro-Wilk (S-W) tests of normality in SPSS-26 ([Shapiro and Wilk, 1965](#); [Razali and Wah, 2011](#)). Both tests rejected the null hypothesis of normality, as the p-values of both tests were less than 0.05. This indicates that the data departs from a normally distributed population. However, it's important to note that one limitation of K-S and S-W tests is that with larger sample sizes, it's more likely to obtain significant results.
2. **Skewness and Kurtosis:** Skewness and kurtosis tests suggest that data distributions with skewness and kurtosis values exceeding +2 or -2 should be considered non-normal, which may affect regression estimates ([George and Mallery, 2010](#)). The skewness and kurtosis for all items of the study variables were calculated. All the skewness and kurtosis values were found to be close to the threshold level of normality distribution criteria (2 / -2). Following the criteria proposed by ([George and Mallery, 2010](#)), we presume that the dataset of the sample is normally distributed.
3. **Histogram:** As part of the normality tests, the data was visualized using histograms to determine if they rise to the level of non-normality. For graphical presentation, histograms were produced for all constructs included in this study. This method allows for a straightforward assessment of data distribution, making it easier to identify potential deviations from normality. Inspecting the histograms visually, they approximate the shape of the normal curve. Results from visualizing the data via histograms concluded that approximately all the constructs have a normal curve.

These tests provide insights into the normality of the dataset and inform subsequent statistical analyses.

3.10.5.5 Assumption of Multicollinearity

Multicollinearity occurs when two or more independent variables are highly correlated with each other, which is undesirable in multiple regression models. For

example, in a multiple regression model where a dependent variable (Y) is predicted based on independent variables (X1 and X2), it is assumed that X1 and X2 are independent of each other. Multicollinearity indicates that the variance explained by independent variables overlaps, leading to a lack of unique variance in the dependent variable. To examine the unique impact of each independent variable on the dependent variable, it's important to ensure that other independent variables do not act as disturbances.

There are various approaches to assessing multicollinearity. For example, [Kline \(2005\)](#) suggests testing through bivariate correlations, where correlations greater than 0.80 are considered potential problems. Another approach recommended by [O'brien \(2007\)](#) is to use regression analysis and calculate the variance inflation factor (VIF). The rules of thumb for interpreting VIF values are as follows:

VIF < 3: No collinearity issue, VIF < 3: No collinearity issue, VIF > 5: Very likely issue, VIF > 10: Definitely issue

However, according to [Hair et al. \(1998\)](#), VIF scores less than 10 are typically considered acceptable. Thus, before testing the hypotheses, multicollinearity was examined in SPSS by calculating the VIF for each independent variable in the study. Several regression models were performed by swapping all independent variables one by one and the VIF scores were inspected. The VIF scores for all variables were below 1.8 in the sample, well below the critical value of 10, which is typically considered acceptable (Kim, 2019). There were no instances of multicollinearity among any of the variables, indicating no multicollinearity issue among the independent variables in this study.

3.10.6 Convergent and Discriminant Validity

Generally, it is assumed that the research process encompasses some flaws; it is difficult to conduct a perfect research project. Yet, without research, advancements in social sciences and theoretical development would not occur. Consequently, social science scholars and practitioners are required to be confident that theoretical

findings are arrived at through both sound conceptual arguments and the application of rigorous and relevant methodological techniques. Within social science research, the SEM technique has gained considerable attention from both researchers and practitioners (Steenkamp, 1991; Baumgartner and Homburg, 1996). The assessment of scale is often linked with the EFA or CFA, along with tests to establish measure validity, including convergent and discriminant validity.

To verify the convergent validity among the study constructs, it was confirmed

TABLE 3.4: Validity Measures, Fit Indices, and Threshold Levels

Measures	Fit Indices	Threshold
Reliability	Composite Reliability (CR) (Nunnally and Bernstein, 1994)	$> .90$ great; $> .80$ good; $> .70$ fair
Convergent Validity	Average Variance Extracted (AVE) (Linn, 2000)	$AVE > .50$
Discriminant Validity	Maximum Shared Squared Variance (MSV) Average Shared Squared Variance (ASV)	$MSV < AVE$ $ASV < AVE$

that for all ten variables, the convergent validity Rho, VC is $> .50$. Regardless of sample size, it is required to have a threshold level that is greater than 0.50 and averaging out to greater than 0.70 for each factor, as detailed in Table 3.4. This ensures that the indicators of each construct share a significant proportion of variance, strengthening the internal consistency of the measurement model. The testing of discriminant validity explains the extent to which factors are different. The rule is that variables should relate more strongly to their own factor than to another factor; however, Maximum Shared Squared Variance (MSV) should be less than the Average Variance Extracted (AVE) (Hair et al., 2010). Accordingly, results revealed that the value of MSV is less than the AVE of all the study's constructs in their respective sections. These findings confirm the constructs' validity, ensuring their reliability for analysis.

3.10.7 Model Fitness and Relevance

The comprehensive evaluation of the structural model highlighted the significance and relevance of path coefficients, R^2 , F^2 , and Q^2 , assessed through blindfolding and PLSpredict. The model focused on maximizing explained variance rather than minimizing differences between covariance matrices, prioritizing predictive accuracy over traditional measures like Goodness of Fit ([Becker et al., 2023](#); [Jr. et al., 2021](#); [Ringle et al., 2023a](#); [Sarstedt et al., 2020](#)). Consequently, the structural model was considered appropriate for hypothesis testing.

3.10.8 Common Method Bias

([Podsakoff et al., 2012](#)) stated that the existence of common method bias can impact the validity of the survey. To identify if any common method bias exists, the Variance Inflation Factor (VIF) method suggested by ([Akinwande et al., 2015](#)) was employed. As per this study, if the VIF value of any variable is more than 3.3, the issue of collinearity exists and there is a common method bias.

TABLE 3.6: Common Method Bias

	I	II	III	IV	V	VI	VII	VIII	IX	X
				1.406						
DE			1.591							
EJ						1.551				
ELOC									1.387	
ETR		1.025								1.025
INT									1.770	
INR		1.277								1.277
LTO		1.540								1.540
SCB										
TE			1.591			1.551				

Chapter 4

Results

4.1 Data Analysis

This chapter presents the empirical results of the data and the testing of the study's hypotheses. It begins by outlining the characteristics of the respondent profiles, response rates, normality tests, and descriptive statistics of the study sample. A thorough review of these initial analyses ensures the dataset's suitability for further statistical testing. It then describes the research method employed. Structural equation modeling (SEM) was used to analyze the estimation of the measurement model for each category of constructs and to discuss the analysis of data addressing the research questions. The results of the confirmatory factor analysis (CFA), along with the reliability and validity of the measures used, are also reported. This includes an examination of the research variables. A detailed analysis of direct and moderating effects is provided. Data were analyzed using SPSS 26 and Smart PLS 3.9.2, beginning with missing value analysis followed by Exploratory Factor Analysis (EFA) to minimize the possibility of errors. Further details of the analysis are provided below.

TABLE 4.1: Response Rates by Survey Mode

Survey Mode	Sent	Received	Response Rate (%)
Online	500	280	56.0
Self-Administered	500	229	45.8
Total		509	50.9
Hotel Star Rating			
3-Star Hotels			72.2
4-Star Hotels			27.8
5-Star Hotels			0.0

4.1.1 Response rate and Missing Value Analysis

The data analysis commenced with a missing value analysis, which is a critical step in quantitative research. Missing data can significantly affect the integrity of the analysis by reducing statistical power, hindering the ability to detect meaningful effects, and introducing biases that compromise the accuracy of estimated variables.

To handle missing data, a mean substitution was performed. The mean substitution method was implemented by every missing response of a question being substituted by a mean value for that question entered by the software. This approach ensures that the dataset remains complete while minimizing the risk of bias introduced by missing values. It also helps save data that could be lost if deletion is used list-wise. Although mean substitution could disturb natural relationships that had been shown by the respondent, our portion of missing items was small, thus seems little possibility of change in accurate results.

As shown in table 4.1, the response rates for the two survey modes differ. The Online survey had a higher response rate (56.0%) compared to the Self-Administered survey (45.8%). The total response rate across both modes was 50.9%. This indicates a relatively balanced distribution of responses, ensuring diverse input from participants. Response rate as per hotel star ratings, most participants stayed in 3-star hotels (72.2%), followed by 4-star hotels (27.8%) and 5-star hotels (0%).

TABLE 4.2: Demographic Characteristics of Study Participants

Demographic Characteristics	Frequency	%	Cumulative %
Gender			
Male	296	58.15	58.15
Female	213	41.85	100
Age			
25	136	26.72	26.72
26–35	178	34.97	61.69
36–45	130	25.54	87.23
46	65	12.77	100
Qualification			
Intermediate	269	52.85	52.85
Bachelor	194	38.11	90.96
Master	46	9.04	100
Occupation			
Academia	51	10.02	41.30
Self-employed	155	30.45	74.70
Administration	28	5.50	92.20
Industry	275	54.03	100

4.1.2 Characteristics of the Study Participants

Table 4.2 provides an overview of the demographic characteristics of the participants involved in the study. The data is organized into four categories: gender, age, qualification, and occupation. Each category includes the frequency and percentage of participants, along with the cumulative percentage. This information is crucial for understanding the composition of the sample, which helps in interpreting the applicability of the study results to similar populations.

4.2 Descriptive Statistics

Descriptive statistics show the characteristics of the data set through means, standard deviations, and correlations.

TABLE 4.3: Descriptive Statistics

Variable	Mean	Min	Max	Std.Dev	Kurtosis	Skewness
Age	35.16	20	58			
Gender	-	1	2			
Education	-	1	6			
Occupation	-	1	5			
CLTV	4.86	1	7	1.685	-0.292	-0.820
LTO	4.69	1	7	1.753	-0.765	-0.588
INTR	4.86	1	7	1.588	-0.120	-0.710
EXTR	5.27	1	7	1.618	0.358	-1.024
DE	5.33	1	7	1.45	1.928	-1.355
TE	5.20	1	7	1.428	1.357	-1.175
EJ	5.20	1	7	1.53	1.121	-1.263
INT to Visit	5.36	1	7	1.553	0.977	-1.175
ExLOC	5.09	1	7	1.575	0.570	-1.013
SCB	5	1	7	1.49	0.121	-0.792

Table 4.3 presents a comprehensive overview of the descriptive statistics. In terms of age, the mean age of the respondents is 35.16, with a range spanning from a minimum of 20 to a maximum of 58 years. Educational backgrounds vary from a minimum of 1 to a maximum of 6, while occupation ranges from 1 to 5, with means and standard deviations not explicitly stated for these two variables. Moving on to attitudinal and behavioral dimensions, respondents' tendencies towards collectivism exhibit a mean of 4.86, with scores ranging from 1 to 7 and a standard deviation of 1.685. Similar scales are observed for Long-term Orientation (mean = 4.69, standard deviation = 1.753), Intrinsic Religiosity (mean = 4.86, standard deviation = 1.588), Extrinsic Religiosity (mean = 5.27, standard deviation = 1.618), Deontological Evaluation (mean = 5.33, standard deviation = 1.45), Teleological Evaluation (mean = 5.2, standard deviation = 1.428), Ethical Judgment (mean = 5.2, standard deviation = 1.53), Intention towards visit (mean = 5.36, standard deviation = 1.553), External Locus-of-Control (mean = 5.096, standard deviation = 1.575625), and Sustainable Consumption Behavior (mean = 5, standard deviation = 1.49). Additionally, kurtosis and skewness values provide insights into the distribution

and shape of each variable. These descriptive statistics offer a valuable foundation for understanding the characteristics and tendencies of the data.

4.3 Measurement Model

4.3.1 Reliability Analysis

All the scales are found reliable with a Cronbach alpha score of 0.7 or greater, which is the recommended threshold value for scale reliability (Taber, 2018). These scores represent that all the items for each variable are internally consistent. High reliability strengthens the credibility of the study, allowing for accurate interpretation of results. Table 4.4 presents the reliability scores for all the variables included in the current study. Additionally, the consistency of these scores across different constructs further validates the robustness of the measurement model.

TABLE 4.4: Reliability Values

No.	Variables	Source	Reliability
i	CLTV	Yoo et al. (2011)	0.851
ii	LTO	Bearden et al. (2006)	0.803
iii	INR	Allport and Ross (1967)	0.918
iv	EXTR	Allport and Ross (1967)	0.817
v	DE	Reidenbach and Robin (1990)	0.994
vi	TE	Reidenbach and Robin (1990)	0.888
vii	EJ	Reidenbach and Robin (1990)	0.916
viii	INT	Han and Yoon (2015); Ajzen (2019)	0.788
ix	SCB	Geng et al. (2017)	0.931
x	ExLOC	Levenson (1974)	0.908

4.3.2 Composite Reliability, Average Variance Extracted and Factor Loadings

To further the discriminant and convergent validity of study variables, composite reliability, average variance extracted, and maximum shared variance were tested.

The value of composite reliability was greater than 0.7 reflecting the internal consistency and reliability of the scales for all the study variables. The average variance extracted (AVE) was equal to and greater than the cut-to criterion of 0.5 for all the study variables, thus establishing convergent validity for the study variables.

Table 4.6 displays the factor loadings (FL) for items measuring ten constructs: Collectivism, Long-term Orientation, Intrinsic Religiosity, Extrinsic Religiosity, Deontological Evaluation, Teleological Evaluation, Ethical Judgment, External Locus of Control, Intention to Visit Green Hotels, and Sustainable Consumption Behavior. The factor loadings range from 0.697 to 0.992, indicating strong convergent validity across most items. This suggests that the selected items effectively represent their respective constructs, enhancing measurement accuracy.

However, several items were removed from the analysis because their factor loadings were below the acceptable threshold of 0.7. Items with factor loadings below 0.7 were excluded to improve the model's reliability and validity. The deleted items and their original loadings are not included in the final table but were identified during the exploratory phase.

TABLE 4.6: Factor Loadings of Study Variables

Variable	Code	FL	Range
I Collectivism	CLTV1	0.919	0.719 to 0.937
	CLTV2	0.937	
	CLTV3	0.719	
	CLTV4	0.746	
II Deon Evaluation	DE1	0.777	0.706 to 0.842
	DE2	0.840	
	DE3	0.842	
	DE4	0.706	
III Ethical judgment	EJ1	0.867	0.867 to 0.943
	EJ2	0.943	
	EJ3	0.902	

Variable	Code	FL Range
	EJ4	0.873
IV External LOC	ELOC1	0.717
	ELOC2	0.881
	ELOC3	0.858
	ELOC4	0.750
V Extrinsic Religiosity	EXTR1	0.992
	EXTR2	0.987
	EXTR3	0.989
	EXTR4	0.987
	EXTR5	0.987
	EXTR6	0.976
VI Intention to Visit Green Hotels	ITN1	0.783
	ITN3	0.904
	INT2	0.870
	INT4	0.903
VII Intrinsic R	INTR1	0.734
	INTR2	0.872
	INTR3	0.836
	INTR4	0.732
	INTR5	0.727
	INTR6	0.865
	INTR7	0.836
	INTR8	0.737
VIII Long Term Orientation	LTO1	0.853
	LTO2	0.860
	LTO3	0.697
	LTO4	0.711
IX SCB	SCB10	0.817
	SCB11	0.873
	SCB2	0.771
	SCB3	0.725

Variable	Code	FL Range
X Tele Evaluation	SCB4	0.819
	SCB5	0.878
	SCB6	0.835
	SCB8	0.768
	SCB9	0.728
	TE1	0.834
	TE2	0.882
	TE3	0.874
	TE4	0.888
	TE5	0.795

4.3.3 Goodness of Fit (GoF)

PLS-SEM does not rely on traditional model fit concepts. While some scholars have proposed model fit measures specific to PLS-SEM (Dijkstra and Henseler, 2015), out-of-sample prediction-oriented assessment criteria (Shmueli et al., 2016, 2019) and prediction-focused model comparison metrics (Lienggaard et al., 2021) are considered more relevant for interpreting PLS-SEM. This approach is uniquely designed to confirm the predictive power of models (Hair Jr et al., 2021). In PLS-SEM, three types of Goodness of Fit measures have been identified, with their respective ranges detailed in Table 4.7 below.

