





“Applying the Goal Framing Theory to investigate purchase intention towards eco-friendly hotels”

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ARTICLE INFO	Van Hao Hoang, Thi Phuong Nga Nguyen and Duy Quang Phan (2025). Applying the Goal Framing Theory to investigate purchase intention towards eco-friendly hotels. <i>Innovative Marketing</i> , 21(1), 236-247. doi: 10.21511/im.21(1).2025.19
DOI	http://dx.doi.org/10.21511/im.21(1).2025.19
RELEASED ON	Wednesday, 26 February 2025
RECEIVED ON	Thursday, 24 October 2024
ACCEPTED ON	Friday, 24 January 2025
LICENSE	 This work is licensed under a Creative Commons Attribution 4.0 International License
JOURNAL	"Innovative Marketing "
ISSN PRINT	1814-2427
ISSN ONLINE	1816-6326
PUBLISHER	LLC “Consulting Publishing Company “Business Perspectives”
FOUNDER	LLC “Consulting Publishing Company “Business Perspectives”



NUMBER OF REFERENCES

38



NUMBER OF FIGURES

2



NUMBER OF TABLES

7

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BUSINESS PERSPECTIVES



LLC "CPC "Business Perspectives"
Hryhorii Skovoroda lane, 10,
Sumy, 40022, Ukraine
www.businessperspectives.org

Received on: 24th of October, 2024
Accepted on: 24th of January, 2025
Published on: 26th of February, 2025

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APPLYING THE GOAL FRAMING THEORY TO INVESTIGATE PURCHASE INTENTION TOWARDS ECO-FRIENDLY HOTELS

Abstract

Extensive research in the hospitality sector has investigated the numerous factors influencing consumers' green consumption behavior in various countries. However, there is a limited number of studies that apply the Goal Framing Theory (GFT) to explain eco-friendly behavior. This study aims to identify the key determinants of purchase intention towards eco-friendly hotels using GFT. The analysis focuses on the specific context of Vietnam, a nation undergoing economic transition. The study's empirical basis is built upon a substantial dataset collected from a representative sample of Vietnamese hotel customers (N=524), which underwent stringent statistical analysis using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach. The study results reveal that gain motivation has the strongest impact on customers' willingness to buy from environmentally friendly hotels ($\beta = 0.392$), followed by hedonic motivation ($\beta = 0.358$), and lastly by normative motivation ($\beta = 0.104$). Furthermore, the research sheds light on the mediating roles of normative and hedonic motivation on the relationship between gain motivation and purchase intention. Remarkably, hedonic motivation also emerges as a mediator in the relationship between normative motivation and purchase intention. The insights gleaned from the research findings are distilled into both theoretical and practical implications, proffering valuable guidance for stakeholders in the hospitality domain.

Keywords

eco-friendly hotel, Goal Framing Theory, purchase intention, purchase motivation

JEL Classification

M14, Z32, Z33

INTRODUCTION

Green consumerism and its associated concepts have started to materialize in various sectors, and the hospitality industry is no exception to this trend (Rahman & Reynolds, 2019). In response to this emerging pattern in customer consumption behavior, businesses in the lodging sector have adopted strategies to enhance the eco-friendliness of their establishments (known as "green hotels"). These hotels often showcase efficient utilization of energy, water, and materials that minimize their impact on the Earth and the environment (Chen & Peng, 2012).

In a similar vein, Jones et al. (2016) underscore the importance of addressing environmental concerns within the hotel service industry. They emphasize the necessity of implementing effective measures to conserve water and energy, mitigate the impact of climate change, reduce greenhouse gas emissions, and properly manage waste and recycling practices, as well as protect biodiversity and natural resources. The authors also advocate for minimizing the overall environmental footprint of hotel operations, sourcing supplies from environmentally responsible providers, and recommend that new hotel construction projects adhere to green building standards to ensure sustainable development in the industry.



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Conflict of interest statement:

Author(s) reported no conflict of interest

To achieve these objectives, managing, addressing, and ensuring environmental sustainability through changes in individual consumption behavior is essential (Piramanayagam et al., 2023). However, as eco-friendly hotels are a relatively new concept in emerging economies, visitors often hesitate to consider them as an option for their trips, despite being aware of the benefits and long-term advantages of such a model (Sharma et al., 2024).

In recent years, research on customers' purchase intentions towards eco-friendly hotels has gained popularity, although most studies approach the topic by adopting psycho-social theories. Lindenberg (2001) proposed an alternative approach, which lays the foundation for understanding consumer motivation and its influence on behavior from the perspective of motivational and environmental psychology. The Goal Framing Theory (GFT) proposed by Lindenberg and Steg (2007) identifies three categories of motivation that influence sustainable consumer behavior: normative motivation, gain motivation, and hedonic motivation. Steg et al. (2014) further expanded the theory and presented a conceptual framework related to the integrated effects of consumer motivation and sustainable consumption. Moreover, the GFT has also been used to explain environmentally friendly behaviors and has been applied in social marketing (do Canto et al., 2023). Therefore, applying the GFT to study behavior towards eco-friendly hotels would be a promising research avenue.

However, the influence of the three motivation schemes on consumers' purchase intentions towards green hotels has not been adequately addressed. Despite the application of the GFT in investigating customer intentions within the hotel sector, the interrelationships among the theory's constructs remain ambiguous (Wang et al., 2022). Moreover, there exists an ongoing absence of agreement regarding the identification of the internal elements that constitute each motivational frame within this model.

