Exploring the Effect of Tourism Product Type on Green Consumption Intentions in the Hotel Industry: The Moderating Roles of Benefit Type and Benefit Time

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Abstract

Green consumption behaviour has been widely investigated. Scholars have suggested that a luxury tourism product type can be a negative predictor of environmentally friendly consumption intentions. However, conditions under which green practices can be most effective still need to be discovered, particularly in the tourism industry. Therefore, the objective of this present research is to explore the moderation effect of benefit type (self versus other) and benefit timing (now versus future) in the relationship between tourism product type and environmentally friendly consumption intentions, respectively. Specifically, this thesis hypothesizes that a self-benefit appeal will lessen the negative relationship between luxury product type and consumers’ green consumption intentions. In addition, a now-time benefit appeal will strengthen the weak relationship between non-luxury product type and consumers’ green consumption intentions. The hypotheses are tested using two experimental studies in the hotel industry. By understanding the moderating roles benefit type and benefit timing play in the relationship between tourism product type and consumers’ green consumption intentions, the current research advances our understanding in how different types of incentives motivate green consumption behaviours, and provides managerial implications for promoting environmentally friendly practices and programs to tourists more effectively.
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Introduction

A recent study surveying over 1000 U.S. consumers reported that over one-third of the respondents were likely to pay more for environmentally-friendly products (Edelstein, 2015). Similarly, a global survey study by Neilson indicated that 55% of 30,000 online customers from 60 countries were likely to pay more for product or services offered by socially responsible operations (Neilson 2014). Academic studies also echo the rise of consumers’ awareness of environment issues and support for environmental products or services. Researchers show that consumers are increasingly concerned about environmental issues, are realizing the importance of environment protection, and are desiring environmentally friendly products and services (Bohdanowicz, 2006; Laroche, Bergeron and Bararo-Forleo 2001). Many consumers are willing to support organizations that are developing and promoting environmental friendly products (Thieme et al. 2015). Exploring the conditions under which people are inclined to participate in green programs is becoming increasingly important.

To date, research has identified several variables that can impact specific green behaviour such as purchasing environmentally friendly products or recycling. These include gender, age, education level (Diamantopoulos et al. 2013), social responsibility (Webster 1975), anticipated guilt (Elgaied 2012), and normative messages (Cialdini 2013). This thesis focuses on general environmentally friendly behaviour and commonly used advertisement appeals in the tourism industry as motives in order to help researchers better understand the link between tourism type and consumers’ green consumption intention and help managers understand when green practices and programs can be effective for consumers in varying tourism types. Although environmental awareness is increasing among consumers, a large gap exists between their motivation and green consumption intentions. Therefore, it is essential to identify determinants of environmentally friendly behaviour to assist managers promote green programs more effectively. The purpose of the present research is to study the link between the tourism product type (luxury versus non-luxury) and environmentally friendly consumption by investigating the moderating role of benefit type (self versus other) and benefit timing (now versus future) to better understand the role
of tourism product type in affecting green consumption intentions. Green programs can be considered as part of corporate socially responsible (CSR) practices, which defined as as “a company’s commitment to minimizing or eliminating any harmful effects and maximizing its long-run beneficial impact on society” (Mohr et al 2001, p. 47). Hence, it is also helpful to understand how the advertisement appeals influence CSR perceptions.

Researchers examining luxury consumption found that status can be considered the most influential motivation for people to seek for luxury products and services (e.g., Kuksov and Xie 2012). Even though the luxury framework from a consumption perceptive has been discovered (e.g., Mandel, Petrova, and Cialdini 2006; Berger and Ward 2010; Han et al. 2010), few studies have investigated consumers’ reactions in different tourism types, especially luxury tourism, during the consumption process. Previous research indicated that tourism type can be viewed as a predictor to environmentally friendly behaviours (e.g., Line and Hanks 2016). In particular, consumers may be concerned that if they participate in hotels’ green practices, the expected luxury level associated with these offerings will decrease. This apprehension can be viewed as a potential trade-off to the positive outcomes of environmentally friendly behaviour (Line and Hanks 2016). In contrast, previous research also suggested that consumers with higher household income are prone to behave more positively in environmentally friendly manners and green products and services consumption (Han et al. 2011). Further, Torelli et al. (2012) found that the consumption of luxury products is motivated by dominance and the conflict between the dominance (over individuals and resources) aspect of a luxury’s brand and the concentration on protecting the welfare of all of the brand’s CSR perceptions, will lead to luxury brand dilution. On the other hand, the potential dissonance between expected comfort and luxury level of hotel offerings and green initiatives and choices in a non-luxury hotel is not notable, and thus the link remains weak between the non-luxury hotel type and consumers’ green consumption intentions. Thus, in addition to addressing the conflicting findings in the luxury hotel context, this thesis examines the influences of different types of incentives on motivating consumers’ environmentally friendly behaviour in different tourism types.
Self- versus other-benefit appeals are both commonly used by advertisers to increase consumers’ environmentally friendly consumption participation and engagement. Based on previous findings, some scholars believe that a self-benefit appeal is important to increase consumers’ green behavioural intentions (e.g., Peattie 2001; Allen 1982). Others, on the other hand, believe an other-benefit appeal is more effective to encourage consumers to behave in environmentally friendly ways (e.g., Webb, Mohr, and Harris 2008). Another type of advertisement appeal, on the other hand, that has been used commonly is benefit time. Now- versus future-time benefit is indeed perceived differently by people and can be explained by construal level theory (CLT) (Lee and Oh 2014). People are likely to process messages distinctively on the construal level of high to low, and thus their intentions to behave in environmentally friendly ways will be influenced by the particular message. In sum, this study proposes that benefit type and timing moderate the relationship between tourism type and environmentally friendly consumption behavioural intentions.

This thesis aims to contribute to existing marketing literature in a few ways. In the first place, to my best knowledge, this is one of the few studies which examines two kinds of appeal (self- versus other-benefit, now- versus future-time benefit) commonly used by advertisers to motivate environmentally friendly consumption. Second, the current paper is one of the few studies that consider benefit type and benefit time as potential conditions and incentives in the tourism industry seeking to promote green practices to consumers more effectively. Therefore, by gaining a better understanding of the moderating roles of benefit type and benefit timing, this thesis tries to help managers determine the conditions under which green programs and practices succeed. Previous studies show that there are mixed findings on the efficacy of both benefit type and benefit timing. Since it is not clear which kind of benefit is more appropriate in terms of environmentally friendly consumption, it is important and necessary to identify the conditions under which green initiatives and practices is an effective marketing strategy in the tourism industry. Third, the current research seeks to extend previous studies by measuring green consumption behavioural intentions from several different aspects. The key dependent variable measurements include intention to
participate, attitude toward the organization, intention to revisit, intention to recommend (word of mouth) and corporate social responsibility (CSR) perceptions. These measures attempt to better understand green consumption intentions. Finally, this thesis examines, through two experiments, the environmentally friendly consumption intentions in the hotel industry; thus, the research findings will provide specific managerial implications in developing green programs for this industry.

**Literature Review**

*Green Consumption Behavioural Intentions*

To date, consumers are increasingly recognizing the importance of environment protection and are looking for green products and services more than ever before (Bohdanowicz 2006). Environmentally friendly consumption, or green consumption, is described as “consumption activities that have a less negative or more positive effect on the natural environment than substitutable activities” (Pieters 1991, p. 59). Generally speaking, prior marketing research has studied several different aspects in environmentally friendly behaviour context.

Green consumption behaviors have been investigated across a wide-variety of products. For example, Zepeda and Deal’s research (2009) investigated consumer purchasing behaviour for organic and local food. Ozcaglar-Toulouse et al. (2010) examined the consumer decision-making processes when they desire fairly traded products. Some studies shed light on environmentally harmful products, such as disposable diapers and plastic utensils (Laroche et al. 2001), and green goods, such as reusable chopsticks and environmentally friendly printers (Chang 2012). A stream of research studies consumers’ responses to advertisement appeals when engaging in green initiatives and making choices (Davis 1994).

Researchers has shown that is advertisement appeals are able to significantly influence people’s attitudes and behaviours toward green products and services. For instance, in 1995, Obermiller found that the effectiveness of advertisement appeals (gain versus loss) depends upon the specific environmental problems and the salience level. Specifically, if an individual has a high concern about an environmental
problem, a gain appeal should be applied, whereas a low level of salience should be accompanied by a loss appeal. According to another study conducted by White, McDonnell and Dahl in 2011, the loss-versus gain-appeal is able to influence consumers’ recycling behaviour effectively, which depends on whether a more concrete or abstract mind-set is activated. In particular, a gain appeal is most effective with a high-level, abstract mindset; a loss appeal is more appropriate when paired with a low-level, concrete mindset. Apart from the influence of the gain/loss appeal on recycling behaviour, scholars have suggested several factors that can have a significant influence on individuals’ intention to recycle. For example, according to Diamantopoulos et al.’s study in 2013, women were more worried about environmental quality and were more likely than men to participate in recycling behaviours. Older people were more likely to engage in recycling behaviours than younger people, and people with a higher education level were more likely recycle. Further, Webster (1975) found that social responsibility and responsibility had a positive influence on recycling behaviour. In addition, Elgaaied (2012) found that anticipated guilt can be a positive motivation to recycle in France. Finally, Cialdini (2013) found that normative messages were significantly related to consumers’ recycling intentions. Besides the gain/loss appeal, Rothschild (1979) indicated that a direct self-benefit appeal perceived by consumers is necessary to motivate green consumption behaviour. Meanwhile, Griskevicius, Tybur and Van den Bergh (2010) found that people are willing to make the personal sacrifice for green products that are beneficial to the environment and society. Finally, more broadly, green selling has been identified as “a post-hoc identification of environmental features in existing products, thus promoting a hop onto the green bandwagon” (Peattie and Crane 2005, p. 361).

From the consumer perceptive, environmental concerns are becoming increasingly important. Many scholars suggest that consumers are seeking more environmentally friendly products or services (e.g., Laroche, Bergeron and Bararo-Forleo 2001; Jimenez and Lorente 2001). In addition, Bohdanowicz (2006) indicated that since tourists have higher education levels than before, they are more worried about environmental issues and are more possible to engage in protecting the environment. Han, Hsu and Sheu
indicated that if consumers think that green consumption decisions will have a positive effect on themselves, others, and/or the environment, they are more likely to act in an environmentally responsible manner.