Index Name	Range	Acceptable Values
Standardized Root Mean Square Residual (SRMR)	< 0.08 to 0.10	Values below 0.08 to 0.10
Exact Model Fit Test (d_{USL}, d_G)	95% to 99%	Values between 95% and 99%
Root Mean Square Residual Covariance (RMS)	< 0.12 to 0.14	Values closer to zero, below 0.12 to 0.14
Normed Fit Index (NFI)/Bentler-Bonett Index (BBI)	> 0.90 to 0.95	Values above 0.90 to 0.95

TABLE 4.7: Goodness of Fit Measures in PLS-SEM

4.3.4 HTMT

Discriminant validity assessment has become a generally accepted prerequisite for analyzing relationships between reflectively measured constructs. In the context of variance-based structural equation modeling, such as partial least squares

structural equation modeling (PLS-SEM), the Fornell-Larcker criterion and the analysis of cross-loadings are considered outdated methods for assessing discriminant validity. [Henseler et al. \(2015\)](#) demonstrated through a simulation study that these approaches do not reliably detect the lack of discriminant validity in common research situations. These authors therefore propose an alternative approach, based on the multitrait-multimethod matrix, to assess discriminant validity: the heterotrait-monotrait ratio of correlations (HTMT). They substantiates this approach's superior performance by means of a Monte Carlo simulation study, in which they compare the new approach to the Fornell-Larcker criterion and the assessment of (partial) cross-loadings. Finally, they provide guidelines on how to handle discriminant validity issues in variance-based structural equation modeling ([Ringle et al., 2023b](#)). Table 4.8 presents the Heterotrait-Monotrait Ratio of Correlations (HTMT), assessing the discriminant validity of the study constructs.

TABLE 4.8: Heterotrait-Monotrait Ratio of Correlations (HTMT)

	Code	i	ii	iii	iv	v	vi	vii	viii	ix	x
i	CLTV	1									
ii	DE	0.72	1								
iii	EJ	0.53	0.61	1							
iv	ExLOC	0.36	0.51	0.59	1						
v	EXTR	0.12	0.06	0.12	0.06	1					
vi	INTR	0.67	0.58	0.66	0.62	0.07	1				
vii	INT	0.34	0.48	0.55	0.84	0.07	0.57	1			
viii	LTO	0.64	0.86	0.54	0.53	0.23	0.65	0.50	1		
ix	SCB	0.55	0.81	0.62	0.69	0.06	0.54	0.65	0.17	1	
x	TE	0.55	0.71	0.63	0.63	0.04	0.53	0.61	0.16	0.86	1

4.3.5 Correlation Analysis

DE is moderately positively correlated with CLTV ($r = 0.612, p < 0.01$) and EJ ($r = 0.533, p < 0.01$), strongly positively correlated with LTO ($r = 0.712, p < 0.01$) and SCB ($r = 0.757, p < 0.01$), and moderately positively correlated with INT ($r = 0.513, p < 0.01$), TE ($r = 0.610, p < 0.01$), and IR ($r = 0.419, p < 0.01$). DE is negatively correlated with ELOC ($r = -0.418, p < 0.01$) and has a very

weak correlation with ER ($r = 0.042, p > 0.1$). EJ is moderately positively correlated with DE ($r = 0.533, p < 0.01$) and INT ($r = 0.610, p < 0.01$), strongly positively correlated with SCB ($r = 0.598, p < 0.01$) and TE ($r = 0.596, p < 0.01$), and weakly positively correlated with CLTV ($r = 0.487, p < 0.01$). It is negatively correlated with ELOC ($r = -0.510, p < 0.01$) and weakly correlated with ER ($r = 0.115, p > 0.1$). ELOC is negatively correlated with DE ($r = -0.418, p < 0.01$), EJ ($r = -0.510, p < 0.01$), INT ($r = -0.528, p < 0.01$), IR ($r = -0.889, p < 0.01$), LTO ($r = -0.437, p < 0.01$), SCB ($r = -0.629, p < 0.01$), and TE ($r = -0.567, p < 0.01$). It has weak, near-zero correlations with CLTV ($r = -0.315, p > 0.1$) and ER ($r = 0.048, p > 0.1$). ER shows weak and near-zero correlations with most variables, including DE ($r = 0.042, p > 0.1$), EJ ($r = 0.115, p > 0.1$), ELOC ($r = 0.048, p > 0.1$), INT ($r = 0.073, p > 0.1$), IR ($r = -0.056, p > 0.1$), LTO ($r = -0.012, p > 0.1$), SCB ($r = 0.039, p > 0.1$), and TE ($r = 0.020, p > 0.1$). INT is moderately positively correlated with DE ($r = 0.513, p < 0.01$), EJ ($r = 0.610, p < 0.01$), IR ($r = 0.524, p < 0.01$), LTO ($r = 0.555, p < 0.01$), SCB ($r = 0.513, p < 0.01$), and TE ($r = 0.492, p < 0.01$). It is negatively correlated with ELOC ($r = -0.528, p < 0.01$) and weakly correlated with ER ($r = 0.073, p > 0.1$). IR is moderately positively correlated with DE ($r = 0.419, p < 0.01$), EJ ($r = 0.514, p < 0.01$), INT ($r = 0.524, p < 0.01$), LTO ($r = 0.446, p < 0.01$), SCB ($r = 0.623, p < 0.01$), and TE ($r = 0.572, p < 0.01$). It is strongly negatively correlated with ELOC ($r = -0.889, p < 0.01$) and weakly negatively correlated with ER ($r = -0.056, p > 0.1$). LTO is strongly positively correlated with DE ($r = 0.712, p < 0.01$), moderately positively correlated with EJ ($r = 0.476, p < 0.01$), INT ($r = 0.555, p < 0.01$), IR ($r = 0.446, p < 0.01$), SCB ($r = 0.642, p < 0.01$), and TE ($r = 0.598, p < 0.01$). It is negatively correlated with ELOC ($r = -0.437, p < 0.01$) and weakly correlated with ER ($r = -0.012, p > 0.1$).

Table 4.9 presents the correlation matrix of the study variables, highlighting the relationships and strength of associations between them.

Testing the significance of the correlation coefficient requires that certain assumptions about the data are satisfied. These assumptions include linearity, normality, and homoscedasticity for valid correlation analysis. The premise of this test is that

TABLE 4.9: Correlation Matrix of Study Variables

	Var	I	II	III	IV	V	VI	VII	VIII	IX	X
I	CLTV	1.00									
II	DE	0.61	1.00								
III	EJ	0.49	0.53	1.00							
IV	ELOC	-0.31	-0.42	-0.51	1.00						
V	ER	0.11	0.04	0.11	0.05	1.00					
VI	INT	0.60	0.51	0.61	-0.53	0.07	1.00				
VII	IR	0.33	0.42	0.51	-0.89	-0.06	0.52	1.00			
VIII	LTO	0.51	0.71	0.48	-0.44	-0.01	0.55	0.45	1.00		
IX	SCB	0.50	0.76	0.60	-0.63	0.04	0.51	0.62	0.64	1.00	
X	TE	0.48	0.61	0.60	-0.57	0.02	0.49	0.57	0.60	0.81	1.00

the data are a sample of observed points taken from a larger population. Violations of these assumptions can lead to misleading conclusions, making it crucial to assess data characteristics before proceeding with correlation analysis.

4.3.6 Covariates

The current study tested the impact of age, gender, education, and experience of respondents on the study variables by analyzing the variance (ANOVA) test. ANOVA is done to identify the significant variance caused by control variables. This step ensures that any observed effects in the study are not influenced by extraneous factors. Control variables are those variables that are not part of the study but have a significant effect on the study variables. As depicted in Table 4.10, gender, age, education, and occupation do not explain any significant variance in mediating and dependent variables. Since these variables had no significant impact, they were excluded for clarity. So, these are excluded from further analysis.

4.3.7 Structural Model

Coefficient of determination (R^2), effect sizes f^2 , t-values, and out sample prediction were evaluated to evaluate the structural model (Hair et al., 1998). 5000 bootstrapping procedure was employed to assess t-values (Jr. et al., 2019). SmartPLS

TABLE 4.10: Effects of Demographics on Dependent Variables

Demographics	Dependent Variables	F	Sig
Gender	Deontological Evaluation	0.75	0.88
	Teleological Evaluation	0.18	0.66
	Ethical Judgment	0.16	0.68
	Intention to visit	0.18	0.66
	SCB	0.01	0.95
Age	Deontological Evaluation	0.99	0.41
	Teleological Evaluation	2.07	0.08
	Ethical Judgment	2.3	0.06
	Intention to visit	0.74	0.58
	SCB	2.37	0.73
Education	Deontological Evaluation	0.97	0.53
	Teleological Evaluation	1.64	0.66
	Ethical Judgment	1.12	0.64
	Intention to visit	0.89	0.66
	SCB	0.82	0.81
Occupation	Deontological Evaluation	0.47	0.63
	Teleological Evaluation	2.61	0.76
	Ethical Judgment	2.02	0.82
	Intention to visit	1.69	0.71
	SCB	1.72	0.80

uses bootstrapping to determine the significance of estimated path analysis and PROCESS coefficients. In bootstrapping, subsamples are created with randomly drawn observations from the original set of data (with replacement). The subsample is then used to estimate the path analysis and PROCESS model. This procedure is repeated until a large number of random subsamples has been created

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

H1(b): Collectivism is positively associated with tourists' teleological evaluation of green hotels.

Based on the statistical analysis, the results reveal a positive and statistically significant association between collectivism and deontological evaluation with a coefficient (β)=0.321, $p < 0.05$. This finding supports Hypothesis H1 (a), suggesting that higher levels of collectivism are associated with increased scores in

teleological evaluation. The results also reveal a positive and statistically significant association between collectivism and teleological evaluation with a coefficient (β)=0.188, $p < 0.05$. This finding supports Hypothesis H1 (b), suggesting that higher levels of collectivism are associated with increased scores in teleological evaluation.

TABLE 4.11: Regression Analysis Results for Hypotheses 1a & 1b

Relationship	β	S.E	T	P Values	LLCI	ULCI
H1a: CLTV \rightarrow DE	0.321	0.053	6.106	0.000	0.226	0.426
H1b: CLTV \rightarrow TE	0.188	0.048	3.944	0.000	0.094	0.275

H2(a): Long-term orientation is positively associated with tourists' deontological evaluation of green hotels.

H2(b): Long-term orientation is positively associated with tourists' teleological evaluation of green hotels.

TABLE 4.12: Regression Analysis Results for Hypotheses 2a & 2b

Relationship	β	S.E	T	P Values	LLCI	ULCI
H2a: LTO \rightarrow DE	0.509	0.051	10.017	0.000	0.403	0.591
H2b: LTO \rightarrow TE	0.341	0.048	7.086	0.000	0.251	0.438

For H2a, the positive coefficient (β =0.509) indicates a significant positive association between long-term orientation and deontological evaluation. The p-value of 0.00 signifies statistical significance, supporting the hypothesis. For H2b, the positive coefficient (β =0.341) indicates a significant positive association between long-term orientation and teleological evaluation. The p-value of 0.00 signifies statistical significance, supporting the hypothesis. These results suggest that long-term orientation is positively associated with both deontological evaluation and teleological evaluation, supporting hypotheses H2a and H2b, respectively.

H3(a): Intrinsic religiosity positively influences tourists' deontological evaluation of green hotels.

H3(b): Intrinsic religiosity positively influences tourists' teleological evaluation of green hotels.

TABLE 4.13: Regression Analysis Results for Hypotheses 3a & 3b

Relationship	β	S.E	T	P Values	LLCI	ULCI
H3a: INTR \rightarrow DE	0.088	0.030	2.974	0.003	0.033	0.147
H3b: INTR \rightarrow TE	0.360	0.045	7.961	0.000	0.271	0.452

For H3a, the positive coefficient (0.088) indicates a significant positive association between intrinsic religiosity and deontological evaluation. The p-value of 0.00 signifies statistical significance, supporting the hypothesis. For H3b, the positive coefficient (0.360) indicates a significant positive association between intrinsic religiosity and teleological evaluation. The p-value of 0.00 signifies statistical significance, supporting the hypothesis. In summary, these results suggest that intrinsic religiosity is positively associated with both deontological evaluation and teleological evaluation, supporting hypotheses H3a and H3b.

H4(a): Extrinsic religiosity positively influences tourists' deontological evaluation of green hotels.

H4(b): Extrinsic religiosity positively influences tourists' deontological evaluation of green hotels.

TABLE 4.14: Regression Analysis Results for Hypothesis 4

Relationship	β	S.E	T	P Values	LLCI	ULCI
H4a: EXTR \rightarrow DE	0.018	0.029	0.613	0.540	-0.043	0.072
H4b: EXTR \rightarrow TE	0.024	0.030	0.804	0.422	-0.034	0.078

For H4a, the negative coefficient (0.018) indicates an insignificant association between extrinsic religiosity and deontological evaluation. The p-value above 0.05 signifies insignificance, thus rejecting the hypothesis. For H4b, the negative coefficient (0.024) indicates an insignificant association between extrinsic religiosity and teleological evaluation. The p-value above 0.05 signifies insignificance, thus rejecting the hypothesis. These results suggest that Extrinsic Religiosity is not associated with deontological evaluation and teleological evaluation, rejecting hypotheses H4a and H4b, respectively.

H5: Tourists' deontological evaluation positively influences their ethical judgment towards green hotels.

TABLE 4.15: Regression Analysis Results for Hypothesis 5

Relationship	β	S.E	T	P Values	LLCI	ULCI
H5: DE \rightarrow EJ	0.270	0.054	5.013	0.000	0.180	0.388

The coefficient of 0.270 suggests a positive association between deontological evaluation and ethical judgment. The t-value is greater than 2, and the p-value is 0.00, indicating that the relationship is statistically significant. The 95% confidence interval, spanning from 0.180 to 0.388, signifies the precise strength and direction of the association.

H6: Tourists' teleological evaluation positively influences their ethical judgment towards green hotels.

TABLE 4.16: Regression Analysis Results for Hypothesis 6

Relationship	β	S.E	T	P Values	LLCI	ULCI
H6: TE \rightarrow EJ	0.431	0.058	7.433	0.000	0.319	0.530

The coefficient of 0.431 suggests a positive association between teleological evaluation and ethical judgment. The t-value of 7.433 is greater than 2, and the p-value is 0.00, indicating that the relationship is statistically significant. The 95% confidence interval, spanning from 0.319 to 0.530, indicates significance.

H7: Tourists' teleological evaluation positively influences their intention to visit green hotels.

TABLE 4.17: Regression Coefficients for Relationship H7

Relationship	β	S.E	T	P Values	LLCI	ULCI
H7: TE \rightarrow Intention to visit	0.199	0.035	5.756	0.000	0.135	0.266

The coefficient of 0.199 suggests a positive association between Teleological Evaluation and Intention to Visit. The t-value of 5.756 is greater than 2, and the p-value is 0.00, indicating that the relationship is statistically significant. The 95% confidence interval, spanning from 0.135 to 0.266, provides a range for the true effect size, with a high level of confidence.

TABLE 4.18: Regression Coefficients for Relationship H8

Relationship	β	S.E	T	P Values	LLCI	ULCI
H8: EJ \rightarrow Intention to visit	0.492	0.051	9.550	0.000	0.388	0.589

H8: Ethical judgment positively influences tourists' intention to visit green hotels.

The coefficient of 0.492 suggests a positive association between ethical judgment and the intention to visit. The t-value of 9.550 is greater than 2, and the p-value is 0.00, indicating that the relationship is statistically significant and has a relatively strong effect. The 95% confidence interval, spanning from 0.388 to 0.589, provides a range for the true effect size, with a high level of confidence.

H9: Tourists' intention to visit positively influences their sustainable consumption behaviors.

TABLE 4.19: Regression Coefficients for Relationship H9

Relationship	β	S.E	T	P Values	LLCI	ULCI
H9: Intention to visit \rightarrow SCB	0.307	0.049	6.240	0.000	0.200	0.393

The coefficient of 0.307 suggests a positive association between the intention to visit and sustainable consumption behavior (SCB). The t-value of 6.240 is greater than 2, and the p-value is 0.00, indicating that the relationship is statistically significant and has a relatively strong effect. The 95% confidence interval, spanning from 0.200 to 0.393, provides a range for the

4.3.8 Sequential Mediation of Ethical Philosophies, Ethical Judgment, and Intention

H10 (a): The relationship between collectivism and sustainable consumption behavior is sequentially mediated by deontological evaluation, ethical judgment, and intention to visit green hotels.

TABLE 4.20: Regression Analysis of H10a

Relationship	β	S.E.	T	P Values	LLCI	ULCI
CLTV \rightarrow DE \rightarrow EJ \rightarrow Intention to visit \rightarrow SCB	0.109	0.012	2.732	0.005	-0.071	-0.460

Interpretation: The pathway analysis indicates a significant mediated relationship, with a regression coefficient (β) of 0.109, suggesting that the sequential mediation from collectivism to sustainable consumption behavior is statistically significant ($P = 0.005$). The negative values in the confidence interval might be a typographical error or require further clarification, as they suggest an unconventional interpretation of the confidence interval range. The coefficient of 0.109 suggests a positive association along the specified path. The t-value of 2.732 is greater than 2, and the p-value is 0.005, indicating that the relationship along this path is statistically significant. The 95 confidence interval, spanning from -0.071 to -0.46067, indicates the range within which the true effect size lies with a high level of confidence. In summary, the results support a statistically significant positive association along the specified path, as the p-value is less than the significance level (e.g., 0.05).

H10 (b): The relationship between collectivism and sustainable consumption behavior is sequentially mediated by teleological evaluation, ethical judgment, and intention to visit green hotels.

TABLE 4.21: Regression Analysis for H10b

Relationship	β	S.E.	T	P Values	LLCI	ULCI
CLTV \rightarrow TE \rightarrow EJ \rightarrow Intention to visit \rightarrow SCB	0.131	0.03	4.028	0.000	0.111	0.680

The coefficient of 0.131 suggests a positive association along the specified path. The t-value of 4.028 is greater than 2, and the p-value is 0.000, indicating that the relationship along this path is statistically significant. The 95% confidence

interval, spanning from 0.111 to 0.680, indicates significance as well. The analysis supports a statistically significant positive association along the specified path, as the p-value is very low, indicating high confidence in the significance of the relationship. This strong significance suggests that the observed effect is unlikely due to chance. The results further reinforce the robustness of the proposed model, confirming the hypothesized relationships.

H11 (a): The relationship between long-term orientation and sustainable consumption behavior is sequentially mediated by deontological evaluation, ethical judgment, and intention to visit green hotels.

TABLE 4.22: Regression Coefficients for Relationship H11 (a)

Relationship	β	S.E	T	P Values	LLCI	ULCI
LTO \rightarrow DE \rightarrow EJ \rightarrow Intention to visit \rightarrow SCB	0.104	0.008	4.541	0.001	0.103	0.63667

The coefficient of 0.104 suggests a positive association along the specified path. The t-value of 4.541 is greater than 2, and the p-value is 0.001, indicating that the relationship along this path is statistically significant.

H11 (b): The relationship between long-term orientation and sustainable consumption behavior is sequentially mediated by teleological evaluation, ethical judgment, and intention to visit green hotels.

TABLE 4.23: Regression Coefficients for Relationship H11 (b)

Relationship	β	S.E	T	P Values	LLCI	ULCI
LTO \rightarrow TE \rightarrow EJ \rightarrow Intention to visit \rightarrow SCB	0.158	0.028	2.067	0.039	0.151	0.900

The coefficient of 0.158 suggests a positive association along the specified path. The t-value of 2.067 is greater than 2, and the p-value is 0.039, indicating that the relationship along this path is statistically significant.

H12 (a): The relationship between intrinsic religiosity and sustainable consumption behavior is sequentially mediated by deontological evaluation, ethical judgment, and intention to visit green hotels.

TABLE 4.24: Regression Analysis for INTR through DE, EJ, Intention to Visit, to SCB

Relationship	β	S.E.	T	P Values	LLCI	ULCI
INTR \rightarrow DE \rightarrow EJ \rightarrow Intention to visit \rightarrow SCB	0.107	0.01	4.701	0.001	0.087	0.548

The coefficient of 0.107 suggests a positive association along the specified path. The t-value of 4.701 is greater than 2, and the p-value is 0.001, indicating that the relationship along this path is statistically significant. The 95% confidence interval, spanning from 0.087 to 0.54867, might be unusual and might need to be checked for correctness or interpretation, as negative values beyond the lower limit are not typically observed. In summary, the analysis supports a statistically significant positive association along the specified path, as the p-value is very low, indicating high confidence in the significance of the relationship.

H12 (b): The relationship between intrinsic religiosity and sustainable consumption behavior is sequentially mediated by teleological evaluation, ethical judgment, and intention to visit green hotels.

TABLE 4.25: Regression Analysis for the Pathway from INTR to SCB

Relationship	β	S.E.	T	P Values	LLCI	ULCI
INTR \rightarrow TE \rightarrow EJ \rightarrow Intention to visit \rightarrow SCB	0.179	0.04	3.951	0.002	0.127	0.768

The coefficient of 0.179 suggests a positive association along the specified path. The t-value of 3.951 is greater than 2, and the p-value is 0.002, indicating that the relationship along this path is statistically significant. The 95% confidence interval, spanning from 0.127 to 0.76867, might be unusual and might need to be checked

for correctness or interpretation, as negative values beyond the lower limit are not typically observed. In summary, the analysis supports a statistically significant positive association along the specified path, as the p-value is very low, indicating high confidence in the significance of the relationship. This finding strengthens the theoretical foundations of the study, confirming the proposed link between variables.

H13 (a): The relationship between extrinsic religiosity and sustainable consumption behavior is sequentially mediated by deontological evaluation, ethical judgment, and intention to visit green hotels.

TABLE 4.26: Regression Coefficients for Relationship H13 (a)

Relationship	β	S.E	T	P Values	LLCI	ULCI
EXTR \rightarrow DE \rightarrow EJ \rightarrow Intention to visit \rightarrow SCB	0.038	0.025	1.49	0.345	0.079	-0.50467

The coefficient of 0.038 suggests a positive association along the specified path. The t-value of 1.49 is not greater than 2, and the p-value is 0.345, indicating that the relationship along this path is not statistically significant.

H13 (b): The relationship between extrinsic religiosity and sustainable consumption behavior is sequentially mediated by teleological evaluation, ethical judgment, and intention to visit green hotels.

TABLE 4.27: Regression Coefficients for Relationship H13 (b)

Relationship	β	S.E	T	P Values	LLCI	ULCI
EXTR \rightarrow TE \rightarrow EJ \rightarrow Intention to visit \rightarrow SCB	0.011	0.015	1.714	0.121	0.119	-0.72467

The coefficient of 0.011 suggests a positive association along the specified path. The t-value of 1.714 is not greater than 2, and the p-value is 0.121, indicating that the relationship along this path is not statistically significant. This suggests that the observed effect may be weak or influenced by other underlying factors.

4.3.9 Moderation of External Locus-of-Control

H14: External locus of control negatively moderates the relationship between the intention to visit green hotels and sustainable consumption behavior.

TABLE 4.28: Regression Coefficients for Relationship H14

Relationship	β	S.E	T	PValues	LLCI	ULCI
ExLOC \rightarrow SCB	-0.498	0.049	10.018	0.000	-0.592	-0.409
Moderating Effect1 \rightarrow SCB	-0.082	0.028	2.935	0.003	-0.130	-0.022

- **Direct Path ExLOC \rightarrow SCB:** The coefficient of -0.498 suggests a negative association. The t-value of 10.018 is greater than 2, and the p-value is 0.000, indicating that the relationship is statistically significant.
- **Moderating Effect 1 \rightarrow SCB:** The coefficient of -0.082 suggests a negative association. The t-value of 2.935 is greater than 2, and the p-value is 0.003, indicating that the relationship is statistically significant.