An increase in consumer environmental awareness and concern is contributing to growing numbers of people participating in purchasing and using greener products in their everyday lives (Kalafatis et al. 1999). Therefore, organizations are more likely to take advantage of environmentally friendly marketing strategies (Luo and Bhattacharya 2006). A report conducted by Mohan (2011) shows that 78 percent of consumers think buying green is a way to engage their values and ethics in their purchasing decisions. A survey conducted by Miler (2013) in the United Kingdom certifies individuals’ increased concern about the environment. Based on this study, 69 percent of participants reported they are sometimes impacted by environmental information about companies and destinations, and 15 percent are always affected by the environmental information.

Consumers’ attitudes and behaviours must be examined more closely with respect to the hotel industry specifically. Previous studies have investigated tourists’ attitudes toward environmentally friendly programs and behavioural intentions of staying in green hotels (e.g., Gustin and Weaver 1996; Manaktola and Jauhari 2007). These findings show that consumers’ attitudes are positively related to their behavioural intentions to stay in such hotels. Further, Young, Hwang, McDonald and Oates’s study (2010) demonstrated that people’s belief and ability to influence the environment during the consumption process has an influential effect on their attitudes and behaviours. Lee and Oh (2014) also suggested a significant relationship between one’s belief that he or she can save the environment and his or her intention to select a green hotel. Green consumption behaviours in a hotel can also be influenced by consumers’ beliefs about the condition of the planet and the damage due to human activity (such as travelling). In addition, people who believe that (1) the environment has been damaged by human behaviours, and (2) their actions can help mitigate this damage, are more likely to purchase environmentally friendly hospitality products (Kang et al. 2012).
In summary, consumers’ environmentally friendly behaviours have been explored closely through existing marketing literature. Besides investigations across various product categories, this body of research has examined commonly adopted advertisement appeals for green initiatives (e.g., Obermiller 1995; Rothschild 1979; Peattie and Crane 2005) and factors that influence consumers’ green behaviour, such as attitudes (Manaktola and Jauhari 2007) and beliefs (Lee and Oh 2014). Researchers have also investigated consumers’ attitudes toward environmentally friendly hotels and programs. Although tourism product type can be considered as a predictor for consumers’ environmentally friendly behavioural intentions, there is a large gap between their motive and green consumption intention. Therefore, it is necessary to identify determinants of environmentally friendly behaviour to help managers market green programs more effectively.

As discussed, tourism product type can be viewed as a predictor to environmentally friendly behaviour. For example, in the hotel industry, the perceived luxury level of hotel products and services can be considered a potential barrier for guests to participate in green programs (Baker et al. 2014). Consumers may be concerned that if they are involved in hotels’ green practices, their expected luxury level associated with the hotel will decrease. Conversely, in a non-luxury hotel context, the potential dissonance between expected comfort and luxury level of hotel offerings and green initiatives and choices is not salient; thus, the link between non-luxury hotels and consumers’ green consumption intention remains weak. As such, it is necessary to consider possible incentives (benefit type and benefit timing) in order to motivate consumers’ environmentally friendly behaviour in different tourism product types. In this thesis, benefit type and benefit timing are considered as potential moderators because guests will always seek an incentive in order to convince themselves to engage in a green program when staying in a hotel.
Tourism Product Type (Luxury vs. Non-luxury)

The worldwide luxury product market is large and diverse. According to a recent report conducted by Mintel (2012), the luxury goods market worldwide surpasses $151 billion. It is worth noting that, according to Synovate (2010), two thirds of consumers in 11 countries entertain themselves with luxury goods. One proposed reason for the growing luxury market is that the average consumer is purchasing luxury goods more frequently than ever before (Silverstein and Fiske 2003).

Researchers have investigated the definition and nature of luxury in the extant literature. For example, Vickers and Renand (2003), described luxury in terms of its psychological value. Nia and Zaichkowsky (2000) considered luxury products as status products, which convey prestige and status of the person who carries them. In addition, they demonstrated that the idea of luxury in people’s mindsets depends on their personal experiences and recognition, and that it is likely to change based on their mood. Vigneron and Johnson (1999) assumed that luxury goods are “high-involvement products and strongly related to the person self-concept” (p. 2). Further, Gardyn (2002) conducted a survey study showing that luxury perception for different individuals depends on sociodemographic characteristics, such as age, gender, and ethnic group. As such, this body of research concentrates on explaining the luxury consumption experience.

Based on the literature, the conceptual framework for luxury from a consumption perspective has two focuses. One focus is consumers’ motives to purchase luxury products (e.g., Han et al. 2010). For instance, Rucker and Galinsky (2008) suggested that individuals are willing to buy luxury goods because these items are able to signal social status. Han et al. (2010) also demonstrated that affluent consumers use luxury goods to signal and differentiate themselves from less wealthy ones. The second focus is the effective approaches marketers take to promote luxury goods (e.g., Torelli, Monga, and Kaikati, 2011; Mandel, Petrova, and Cialdini 2006). For example, according to Mandel, Petrova, and Cialdini (2006), media depictions of success (versus failure) can have a significant influence on individuals’ desire for
luxury products. In particular, it is more likely that an individual’s perception of a luxury brand is improved when they read a cover story in the media involving other’s success and as a result, have a stronger desire to purchase luxury goods.

As discussed, symbolic status is one of the most influential motives for seeking luxury products (e.g., Rucker and Galinsky 2008; Kuksov and Xie 2012). Brekke (2003) defines status as “a person’s position relative to others within a society” (p. 30). Since luxury goods can be viewed as symbols of social status, they are usually purchased to signal and differentiate the owner to others (Rucker and Galinsky 2008). Luxury products are likely to improve one’s self-esteem and express self-identity (Han et al. 2010). Therefore, people wearing luxury products “are considered prestigious and improved social capital” (Han et al. 2010). Some consumers also believe that possessing luxury products will make them happier (Belk 1985). Further, luxury goods can convey the owner’s status and prestige; thus, they can be used as a communication approach to a general audience (Berger and Ward 2010). In addition, a study by Wang and Griskevicius (2014) suggested that luxury goods have a crucial effect on relationships, such that males purchase luxury goods to attract partners, whereas females purchase luxury goods to guard mates and deter rivals.

According to Bernstein (1999), luxury is described as “that which is simply not necessary at any level” (p. 48). In the hotel context, the perception of luxury usually involves a large number of employees and services (Line and Hanks 2016). “Luxury has a single benefit that is ethereal and experienced exclusively at an emotional level” (Bernstein 1999). For example, Sheraton Hotels and Resorts offer several options for guests to participate in “make a green choice” programs, such as reusing towel, recycling paper and plastics, turning off the lights, TV and radio, and turning of the heating or air conditioning in your guestroom while you are away and close the drapes. However, the perceived luxury level of hotel products and services offerings can be a potential barrier for guests to choose and participate in hotels’ green programs (Baker et al. 2014). Hotel guests are likely to be concerned that if they choose hotels’ green products and services, the expected luxury level associated with the original offerings will decrease.
This apprehension about the decrease in the hotel’s luxury and comfort level could also be why individuals think their actions will have an important impact on the environment, but the same group is prone to decline to participate in green programs (Olson 2013).

As such, it is reasonable to believe that green consumption in a hotel context contributes to a decrease in expected luxury level; thus, this type of choice can be viewed as a potential trade-off to the positive outcomes of environmentally friendly behaviour (Line and Hanks 2016). Griskevicius, Tybur and Van den Bergh (2010) also showed that a perceived trade-off occurs between the benefits of green products/services and the hedonic element of these offerings. For example, when staying in a hotel, guests will prefer the comfort and luxury level of the hotel’s products and services (Miao and Wei 2013). Therefore, it is less likely for these consumers to sacrifice the luxury and comfort of clean towels and bed linens every day. In addition, according to Baker et al. (2014), it is possible that the adoption of more environmentally friendly soaps and reusable shampoo dispensers can also be perceived as a sacrifice of the expected luxury level.

In summary, status, described as “a person’s position relative to others within a society” (Brekke 2003, p. 30), is considered to be the most significant motive for people to desire luxury goods and services (e.g., Han et al. 2010; Kuksov and Xie 2012). Luxury consumption behaviour has been examined widely through the existing literature, yet little has been investigated into consumers’ reactions in different tourism types, especially in luxury tourism, during the consumption process. Since consumers are likely to feel dissonance between a hotel’s green program benefits (e.g., towel reuse program) and hedonic elements, it is reasonable to predict that there is a relationship between tourism type (luxury versus non-luxury) and green consumption behavioural intentions, especially because luxury/budget is an important and common hotel classification used in the industry worldwide. In particular, I expect that consumers who stay in a luxury hotel are less likely to participate in green programs because of their attraction to the luxury and comfort aspects of the hotel. Conversely, consumers who stay in a non-luxury
hotel are likely to participate in green programs since the luxury and comfort level of hotel service is less attractive. In this case, they may be affected by green program participation incentives.

*Benefit Type (Self-Benefit versus Other-Benefit)*

Consumers are often motivated to get involved in green consumption behaviour by one of the two benefits (Green and Peloza 2014). It is widely believed that buying and using environmentally friendly products (such as recyclable shopping bags) will not only provide people the opportunity to protect the environment, but also save their money. The different appeals of self versus other benefits have been investigated closely in the existing marketing literature. According to Green and Peloza (2014), self-benefit appeal is defined as “those which focus on the benefits the product or service provides to the consumer,” while other-benefit appeal is described as “those which focus on benefits received by others or, more broadly, by society” (p. 129).

Some previous studies suggest consumers are driven by benefits to oneself when engaged in green consumption behaviour. For example, Rothschild (1979) indicated that a direct perceived self-benefit appeal is essential for consumers if an environmentally friendly behaviour is to result. Peattie (2001) also suggested that green products, such as detergent refills, offering clear benefits to oneself, that is, saving money and asking for fewer compromises, are more likely to be accepted in the marketplace.