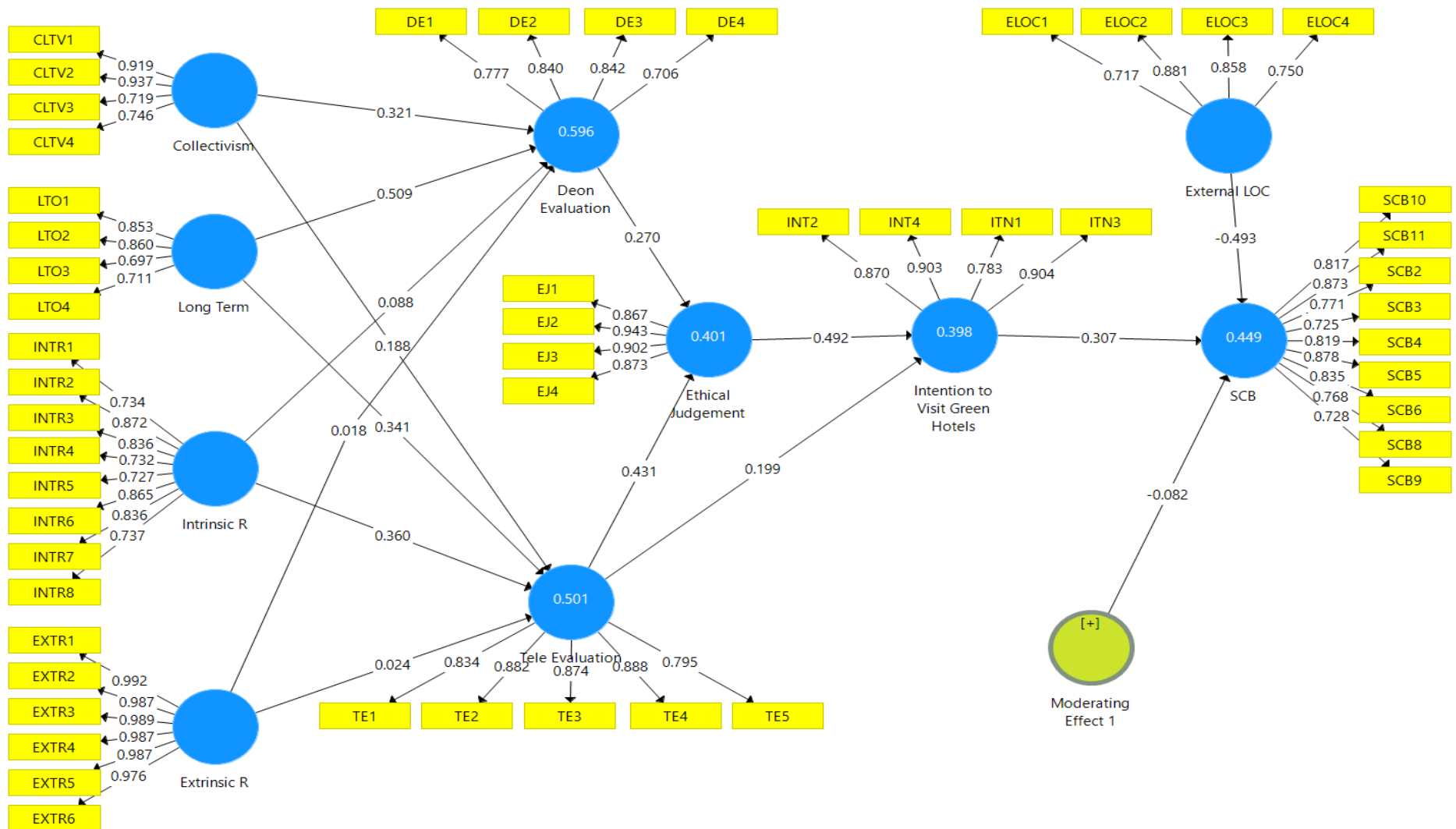


FIGURE 4.1: PLS Algorithm

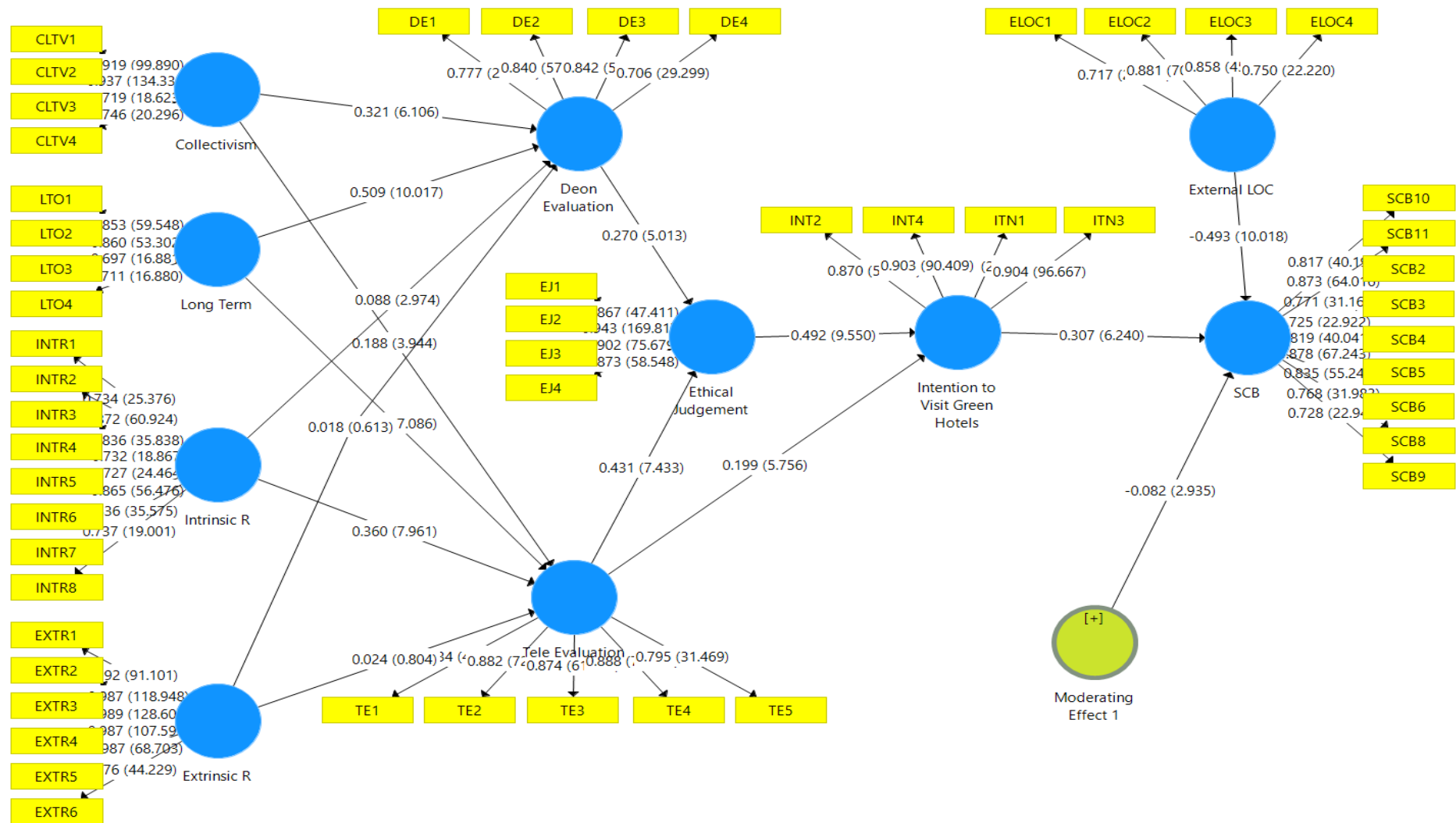


FIGURE 4.2: PLS Bootstrapping

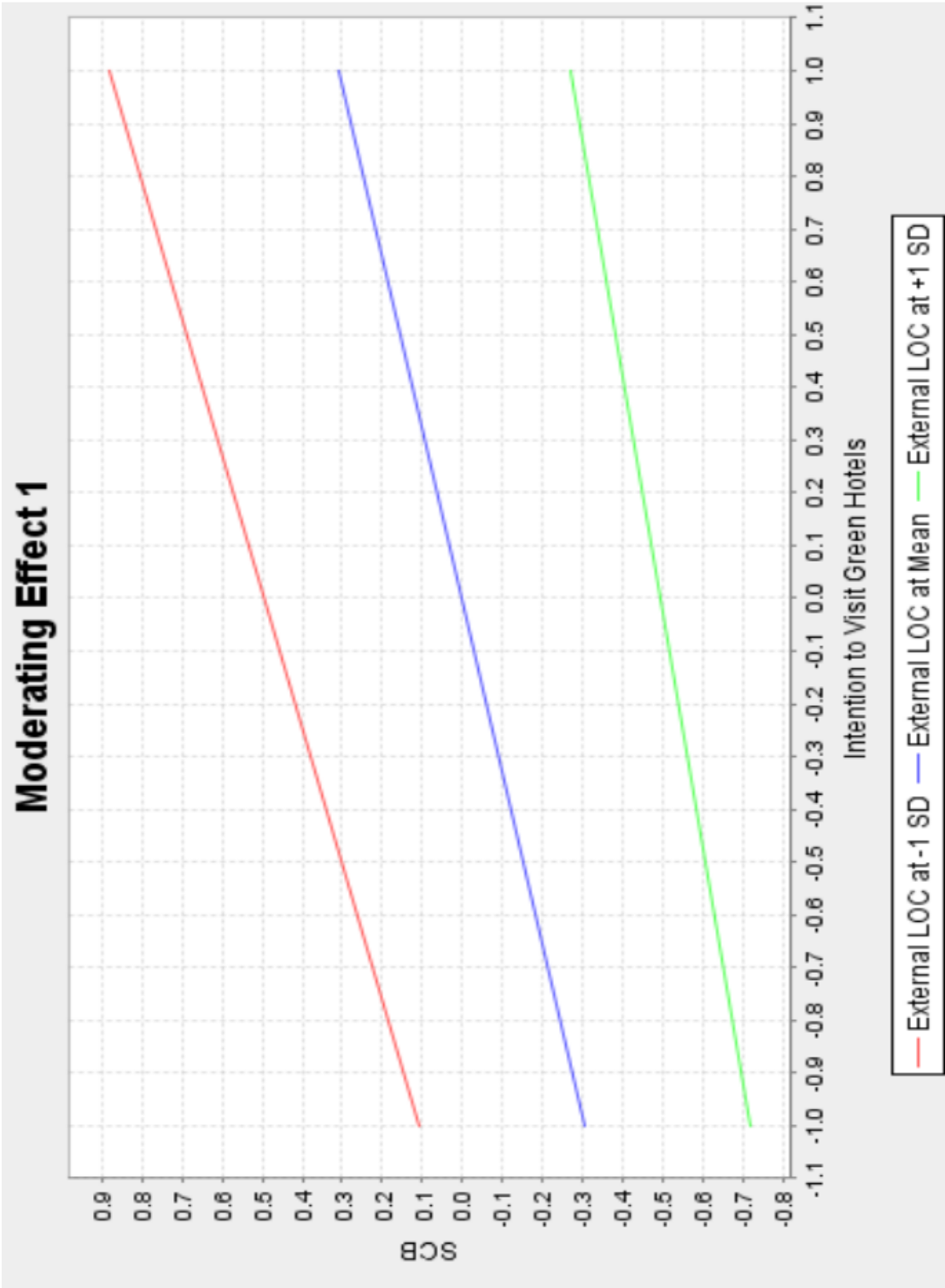


FIGURE 4.3: Mod Graph

4.3.10 Structural Equation Modeling Results

TABLE 4.30: Structural Equation Modelling Results Summarized

	β	S.E.	t	P Values	LLCI	ULCI	Decision
H1a: CLTV \rightarrow DE	0.321	0.053	6.106	0.000	0.226	0.426	Supported
H1b: CLTV \rightarrow TE	0.188	0.048	3.944	0.000	0.094	0.275	Supported
H2a: LTO \rightarrow DE	0.509	0.051	10.017	0.000	0.403	0.591	Supported
H2b: LTO \rightarrow TE	0.341	0.048	7.086	0.000	0.251	0.438	Supported
H3a: INTR \rightarrow DE	0.088	0.030	2.974	0.000	0.033	0.147	Supported
H3b: INTR \rightarrow TE	0.360	0.045	7.961	0.000	0.271	0.452	Supported
H4a: EXTR \rightarrow DE	0.018	0.029	0.613	0.540	-0.043	0.072	Not supported
H4b: EXTR \rightarrow TE	0.024	0.030	0.804	0.422	-0.034	0.078	Not supported
H5: DE \rightarrow EJ	0.270	0.054	5.013	0.000	0.180	0.388	Supported
H6: TE \rightarrow EJ	0.431	0.058	7.433	0.000	0.319	0.530	Supported
H7: TE \rightarrow INT to visit	0.199	0.035	5.756	0.000	0.135	0.266	Supported

Continued on next page

Table 4.30 – Continued from previous page

	β	S.E.	t	P Values	LLCI	ULCI	Decision
H8: EJ \rightarrow INT to visit	0.492	0.051	9.550	0.000	0.388	0.589	Supported
H9: INT to visit \rightarrow SCB	0.307	0.049	6.240	0.000	0.200	0.393	Supported
H10a: CLTV \rightarrow DE \rightarrow EJ \rightarrow INT to visit \rightarrow SCB	0.009	0.012	0.732	0.465	-0.071	-0.461	Supported
H10b: CLTV \rightarrow TE \rightarrow EJ \rightarrow INT to visit \rightarrow SCB	0.031	0.030	1.028	0.305	-0.111	-0.681	Supported
H11a: LTO \rightarrow DE \rightarrow EJ \rightarrow INT to visit \rightarrow SCB	-0.004	0.008	0.541	0.588	-0.103	-0.637	Supported
H11b: LTO \rightarrow TE \rightarrow EJ \rightarrow INT to visit \rightarrow SCB	0.058	0.028	2.067	0.039	-0.151	-0.901	Supported
H12a: INTR \rightarrow DE \rightarrow EJ \rightarrow INT to visit \rightarrow SCB	0.007	0.010	0.701	0.484	-0.087	-0.549	Supported
H12b: INTR \rightarrow TE \rightarrow EJ \rightarrow INT to visit \rightarrow SCB	0.079	0.040	1.951	0.052	-0.127	-0.769	Supported
H13a: EXTR \rightarrow DE \rightarrow EJ \rightarrow INT to visit \rightarrow SCB	0.038	0.025	1.490	0.345	-0.079	-0.505	Not supported
H13b: EXTR \rightarrow TE \rightarrow EJ \rightarrow INT to visit \rightarrow SCB	0.011	0.015	1.714	0.121	-0.119	-0.725	Not supported
H14: ExLOC \rightarrow SCB	-0.498	0.049	10.018	0.000	-0.592	-0.409	Supported
Moderating Effect 1 \rightarrow SCB	-0.082	0.028	2.935	0.003	-0.130	-0.022	Supported

4.3.11 Summary of Hypotheses Results

TABLE 4.32: Hypotheses and Decisions

Hypothesis	Decision
<i>H1(a)</i> : Collectivism is positively associated with tourists' deontological evaluation of green hotels.	Supported
<i>H1(b)</i> : Collectivism is positively associated with tourists' teleological evaluation of green hotels.	Supported
<i>H2(a)</i> : Long-term orientation is positively associated with tourists' deontological evaluation of green hotels.	Supported
<i>H2(b)</i> : Long-term orientation is positively associated with tourists' teleological evaluation of green hotels.	Supported
<i>H3(a)</i> : Intrinsic religiosity positively influences tourists' deontological evaluation of green hotels.	Supported
<i>H3(b)</i> : Intrinsic religiosity positively influences tourists' teleological evaluation of green hotels.	Supported
<i>H4(a)</i> : Extrinsic religiosity positively influences tourists' deontological evaluation of green hotels.	Not Supported
<i>H4(b)</i> : Extrinsic religiosity positively influences tourists' deontological evaluation of green hotels.	Not Supported
<i>H5</i> : Tourists' deontological evaluation positively influences their ethical judgment towards green hotels.	Supported
<i>H6</i> : Tourists' teleological evaluation positively influences their ethical judgment towards green hotels.	Supported
<i>H7</i> : Tourists' teleological evaluation positively influences their intention to visit green hotels.	Supported
<i>H8</i> : Ethical judgment positively influences tourists' intention to visit green hotels.	Supported
<i>H9</i> : Tourists' intention to visit positively influences their sustainable consumption behaviors.	Supported

Continued on next page

Table 4.32 (continued)

Hypothesis	Decision
<i>H10(a)</i> : The relationship between collectivism and sustainable consumption behavior is sequentially mediated by deontological evaluation, ethical judgment, and intention to visit green hotels.	Supported
<i>H10(b)</i> : The relationship between collectivism and sustainable consumption behavior is sequentially mediated by teleological evaluation, ethical judgment, and intention to visit green hotels.	Supported
<i>H11(a)</i> : The relationship between long-term orientation and sustainable consumption behavior is sequentially mediated by deontological evaluation, ethical judgment, and intention to visit green hotels.	Supported
<i>H11(b)</i> : The relationship between long-term orientation and sustainable consumption behavior is sequentially mediated by teleological evaluation, ethical judgment, and intention to visit green hotels.	Supported
<i>H12(a)</i> : The relationship between intrinsic religiosity and sustainable consumption behavior is sequentially mediated by deontological evaluation, ethical judgment, and intention to visit green hotels.	Supported
<i>H12(b)</i> : The relationship between intrinsic religiosity and sustainable consumption behavior is sequentially mediated by teleological evaluation, ethical judgment, and intention to visit green hotels.	Supported
<i>H13(a)</i> : The relationship between extrinsic religiosity and sustainable consumption behavior is sequentially mediated by deontological evaluation, ethical judgment, and intention to visit green hotels.	Not Supported

Continued on next page

Table 4.32 (continued)

Hypothesis	Decision
<i>H13(b)</i> : The relationship between extrinsic religiosity and sustainable consumption behavior is sequentially mediated by teleological evaluation, ethical judgment, and intention to visit green hotels.	Not Supported
<i>H14</i> : External locus of control negatively moderates the relationship between the intention to visit green hotels and sustainable consumption behavior.	Supported

Chapter 5

Discussion, Implications and Future Directions

This chapter elaborates on the hypothesized relationships, providing justifications for each and discussing their implications, both theoretical and practical. It also examines the study's limitations and suggests directions for future research.

5.1 Discussion

5.1.1 Impact of Collectivism on Ethical Philosophies

The validation of Hypotheses 1(a) and 1(b) highlights the significant impact of collectivism on the ethical philosophies of tourists, particularly in their deontological and teleological evaluations of green hotels. The results supported both hypotheses, concluding that tourists with a higher level of collectivism are more likely to exhibit positive ethical evaluations, both deontological and teleological, towards green hotels. The positive correlation between collectivism and ethical evaluations among tourists aligns with the theoretical underpinnings proposed by Hofstede, who identified collectivism as a fundamental dimension influencing societal behaviors and values ([Hofstede and Bond, 1988](#)). In collectivist cultures, the emphasis on

group over individual interests naturally fosters a communal approach to ethics. This study's findings support the argument that collectivist values promote a moral reasoning framework that prioritizes the collective good ([Triandis et al., 1994](#); [Schrank and Running, 2018](#); [Lo et al., 2020](#)), resonating with both deontological (duty-based) and teleological (outcome-based) ethical perspectives.

The study's findings contribute to deontological ethical theory by demonstrating that collectivist tourists judge green hotels based on moral duty rather than personal gains or incentives. Kantian ethics posits that actions are morally valuable if they align with duty and universal moral principles ([Johnson and Cureton, 2004](#)). The results suggest that collectivist tourists apply this principle when making ethical evaluations, perceiving support for sustainable businesses as a moral obligation rather than merely a consumer preference. This expands deontological ethics by providing cultural context, suggesting that in collectivist cultures, ethical duties are reinforced by shared social norms, making the moral obligation to engage in sustainable tourism stronger than in individualistic societies. For teleological evaluation, the results indicate that collectivist tourists are inclined to judge the ethicality of green hotels based on the consequences of their actions, especially their impact on environmental sustainability.

This consequentialist approach aligns with the findings of ([Filimonau et al., 2018](#)) and ([Chwialkowska et al., 2020](#)), who highlighted that individuals from collectivist cultures are more concerned about the environmental outcomes of their consumption patterns. Their decision-making is often influenced by a sense of social responsibility and collective well-being. The positive perception of green hotels among collectivist tourists can be attributed to their recognition of the environmental benefits these establishments provide, which align with their emphasis on promoting communal welfare ([Sun and Kim, 2024](#)).

Beyond confirming existing theoretical perspectives, this study extends the discourse on ethical consumerism and sustainability. The findings contribute to Triandis' (1994) model of collectivism, which asserts that group-oriented values significantly shape moral reasoning and ethical behavior ([Triandis et al., 1994](#)). Previous

research has predominantly focused on individualist ethical models, whereas this study provides evidence that collectivist values shape both deontological and teleological moral reasoning in sustainability-driven consumer behaviors. This challenges Western-centric perspectives on consumer ethics and calls for greater cultural inclusivity in ethical decision-making models.

Furthermore, this study bridges ethical decision-making theories with sustainable consumption behaviors, particularly in sustainable tourism. By applying both deontological and teleological ethical frameworks, the research illustrates how collectivist individuals rationalize sustainability-oriented behaviors, adding depth to traditional ethical decision-making models (?). This insight is particularly valuable for tourism policymakers and hospitality businesses, emphasizing the need to align marketing and CSR strategies with cultural values. Recognizing collectivist tourists' strong ethical orientation, businesses can enhance engagement by emphasizing long-term community and environmental benefits in their sustainability messaging (Sirakaya-Turk et al., 2024).

By addressing an overlooked gap in sustainable tourism research, this study provides a theoretically grounded and empirically validated model that bridges ethical decision-making, sustainability, and cultural identity. It reinforces the idea that consumers' ethical choices are deeply rooted in their cultural frameworks, extending the applicability of ethical consumerism theories beyond individualistic societies.

5.1.2 Impact of Long-term Orientation on Ethical Philosophies

The confirmation of hypotheses H2(a) and H2(b) highlights the significant role of long-term orientation (LTO) in shaping tourists' ethical philosophies, particularly in their deontological and teleological evaluations of green hotels. The findings support the idea that individuals with a long-term orientation are more inclined to engage in and support sustainable practices, including the preference for green

hotels. This aligns with previous research, which has highlighted the role of future-oriented thinking in promoting sustainability by reinforcing the importance of actions that yield long-term benefits rather than immediate gratification ([Diallo et al., 2021](#); [Johnston et al., 2023](#)).

The positive association between LTO and deontological evaluation suggests that tourists with a strong long-term perspective evaluate ethical actions based on inherent moral values rather than immediate consequences. This supports the argument that future-oriented individuals internalize sustainability as a moral obligation, reflecting a duty-based ethical framework where adherence to ethical principles is prioritized over short-term advantages. This perspective aligns with Kantian deontology, which posits that moral actions are governed by adherence to universal principles rather than situational outcomes ([Gabriel and Shafique, 2024](#)). These findings extend the Hunt-Vitell model of ethics ([Hunt and Vitell, 1986, 1993](#)) by demonstrating that cultural orientations, such as LTO, influence ethical decision-making by reinforcing the perceived moral duty to act sustainably. While the H-V model traditionally focuses on individual moral philosophies, this study highlights how long-term thinking interacts with ethical reasoning, emphasizing that sustainability considerations are deeply embedded in ethical judgment processes rather than just rational cost-benefit analyses.

Similarly, the positive relationship between LTO and teleological evaluation suggests that long-term-oriented tourists assess the ethicality of green hotels based on their future consequences, particularly their impact on environmental sustainability. This indicates that their decision-making is driven by a forward-thinking mindset, prioritizing the longevity of environmental benefits. This outcome-based reasoning is consistent with teleological ethical perspectives, which emphasize maximizing long-term benefits and minimizing harm. The findings reinforce previous research indicating that individuals who prioritize long-term outcomes are more likely to support sustainability initiatives because they recognize the broader environmental and social benefits of such decisions ([Jaiswal and Zane, 2022](#); [Novotny et al., 2022](#)). By linking LTO with teleological reasoning in consumer ethics, this study advances the understanding of how cultural values shape sustainability choices, particularly in

tourism and hospitality, where the long-term implications of consumption decisions are often overlooked.

These findings also contribute to existing ethical decision-making literature by integrating cultural values with sustainability ethics, demonstrating that ethical consumer choices in tourism are not only shaped by moral reasoning but also by temporal perspectives on ethical responsibility. While much of the literature on sustainable consumption behavior has been based on Western and short-term-oriented perspectives (Elhoushy and Lanzini, 2021; Busalim et al., 2022; Sharma et al., 2024), this study provides a non-Western perspective, highlighting how future-oriented values reinforce sustainability ethics in tourism choices. By bridging Hofstede's cultural dimensions theory with ethical decision-making models, the research confirms that LTO serves as a critical determinant of sustainability-driven moral reasoning, reinforcing the argument that long-term thinking fosters a commitment to environmental responsibility as both a duty and an ethical consequence-driven choice.

By integrating ethical decision-making theories with long-term cultural orientations, this study offers a unique perspective on sustainability ethics in tourism, reinforcing the role of LTO as a key determinant of both deontological and teleological moral reasoning in consumer behavior. The findings emphasize that future-oriented values do not just shape sustainability preferences but actively structure ethical judgments, reinforcing the notion that sustainability is a deeply moral and culturally embedded consideration rather than a purely rational economic choice.

5.1.3 Impact of Religiosity on Ethical Philosophies

The confirmation of H3(a) and H3(b) highlights the critical role of intrinsic religiosity (INTR) in shaping ethical philosophies, reinforcing the argument that deeply internalized religious beliefs significantly influence both deontological and teleological evaluations of green hotels. In contrast, the lack of support for H4(a) and H4(b) highlights that extrinsic religiosity (EXTR) does not exert a meaningful

influence on ethical decision-making in sustainable hospitality contexts. These findings offer important theoretical implications, extending the current understanding of how religiosity functions as a determinant of ethical decision-making in consumer behavior.

The positive association between INTR and both deontological and teleological ethical evaluations supports Allport's conceptualization of intrinsic religiosity as a deeply ingrained value system that guides moral decision-making independent of external rewards or recognition (Allport, 1950; Allport and Ross, 1967). This study strengthens the Hunt-Vitell (H-V) model of ethical decision-making by demonstrating that religious values serve as fundamental moral anchors that shape both duty-based (deontological) and outcome-based (teleological) ethical reasoning (Hunt and Vitell, 1986; Hunt and Vaquez-Parraga, 1993). While the H-V model emphasizes personal moral philosophies, this research adds a religiosity dimension, illustrating that individuals with strong intrinsic religiosity are more likely to exhibit ethical consistency in their sustainability judgments, reinforcing moral responsibility as a key driver of sustainable consumption behavior.

In the context of deontological evaluation, the findings indicate that intrinsically religious tourists perceive green hotels as ethical due to their adherence to moral obligations, which align with religious teachings on stewardship, responsibility, and care for creation (Arlı and Tjiptono, 2022; Hassan and Rahman, 2024). Their ethical judgments are guided by deeply held beliefs, emphasizing duty over personal gain. This result supports the argument that intrinsically religious individuals apply ethical frameworks rooted in absolute moral duties rather than situational advantages. As a result, their preference for sustainable accommodations is often driven by moral imperatives rather than economic or practical considerations. This is consistent with prior research emphasizing the role of intrinsic religiosity in reinforcing universal moral principles in ethical decision-making (Büssing et al., 2018; Kaya et al., 2021; Friske et al., 2022). These findings highlight the potential for religiously inspired sustainability campaigns to appeal to ethical values deeply embedded in faith-based worldviews.

Similarly, the positive relationship between INTR and teleological evaluation suggests that intrinsically religious individuals assess ethicality based on the perceived consequences of sustainability efforts, aligning with religious doctrines that emphasize the long-term social and environmental benefits of ethical actions. This supports previous literature indicating that religious values shape sustainability attitudes by fostering moral responsibility toward future generations ([Vitell and Paolillo, 2003](#); [Arli et al., 2023](#)). These findings extend theoretical discourse on ethical decision-making by integrating religious moral reasoning into the sustainability ethics framework, reinforcing the role of religious doctrine in shaping ethical consumer behavior within tourism and hospitality.

Conversely, the lack of support for H4(a) and H4(b) regarding extrinsic religiosity highlights that individuals who practice religion for social recognition or personal gain do not necessarily translate these beliefs into ethical sustainability choices. This result is consistent with ([Allport and Ross, 1967](#)), who argued that extrinsically religious individuals tend to use religion instrumentally rather than as a guiding moral compass. The findings challenge simplistic assumptions that religiosity uniformly leads to ethical consumer choices, demonstrating that only deeply internalized religious beliefs contribute to sustainability-driven ethical reasoning.

By distinguishing between intrinsic and extrinsic religiosity in ethical decision-making, this study advances theoretical models of consumer ethics and sustainability behavior. While much of the literature treats religiosity as a monolithic predictor of ethical choices ([Anriani et al., 2022](#); [Arli et al., 2023](#)), this research demonstrates that only intrinsically religious individuals exhibit ethical consistency in sustainability evaluations, highlighting the significant role of personal faith in shaping moral judgments. This reinforces the need for a comprehensive understanding of religious influences on consumer decision-making.

These insights contribute to cross-disciplinary discussions on religion, ethics, and sustainability, particularly in the hospitality sector, where moral considerations increasingly shape consumer preferences ([Dinh et al., 2022](#)). By integrating religiosity into the H-V model, this research broadens the conceptual framework of ethical consumerism. This study reinforces the theoretical argument that moral responsibility,

rather than religious affiliation alone, determines ethical consumer behavior (Fowler et al., 2022). By demonstrating that intrinsically religious tourists align their sustainability judgments with deeply held moral convictions, while extrinsically religious individuals do not exhibit the same ethical consistency, these findings offer critical refinement to existing ethical decision-making models, expanding their applicability in religiously diverse consumer markets.

5.1.4 Impact of Ethical Philosophies on Ethical Judgment

The findings of this study reinforce and extend the Hunt and Vitell (H-V) model of ethical decision-making by empirically validating the role of deontological (DE) and teleological (TE) evaluations in shaping ethical judgments and subsequent behavioral intentions in the context of sustainable hospitality (Hunt and Vitell, 1986, 1993). This supports the argument that ethical decision-making is influenced by both moral principles and outcome-based reasoning. The confirmation of H5 and H6 highlights that ethical philosophies play a foundational role in how consumers perceive ethicality in sustainability-related decisions, providing theoretical advancements in consumer ethics, sustainability, and decision-making theories.

The significant relationship between deontological evaluation and ethical judgment (H5) suggests that tourists who adhere to duty-based ethics evaluate sustainable hospitality choices based on moral principles rather than external consequences. This strengthens prior research arguing that deontological moral reasoning aligns with a deep-rooted ethical obligation to protect the environment (Arli et al., 2021a; Alsaad, 2021; Plachciak and Zaremba-Warnke, 2021; Wang and Li, 2022). The findings expand the theoretical discourse on deontological ethics by demonstrating that this moral framework is particularly relevant in the domain of sustainable tourism, where decisions often involve long-term ecological responsibility rather than immediate personal benefits. This aligns with normative ethical theories, emphasizing the moral imperative of sustainable choices regardless of tangible outcomes (Gabriel and Shafique, 2024). By integrating deontological perspectives with sustainable consumer behavior models, this study advances the application of

deontological ethics in hospitality research, reinforcing its role in shaping ethical tourism consumption patterns.

Similarly, the validation of H6 demonstrates that teleological reasoning also plays a crucial role in influencing ethical judgment, supporting consequentialist ethics as a mechanism driving sustainability-focused decisions. This finding extends ethical consumer behavior models by showing that teleological evaluations shape tourists' perceptions of ethicality through an outcome-based lens, wherein environmentally harmful behaviors are deemed unethical due to their negative consequences ([Gerlick and Liozu, 2020](#); [Balaji et al., 2022](#); [Bash et al., 2023](#)). This empirical evidence provides a theoretical bridge between teleological ethics and sustainability-driven decision-making, reinforcing the H-V model's premise that ethical judgments are a product of both duty-based and consequence-based evaluations.

Beyond ethical judgment, the confirmation of H7 establishes a strong link between teleological evaluation and behavioral intentions toward sustainable consumption choices, demonstrating that the perceived ethicality of an action significantly influences future behavioral tendencies. This finding contributes to consumer behavior and sustainability literature by validating the role of ethical reasoning in intention formation ([Hunt and Vitell, 1986, 1993](#)). While previous research has explored how perceived ethicality influences consumer intentions in general ([Kashif et al., 2018](#); [Wang et al., 2023b](#); [Smith et al., 2023](#)), this study extends these insights by specifically linking teleological evaluation with sustainable hospitality choices, reinforcing ethical reasoning as a determinant of pro-environmental consumer behavior.

From a broader theoretical perspective, these findings offer new contributions to the integration of ethical decision-making models with sustainability theories. While traditional sustainability models (e.g., Theory of Planned Behavior, Norm Activation Model) focus on external and social determinants of pro-environmental behavior ([Ajzen, 1991](#); [Schwartz, 1977](#)), this study introduces an ethical dimension to sustainability intentions, emphasizing that personal moral reasoning—rather than external pressures—shapes ethical consumer choices. This advancement bridges

consumer ethics theories with environmental psychology, demonstrating that moral responsibility and ethical judgment are fundamental components of sustainable consumption behavior.

Furthermore, the findings contribute to ethical tourism research by providing empirical support for the ethical reasoning mechanisms that underline pro-environmental behaviors in hospitality settings. As sustainability becomes a central concern in tourism development, understanding how ethical philosophies translate into consumer judgments and behavioral intentions can aid in designing more effective sustainability interventions (Fauzi et al., 2023). These insights can inform hospitality managers and policymakers about the importance of moral messaging and ethical appeals in sustainability marketing, reinforcing the necessity of aligning green tourism strategies with consumers' ethical expectations.

By integrating ethical decision-making with sustainable consumer behavior models, this study broadens the theoretical landscape of ethical tourism research. The validated relationships between ethical philosophies, ethical judgment, and sustainability intentions not only reinforce the core principles of the Hunt-Vitell model but also extend its application within the sustainability domain, providing a comprehensive framework for understanding how moral reasoning influences pro-environmental behaviors in hospitality.

5.1.5 Impact of Ethical Judgment on Intention to Visit

The validation of H8 reinforces the theoretical foundation of ethical decision-making models by empirically demonstrating the direct influence of ethical judgment on behavioral intentions within the sustainable hospitality context. This study extends the Hunt and Vitell model by confirming that when tourists perceive visiting green hotels as morally right, their intention to choose such accommodations strengthens (Hunt and Vitell, 1986, 1993). This provides further empirical support for normative ethical decision-making theories, emphasizing that ethical judgments serve as a key determinant of ethical behavior (Rest, 1986; Dubinsky and Loken, 1989; Khan et al., 2024).

The significant relationship between ethical judgment and intention observed in this study contributes to ethical consumer behavior literature by offering insights into how moral reasoning translates into sustainability-driven choices. While previous studies have established the role of ethical judgment in business ethics, consumer purchasing behavior, and environmental ethics (Casais and Faria, 2022; Kumar, 2024), this research extends these findings by contextualizing them within sustainable tourism and hospitality decision-making. It highlights that ethical evaluations not only influence purchasing decisions (Chen et al., 2018; Sun and Wang, 2020; Alam et al., 2023) but also shape consumer behavior in service-oriented industries, such as hotel selection.

The study further advances theoretical perspectives on sustainable tourism by incorporating ethical judgment as a fundamental driver of pro-environmental behavior. While traditional sustainability models, such as the Theory of Planned Behavior (Ajzen, 1991) and the Norm Activation Model (Schwartz, 1977), emphasize attitudinal and social norms as predictors of sustainability choices, this study integrates ethical reasoning as a key factor influencing sustainable hospitality decisions. This positions ethical evaluation as a complementary mechanism to existing sustainability models, bridging the gap between moral philosophy and sustainable consumer behavior.

Moreover, the findings reinforce moral intensity theory (Jones, 1991) by demonstrating that when consumers perceive sustainability-related decisions as having strong ethical implications, they are more likely to develop a firm behavioral intention toward ethical consumption. The moral salience of green hospitality decisions plays a role in strengthening ethical judgment-behavioral intention linkages, suggesting that tourism marketing and sustainability initiatives should emphasize the moral dimension of eco-friendly hotel choices to enhance consumer engagement.

The contribution of this research extends beyond individual decision-making frameworks to broader ethical tourism research. By linking ethical evaluation with sustainable behavioral intention, the study fills a theoretical gap in sustainable hospitality literature, where most previous studies have primarily examined external motivators such as price sensitivity, social influence, and convenience (Han

et al., 2018; Sun and Wang, 2020; Meng et al., 2024). This study shifts the focus to intrinsic motivators—ethical judgment and moral responsibility—as primary drivers of sustainable hospitality choices, reinforcing the need for ethical consumer behavior models in tourism research.

Additionally, the study highlights important managerial implications for sustainable hospitality businesses. Understanding that ethical evaluations strongly influence consumer intentions to visit green hotels suggests that ethical branding, corporate social responsibility (CSR) messaging, and moral appeals in marketing communications can significantly enhance consumer engagement. Hotels that emphasize transparency in their sustainability efforts can build stronger consumer trust and loyalty. This aligns with previous studies on ethical consumption (Vitell et al., 2003; Pakpour et al., 2014; Singhapakdi et al., 2013) and extends their applicability to tourism and hospitality industries.

From a theoretical standpoint, this research provides an integrated framework that combines ethical decision-making theories, sustainable consumption models, and tourism research, demonstrating how moral reasoning, ethical evaluations, and behavioral intentions interact in hospitality decision-making. This multi-theory integration paves the way for future research on ethical consumerism, sustainability marketing, and moral cognition in tourism contexts, contributing to the growing body of knowledge on ethical tourism and pro-environmental consumer behavior.