Conversely, many scholars think consumers are driven by benefits to the environment and society (other-benefit) when they are involved in environmentally friendly consumption behaviour. According to Griskevicius, Tybur and Vanden Bergh (2010), people are willing to make the sacrifice of using green products that are beneficial to the environment and society. A report conducted by Saltzman (1991) showed that consumers were likely to pay a premium for choosing environmentally friendly goods. Considering these two types of benefits in a hotel context, hotel guests are likely to perceive self-benefit and egoistic motives if they are informed that the towel reuse program is motivated by environment protection and if some degree of financial reward is provided. Or, if guests notice that any savings
through a towel reuse program will be donated to charity, consumers are likely to perceive other-benefit and expect the hotel’s altruistic motives (Shang, Basil and Wymer 2010). These different points of view highlight the two ways that marketers commonly use for green consumption attraction — pointing environmentally friendly program participation as either egoistical-driven (e.g., highlighting the benefits to the hotel guest) or altruistic-driven (e.g., highlighting the benefits to others/society/environment).

As such, self- versus other-benefit appeals have influential impacts on consumers’ environmentally friendly behaviour respectively, and marketers usually focus on one of the two benefit types in order to attract people to get involved. For example, Crystal Lodge’s “Crystal Green Choice” program – “when housekeeping is not required, $5 per day is donated to the award program”, focuses on the positive outcome to others (other-benefit). Meanwhile, it also offers a free parking incentive (self-benefit) to guests who drive hybrid automobiles. As a result, it is necessary to identify the conditions under which self-benefit appeals or other-benefit appeals are more appropriate in influencing tourists’ environmentally friendly behavioural intentions since marketers regularly use both appeal types.

However, previous research has mixed findings on the efficacy of each type of benefit appeal. For example, Allen (1982) suggested that there were no clear findings whether or not self- and other-benefit appeals have a significant effect on green consumption behaviour. Further, White and Peloza (2009) found that the appeals of benefit to others are more appropriate than the appeals of benefit to oneself at improving donation intentions when the condition is emphasizing public self-image. On the other hand, self-benefit appeals are more appropriate if consumers’ decisions are made privately. Based on White and Peloza’s research (2009), individuals are driven to convey a positive public image, and these feelings are improved if individuals’ responses are made in public; in the situations of private consumption, on the other hand, consumers are more likely to measure the self-benefit of a donation, and thus respond more positively to self-benefit appeals. Further, Green and Peloza (2014) suggested that people respond more positively to other-benefit appeals for environmentally friendly goods when public accountability is salient, whereas consumers give more positive responses to self-benefit appeals if they made decisions in
a private setting. At last, Schuhwerk and Lefkoff-Hagius (1995) found that people who are not highly engaged in environmental issues respond more favourably to self-benefit appeals, while individuals who are highly engaged in environmental issues respond equally to both appeal types.

In summary, self- versus other- benefit appeals are both used commonly and important for marketers to improve participation and engagement of environmentally friendly consumption. Scholars have different opinions on whether consumers are motivated by benefits to self (Rothschild 1979; Peattie 2001; Allen 1982) or benefits to others (Griskevicius, Tybur and Vanden Bergh 2010; Saltzman 1991; Webb, Mohr and Harris 2008) when consumers are engaged in green consumption behaviours. There are mixed findings on the efficacy of both benefit types. Since the luxury hotel type is negatively related to green consumption intentions due to the potential sacrifice of the expect comfort and luxury level from the guest’s perspective, which means they focus more on self-benefit, it is possible that the tourism product type interacts with the benefit type on green consumption intentions. As such, it is essential to examine benefit types as a motive in different tourism types in order to promote environmentally friendly programs and practices.

**Benefit Timing (Now versus Future)**

The different effects of benefit time (now versus future) can be explained by construal level theory (CLT) (Lee and Oh 2014). CLT illustrates psychological distance and its effects on people’s mental construal. Based on this explanation, “objects, events, and individuals can be perceived as being psychologically near or distant” (Lee and Oh 2014, p. 54). Based on Trope and Liberman’s research (2010), construal is defined as “different mental representations of information in people’s minds based on the different dimensions of psychological distance such as temporal and social distance” (p. 440). “High-level construals as relatively abstract, coherent, and superordinate mental representations, compared with low-level construals” (Trope and Liberman 2010, p.441). People are likely to perceive items distinctively in the continuance of construal from the level of high to low. In particular, Trope and Liberman (2003)
indicated that psychologically distant items, which feel far away in both distance and time, are considered as abstract since such items depend upon generalized processing schemas. On the other hand, psychologically close items, feeling close or imminent, are considered concrete since they are related to specific details.

In a hotel context, guests are prone to perceive the benefits of environmentally friendly initiatives and programs differently depending on different situations. For example, green hotel programs, such as towel and linen reuse program, are perceived differently when an advertisement promotes towel reuse for a financial discount in the present time in contrast to in the future. Tourists will consider the now-time message as psychologically closer, whereas the message in the future time is likely to be considered psychologically more distant (Lee and Oh 2014). Therefore, such consumers are more likely to make environmentally friendly choices if they perceive participation incentive as now-time benefit. They will feel the message closer to them and it is easy and fast to get compensation for participation in environmentally friendly programs.

Similar to Trope and Liberman’s study (2003), Tsai and McGill (2011) also suggested that CLT points a high-level construal is perceived to be more abstract, while a low-level construal is considered more concrete and detailed. For instance, a towel-reuse invitation displayed in hotel guest rooms is likely to be considered in different construal levels. Specifically, if the towel reuse information is processed at a low construal level, consumers are more possible to concentrate on specific processes and actions they are able to participate in the towels reuse program (e.g., “I will hang my towels back on the rack for reuse”). Meanwhile, if there is a high construal level, consumers may consider possible objectives and outcomes of the towel reuse program participation (e.g., “I will reuse towels to help protect the environment”) (Lee and Oh 2013).

As such, the benefit timing appeal can be considered as a potential incentive interacting with the tourism type for consumers’ participation in environmentally friendly programs. Since tourists are likely to
process provided information about green practices and programs at different construal levels, it is possible to provide different incentives for green programs engagement in order to motivate consumers to make environmentally friendly choices.

Hypotheses Development

As discussed, I expect that tourism product type would be viewed as a predictor of environmentally friendly consumption intentions, which means luxury tourism products are negatively related to green consumption behavioural intentions, whereas such an effect is not observed in the non-luxury tourism type context. According to Torelli et al. (2012), the consumption of luxury products is driven by dominance. Specifically, the conflict between self-enhancement concept (e.g. dominance over individuals and resources) of a luxury’s brand and the self-transcendence concept (e.g. protecting the welfare of all) of the brand’s CSR perceptions, contributes to the decline of the luxury brand. In the hotel industry, according to Baker et al. (2014), the perceived luxury level of hotel products and services offerings can be a potential barrier for individuals to involve in hotel green programs. As such, individuals may be concerned that if they engage in a hotel green program, it will decrease the expected luxury level of the original offerings. Therefore, it is reasonable to believe that the environmentally friendly consumption in a hotel may contribute to a decrease in the expected luxury level, and thus this action can be viewed as a potential trade-off to the positive outcomes of green behaviours (Line and Hanks 2016). For instance, when staying in a hotel, guests will prefer the comfort and luxury aspect, rather than the environmental concern of hotel products and services (Miao and Wei 2013). It is less likely for these consumers to sacrifice the luxury and comfort of clean towels and bed linens every day. Thus, luxury tourism products are negatively related to consumers’ green behavioural intentions, whereas non-luxury tourism type has no significant influence on tourists’ environmentally friendly intentions. Hypothesis 1 is formulated below.
H1: Luxury tourism products are less likely to generate green behavioural intentions than non-luxury tourism products.

The Moderating Role of Benefit Type

As prior research suggests, green consumption in hotels may contribute to a decrease in the expected luxury level, and thus this diminishment can be viewed as a potential trade-off to the positive outcomes of environmentally friendly behaviours (Line and Hanks 2016). However, consumers are likely to respond more favourably to other-benefit appeals when staying at a luxury hotel than at a non-luxury hotel. This lies in the fact that luxury represents social status (e.g., Nia and Zaichkowsky 2000, Rucker and Galinsky 2008), and status is often accompanied by respect and power (Nelissen and Meijers 2011), which means it is highly valued by society. In addition, being a good exemplar of society can be viewed as an aspect of the collective identity (Brewer and Gardner 1996). Therefore, luxury consumption in tourism will trigger individuals’ collectivist identity and lead them to perceive themselves as an exemplar of their society. As such, when staying in a luxury hotel, consumers will be more likely to behave in a manner that is consistent with being a valuable member of the society, which means they will respond positively to the other-benefit appeal (focusing on helping others) to involve themselves in hotels’ green programs. However, when staying in non-luxury hotels, consumers’ collective self-identity will not be activated so that they will not engage in environmentally friendly behaviours. Thus, if the other-benefit appeal is provided, consumers will subsequently likely generate a higher level of participation intention in the context of luxury tourism compared to in the background of non-luxury tourism.

On the other hand, if a self-benefit is offered as compensation to participate in environmentally friendly programs, there is no significant difference between tourism types (luxury vs. non-luxury) on green consumption behavioural intentions. Considering that self-benefit appeal will not activate consumers’ collective self-identity, they are less likely to make themselves a valuable member of the society. As a result, a self-benefit appeal will generate the same level of green consumption intentions in both luxury
and non-luxury hotels. In other words, no significant difference exists between luxury tourism and non-luxury tourism when self-benefit appeal is provided.

More broadly, benefit type appeal is likely to be a moderator to significantly influence the relationship between tourism product type and environmentally friendly consumption intentions. In summary, Hypotheses 2 is formulated below.

H2: Benefit type will moderate the influence of tourism product type on consumers’ green consumption intentions as follows:

H2a: An other-benefit appeal will generate a higher level of green consumption intentions in the luxury tourism than in the non-luxury tourism.

H2b: A self-benefit appeal will generate the same level of green consumption intentions in the luxury tourism in comparison with in the non-luxury tourism.

Study 1

The objective of Study 1 is to offer an exploration of the moderation effect of benefit type in the relationship between tourism type and green consumption intention (key dependent variables) in the hotel industry. The key dependent variables for Study 1 are: green consumption intention (developed from Peloza et al. 2013), attitude toward the hotel (adapted from Sheinin et al. 2011), corporate social responsibility (CSR) beliefs (taken from Wagner, Lutz and Weitz 2009), intention to recommend to friends (taken from Walker 2010) and intention to visit in the future. Appendix 1 outlines the key dependent variables and measures.