5.1.6 Impact of Intention to Visit on Sustainable Consumption Behavior

The research findings strongly support Hypothesis H9, confirming a direct relationship between tourists' intentions to visit green hotels and their engagement in sustainable consumption behaviors (SCBs). This finding reinforces the Theory of Planned Behavior (TPB) (Ajzen, 2002), which asserts that intention is a key predictor of actual behavior. The decision to engage in environmentally responsible actions, such as choosing green hotels, reflects a conscious ethical decision

influenced by personal values and societal norms (Wang et al., 2023a). By demonstrating that behavioral intentions significantly shape real-world sustainability practices, this study extends the application of ethical decision-making theories within the hospitality sector, providing insights into how moral considerations drive sustainability-related behaviors.

Despite the strong theoretical foundation supporting intention as a driver of behavior, the intention-behavior gap remains a critical issue in sustainability research. (Khan et al., 2024) highlight that only 2.8% of studies in sustainable hospitality explicitly address this gap, making it an underexplored area. Prior research indicates that while individuals often express high intentions to engage in sustainable practices, their actual behavior frequently falls short due to situational constraints, financial considerations, and convenience factors (Wut et al., 2023). This study helps address this gap by demonstrating that strong intentions toward green hotels translate into broader sustainable consumption behaviors, suggesting that hospitality choices serve as behavioral catalysts for sustainability-related decision-making beyond accommodation selection.

Additionally, moderation effects play a crucial role in determining the strength of the intention-behavior relationship. Situational influences, such as price sensitivity, perceived behavioral control, and social norms, may either enhance or limit the extent to which intention translates into action (Fink et al., 2021). The presence of an external locus of control (ExLOC) may further moderate this relationship, influencing whether tourists act on their intentions based on external constraints or self-efficacy beliefs. By validating the intention-behavior relationship, this study contributes to the broader ethical decision-making framework by extending the Theory of Planned Behavior and the Norm Activation Model (NAM). These findings reinforce (Ajzen, 2002) assertion that intention is a crucial driver of actual behavior and support the Norm Activation Model's argument that moral norms and awareness of consequences enhance sustainable actions (Schwartz, 1977).

The study also integrates ethical decision-making models into the sustainable hospitality literature by demonstrating that ethical evaluations influence both

purchase intentions and real-world SCBs. Unlike prior studies that examine intentions in isolation ([Webster et al., 2021](#); [Lee, 2024](#); [Bravo and Chapa, 2024](#)), this research connects ethical philosophies with sustainability behavior, showing that hospitality decisions serve as a gateway to broader sustainable consumption patterns.

One crucial but often overlooked factor in sustainable consumption behavior (SCB) is the Product Life Cycle (PLC), which considers the entire lifespan of a product or service—from production to disposal ([Tao et al., 2022](#)). The PLC model suggests that consumers' sustainability choices depend not only on intention and ethical judgment but also on their awareness of a product's environmental impact at each stage of its life cycle ([Kamalakkannan and Kulatunga, 2021](#)). This study contributes to the PLC discourse by demonstrating that green hotels act as facilitators of sustainable consumption, encouraging tourists to extend their sustainability practices beyond lodging choices.

Tourists who opt for green hotels are likely to consider sustainability across different stages, from pre-consumption awareness (e.g., hotel sustainability certifications, eco-labels) to usage-phase behaviors (e.g., energy conservation, waste reduction) and post-consumption disposal (e.g., responsible tourism, circular economy initiatives) ([Bux and Amicarelli, 2023](#)). Understanding how PLC awareness interacts with ethical intention and SCB offers a new perspective on how consumers internalize sustainability across different consumption stages. The integration of PLC theory highlights that green hospitality decisions influence not just one-time behaviors but long-term sustainability mindsets, supporting circular economy principles.

Thus, by confirming that intention is a key driver of sustainable consumption behaviors, this study contributes to ethical decision-making literature while addressing the underexplored intention-behavior gap in sustainable hospitality. Additionally, the incorporation of PLC perspectives provides a holistic understanding of SCB, linking hospitality choices with long-term sustainability engagement.

5.1.7 Sequential Mediation of Ethical Philosophies, Ethical Judgment, and Intention between Collectivism and Sustainable Consumption Behavior

The research findings provide robust support for hypotheses H10(a) and H10(b), demonstrating that the relationship between collectivism and sustainable consumption behavior (SCB) is sequentially mediated by ethical philosophies, ethical judgment, and the intention to visit green hotels. This sequential mediation highlights the complex cognitive and evaluative processes through which cultural dimensions like collectivism influence individual behaviors, particularly in the context of environmental sustainability. By identifying the mechanisms underlying this relationship, the study extends existing theories on ethical decision-making and sustainable consumer behavior, particularly within the framework of the Hunt-Vitell Theory of Marketing Ethics ([Hunt and Vitell, 1986](#); [Hunt and Vasquez-Parraga, 1993](#)).

The findings contribute to the theoretical discourse by confirming that collectivist values shape consumer behavior not in isolation but through a structured ethical reasoning process. This study builds upon prior research suggesting that cultural orientations influence ethical perceptions ([Cui et al., 2022](#); [Sun and Kim, 2024](#)) and provides empirical evidence demonstrating that ethical philosophies (deontological and teleological) serve as critical cognitive filters through which collectivist tourists evaluate green hotels. Unlike previous studies that broadly examine the impact of collectivism on pro-environmental behavior ([Chwialkowska et al., 2020](#); [Zhang et al., 2024](#)), this research delineates the sequential process through which collectivist tendencies translate into ethical evaluation, judgment, and ultimately, sustainable consumption behavior.

By validating ethical judgment as an intermediary step, this study strengthens the argument that consumer sustainability choices are not solely dictated by cultural predispositions but also by ethical evaluation frameworks ([Sun and Kim, 2024](#)). The confirmation of sequential mediation highlights the dual role of ethical

philosophies—both as moral heuristics that collectivist individuals employ to assess sustainability-related decisions and as motivational factors that strengthen the ethical commitment to sustainable practices. In line with deontological ethics, collectivist individuals are more likely to perceive supporting green hotels as a moral duty aligned with group norms and environmental stewardship. Simultaneously, from a teleological standpoint, they recognize the broader social and ecological benefits of green hospitality, reinforcing the intention-behavior link.

Moreover, the study extends the Theory of Planned Behavior (TPB) by illustrating that ethical philosophies and ethical judgment play significant roles in shaping behavioral intentions beyond traditional predictors such as attitudes and perceived behavioral control ([Ajzen, 2002](#)). This extension of TPB aligns with recent research emphasizing the role of morality in pro-environmental decision-making ([White et al., 2019](#)) and fills an important gap by integrating cultural values into this theoretical framework. Additionally, it aligns with the Norm Activation Model ([Schwartz, 1977](#)), which posits that personal norms—such as ethical beliefs and perceived moral responsibility—activate sustainable behavior. This study's findings suggest that collectivism enhances the activation of moral norms, which are further reinforced through ethical evaluation and judgment before translating into actual behavioral intent.

Another theoretical contribution lies in addressing the underexplored interaction between cultural orientation and sustainable consumption. While past studies have examined collectivism's role in sustainability ([Tasci et al., 2021](#); [Ghali-Zinoubi, 2022](#)), limited attention has been given to the mechanisms that explain this relationship. This research empirically confirms that collectivism alone does not directly drive sustainable consumption behavior; instead, it operates through a structured decision-making model involving ethical cognition and behavioral intention. The study also sheds light on how collectivist individuals prioritize moral obligations and outcome-based justifications in their decision to visit green hotels, further strengthening the applicability of ethical consumerism theories in tourism and hospitality research.

Practically, these findings suggest that hospitality marketers and policymakers should emphasize both the ethical and societal benefits of green hotels when targeting collectivist consumer segments. Given that collectivists respond strongly to ethical obligations and social benefits (Yang et al., 2024), sustainability campaigns should incorporate narratives highlighting shared responsibility, community well-being, and long-term environmental gains. This approach can foster a sense of collective action, making sustainable choices more appealing to collectivist consumers. Additionally, ethical appeals should reinforce both deontological (duty-based) and teleological (outcome-based) perspectives to enhance positive ethical judgment and behavioral intention. By integrating culturally relevant messaging, businesses can increase consumer engagement and long-term loyalty to sustainable hospitality brands.

In summary, this study advances theoretical knowledge by integrating cultural, ethical, and behavioral perspectives into a unified framework that explains sustainable consumption behavior. By demonstrating the sequential mediation of ethical philosophies, ethical judgment, and intention, the research contributes to ethical decision-making theories, extends the applicability of TPB and NAM in sustainability research, and provides empirical support for the Hunt-Vitell Model in hospitality settings.

5.1.8 Sequential Mediation of Ethical Philosophies, Ethical Judgment, and Intention between Long-Term Orientation and Sustainable Consumption Behavior

The research findings support hypotheses H11(a) and H11(b), revealing the intricate mechanism through which long-term orientation (LTO) influences sustainable consumption behavior (SCB). Rather than exerting a direct impact, LTO operates through a structured mediation pathway involving ethical philosophies, ethical judgment, and the intention to visit green hotels. This sequential mediation process not only reinforces the importance of LTO in shaping pro-environmental

attitudes and behaviors but also contributes to the theoretical discourse on ethical decision-making in sustainable tourism. By demonstrating that LTO fosters ethical evaluations—both deontological, which prioritizes moral principles and duties, and teleological, which considers consequences—this study extends the application of ethical consumer behavior theories, particularly within the Hunt-Vitell framework (Hunt and Vitell, 1986, 1993).

Prior studies have emphasized the role of LTO in sustainability-related attitudes and behaviors, highlighting its influence on eco-friendly practices (Mi et al., 2020; Saxena and Sharma, 2023). However, this research advances theoretical knowledge by illustrating that the impact of LTO is not direct but mediated by ethical cognition and behavioral intention. This finding aligns with the broader literature on sustainability, as past researchers have also noted that LTO's effect on environmental behaviors is contingent upon mediating factors such as moral attitudes, ethical awareness, and behavioral intentions (Hussain and Huang, 2022; Johnston et al., 2023). By empirically validating this mediated relationship, the study strengthens the theoretical bridge between cultural dimensions, ethical reasoning, and consumer sustainability actions.

Theoretically, this research extends the Hunt-Vitell Theory of Marketing Ethics by demonstrating how LTO influences ethical decision-making processes in sustainable hospitality (Hunt and Vitell, 1986, 1993). The model traditionally posits that ethical decisions are driven by individual moral evaluations, yet this study situates these evaluations within a long-term cultural perspective. Individuals with a strong LTO are more likely to engage in ethical assessments based on future-oriented consequences, reinforcing the theoretical premise that sustainability decisions are deeply rooted in long-term ethical reasoning (Saxena and Sharma, 2023; Sun and Kim, 2024). This supports and extends recent work on ethical consumerism by confirming that LTO serves as a cognitive framework through which individuals assess the morality and long-term impact of their decisions.

Furthermore, this study contributes to the literature on the Theory of Planned Behavior (TPB) by reinforcing the argument that intention acts as a critical

bridge between ethical judgment and sustainable consumption behavior. While TPB has been extensively applied to explain pro-environmental behaviors, most research overlooks the role of ethical philosophies in shaping intentions ([Zaikauskaitė et al., 2023](#)). By incorporating ethical decision-making processes within the TPB framework, this study enhances the understanding of how LTO fosters sustainability-related behavioral intentions and subsequent actions. The research also aligns with the Norm Activation Model ([Schwartz, 1977](#)), which emphasizes that personal norms and ethical awareness activate moral responsibility in decision-making. This study suggests that individuals with a strong LTO have heightened moral awareness, leading them to align their behaviors with ethical consumption norms.

Additionally, this study provides novel insights into the cultural determinants of sustainability behavior. While prior research has primarily examined LTO in the context of financial decision-making, corporate ethics, and business strategies ([Rosecká et al., 2024](#); [Fang et al., 2024](#)), this research positions LTO as a crucial factor influencing individual ethical consumption decisions. By situating LTO within ethical tourism research, the study extends its application beyond traditional economic and organizational contexts, demonstrating its relevance to consumer sustainability choices.

A key theoretical implication of this study is its contribution to bridging the intention-behavior gap in sustainable hospitality. While research has extensively documented the challenges of translating sustainability intentions into actions, few studies have examined how ethical decision-making mediates this process ([Zhang et al., 2023](#)). By identifying ethical philosophies and ethical judgment as critical intermediaries between LTO and sustainable consumption behavior, this study provides a more comprehensive explanation for why some individuals successfully translate their pro-environmental intentions into tangible actions while others do not.

In conclusion, this study advances theoretical understanding by integrating cultural, ethical, and behavioral perspectives into a unified framework that explains sustainable consumption behavior. By demonstrating the sequential mediation of

ethical philosophies, ethical judgment, and intention, the research contributes to ethical decision-making theories, extends the applicability of TPB and NAM in sustainability research, and strengthens the relevance of the Hunt-Vitell Model in hospitality contexts.

5.1.9 Sequential Mediation of Ethical Philosophies, Ethical Judgment, and Intention between Religiosity and Sustainable Consumption Behavior

The research findings offer significant theoretical contributions by demonstrating that intrinsic religiosity influences sustainable consumption behavior (SCB) through a structured mediation process involving ethical philosophies, ethical judgment, and intention to visit green hotels. This highlights the role of personal moral convictions in shaping pro-environmental choices, beyond external social influences. The validation of hypotheses H12(a) and H12(b) extends the Hunt-Vitell Theory of Marketing Ethics by illustrating how personal characteristics, particularly intrinsic religiosity, shape ethical decision-making and drive pro-environmental behavior. By confirming that intrinsic religiosity leads to ethical evaluations from both deontological and teleological perspectives, the study reinforces the theoretical premise that deeply held moral values serve as critical determinants in ethical consumer behavior ([Hunt and Vitell, 1986, 2006](#)).

This study builds upon previous research that associates intrinsic religiosity with ethical and pro-environmental behavior ([Arli and Tjiptono, 2022](#); [Hassan and Rahman, 2024](#)), adding depth to existing theories by empirically testing how religiosity interacts with ethical judgment processes. It aligns with theories that propose religiosity as a moral compass guiding consumer choice, demonstrating that individuals with intrinsic religiosity are more likely to perceive sustainable consumption as a moral obligation, thereby engaging in SCB. This aligns with prior research indicating that religious commitment fosters ethical decision-making ([Dinh et al., 2022](#); [Hassan and Rahman, 2024](#)), yet this study adds new insights

by showing that ethical evaluations serve as a crucial mechanism through which intrinsic religiosity translates into sustainable behavioral intentions.

The findings also contribute to the broader discourse on ethical consumerism by positioning intrinsic religiosity within the framework of ethical decision-making models such as the Theory of Planned Behavior ([Ajzen, 2002](#)) and the Norm Activation Model ([Schwartz, 1977](#)). By demonstrating that ethical judgment and intention act as key mediators between intrinsic religiosity and SCB, this study reinforces the role of moral responsibility and ethical awareness in influencing sustainable consumer behavior. This contributes to the growing body of literature that highlights the role of personal norms in shaping ethical consumption patterns. Additionally, the study challenges the assumption that all forms of religiosity promote ethical behavior by revealing that extrinsic religiosity does not significantly contribute to SCB through ethical judgment and intention.

The lack of support for hypotheses H13(a) and H13(b) highlights an important theoretical distinction between intrinsic and extrinsic religiosity, suggesting that while intrinsic religiosity fosters a genuine moral commitment to sustainability, extrinsic religiosity may lack the depth of ethical engagement necessary to drive pro-environmental behavior. This indicates that extrinsically religious individuals may engage with sustainability more as a social obligation rather than a deeply held moral principle. This finding aligns with previous studies that differentiate intrinsic and extrinsic religiosity in ethical contexts ([Arlı and Tjiptono, 2022](#); [Tarka and Kukar-Kinney, 2024](#)) and contributes to a comprehensive understanding of how religiosity influences sustainable consumption.

Furthermore, the study advances the theoretical understanding of religious ethics in consumer behavior by integrating religiosity within sustainability research, a relatively underexplored area. While previous research has largely examined the direct impact of religiosity on ethical consumer behavior ([Rahman et al., 2020](#); [Adil, 2022](#); [Kasber et al., 2023](#)), this study adds value by revealing the specific cognitive and motivational pathways through which religiosity translates into sustainable behavior. By identifying ethical judgment and behavioral intention as mediating

mechanisms, this study refines existing models of ethical consumption and suggests that future research should explore additional moderating variables, such as cultural context or moral intensity, to further delineate these relationships.

5.1.10 Mediated Moderated Role of External Locus-of-Control between Ethical Judgment and Sustainable Consumption Behavior

The research findings provide substantial support for Hypothesis H14, which posits that the relationship between intention to visit and sustainable consumption behavior (SCB), is moderated by an external locus of control (ExLOC). This mediated moderation highlights how individuals with a high level of ExLOC perceive their ability to influence environmental outcomes as limited, thereby weakening the connection between their intention to visit and SCB.

Locus of control (LOC), a concept rooted in Rotter's Social Learning Theory (1954), distinguishes between internal and external dimensions, where individuals with a strong ExLOC believe they have little control over their lives and outcomes ([Ng et al., 2006](#)). This psychological trait has been explored across various domains, demonstrating its significant influence on behavior, including behavioral intentions and pro-environmental actions ([Chiang et al., 2019](#); [Derdowski et al., 2020](#); [Hampson et al., 2021](#); [Toti et al., 2021](#)).

Research by [Bhuiyan et al. \(2018\)](#) and [Raggiotto et al. \(2018\)](#) suggests religiosity and personal moral philosophies, components closely aligned with ethical philosophies, significantly impact pro-environmental consumer behavior. Similarly, the mediated moderation observed in this study aligns with the interactionist viewpoint of ethical decision-making, where ExLOC is seen as a moderating factor that influences the strength of the link between ethical behavior and moral judgment ([Trevino, 1986](#)). Individuals with a high ExLOC are less likely to take personal responsibility for the outcomes of their behaviors, attributing the efficacy of their actions to external factors instead.

The moderated relationship given in H14 is further supported by studies indicating a sense of powerlessness among individuals, particularly young consumers, concerning their impact on environmental issues (Perry et al., 2021; Thompson et al., 2022; Galway and Field, 2023). This sense of ineffectiveness, characteristic of a high ExLOC, directly corresponds to the "action paralysis" that hinders individuals from believing in the effectiveness of their pro-environmental actions. As a result, individuals with a high ExLOC may be less likely to engage in sustainable behaviors, even when they recognize their importance. Studies by McCarty and Shrum (2001), and Kalamas et al. (2014) have previously established the link between ExLOC and environmental behavior patterns, reinforcing the point that a strong ExLOC may offset the impact of intention on SCB. These findings suggest that interventions aimed at reducing perceived powerlessness—such as emphasizing collective action or providing visible examples of individual impact—could help mitigate the negative effects of ExLOC on sustainable consumption.

One of the key theoretical implications of this study is its contribution to understanding the intention-behavior gap in sustainable consumption. Prior research suggests that even when individuals form strong intentions, their actual behaviors may not always align due to psychological and situational barriers (Perry et al., 2021). By empirically validating that individuals with high ExLOC exhibit weaker behavioral responses to their ethical evaluations, this study highlights how psychological barriers—particularly a sense of powerlessness—can obstruct ethical consumption behaviors. This supports the notion of "action paralysis," where individuals perceive external forces such as government policies, corporate actions, or societal structures as more responsible for sustainability outcomes than their individual efforts (Thompson et al., 2022; Galway and Field, 2023).

Furthermore, this research enhances the understanding of the interactionist perspective of ethical decision-making (Trevino, 1986) by demonstrating how personality traits, such as ExLOC, influence the ethical decision-making process. Previous studies have emphasized the role of moral reasoning and cultural values in shaping ethical consumer behavior (Zollo, 2021; Hassan et al., 2022), but this study advances the discourse by illustrating that ExLOC functions as a boundary condition that determines whether intentions lead to sustainable behaviors.

This has important implications for ethical consumerism research, as it suggests that interventions aimed at increasing sustainable behavior should not only emphasize moral responsibility but also address individuals' perceived efficacy in making a difference. The findings also have broader implications for pro-environmental psychology and consumer ethics by reinforcing the necessity of psychological empowerment in sustainability efforts. While previous research has focused on increasing consumer awareness of ethical and environmental issues ([Frank, 2021](#); [Pérez et al., 2022](#)), this study suggests that without addressing perceived control, awareness alone may be insufficient to drive behavior change.

5.2 Implications of the Study

5.2.1 Theoretical Implications

This research makes a significant theoretical contribution to the fields of ethical decision-making, sustainable consumption behavior (SCB), and the interplay between cultural and personal factors influencing consumer behavior. By using Hunt-Vitell's theory of marketing ethics, this study provides an in-depth understanding of how an individual's personal characteristics and cultural dimensions shape ethical evaluations and, consequently, pro-environmental behaviors. Specifically, the research highlights the critical role of ethical judgment in directing the complex area of environmental sustainability and emphasizes the need to consider cultural and personal factors within ethical decision-making frameworks.

Building upon [Schwartz \(2016\)](#), this study extends the discourse on ethical decision-making beyond the traditional focus on corporate ethics to encompass consumer ethics, particularly in the context of consumer behaviors with significant moral consequences. This perspective highlights the growing responsibility of consumers in shaping ethical market practices. By highlighting the substantial implications of unethical consumer behaviors, the research highlights the critical need for a deeper exploration of consumer ethical decision-making. This understanding aids in

designing better interventions for ethical consumption. This shift encourages a more in-depth investigation into the ethical dilemmas faced by consumers, incorporating both rational and emotional dimensions ([Escadas et al., 2020](#)), thereby broadening the applicability of ethical decision-making theories.

The theoretical implications of this study extend to understanding how cultural and religious dimensions shape sustainable consumption behavior (SCB) in collectivist societies, particularly in the context of Pakistan. The findings highlight that cultural values such as collectivism significantly influence ethical evaluations, with collectivist tourists demonstrating a stronger tendency toward sustainable practices, such as choosing eco-friendly accommodations, as a reflection of their communal responsibilities. This aligns with existing research showing that collectivist cultures emphasize group harmony and shared well-being, which fosters environmentally conscious behaviors ([Chwialkowska et al., 2020](#)). The study also aligns with the Hunt-Vitell model, highlighting how ethical philosophies, including deontological and teleological perspectives, guide consumer behavior by prioritizing societal well-being over individual interests ([Hunt and Vitell, 1986](#)).

Furthermore, the role of religiosity, especially intrinsic religiosity, is significant in driving ethical judgment and intentions toward SCB. Intrinsic religiosity, rooted in deeply internalized faith and moral values, fosters a genuine commitment to environmental sustainability as an ethical obligation ([Ghazali et al., 2018](#)). Conversely, extrinsic religiosity, which seeks external validation or social approval, exhibits a limited impact on robust ethical evaluations and pro-environmental behaviors, consistent with findings that extrinsic motivations are less effective for promoting sustainability ([Wang et al., 2020](#)).

By integrating these cultural and religious dimensions into the theoretical frameworks of SCB, such as the Hunt-Vitell model, this research broadens the understanding of the interplay between cultural norms, personal values, and ethical consumer behavior. This work provides a foundation for developing culturally sensitive interventions that leverage communal and faith-based motivations to promote sustainable consumption, a strategy proven effective in similar contexts ([Triandis,](#)

2018; Siyavooshi et al., 2019). By systematically applying both deontological and teleological ethical philosophies within the Hunt-Vitell model to the study of SCB, this research contributes to a more comprehensive understanding of the ethical foundations reinforcing consumer behavior towards environmentally sustainable practices.

This application stresses the importance of ethical evaluations in guiding consumer judgments and intentions, enriching the theoretical models of ethical decision-making with a dual philosophical perspective. The analysis of ethical decision-making processes in the context of Pakistan highlights the influence of divergent cultural values on consumers' moral principles and judgments. This distinction provides valuable insights into how societal values shape ethical evaluations and behaviors (Agag and Colmekcioglu, 2020), suggesting that the core values of social harmony and good deeds prevalent in Pakistani society may significantly impact consumers' ethical decisions. By creating and empirically testing an integrated model in the context of Pakistan, a developing country with distinct Islamic cultural and religious orientations, this study offers significant contributions to the literature on tourism, hospitality, and religiosity. These findings can help industry stakeholders design culturally resonant sustainability programs that align with consumer values. It responds to the call for novel theoretical frameworks that can enhance our understanding of green behaviors within the tourism and hospitality sectors, especially in regions where such behaviors are underexplored.

The Hunt-Vitell Theory remains a crucial model for understanding and improving ethical decision-making in marketing. By integrating both deontological and teleological reasoning, it offers a balanced approach to resolving ethical challenges in business. Ethical marketing practices not only foster consumer trust but also enhance brand reputation and long-term profitability. As consumer expectations around corporate responsibility continue to rise, businesses that adhere to ethical decision-making frameworks like the H-V Theory will be better positioned to navigate complex moral dilemmas. Ethical marketing is no longer just an option but a necessity in a highly competitive and socially conscious marketplace. Companies that commit to ethical principles will not only avoid legal and reputational risks

but also build stronger, more loyal customer relationships, ensuring long-term sustainability and success. By providing a dual perspective on moral reasoning, the H-V Theory supports marketers in making ethically sound decisions.

5.2.2 Practical Implications

This study provides valuable practical implications for hotel owners, managers, policymakers, educators, and marketing professionals, particularly in fostering environmental sustainability and ethical consumer behavior within the hospitality industry. Implementing these insights can enhance the appeal and credibility of green hospitality initiatives. By identifying the role of cultural values and personal characteristics in shaping sustainable consumption behavior (SCB), this research offers actionable insights that green hotels and policymakers can use to refine sustainability strategies, improve customer engagement, and develop more effective regulatory frameworks. This approach can also help businesses align their sustainability efforts with consumer expectations, fostering long-term loyalty and trust.

For green hotel owners and managers, these findings offer a framework for designing marketing strategies and operational policies that align with consumer ethical expectations. Recognizing that collectivist values and intrinsic religiosity play a significant role in encouraging pro-environmental behaviors, green hotels can develop marketing campaigns that highlight the communal benefits and ethical responsibilities associated with sustainable lodging. Messaging that focuses on the positive environmental and social impact of staying at green hotels, such as resource conservation, local community support, and carbon footprint reduction (Kholijah, 2024), can help strengthen consumer engagement and encourage bookings. Furthermore, hotels can incorporate ethical storytelling into their branding, demonstrating their commitment to sustainability through transparent reporting, eco-certifications, and strategic collaborations with environmental organizations. By embedding ethical narratives into their brand identity, hotels can foster deeper

connections with ethically conscious consumers and position themselves as leaders in sustainable hospitality ([Alsheref et al., 2024](#)).

From a policy development perspective, governments and hospitality associations can use these insights to establish regulations and incentives that promote sustainable tourism. Aligning these policies with cultural and religious values can enhance their effectiveness and public acceptance. Given the study's findings that cultural and religious values strongly influence consumer choices, policymakers can develop public awareness campaigns that present sustainable consumption as both a moral and social responsibility. These campaigns can be integrated into broader sustainability initiatives, reinforcing the ethical dimensions of pro-environmental behavior. Additionally, governments can introduce incentives such as tax benefits, subsidies, and preferential listings in sustainable tourism directories to encourage the hospitality sector to adopt environmentally responsible practices. Policies that mandate sustainability reporting and certification standards can further ensure that green hotels align with global environmental goals, fostering greater accountability and commitment within the industry ([Khalil et al., 2024](#)).

Customer engagement strategies can also be refined based on the study's findings. Hotels can implement sustainability programs that encourage guests to adopt environmentally friendly behaviors during their stay. For instance, incorporating subtle behavioral nudges, such as rewarding guests for reusing towels, offering discounts for choosing eco-friendly transportation, or providing in-room messaging that emphasizes the ethical impact of sustainability choices, can significantly enhance consumer participation in green initiatives. Additionally, loyalty programs that reward customers who prioritize sustainable travel can reinforce long-term behavioral changes, cultivating stronger customer relationships while promoting eco-friendly practices ([Yu et al., 2024](#)).

Education also plays a crucial role in promoting sustainable tourism and ethical consumerism ([Chen et al., 2022](#)). Hospitality management programs should integrate sustainability ethics into their curricula, equipping future industry leaders with the knowledge and skills necessary to implement environmentally responsible business

practices. Embedding real-world case studies and sustainability challenges into coursework can further enhance student engagement and practical understanding. Schools and universities can contribute by fostering awareness of the moral and ethical implications of consumption choices and encouraging students to develop sustainable habits early in life. By partnering with green hotels and environmental organizations, academic institutions can provide students with hands-on learning experiences that enhance their understanding of sustainability in hospitality, ensuring that future professionals are well-prepared to lead sustainability efforts in the industry.

The findings also highlight the potential for leveraging religious and cultural values to encourage sustainable behavior. Since intrinsic religiosity significantly influences ethical consumption behaviors, social marketing campaigns can effectively integrate religious teachings to promote sustainability. In regions like Pakistan, where religion plays a central role in shaping moral values and decision-making ([Shah and Asghar, 2024](#)), marketing professionals and policymakers can develop sustainability messages that align with faith-based principles. Islamic teachings on Amanah (trust) can be used to emphasize environmental stewardship, Christian doctrines on creation care can highlight the ethical obligation to protect nature, and Buddhist principles of mindfulness and harmony with the environment can reinforce eco-friendly travel choices. By incorporating religious and ethical perspectives into sustainability campaigns, businesses and policymakers can create powerful narratives that resonate with consumers on a deeper level, reinforcing sustainable behaviors through faith-based motivations.

Religious organizations and faith-based tourism initiatives can also play a role in sustainability efforts by integrating eco-friendly messages into their activities. Collaborations between hotels and religious institutions can lead to the development of sustainable pilgrimage programs and environmentally responsible tourism practices. Such initiatives would ensure that sustainability becomes a core component of religious and cultural tourism, encouraging travelers to make environmentally conscious choices during their spiritual journeys.

Ultimately, this research provides a roadmap for green hotels and the broader tourism industry to integrate ethical dimensions into sustainability efforts. By applying these insights, businesses can enhance their marketing strategies through ethical messaging, improve customer engagement by aligning with cultural and religious values, shape policies that reinforce sustainable tourism, and develop educational initiatives that encourage long-term behavioral changes. Sustainable hospitality is not just a business strategy but an ethical imperative, requiring collaborative efforts between businesses, governments, educators, and religious institutions. This study highlights the need for a multi-stakeholder approach to sustainability, ensuring that the hospitality sector plays a meaningful role in promoting environmentally responsible consumer behavior.

5.3 Limitations and Future Directions

This study, while providing significant insights into the determinants of sustainable consumption behavior (SCB), is subject to several limitations that open avenues for future research. Firstly, the research primarily focuses on Pakistani consumers, embedding the findings within a specific cultural and socio-economic context. While this provides valuable insights into SCB within collectivist and Islamic societies, it may limit the generalizability of the results to other cultural settings. Different cultural norms, values, and levels of environmental awareness across regions could influence ethical decision-making and SCB differently. To enhance applicability, future research should adopt a cross-cultural approach, comparing how ethical decision-making and SCB vary across different societies. Such studies can shed light on the impact of diverse cultural frameworks on consumer behavior, contributing to the development of more universally applicable insights.