Pretests

The experimental design is a 2 (tourism product type: luxury versus non-luxury) \( \times \) 2 (benefit type: self versus other) between-subjects design. In order to manipulate these conditions, four print advertisements were developed from previous ones (as shown in the appendix 2). The advertisements for the four
condition combinations are the same (e.g., depict the same name) except for the wording in the advertisement containing manipulations. For instance, in the luxury tourism condition, the advertisement seeks to cause the perception of a luxury hotel by stating phrases such as, “Experience the ultimate luxury for your senses! At Helens Hotels, our aim is to create a private resort that surrounds you with lush gardens.” The non-luxury condition is worded as, “Get the best value for your lodging needs! At Helens Hotels, our aim is to create a convenient place to stay when you are away from home.” For the manipulation of benefit type, the self-benefit condition stated, “To show our appreciation for your participation in our towels and linens reuse program, you will receive a 5 percent discount on your hotel bill when you check out,” while the other-benefit condition said, “To show our appreciation for your participation in our towels and linens reuse program, 5 percent of your hotel expense will be donated to Friends of the Earth when you check out.”

To make sure the advertisements have their expected effect, 62 participants from local community (36 females and 26 males) were recruited and randomly shown one ad of the four conditions. The mean age of the participants was 25 years (SD = 6.299). The respondents were randomly given a questionnaire package showing one of the four conditions: luxury hotel and self-benefit type (n = 16), luxury hotel and other-benefit type (n = 16), non-luxury hotel and self-benefit type (n = 15) or non-luxury hotel and other-benefit type (n = 15). After viewing the advertisement, the respondent finished the survey, which measured their luxury, benefit type perceptions of the ad, attractiveness of the shown advertisement and their CSR beliefs. To evaluate respondents’ luxury perceptions of the advertisement, they answered the question, “In your opinion, what type of hotel was the advertisement attempting to make the reader anticipate?” (on a seven-point semantic differential scales, 1 = “not at all” and 7 = “very strong”) for two items: luxury and non-luxury hotel. A one-way ANOVA was performed to explore whether or not the level of perceived luxury was significantly distinct in the luxury and non-luxury condition. As expected, the respondents perceived a higher level of luxury from the luxury hotel advertisement (M = 6.22) in comparison to the non-luxury advertisement (M = 1.305, p = .001).
Next, respondents indicated which type of benefit they perceived from the ad by responding to the questions: “(1) To what degree did you think the reward of participating the green program in the advertisement focuses on an altruistic appeal (i.e., focused on helping others)? (2) To what degree did you think the reward of participating the green program in the advertisement is associated with looking out for the interests of others? (3) To what degree did you think the reward of participating in the green program in the advertisement focuses on an egoistic appeal (i.e., focused on helping oneself)? and (4) To what degree did you think the reward of participating the green program in the advertisement is associated with looking out for one’s own interests?” on seven-point scales taken from White and Peloza (2009). As expected, a one-way ANOVA showed the result that the respondents perceived a higher level of benefit to oneself from the self-benefit condition advertisement (M= 6.435) in comparison to the other-benefit advertisement (M = 2.335, p = .001). In contrast, the participants perceived a higher level of benefit to others from the other-benefit condition advertisement (M = 6.305) in comparison to the self-benefit advertisement (M = 2.03, p = .001).

The participants then indicated how favourable their attitude was toward the hotel by answering the question on a seven-point semantic scale (1 = “not favourable at all” and 7 = “very favourable”) taken from Sheinin et al. (2011) as follows: “After viewing the advertisement, how favourable is your attitude toward the hotel?” As expected, a one-way ANOVA suggested that the respondents generated no significant difference attitude toward the hotel among the four conditions (M_{luxury-self-benefit} = 4.25, M_{luxury-other-benefit} = 4.31, M_{non-luxury-self-benefit} = 4.13, M_{non-luxury-other-benefit} = 4.07, F = 1.217, p = .312).

Respondents also answered the attractiveness of the advertisement by answering on a seven-point semantic differential scale (1 = “not attractive at all” and 7 = “very attractive”) taken from Khan and Dhar (2010) as following: “To what degree did you feel the ad was attractive?” As expected, a one-way ANOVA illustrated that there was no significant difference perceived by the participants on the attractiveness among the four advertisements (M_{luxury-self-benefit} = 4.13, M_{luxury-other-benefit} = 4.13, M_{non-luxury-self-benefit} = 4.13, M_{non-luxury-other-benefit} = 4.00, F = .687, p = .564).
Lastly, the respondents showed their beliefs in CSR on seven-point Likert scale (1 = “strongly disagree”, 7 = “strongly agree”) taken from Wagner, Lutz, and Weitz (2009): (1) This hotel is a socially responsible company; (2) This hotel is concerned about improving the well-being of society; (3) This hotel follows high ethical standards. As expected, a one-way ANOVA illustrated that there was no significant difference in the respondents’ perceptions of the hotel among the four advertisements ($M_{\text{luxury-self-benefit}} = 5.50$, $M_{\text{luxury-other-benefit}} = 5.69$, $M_{\text{non-luxury-self-benefit}} = 5.67$, $M_{\text{non-luxury-other-benefit}} = 5.65$, $F = .30$, $p = .825$). Therefore, the pretest results demonstrated that the manipulations of tourism type and benefit type were successful.

**Procedure**

117 participants (26.5% female, 73.5% male; average age 33.39, SD = 10.352) were recruited from Amazon Mechanical Turk online panel to engage in Study 1. A majority (70.9%) of the respondents identified themselves as White, 6.8% as Chinese, 6.8% as Black, 5.1% as Multiracial and 4.3% as Latin American. The respondents were randomly assigned to one of the four conditions. They were told they would finish two different sections, an advertisement evaluation task (containing the manipulation) and a consumption intention task (measuring green consumption intentions). The combined conditions were manipulated using the ads described in the pretest.

At the beginning, all respondents were told they were involving in two separate tasks. In the first task, respondents were asked to complete a consumption intention measurement task which evaluated green consumption intentions, attitude toward the hotel, intention to recommend to friends, intention to visit in the future and CSR perceptions. Then, respondents completed a manipulation check for tourism type, ad attractiveness and benefit type, and answered demographic information (age, sex, race, religion, level of education and household income).


**Measures**

Green consumption intention was measured on seven-point semantic differential scales (): “After viewing the advertisement, how willing would you be to reuse towels and linens when staying in a hotel?”
Attitude toward the hotel was measured on a seven-point semantic scale (developed from Sheinin et al. 2011): “After viewing the advertisement, how favourable is your attitude toward the hotel?” Intention to recommend to friends (Cronbach $\alpha = .814$) was measured on seven-point Likert scales (taken from Walker 2010): “(1) After viewing the advertisement, I will mention the name of this hotel very rarely; (2) After viewing the advertisement, I will mention this hotel to others quite frequently; (3) After viewing the advertisement, I will tell more people about this hotel than I will tell most other hotels; (4) After viewing the advertisement, I will have only good things to say about this hotel; (5) After viewing the advertisement, I will tell others that I do not recommend; and (6) After viewing the advertisement, in general, I will not speak favourably about this hotel.” Intention to visit in the future was measured on a seven-point semantic scale: “After viewing the advertisement, how willing would you be to visit this hotel with this airline again at your next trip?” Then, corporate social responsibility (CSR) beliefs (Cronbach $\alpha = .878$) was measured as the same as used in the pretest. The second task was an ad evaluation study of a hotel including manipulations used in pre-test 1.

**Results**

*Manipulation check*

Respondents perceived a higher level of luxury from the luxury hotel condition (M= 4.995) in comparison with the non-luxury condition (M= 2.99, p= .000). Further, they perceived a higher level of benefit to oneself from the self-benefit condition advertisement (M= 4.00) in comparison with the other-benefit advertisement (M= 3.02, p=. .011). In contrast, they perceived a higher level of benefit to others from the other-benefit condition ad (M= 5.62) in comparison to the self-benefit ad (M= 4.93, p= .021). Thus, the manipulations for both tourism product type and benefit type are successful.
Study 1 results

The collected data was analyzed using two-way ANOVA procedures. Eight outliers were removed before the collected data were analyzed to prevent these outliers from distorting results. Because in these cases, the respondents’ answers were extreme at the very two end (all answers were 1 or 7) and the response time was noticeably short. The main effect of tourism product type on all measures of green consumption intentions, including willingness to participate (F(1,105) = .223, p = .638), attitude toward the hotel (F(1,105) = .129, p = .721), intention to recommend to friends (F(1,105) = .000, p = .990), intention to revisit (F(1,105) = .724, p = .397) and CSR beliefs (F(1,105) = .611, p = .436) was not significant. Two-way ANOVAs revealed a significant interaction of tourism product type and benefit type on willingness to participate (F(1,105) = 8.673, p = .004), attitude toward the hotel (F(1,105) = 6.987, p = .009), intention to recommend to friends (F(1,105) = 6.014, p = .016), intentions to visit in the future (F(1,105) = 7.345, p = .008) and CSR beliefs (F(1,105) = 16.257, p = .000). The effects are demonstrated in Figure 1, 2, 3, 4 and 5 respectively. Contrast effect tests were conducted to clarify the two-way interaction of tourism product type and benefit type on consumers’ green consumption intentions. Not as predicted, participants who stay at a luxury hotel, when offered with a self-benefit appeal, were more willing to participate in the green program (M_luxury = 6.261 vs. M_non-luxury = 5.323, F = 5.98, p = .017) and generate a higher level of CSR beliefs (M_luxury = 6.101 vs. M_non-luxury = 5.419, F = 7.17, p = .009) than participants staying at non-luxury hotels. Conversely, when presented with an other-benefit appeal, respondents staying at non-luxury hotels were more willing to participate in the green program than participants who stay at a luxury hotel (M_luxury = 5.552 vs. M_non-luxury = 6.231, F = 3.07, p = .083). Those staying at non-luxury hotels also had a more positive attitude to the hotel (M_luxury = 5.552 vs. M_non-luxury = 6.115, F = 8.56, p = .004), a higher level of CSR perceptions (M_luxury = 5.31 vs. M_non-luxury = 6.321, F = 9.43, p = .003), a higher level of intention to recommend to friends (M_luxury = 4.97 vs. M_non-luxury = 5.39, F = 5.27, p = .024), and were more likely to revisit on their next trip (M_luxury = 5.31 vs. M_non-luxury = 6.269, F = 10.23, p = .002) than people staying at luxury hotels. Therefore, H1, H2a and H2b are not supported.
**Study 1 discussion**

The predictive role of tourism product type on green consumption intentions was not supported. The results of Study 1 showed support of the moderation effect of benefit type. The two-way interaction of tourism product type and benefit type on willingness to participate, attitude toward the hotel, intention to recommend to friends, intention to visit in the future and CSR perceptions was significant. However, contrary to expectations, when the self-benefit appeal was offered, respondents staying at luxury hotels were more likely to participate in the green program, have a favourable attitude to the hotel and generate higher perceptions of the hotel’s CSR than participants who stay at non-luxury hotels. In the other-benefit appeal context, participants who stay at luxury hotels were more willing to engage in environmentally friendly practices than consumers who stay at non-luxury hotels. Surprisingly, consumers who stay at non-luxury hotels were more likely to generate higher level of CSR beliefs and revisit in the future compared to people who stay at luxury hotels when the other-benefit appeal was provided.

**The Moderating Role of Benefit Timing**

According to CLT, decisions for the present time incentives are due to low-level concerns, concentrating on concrete aspects of an item or event; on the other hand, choices for the offerings in the future time are based on high-level concerns, focusing on an event’s abstract aspects (Trope and Liberman 2000, 2003; Fujita et al. 2006). Consistent with CLT, individuals’ decisions for the future trigger their concerns at high levels, which are able to lead to more virtuous decisions (Fujita et al. 2006). Similarly, researchers showed that consumers’ preferences for future time benefits are prone to respond virtuously since indulgence lose its value associated with a large temporal distance (Read, Loewenstein, and Kalyanaraman 1999). As such, consumers’ decisions for the future-time incentives are likely to be more favourable toward self-control. Further, time discounting is one of the popular theories proposed to explain why temporal distance is likely to influence people’s decisions, suggesting that the greater the temporal distance to an outcome, the smaller the perceived value of this result (Malkoc and Zauberman
2006). Hyperbolic discounting, which has been proposed as one of the mechanisms underlying time discounting theories, is highly relevant to self-control. The immediacy effect associated with hyperbolic discounting suggests that individuals are more likely to prefer a vice until the consumption gets closer (Read, Loewenstein, and Kaly-anaraman 1999). All these findings support that people are inclined to generate self-control when making a decision toward the future time offerings. In the hotel industry, green hotel programs, such as a towel reuse program, are perceived differently when an advertisement promotes towel reuse for a financial discount now in contrast to in the future. In particular, tourists are likely to consider the now-time message as psychologically closer, whereas the future-time message will be considered as psychologically more distant (Lee and Oh 2014). Hotel guests staying at luxury hotels care more about the expected quality of hotel services, they are likely to perceive participation in hotel green programs as the potential loss of luxury and comfort level (Miao and Wei 2013).

When a future-time benefit (a financial discount at next booking) is provided, consumers who stay at a non-luxury hotel will generate a higher level of intention to participate in green programs. As discussed, the consumers’ choices for the future-time incentives are likely to be more oriented toward self-control. However, because the potential violation between the diminishment luxury level and engagement in the green practices exist in the luxury context (Baker et al. 2014), consumers care more about the expected luxury and comfort level of hotel offerings. This potential barrier makes it hard for guests staying in a luxury hotel to exert self-control and behave in environmentally friendly manners, leading to their less likeliness to get involved in green consumption. Meanwhile, the possible violation to participate is not salient in the non-luxury hotel, and therefore, consumers are more likely to make choices toward self-control, which means they are more likely to participate in green programs and generate green behaviours.

When a present-time incentive (a financial discount check out) is offered, on the other hand, consumers who stay in a luxury hotel are likely to generate the same level of green consumption intentions as consumers who stay in a non-luxury hotel. This is due to the fact that individuals are better able to exert
indulgence in choices for the present (Read, Loewenstein, and Kaly-anaraman 1999). In other words, the present-time offerings are likely to influence consumers make more indulgent decisions when they stay in both luxury and non-luxury hotels. Hotel guests are prone to make their decisions based on indulgence and therefore, the now-time benefit will generate the same level of green consumption intentions in both luxury and non-luxury context. As such, consumers’ intention to behave in environmentally friendly manners will not be affected regardless of tourism product type when the now-time incentive is provided. In summary, Hypotheses 3 is established below.

H3: Benefit timing will moderate the influence of tourism product type on consumers’ green consumption intentions as follows:

H3a: A future-time benefit appeal will generate a higher level of green consumption intentions in the non-luxury tourism than in the luxury tourism.

H3b: A now-time benefit appeal will generate the same level of green consumption intentions in in the luxury tourism in comparison with in the non-luxury tourism.

**Study 2**

The objective of Study 2 is to investigate the moderation effect of benefit timing, another kind of appeal used commonly, in the hotel industry. The key dependent variables for Study 2 will be the same as in Study 1: green consumption intention (adopted from Peloza et al. 2013), attitude to the hotel (taken from Sheinin et al. 2011), corporate social responsibility (CSR) beliefs (taken from Wagner, Lutz, and Weitz 2009), intention to recommend to friends (taken from Walker 2010) and intention to visit in the future.

The appendix includes key dependent variables and a detailed outline of measures for Study 2.

**Pretests**

The experimental design is a 2 (tourism product type: luxury versus non-luxury) × 2 (benefit timing: now versus future) between-subject design. In order to manipulate these conditions, four print advertisements were developed from prior ones (as shown in the appendix 3). The advertisements for the four condition
combinations are the same (e.g., promotion for a green program) except for the wording in the advertisement containing manipulations. For instance, in the luxury tourism condition, the advertisement seeks to arouse the perception of luxury hotel by including sentences such as, “Experience the ultimate luxury for your senses! At Helens Hotels, our aim is to create a private resort that surrounds you with lush gardens.” The non-luxury condition included copy such as, “Get the best value for your lodging needs! At Helens Hotels, our aim is to create a convenient place to stay when you are away from home.” For benefit timing manipulation, one condition for now focused on “immediate discount,” and included copy such as, “To show our appreciation for your participation in our towels and linens reuse program, you will receive 5 percent discount on your hotel bill when you check out;” another ad for future emphasized the “discount for next book,” phrasing such as, “To show our appreciation for your participation in our towels and linens reuse program, you will receive 5 percent discount on your hotel bill when you stay with us next time.”.

To make sure the advertisements have their expected effects, 60 participants from local community (30 females and 30 males) were recruited and shown randomly one ad of the four conditions. The mean age of the respondents was 26 years (SD= 6.152). The respondents were randomly given a questionnaire package showing one of the four conditions: luxury hotel and now-time benefit (n=14), luxury hotel and future-time benefit (n=16), non-luxury hotel and now-time benefit (n=15) or non-luxury hotel and future-time benefit (n=15). After viewing the advertisement, the respondent will complete the questionnaire, assessing their luxury, benefit type perceptions of the ads, and also attractiveness of the advertisement and CSR beliefs. In order to evaluate the respondents’ luxury perceptions of the shown advertisement, respondents answered “In your opinion, what type of hotel was the advertisement attempting to make the reader anticipate? (on a seven-point semantic differential scale, “1=not at all” and “7=very strong”) for two items: luxury/non-luxury hotel. A one-way ANOVA was performed to investigate whether the perceived levels of luxury were significantly different in the luxury and non-luxury hotel conditions. As
expected, respondents perceived a higher level of luxury toward the luxury hotel advertisement \((M=6.035)\) in comparison to the non-luxury advertisement \((M=1.135, p=.001)\).

After that, respondents showed which type of benefit timing they perceive by answering, “(1) The reward of participating the green program in the advertisement focuses on benefits in the future, and you can influence those things with my day-to-day behavior; and (2) The reward of participating in the green program in the advertisement emphasizes on sacrifice your immediate happiness or well-being in order to achieve future outcomes” on a seven-point Likert scale, 1 = “strongly disagree” and 7 = “strongly agree” taken from Kees, Burton and Tangari (2010). As expected, a one-way ANOVA result showed that the respondents perceived benefit more closely from the now-time benefit condition advertisement \((M=5.195)\) in comparison to the future-time benefit advertisement \((M=2.357, F=179.04, p=.001)\).

The participants then indicated how favourable their attitude was toward the hotel by answering a seven-point semantic scale (1 = “not favourable at all” and 7 = “very favourable”) taken from Sheinin et al. (2011) as follows: “After viewing the advertisement, how favourable is your attitude toward the hotel?” As expected, a one-way ANOVA suggested that the respondents generate no significant difference in attitudes toward the hotel among the four conditions \((M_{\text{luxury-now-time benefit}}=4.14, M_{\text{luxury-future-time benefit}}=4.31, M_{\text{non-luxury-now-time benefit}}=4.27, M_{\text{non-luxury-future-time benefit}}=4.27, F=.392, p=.759)\).

The respondents also answered the attractiveness of the shown advertisement by indicating opinions on a seven-point semantic scale (1 = “not attractive at all” and 7 = “very attractive”) taken from Khan and Dhar (2010) as following: “To what degree did you feel the ad was attractive?” As expected, a one-way ANOVA indicated there was no significant difference perceived by the participants in the attractiveness among the four conditions advertisements \((M_{\text{luxury-now-time benefit}}=4.00, M_{\text{luxury-future-time benefit}}=4.19, M_{\text{non-luxury-now-time benefit}}=4.13, M_{\text{non-luxury-future-time benefit}}=4.07, F=1.082, p=.364)\).

Lastly, the respondents showed their CSR beliefs by answering questions to three items on a seven-point Likert scale (1 = “strongly disagree”, 7 = “strongly agree”) taken from Wagner, Lutz, and Weitz (2009):
“(1) This hotel is a socially responsible company; (2) This hotel is concerned about improving the well-being of society; and (3) This hotel follows high ethical standards.” As expected, a one-way ANOVA illustrated there was no significant difference in the respondents’ perceptions of the hotel among the four advertisements (M\textsubscript{luxury-now-time benefit} = 5.57, M\textsubscript{luxury-future-time benefit} = 5.30, M\textsubscript{non-luxury-now-time benefit} = 5.36, M\textsubscript{non-luxury-future-time benefit} = 5.29, F = .972, p = .44). Therefore, the pretest results demonstrated that the manipulations of tourism type and benefit type were successful.