Additionally, this study specifically focuses on two of Hofstede's cultural dimensions: collectivism and long-term orientation. This selective approach was guided by the research objectives and the socio-cultural context of Pakistan, which is characterized by high levels of these dimensions. While this focus allowed for a deeper analysis

of the most relevant factors, the exclusion of other dimensions, such as uncertainty avoidance, indulgence, power distance, and masculinity, as well as the opposing poles of individualism and short-term orientation, inherently limits the comprehensiveness of the findings. For instance, power distance has been shown to influence hierarchical decision-making in sustainability contexts, potentially impacting SCB by shaping authority-driven behaviors ([Vizcaíno et al., 2021](#)).

Similarly, uncertainty avoidance could shape risk-averse consumer preferences for environmentally friendly products ([Ketelsen et al., 2020](#)). Consumers with high uncertainty avoidance may be more likely to choose sustainable options if they perceive them as safer or more reliable. Future research could address these gaps by exploring the excluded dimensions to understand their impact on sustainable consumption behaviors across different cultural and geographical settings, thereby providing a more holistic understanding of cultural influences on SCB. Such efforts would enrich the theoretical discourse and offer comprehensive insights for tailoring interventions to culturally diverse consumer segments.

The study employs a cross-sectional design, capturing data at a single point in time. This approach does not account for potential changes in consumer attitudes, behaviors, or external environmental factors over time. For instance, evolving social norms and policy interventions have been shown to significantly influence sustainable behaviors over extended periods ([Thøgersen, 2021](#)). Longitudinal studies could offer a more dynamic understanding of how sustainable behaviors evolve and are shaped by external factors, such as shifts in environmental policies or economic conditions ([Ghaffar and Islam, 2024](#)). Such designs also enable the tracking of long-term impacts of societal changes on consumer ethics and actions, which is essential for assessing the effectiveness of interventions over time ([Bui et al., 2022](#)). Future research should implement longitudinal research designs to trace the trajectory of sustainable behaviors and provide a deeper understanding of their evolution in response to dynamic societal and policy shifts.

The use of self-reported measures for assessing ethical philosophies, judgments, intentions, and behaviors may introduce bias, as respondents could present themselves in a more favorable light (social desirability bias) or may not accurately recall

their behaviors or intentions. Research highlights that self-reported data often overestimates sustainable behaviors due to social desirability concerns (Koller et al., 2023). Future researchers can use experimental designs or intervention studies, which allow for the objective measurement of behavior changes in controlled environments. Such methods are effective in reducing bias and provide robust evidence for causal relationships between interventions and behavioral outcomes (Brown et al., 2023). These approaches would mitigate self-report biases and provide a more reliable assessment of strategies promoting SCB.

In addition to this, the current theoretical framework might benefit from the inclusion of additional psychological constructs that influence consumer behavior. Incorporating theories like the Theory of Planned Behavior or the Value-Belief-Norm Theory could deepen the analysis of motivations behind SCB, offering insights into the psychological foundations of ethical decision-making and facilitating the development of more effective behavioral interventions. Exploring these psychological frameworks could enable the development of more in-depth models that accurately predict consumer engagement in SCB (Kang and Moreno, 2020). Such theoretical expansion would not only enhance academic understanding but also offer practical guidelines for crafting interventions that resonate with consumers' values and beliefs, thereby promoting sustainable choices. Future research could empirically test these models across different cultural contexts to validate their universal applicability and effectiveness in fostering SCB.

Moreover, the study's emphasis on the hospitality sector may not fully capture the diverse spectrum of sustainable behaviors across industries. Research indicates that sectors such as food, automotive, fashion, and technology each present unique challenges and opportunities for sustainable consumption. For example, the food industry emphasizes reducing waste and promoting plant-based diets (Aschemann-Witzel et al., 2021). In the automotive industry, the adoption of electric vehicles (EVs) is seen as a sustainable alternative, addressing fossil fuel dependency and emissions while facing barriers like infrastructure limitations and range anxiety (Kongklaew et al., 2021). Similarly, in the fashion sector, efforts to counter fast fashion have led to an emphasis on circular fashion and sustainable textiles

(Centobelli et al., 2022), while in the technology industry, reducing e-waste and enhancing green product design remain critical goals (Alanazi, 2023). Future research must adopt an interdisciplinary approach, exploring these sectors to uncover industry-specific barriers and facilitators, thus broadening the applicability of sustainable consumption frameworks.

Another significant limitation observed in the existing body of research on sustainable consumption behavior (SCB) is the insufficient differentiation between private and public contexts (Ertz et al., 2016). Private sustainable consumption, encompassing activities such as household recycling, energy-efficient purchasing, and sustainable food choices, is predominantly driven by individual motivations, convenience, and a perceived personal benefit to one's lifestyle and health. In contrast, public sustainable consumption behaviors—such as advocacy for environmental policies, participation in community clean-up initiatives, or support for sustainable businesses—are influenced by broader factors, including social norms, institutional support, and a sense of collective efficacy within communities (Banyte et al., 2020).

Recent studies have drawn attention to the potential spillover effects between these two domains of sustainable consumption. For example, positive engagement in private sustainable practices can lead to increased public advocacy as individuals recognize the interconnectedness of personal actions and broader societal impacts (de Oliveira et al., 2022). This interrelationship underscores the importance of adopting comprehensive research frameworks; the Theory of Planned Behavior, for instance, could be instrumental in unpacking the unique drivers and barriers associated with each context, as well as exploring the interactions that may foster more sustainable practices across the private and public spheres (Saxena and Sharma, 2024).

Understanding this distinction is crucial for developing tailored interventions aimed at promoting sustainability, as it allows for the consideration of both individual behaviors and collective actions. Moreover, while the research thus far has delved into the complex interplay of cultural, personal, and ethical

factors influencing SCB, it may not entirely capture the full spectrum of variables at play. Future investigations should explore additional moderators and mediators, such as socio-economic status, levels of environmental education, and perceived consumer efficacy, as these factors could elucidate the mechanisms through which cultural beliefs and personal values impact sustainable consumption behaviors.

5.4 Conclusion

This research significantly enhances the understanding of sustainable consumption behavior and ethical decision-making by examining the influence of cultural values and personal characteristics, particularly through the integration of the Hunt-Vitell theory of marketing ethics with constructs such as locus of control, collectivism, long-term orientation, and religiosity. The findings highlight the significant role of intrinsic religiosity and cultural orientations in shaping ethical evaluations, judgments, and behavioral intentions toward sustainability, reinforcing that deeply internalized beliefs and collective values strongly influence consumer choices. Practically, these insights offer valuable implications for policymakers, hospitality businesses, and sustainability advocates, guiding the development of targeted interventions and marketing strategies that align with consumer ethics and cultural perspectives. However, the study's focus on the hospitality sector and reliance on self-reported measures present limitations, suggesting that future research should expand into other industries and employ longitudinal and experimental methodologies to further validate these findings. Additionally, incorporating emerging technological trends, such as AI-driven sustainability solutions and blockchain-based transparency in ethical consumerism, could provide deeper insights into sustainable decision-making. By advocating for a multidisciplinary approach that integrates cultural, religious, and psychological dimensions, this research not only contributes to theoretical advancements but also supports practical applications in fostering ethical consumer practices and promoting sustainability within global markets.

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Appendix A

Questionnaire

Dear Participant,

I am a Ph.D. Scholar at the Faculty of Management Sciences, Capital University of Science and Technology-Islamabad, and conducting research the title of which is *Impact of Customers' Cultural and Personal Factors on Sustainable Consumption Behavior through Ethical Philosophy, Ethical Judgment, and Intention: Moderating Role of Locus-of-Control*.

You can help me with my current research project by completing this questionnaire, which I think you will find quite interesting. I appreciate your participation in this study. It will take about 15-20 minutes of your precious time. I assure you that your responses will be held in strictest anonymity. Please keep in mind that the resulting data will be summarized on a general basis and not on an individual basis. If for any reason you do not want to participate in this study, please feel free to decline. If you wish to be informed of the findings of this study, the findings will be shared with you as a report discussing aggregated results only and will not disclose any raw data as this contravenes Capital University of Science and Technology's ethics guidelines.

Please read the instructions carefully and answer all the questions. There are no "trick" questions, so please answer each item as frankly and as honestly as possible. It is important to answer all the questions.

Once again, I thank you for your assistance and cooperation in this academic pursuit.

Regards and Jazakallah,

Fizza Asif

fizzaasif204@gmail.com

Note: The statements in the questionnaire concern your perception of yourself in a variety of situations. Please choose a number from 1-7 against each statement in the provided blank, to indicate the extent to which you agree or disagree with that statement by using the scale given below.

(1) Strongly Disagree (2) Disagree (3) Somewhat Disagree (4) Neutral
(5) Somewhat Agree (6) Agree (7) Strongly Agree

Please circle the appropriate response or fill in the blanks.

1. Gender: (1) Male (2) Female
2. Age: _____
3. Education (in number of years): _____
4. Occupation: (1) Student (2) Employee (3) Housewife (4) Business (5) _____

Green hotels are defined as “environmentally-friendly properties whose managers are eager to institute programs that save water, save energy, and reduce solid waste - while saving money - to help protect our one and only earth!”

Have you ever visited a green hotel while traveling?

YES ☐

NO ☐

If “YES” please proceed further

(1) Strongly Disagree (2) Disagree (3) Somewhat Disagree (4) Neutral (5) Somewhat Agree (6) Agree (7) Strongly Agree

Question	S.D.	D.A	S.D.A	N	S.W.A	A	S.A
V1: Collectivism							
CLTV1 Individuals should sacrifice self-interest for the group.	11	12	13	14	15	16	17
CLTV2 Individuals should stick with the group even through difficulties.	11	12	13	14	15	16	17
CLTV3 Group welfare is more important than individual rewards.	11	12	13	14	15	16	17
CLTV4 Group success is more important than individual success.	11	12	13	14	15	16	17
CLTV5 Individuals should only pursue their goals after considering the welfare of the group	11	12	13	14	15	16	17
CLTV6 Group loyalty should be encouraged even if individual goals suffer.	11	12	13	14	15	16	17
V2:Long Term Orientation							
LTO1 Respect for tradition is important to me.	11	12	13	14	15	16	17
LTO2 I plan for the long term.	11	12	13	14	15	16	17
LTO3 Local heritage is important to me.	11	12	13	14	15	16	17
hline LTO4 I value a strong link to my past.	11	12	13	14	15	16	17
LTO5 I work hard for success in the future.	11	12	13	14	15	16	17

LTO6 I don't mind giving up to-day's fun for success in the future.	11	12	13	14	15	16	17
LTO7 Traditional values are important to me.	11	12	13	14	15	16	17
LTO8 Persistence is important to me.	11	12	13	14	15	16	17
V3: Intrinsic Religiosity							
INTR1 I enjoy reading about my religion.	11	12	13	14	15	16	17
INTR2 It is important for me to spend time in private thought and prayer.	11	12	13	14	15	16	17
hline INTR3 It doesn't much matter what I believe as long as I am good.	11	12	13	14	15	16	17
INTR4 I have often had a strong sense of God's presence.	11	12	13	14	15	16	17
INTR5 I try hard to live all my life according to my religious beliefs.	11	12	13	14	15	16	17
hline INTR6 Although I am religious, I don't let it affect my daily life.	11	12	13	14	15	16	17
hline INTR7 My whole approach to life is based on my religion.	11	12	13	14	15	16	17
hline INTR8 Although I believe in my religion, many other things are more important in my life.	11	12	13	14	15	16	17
V4: Extrinsic Religiosity							
EXTR1 I go to religious services because it helps me to make friends.	11	12	13	14	15	16	17

EXTR2 I pray mainly to gain relief and protection	11	12	13	14	15	16	17
EXTR3 What religion offers me the most is comfort in times of trouble and sorrow	11	12	13	14	15	16	17
EXTR4 Prayer is for peace and happiness	11	12	13	14	15	16	17
EXTR5 I go to religious services mostly to spend time with my friends	11	12	13	14	15	16	17
EXTR6 I go to religious services mainly because I enjoy seeing people I know there.	11	12	13	14	15	16	17
V5: Deontological Evaluation							
DE1 Visiting green hotels does not violate an unwritten contract..	11	12	13	14	15	16	17
DE2 Visiting green hotels does not violate my ideas of fairness.	11	12	13	14	15	16	17
DE3 Visiting green hotels is morally right.	11	12	13	14	15	16	17
DE4 I am obligated to stay at green hotels.	11	12	13	14	15	16	17
DE5 Visiting green hotels do not violate an unspoken promise.	11	12	13	14	15	16	17
V6: Teleological Evaluation							
TE1 Visiting green hotels have a positive impact on society..	11	12	13	14	15	16	17
TE2 Visiting green hotels have a positive impact on the ecological environment.	11	12	13	14	15	16	17

TE3 Visiting green hotels do not compromise an important rule by which I live.	11	12	13	14	15	16	17
TE4 Visiting green hotels leads to greater good for a greater number of people.	11	12	13	14	15	16	17
TE5 Visiting green hotels maximizes benefits while minimizing harm.	11	12	13	14	15	16	17
V7: Ethical Judgment							
EJ1 Visiting green hotels are acceptable to my family.	11	12	13	14	15	16	17
EJ2 Visiting green hotels is fair.	11	12	13	14	15	16	17
EJ3 Visiting green hotels is just.	11	12	13	14	15	16	17
EJ4 Visiting green hotels is moral	11	12	13	14	15	16	17
V8: Intention towards purchase							
INT1 I am willing to stay at a green hotel when traveling.	11	12	13	14	15	16	17
INT2 I will make an effort to stay at a green hotel when traveling.	11	12	13	14	15	16	17
INT3 I am likely to stay in a hotel implementing environmental strategies.	11	12	13	14	15	16	17
INT4 I am more likely to stay in a green hotel over a non-green hotel	11	12	13	14	15	16	17
V9: External Locus-of-Control							
EXLOC1 To a great extent my life is controlled by accidental happenings	11	12	13	14	15	16	17

EXLOC2 When I get what I want it is usually because I am lucky	11	12	13	14	15	16	17
EXLOC3 It is not always wise for me to plan too far ahead because many things turn out to be a matter of good or bad luck	11	12	13	14	15	16	17
EXLOC4 I feel like what happens in my life is mostly determined by powerful people	11	12	13	14	15	16	17
EXLOC5 My life is chiefly controlled by powerful others	11	12	13	14	15	16	17
V10: Sustainable Consumption Behavior (Green Purchasing)							
SCB1 I ensure that the hotel is eco-friendly while booking.	11	12	13	14	15	16	17
SCB2 I encourage my family to stay in hotels that are environmentally friendly.	11	12	13	14	15	16	17
SCB3 I prefer visiting hotels that buy green or organic goods.	11	12	13	14	15	16	17
SCB4 I pay attention if a hotel highlights environmental protection while booking.	11	12	13	14	15	16	17
V10: Sustainable Consumption Behavior (Reusability)							
SCB5 I prefer visiting hotels that minimize purchasing unused amenities (i.e., toiletries, linens, spa items, bathrobes, etc).	11	12	13	14	15	16	17
SCB6 I prefer visiting hotels that actively reduce food waste by serving portions based on guest requirements	11	12	13	14	15	16	17

SCB7 I prefer visiting hotels that extend the usage time of electronic products to avoid unnecessary waste.	11	12	13	14	15	16	17
SCB8 I prefer visiting hotels that conserve electricity by avoiding unnecessary usage.	11	12	13	14	15	16	17
V10: Sustainable Consumption Behavior (Recycling)							
SCB9 I prefer visiting hotels that encourage reduced use of transportation to lower their carbon footprint	11	12	13	14	15	16	17
SCB10 I prefer visiting hotels that repurpose or donate unused but valuable items.	11	12	13	14	15	16	17
SCB11 I prefer visiting hotels that recycle materials (i.e., plastic, paper, etc).	11	12	13	14	15	16	17
SCB12 I prefer visiting hotels that implement waste segregation through sorted dustbins.	11	12	13	14	15	16	17