**Procedure**

120 participants (41.7% female, 58.3% male; average age 34.19, SD = 10.423) were recruited from Amazon Mechanical Turk online panel to engage in Study 2. The majority (75.8%) of respondents indicated themselves as White, 9.2% as Black, 3.3% as Chinese, 2.5% as Latin American and 2.5% as Southeast Asian. Respondents were randomly assigned to one of the four conditions. They were told they would finish two different sections, an advertisement evaluation task (containing manipulations) and a consumption intention task (measuring green consumption intentions). The combined conditions were manipulated using the ads described in the pretest.

At the beginning, respondents were told they were participating in two separate tasks. In the first task, respondents were asked to complete a consumption intention measurement task which evaluated green consumption intentions, attitude toward the hotel, intention to recommend to friends, intentions to visit in the future and CSR perceptions. Then, the respondents completed a manipulation check for tourism type, ad attractiveness and benefit type, and completed demographic information (age, sex, race, religion, level of education, and household income).

**Measures**

Green consumption intention was measured on a seven-point semantic differential scale: “After viewing the advertisement, how willing would you be to reuse towels and linens when staying in a hotel?”

Attitude toward the hotel will be measured on a seven-point semantic scale (taken from Sheinin et al.)
“After viewing the advertisement, how favourable is your attitude toward the hotel?” Intention to recommend to friends (Cronbach α = .814) was measured on seven-point Likert scales (taken from Walker 2010): “(1) After viewing the advertisement, I will mention this hotel very rarely; (2) After viewing the advertisement, I will mention this hotel to others quite frequently; (3) After viewing the advertisement, I will tell more people about this hotel than I will tell most other hotels; (4) After viewing the advertisement, I will have only good things to say about this hotel; (5) After viewing the advertisement, I will tell others that I do not recommend; (6) After viewing the advertisement, in general, I will not speak favourably about this hotel.” Intention to visit in the future will be measured on a seven-point semantic scale: “After viewing the advertisement, how willing would you be to visit this hotel again at your next trip?” At last, CSR beliefs (Cronbach α = .878) was measured as the same as used in the pretest. The second task will be an ad evaluation study of a hotel containing manipulations as shown in the pretest 2.

**Results**

*Manipulation check*

Respondents perceived a higher level of luxury from the luxury hotel advertisement (M= 5.03) than the non-luxury advertisement (M = 2.92, p = .000). Further, respondents perceived benefit more closely from the now-time benefit condition advertisement (M = 5.81) in comparison to the future-time benefit advertisement (M = 5.37, F = 4.535, p = .035). Thus, the manipulations of both tourism product type and benefit timing are successful.

*Study 2 results*

The collected data was analyzed using two-way ANOVA procedures. Four outliers were removed before the collected data was analyzed to prevent them from distorting the results. The main effect of tourism product type on all measures of green consumption intentions, including willingness to participate (F (1,109) = .925, p = .338), attitude toward the hotel (F (1,109) = .497, p = .428), intention to recommend to
friends (F (1,109) = .000, p = 1.00), intention to revisit (F (1,109) = .155, p = .695) and CSR beliefs (F (1,109) = 2.564, p = .112) was not significant. Two-way ANOVAs revealed a significant interaction of tourism product type and benefit timing on willingness to participate (F (1,109) = 4.818, p = .03), intention to recommend to friends (F (1,109) = 10.631, p = .001) and intention to revisit in the future (F (1,109) = 6.277, p = .014). The effects are demonstrated in Figure 6, 7 and 8 respectively. However, the two-way interaction of tourism product type and benefit timing on attitude toward the hotel (F (1,109) = 2.297, p = .132) and CSR beliefs (F (1,109) = .083, p = .774) was not significant. To clarify the two-way interaction of tourism product type and benefit type on consumers’ green consumption intentions, contrast effect tests were conducted during the next step. As predicted, when presented with a future-time benefit appeal, respondents who stay at luxury hotels are more willing to participate in the green program (M_{	ext{luxury}} = 6.2 vs. M_{	ext{non-luxury}} = 5.31, F = 5.25, p = .024) and recommend the hotel to friends (M_{	ext{luxury}} = 5.289 vs. M_{	ext{non-luxury}} = 4.632, F = 5.59, p = .02) than those who stay at non-luxury hotels. Conversely, when presented with a now-time benefit appeal, there is no significant difference between participants who stay at luxury hotels and those who stay at non-luxury hotels regarding their willingness to participate in the green program (F = .7, p = .406), but participants who stay at non-luxury hotels are more likely to recommend the hotel to friends (M_{	ext{luxury}} = 4.573 vs. M_{	ext{non-luxury}} = 5.23, F = 5.02, p = .027) and revisit in the future than consumers (M_{	ext{luxury}} = 4.76 vs. M_{	ext{non-luxury}} = 5.483, F = 3.73, p = .056) who stay at luxury hotels. Therefore, H1, H3a are not supported, whereas H3b is partially supported.

Study 2 discussion

The predictive role of tourism product type on consumers’ green consumption intentions was not supported. The results of Study 2 supported the moderation effect of benefit timing. The two-way interaction of tourism product type and benefit time on willingness to participate and intention to revisit in the future was significant. As expected, when a present-time benefit appeal is provided, there is no significant difference between participants who stay at luxury hotels and those who stay at non-luxury hotels on their intention to participate in the environmentally friendly programs. However, participants at
non-luxury hotels are more likely to recommend the hotel to friends and revisit in the future than those at luxury hotels. Meanwhile, when presented with a future-time benefit appeal, participants who stay at luxury hotels are more likely to participate in the green programs and recommend the hotel to others than those who stay at non-luxury hotels. The two-way interaction of tourism product type and benefit type on attitude toward the hotel and CSR perceptions was not significant.

**General discussion**

The results from the two studies offered evidence supporting both benefit type and benefit timing can interact with tourism product type at influencing consumer’s green consumption intentions. Study 1 offered an investigation of the moderation effect of benefit type in the relationship between tourism product type and environmentally friendly consumption behavioural intentions. Study 2 then investigated the moderating role of benefit timing on green consumption intentions within the tourism context.

In both studies, the interaction of tourism product type and benefit type/timing on willingness to participate, intention to recommend to friends and intention to visit in the future was significant, as predicted. However, these findings of the moderation effect of benefit type were not in the same direction as predicted. The results of contrast effects suggest that when presented with an other-benefit appeal, respondents staying at non-luxury hotels were more willing to participate in the green program than participants who stay at a luxury hotel. Those staying at non-luxury hotels also had a more favorable attitude toward the hotel, a higher level of CSR perceptions, a higher level of intention to recommend to friends, and were more likely to revisit on their next trip than people staying at luxury hotels. Conversely, participants who stay at a luxury hotel, when provided with a benefit to oneself, were more willing to participate in the green program and generate a higher level of CSR beliefs than participants staying at non-luxury hotels. The unexpected findings in the self/other-benefit condition may be explained by the driven of luxury consumption. Torelli et al. (2012) investigated the influence of brand concepts on consumers’ response to CSR activities and suggested that the consumption of luxury products is driven by
dominance. In particular, the self-enhancement concept (e.g. dominance over individuals and resources) of a luxury’s brand is in conflict with the self-transcendence concept (e.g. protecting the welfare of all) of the brand’s CSR perceptions, leading to the decline of the luxury brand. As such, the incentives focusing on benefits to others and society may be in conflict with the dominance motive to luxury brands. Similarly, the results of study 1 showed that when presented with an other-benefit appeal, participants in the luxury context generate lower level of green consumption intentions from all aspects than respondents in the non-luxury context. Meanwhile, when people stay at a luxury hotel, the presented benefit to oneself is in harmony with their motivation of dominance, and therefore they will generate higher level of willingness to participate in the green programs and CSR beliefs toward the hotel than consumers who stay at in a non-luxury hotel. In addition, a recent research by Wilcox et al. (2015) provides another explanation of these unpredicted results. The authors found that when wearing luxury goods does not involve the conspicuous display of wealth and status, consumers are more likely to behave in social friendly ways than people who do not wear luxury. This finding shows that the conspicuous condition is possible to have an influence on the relationship between luxury (vs. non-luxury) and green consumption intentions. Future research could investigate the possibility of this effect.

On the other hand, the two-way interaction of tourism product type and benefit timing on willingness to participate, intention to recommend and intention to revisit was significant, while on attitude toward the hotel and CSR beliefs was not significant. The results of contrast effects show that when presented with a future-time benefit appeal, respondents who stay at luxury hotels are more willing to participate in the green program and recommend the hotel to friends than those who stay at non-luxury hotels. Conversely, when presented with a now-time benefit appeal, there is no significant difference between participants who stay at luxury hotels and those who stay at non-luxury hotels regarding their willingness to participate in the green program, as predicted, but participants who stay at non-luxury hotels are more likely to recommend the hotel to friends and revisit in the future than consumers who stay at luxury hotels. The insignificant influence on attitude and CSR perceptions toward the hotel can be explained by the
fictitious brand name used in the advertisement and that consumers know little about the brand and therefore are hard to generate obvious attitude and CSR beliefs about the brand. The unpredicted findings in future-time condition may be explained by the sample of participants. It is not clear how often do people expect to return to the hotel. In the luxury context, if we assume that most participants are regular consumers and be loyal to this hotel, it is reasonable that they will respond more positively to the future-time incentive that consumers who stay at a non-luxury hotel. Based on the same assumption, another possible explanation is that casual consumers are likely to assume that future visits are uncertain and therefore prefer to choose immediate rewards or compensations when staying at a non-luxury hotel. As a result, this group guests are less likely to get participated in the green programs than people who stay at a luxury hotel when presented with a future-time benefit. This assumption is also consistent with the results that participants staying at a luxury hotel is more likely to visit again in the future than non-luxury hotel guests when the future-time benefit is provided. In sum, the potential mediators still need to be proposed and investigated to explain the underlying mechanism behind the moderating effects of benefit type and benefit timing.

**Theoretical contributions**

The present thesis makes contributions to the existing marketing literature in several ways. First, this study is one of the few research that investigates two different kinds of appeal commonly adapted by marketers (self- versus other-benefit, present- versus future-time benefit) to motivate individuals’ green consumption intentions in the same research. In support of the moderating role of benefit type and benefit timing, the interaction of tourism product type and benefit type/benefit timing, was significant on willingness to participate and intention to visit in the future, respectively, as expected, across two experiment studies. Further, the results of study 1 showed the interaction of tourism product type and benefit type to be significant on hotel attitude, intention to recommend, intention to revisit and CSR perceptions. Study 2 found that the interplay of tourism type and benefit time on intention to recommend to friends and visit again was significant.
Secondly, the current paper is one of a few studies that considers benefit type and benefit time as potential conditions and incentives in the tourism industry and seeks to market green practices to consumers more effectively. Therefore, by gaining a better understanding of the moderating roles of benefit type and benefit timing, this thesis advances our understanding of the conditions under which green programs and practices are most likely to engage consumers. The results of both studies indicated that self-benefit and future-time benefit appeals are more effective at improving consumers’ engagement in environmentally friendly programs in the luxury hotel context. Conversely, other-benefit appeals are more likely to generate consumers’ intentions to participate when staying in non-luxury hotels. Present-time benefits will not make a difference in either the luxury or non-luxury hotel context.

Thirdly, the current research seeks to extend previous studies by measuring green consumption behavioural intentions from several different aspects. The key dependent variable measurements include willingness to participate, attitude toward the organization, intention to revisit in the future, intention to recommend to others (word-of-mouth) and CSR perceptions. The findings of this research revealed that besides intention to participate, intention to visit in the future is able to better capture consumers’ green consumption behaviours. Further, it is possible that attitude toward the organization and CSR beliefs relate to the consumer’s willingness to participate because the results of Study 1 indicated that the interaction of tourism product type and benefit type on these two variables was significant.

Finally, in two designed experiments, this study makes contributions to extant benefit appeal literature by identifying variables that influence the effectiveness of different types of benefits in the hotel industry. Existing research suggests that the use of different benefit appeals can be more or less appropriate (e.g., Peattie 2001; Griskevicius, Tybur and Vanden Bergh 2010; Lee and Oh 2014). Since self- vs. other-benefit appeals and present- vs. future-time benefit appeals have been used commonly for advertisers to improve consumers’ participation and engagement in green programs, it is necessary to identify the conditions under which benefit appeals are more effective to motivate tourists to behave in an environmentally friendly manner. The present research found that self-benefit and future-time benefit
appeals are effective in luxury tourism conditions to generate consumers’ willingness to participate in green programs and other-benefit appeals are more likely to improve consumers’ participation in the non-luxury tourism context. As such, the self and future-time centered incentives should be provided in the luxury tourism context, and the benefit to others should be offered as compensation in the non-luxury tourism context.

Practical contributions

The results of this present research provide new insights for marketers considering the adoption of different appeals of benefit to advertise environmentally friendly programs. As discussed, the results of two experiments showed self-benefit and future-time benefit appeals are more effective in the luxury hotel context, since these types of benefits will generate more willingness to participate in green programs. Conversely, other-benefit appeals are more appropriate with respect to non-luxury hotels because consumers are more likely to engage in the green program due to the compensation provided. A now-time benefit will not make a significant effect on consumers’ willingness to participate.

For promotion strategies, specifically, luxury hotel managers can choose to provide guests with self-incentives as compensation for participating in green programs since consumers’ attitudes toward the hotel are important, and they are more likely to engage in green programs. This approach will work more effectively compared to the approach that should be taken in non-luxury hotels.

Further, corporate socially responsibility (CSR) is another aspect that organizations can focus on in order to improve their public image and thus attract new consumers and retain loyal customers. The findings from the first study indicated that the two-way interaction of tourism product type and benefit type had a significant effect on a hotel's CSR beliefs. Thus, the findings suggest the type of self-benefit incentive is more effective to increase CSR perceptions among consumers for luxury hotels. For non-luxury hotels, benefits to others should be provided in order to achieve the same effect.
Loyalty programs are commonly used in the tourism industry to generate repurchases and revisits. Across two studies, the results showed that both benefit type and benefit timing appeals could interact with tourism product type and generate higher level of intentions to visit again in the future. If hotel marketers are inclined to develop their guests into loyal customers, benefits to others need to be provided to guests who stay at luxury hotels, while benefits in the present time should be offered for guests staying in non-luxury hotels.

Finally, word of mouth is likely to be an effective marketing strategy to advertise hotels. The findings from Study 2 suggest that intention to recommend to friends is likely to be influenced by the interaction of tourism type and benefit timing. A future-time compensation will work effectively in luxury hotels, whereas a present-time benefit is going to interact appropriately to generate a higher level of intention to recommend to friends in non-luxury hotels.

**Limitations and future research**

This present research is not without limitations. This research explored two different kinds of benefit appeals (benefit type and benefit timing) commonly used by advertisers, but did not examine the three-way interaction of benefit type, benefit timing and tourism product type. Since the findings of the current study suggest that both benefit type and benefit timing could moderate the relationship between tourism product type and consumers’ green consumption intentions, future research could investigate the interaction effects of benefit type and benefit timing with tourism product type at improving individuals’ participation in provided environmentally friendly programs.

The current thesis explored the moderating roles of benefit type and benefit timing in the hotel industry and used a fictitious hotel name, Helens. The significance of two-way interaction of benefit type/timing and tourism product type on attitude toward the hotel and CSR perceptions was not consistent across two experiments. A possible explanation for this finding is that respondents were not influenced by their existing knowledge about the fictitious hotel and they could only gather information from the
advertisements provided. Researchers could investigate this possibility by developing ads from a real hotel name and further explore these interaction effects in another tourism industry, such as the airline industry, to generalize the findings of this study.

Although the results of Study 1 and 2 indicated that the interaction of tourism product type and benefit type/timing does exist respectively, the underlying mechanism behind this has not been investigated. As such, future research should explore possible variables that are likely to underlie the moderating effects of benefit type and benefit timing on environmentally friendly consumption intentions. As mentioned, in addition, it is possible to control for the conspicuous display in the luxury condition in order to better understand the influence of tourism type and its interaction with benefit type/timing on consumers’ green consumption intentions.

Lastly, the majority of the two studies’ participants recruited from Amazon Mechanical Turk online panels were American. Future research could investigate whether and/or how different cultures, outside of North America, have a significant effect on the moderating roles of benefit type and timing to green consumption intentions to generalize the current research’s findings.

**Conclusion**

More than ever before, consumers are concerned about environmental quality, realizing the importance of environment protection and are seeking environmentally friendly products and services (Bohdanowicz, 2006). Although consumers’ awareness of environmental issues is increasing, there is a large gap between their motivation and intentions to participate in green programs. Therefore, it is necessary to identify determinants of environmentally friendly behaviour. Prior research has suggested that tourism type can be viewed as a predictor to environmentally friendly behaviours (Baker et al. 2014; Line and Hanks 2016). As such, the objective of this research is to explore the link of the tourism product type (luxury versus non-luxury) and environmentally friendly consumption by investigating the moderating role of benefit
type (self versus other) and benefit timing (now versus future) to better understand of the role of tourism product type on affecting green consumption intentions.

Across two experimental studies, the present research provides evidence that shows that benefit type and benefit timing indeed play moderating roles in the relationship between tourism product type and green consumption intentions. When presented with the self-benefit and future-time benefit appeal, consumers staying at luxury hotels were more willing to participate in the green program than those staying at non-luxury hotels. Conversely, when presented with an other-benefit appeal, consumers who stay at non-luxury hotels were more likely to engage in the green program than those who stay at luxury hotels. A now-time benefit will not make a significant effect on consumers’ willingness to participate. However, the possible underlying reasons have not been proposed to explain the two-way interactions. Thus, future research could investigate the mechanism underlying the moderation effect of benefit type/timing. The present thesis identified determinants of environmentally friendly behaviour in the hotel industry to help managers market green programs more effectively. Therefore, the current research linked the tourism product type (luxury versus non-luxury) and environmentally friendly consumption by investigating the moderating roles of benefit type and benefit timing.
Appendix 1

Key Dependent Variables

Study 1

Green consumption intentions

Green consumption behavioural intentions were measured on a seven-point semantic differential scale (1: not at all willingly, 7: very willingly) (adapted from Peloza et al. 2013):

After viewing the advertisement, how willing would you be to reuse towels and linens when staying in a hotel?

Attitude toward the hotel

Attitude toward the hotel was measured on a seven point semantic differential scale (1: not at all favorable, 7: very strongly favourable) (taken from Sheinin et al. 2011):

After viewing the advertisement, how favourable is your attitude toward the hotel?

Intention to recommend to friends

Intention to recommend to friends were measured on seven-point Likert scales (1: strongly disagree, 7: strongly agree) (taken from Walker 2010):

After viewing the advertisement, I will mention the name of this hotel very rarely.
After viewing the advertisement, I will mention this hotel to others quite frequently.
After viewing the advertisement, I will tell more people about this hotel than I will tell most other hotels.
After viewing the advertisement, I will have only good things to say about this hotel.
After viewing the advertisement, I will tell others that I do not recommend.
After viewing the advertisement, in general, I will not speak favourably about this hotel.

Intention to visit in the future

Intentions to visit in the future were measured on a seven-point semantic differential scale (1: not at all willingly, 7: very willingly) (developed from Han et al. 2011):

After viewing the advertisement, how willing would you be to visit this hotel again at your next trip?

Corporate social responsibility (CSR)

Corporate social responsibility beliefs were measured on seven-point Likert scales (1: strongly disagree, 7: strongly agree) (adapted from Wagner, Lutz, and Weitz 2009):

This hotel is a socially responsible company.
This hotel is concerned about improving the well-being of society.
This hotel follows high ethical standards.

Study 2
Green consumption intentions

Green consumption behavioural intentions were measured on a single seven-point semantic differential scale (1: not at all willingly, 7: very willingly) (adapted from Peloza et al. 2013):

After viewing the advertisement, how willing would you be to reuse towels and linens when staying in a hotel?

Attitude toward the hotel

Attitude toward the hotel was measured on a seven point semantic differential scale (1: not at all favorable, 7: very strongly favourable) (taken from Sheinin et al. 2011):

After viewing the advertisement, how favourable is your attitude toward the hotel?

Intention to recommend to friends

Intention to recommend to friends were measured on seven-point Likert scales (1: strongly disagree, 7: strongly agree) (taken from Walker 2010):

After viewing the advertisement, I will mention the name of this hotel very rarely.
After viewing the advertisement, I will mention this hotel to others quite frequently.
After viewing the advertisement, I will tell more people about this hotel than I will tell most other hotels.
After viewing the advertisement, I will have only good things to say about this hotel.
After viewing the advertisement, I will tell others that I do not recommend.
After viewing the advertisement, in general, I will not speak favourably about this hotel.

Intention to visit in the future

Intentions to visit in the future were measured on a seven-point semantic differential scale (1: not at all willingly, 7: very willingly) (developed from Han et al. 2011):

After viewing the advertisement, how willing would you be to visit this hotel again at your next trip?

Corporate social responsibility (CSR)

Corporate social responsibility beliefs were measured on seven-point Likert scales (1: strongly disagree, 7: strongly agree) (adapted from Wagner, Lutz, and Weitz 2009):

This hotel is a socially responsible company.
This hotel is concerned about improving the well-being of society.
This hotel follows high ethical standards.

Pretests and manipulation check

Tourism product type (Luxury vs. non-luxury)

To ensure participants perceive expected segments of hotel, they were recruited and shown either a luxury or a non-luxury hotel advertisement adapted from existing literature, as shown below. Then they were asked about their perceptions of the advertisement using a two-item seven-point semantic differential scale.
In your opinion, what type of hotel was the advertisement attempting to make the reader anticipate? (On seven-point semantic differential scales ranging from “not at all” to “very strong”) (developed from Wilcox et al. 2015):

- Luxury hotel
- Budget hotel

**Benefit type (Self-benefit versus Others-benefit)**

The manipulation of benefit type was measured on seven-point scales (1: not at all, 7: very strongly) (adapted from White and Peloza 2009):

- To what degree did you think the reward of participating in the green program in the advertisement focuses on an altruistic appeal (i.e., focused on helping others)?
- To what degree did you think the reward of participating in the green program in the advertisement is associated with looking out for the interests of others?
- To what degree did you think the reward of participating in the green program in the advertisement focuses on an egoistic appeal (i.e., focused on helping oneself)?
- To what degree did you think the reward of participating in the green program in the advertisement is associated with looking out for one's own interests?

**Benefit timing (now versus future)**

The manipulation of benefit time was measured on seven-point Likert scales (1: strongly disagree, 7: strongly agree) (taken from Kees, Burton and Tangari 2010):

- The reward of participating in the green program in the advertisement focuses on benefits in the future, and you can influence those things with my day-to-day behaviour.
- The reward of participating in the green program in the advertisement emphasizes on sacrifice your immediate happiness or well-being in order to achieve future outcomes.

**Advertisement attractiveness**

Participants were asked how attractive they feel the advertisement is on a seven-point semantic differential scale (1: not attractive at all, 7: very attractive) adapted from Khan and Dhar (2010).

**Corporate social responsibility (CSR)**

Corporate social responsibility beliefs were measured on seven-point Likert scales (1: strongly disagree, 7: strongly agree) (adapted from Wagner, Lutz and Weitz 2009):

- This hotel is a socially responsible company.
- This hotel is concerned about improving the well-being of society.
- This hotel follows high ethical standards.
Appendix 2

Study 1 Ads

luxury hotel & self-benefit

Experience the ultimate luxury for your senses! At Helens Hotels, our aim is to create a private resort that surrounds you with lush gardens. We promise spacious living area, bedroom with an ensuite bathroom and the finest personal service, all in an upscale atmosphere. A beautiful indoor atrium lined with lavish furnishings is a delightful feature, while the magnificent grounds include a tranquil free-form outdoor swimming pool by a sandy beach.

Every day, millions of gallons of water are used to wash towels and linens that have only been used once. We invite you to join us to reduce water waste and protect our environment by hanging your towels back on the rack and not having your bed linen changed every day. To show our appreciation for your participation in our towels and linens reuse program, you will receive 5 percent discount on your hotel bill when you check out.

We are here to make your stay as comfortable as possible. Make us your home away from home!
Experience the ultimate luxury for your senses! At Helens Hotels, our aim is to create a private resort that surrounds you with lush gardens. We promise spacious living area, bedroom with an ensuite bathroom and the finest personal service, all in an upscale atmosphere. A beautiful indoor atrium lined with lavish furnishings is a delightful feature, while the magnificent grounds include a tranquil free-form outdoor swimming pool by a sandy beach.

Every day, millions of gallons of water are used to wash towels and linens that have only been used once. We invite you to join us to reduce water waste and protect our environment by hanging your towels back on the rack and not having you bed linen changed every day. To show our appreciation for your participation in our towels and linens reuse program, 5 percent of your hotel expense will be donated to Friends of the Earth when you check out.

We are here to make your stay as comfortable as possible. Make us your home away from home!
non-luxury hotel & self-benefit

Get the best value for your lodging needs! At Helens Hotels, our aim is to create a convenient place to stay when you are away from home. We promise enough living area, comfortable beds and great deals, all in a friendly atmosphere. We offer the facilities which required to fulfilling basic requirements such as daily room service, telephone, television, air conditioning, mineral water, broadband connection, doctor on call, pick and drop facility etc.

Every day, millions of gallons of water are used to wash towels and linens that have only been used once. We invite you to join us to reduce water waste and protect our environment by hanging your towels back on the rack and not having your bed linen changed every day. To show our appreciation for your participation in our towels and linens reuse program, you will receive 5 percent discount on your hotel bill when you check out.

We are here to make your stay as comfortable as possible. Make us your home away from home!
Get the best value for your lodging needs! At Helens Hotels, our aim is to create a convenient place to stay when you are away from home. We promise enough living area, comfortable beds and great deals, all in a friendly atmosphere. We offer the facilities which required to fulfilling basic requirements such as daily room service, telephone, television, air conditioning, mineral water, broadband connection, doctor on call, pick and drop facility etc.

Every day, millions of gallons of water are used to wash towels and linens that have only been used once. We invite you to join us to reduce water waste and protect our environment by hanging your towels back on the rack and not having your bed linen changed every day. To show our appreciation for your participation in our towels and linens reuse program, 5 percent of your hotel expense will be donated to Friends of the Earth when you check out.

We are here to make your stay as comfortable as possible. Make us your home away from home!
Study 2 Ads

luxury hotel & now-time benefit

Experience the ultimate luxury for your senses! At Helens Hotels, our aim is to create a private resort that surrounds you with lush gardens. We promise spacious living area, bedroom with an ensuite bathroom and the finest personal service, all in an upscale atmosphere. A beautiful indoor atrium lined with lavish furnishings is a delightful feature, while the magnificent grounds include a tranquil free-form outdoor swimming pool by a sandy beach.

Every day, millions of gallons of water are used to wash towels and linens that have only been used once. We invite you to join us to reduce water waste and protect our environment by hanging your towels back on the rack and not having your bed linen changed every day. To show our appreciation for your participation in our towels and linens reuse program, you will receive 5 percent discount on your hotel bill when you check out.

We are here to make your stay as comfortable as possible. Make us your home away from home!
luxury hotel & future-time benefit

Experience the ultimate luxury for your senses! At Helens Hotels, our aim is to create a private resort that surrounds you with lush gardens. We promise spacious living area, bedroom with an ensuite bathroom and the finest personal service, all in an upscale atmosphere. A beautiful indoor atrium lined with lavish furnishings is a delightful feature, while the magnificent grounds include a tranquil free-form outdoor swimming pool by a sandy beach.

Every day, millions of gallons of water are used to wash towels and linens that have only been used once. We invite you to join us to reduce water waste and protect our environment by hanging your towels back on the rack and not having your bed linen changed every day. To show our appreciation for your participation in our towels and linens reuse program, you will receive 5 percent discount on your hotel bill when you stay with us next time.

We are here to make your stay as comfortable as possible. Make us your home away from home!
non-luxury hotel & now-time benefit

Please Reuse Your Towels and Linens

Get the best value for your lodging needs! At Helens Hotels, our aim is to create a convenient place to stay when you are away from home. We promise enough living area, comfortable beds and great deals, all in a friendly atmosphere. We offer the facilities which required to fulfilling basic requirements such as daily room service, telephone, television, air conditioning, mineral water, broadband connection, doctor on call, pick and drop facility etc.

Every day, millions of gallons of water are used to wash towels and linens that have only been used once. We invite you to join us to reduce water waste and protect our environment by hanging your towels back on the rack and not having your bed linen changed every day. To show our appreciation for your participation in our towels and linens reuse program, you will receive 5 percent discount on your hotel bill when you check out.

We are here to make your stay as comfortable as possible. Make us your home away from home!
non-luxury hotel & future-time benefit

Get the best value for your lodging needs! At Helens Hotels, our aim is to create a convenient place to stay when you are away from home. We promise enough living area, comfortable beds and great deals, all in a friendly atmosphere. We offer the facilities which required to fulfilling basic requirements such as daily room service, telephone, television, air conditioning, mineral water, broadband connection, doctor on call, pick and drop facility etc.

Every day, millions of gallons of water are used to wash towels and linens that have only been used once. We invite you to join us to reduce water waste and protect our environment by hanging your towels back on the rack and not having your bed linen changed every day. To show our appreciation for your participation in our towels and linens reuse program, you will receive 5 percent discount on your hotel bill when you stay with us next time.

We are here to make your stay as comfortable as possible. Make us your home away from home!
Appendix 3

Figure 1: Study1: The two-way interaction of tourism product type and benefit type on willingness to participate

![Graph showing the two-way interaction of tourism product type and benefit type on willingness to participate.]

Figure 2: Study1: The two-way interaction of tourism product type and benefit type on attitude toward the hotel

![Graph showing the two-way interaction of tourism product type and benefit type on attitude toward the hotel.]

Figure 3: Study 1: The two-way interaction of tourism product type and benefit type on intention to recommend to friends

Figure 4: Study 1: The two-way interaction of tourism product type and benefit type on intention to revisit
Figure 5: Study1: The two-way interaction of tourism product type and benefit type on CSR beliefs

Figure 6: Study2: The two-way interaction of tourism product type and benefit timing on willingness to participate
Figure 7: Study 2: The two-way interaction of tourism product type and benefit timing on intention to recommend to friends.

Figure 8: Study 2: The two-way interaction of tourism product type and benefit timing on intention to revisit.
References