1. LITERATURE REVIEW

Hotels play a pivotal role in championing environmental sustainability by spearheading conservation principles, implementing efficient operational measures, and engaging in eco-friendly practices (Yi et al., 2018). An environmentally friendly hotel is characterized by its proactive adherence to sustainable guidelines, integration of ecological practices into its operations and marketing efforts, and minimization of its environmental footprint (Han & Yoon, 2015). Policymakers have also been actively encouraging sustainable practices and enhancing customer experiences in the hotel industry (Ruzhe et al., 2023). Green practices in hotels can be categorized into identifiable attributes (e.g., energy-saving devices and towel reuse programs), energy-related attributes (e.g., solar energy), and green certifications (Kim et al., 2017). Additionally, these practices can be further classified into six domains: energy use, water consumption, procurement, waste management, location, and education and innovation (Gil-Soto et al., 2019). The implementation of these green practices aims to showcase the environmental achievements of eco-friendly hotels. As such, the terms "eco-friendly,"

"green," and "environmentally friendly" are used interchangeably in this study.

To achieve green goals in the hospitality industry, a collaborative effort from government agencies, certification bodies, hotel management, and customers is essential. Encouraging consumers to adopt low-carbon practices and change their consumption patterns is crucial for reducing carbon emissions and conserving energy (Yang et al., 2020). Customers have been identified as one of the most significant drivers of hotels' green practices (Kularatne et al., 2019). Purchase intention towards eco-friendly hotels refers to the willingness to opt for services provided by these establishments in the future, which is likely to translate into actual consumption. To attract customers, hotels promote their environmentally friendly products and services by showcasing their compliance with environmental management standards and certifications on their websites and social media platforms (Punyatoya, 2015; Lee et al., 2016).

Recent studies in the hospitality industry have demonstrated that the Theory of Planned Behavior (TPB) (Ajzen, 1991) can be integrated

with the Value-Belief-Norm (VBN) theory (Stern et al., 1999) to predict consumer intentions towards green hotels (Yadav et al., 2019; Yarimoglu & Gunay, 2020); Yeh et al., 2021; Fauzi et al., 2024). TPB, VBN theory, and social identity theory form the foundation for the conceptual model developed by Wang et al. (2024). However, consumer purchase intentions are not solely determined by consumption goals; they may also be influenced by moral motivation and purchasing context. Therefore, it is crucial to investigate how different motivational frameworks (e.g., environmental vs. economic) impact the purchase intention of environment-friendly hotels.

The Goal Framing Theory (GFT), introduced by Lindenberg and Steg (2007), provides a framework for understanding the factors that influence human behavior. According to GFT, goals not only drive actions but also “frame” how individuals process information by guiding their attention, shaping their evaluation of situations, and determining the alternatives they consider. The GFT posits three primary goal frames or motivations: gain (protecting and enhancing personal resources), normative (focusing on appropriate or ethical conduct), and hedonic (prioritizing immediate feelings) (do Canto et al., 2023). In this study, the GFT is employed to explore customers’ purchase intentions towards eco-friendly hotels.

Several studies have examined the direct influence of hedonic, gain, and normative motivation on green consumption behavior (Yang et al., 2021; Wang et al., 2022). Scholars have also unearthed the influence of gain motivation on normative motivation and the intermediary function of normative motivation in linking gain motivation to behavior intention (Hameed & Khan, 2020; Rezvani et al., 2018; Chakraborty et al., 2017). Chakraborty et al. (2017) highlighted that the opportunity to engage in sustainable behaviors increases when normative motivation is supported by gain motivation.

Gain motivation also influences hedonic motivation, as evidenced by studies on environment-related behaviors (Fatoki, 2022; Chakraborty et al., 2017). Conversely, hedonic motivation has been shown to mediate the relationship be-

tween gain motivation and purchase intention (Rezvani et al., 2018; Hameed & Khan, 2020; Fatoki, 2022). In this context, Steg et al. (2014) emphasized the importance of considering consumers’ circumstances when promoting sustainable products.

Normative motivation, understood as “acting appropriately” (Lindenberg & Steg, 2007), is a rich and complex intrinsic factor that relies on external observations. For environmentally friendly hotels, excitement and pride may drive customers’ purchase behavior based on their pre-existing personal norms. Normative motivation has been found to influence hedonic motivation, and hedonic motivation also mediates the relationship between normative motivation and behavioral intention (Hameed & Khan, 2020).

This study aims to apply the GFT to understand the interaction between different motivations and their combined impact on purchasing behavior towards eco-friendly hotels (Figure 1). The direct and indirect impacts of the three categories of motivation on customer consumption behavior intention are tested. Based on the existing literature, the authors propose the following hypotheses:

- H1: *Gain motivation has a positive and direct effect on customers’ purchase intention towards an eco-friendly hotel.*
- H2: *Normative motivation has a positive and direct effect on customers’ purchase intention towards an eco-friendly hotel.*
- H3: *Hedonic motivation has a positive and direct effect on customers’ purchase intention towards an eco-friendly hotel.*
- H4: *Gain motivation has a positive and direct effect on normative motivation for purchasing towards an eco-friendly hotel.*
- H5: *Gain motivation has a positive direct effect on hedonic motivation for purchasing towards an eco-friendly hotel.*
- H6: *Normative motivation has a positive direct effect on hedonic motivation for purchasing towards an eco-friendly hotel.*

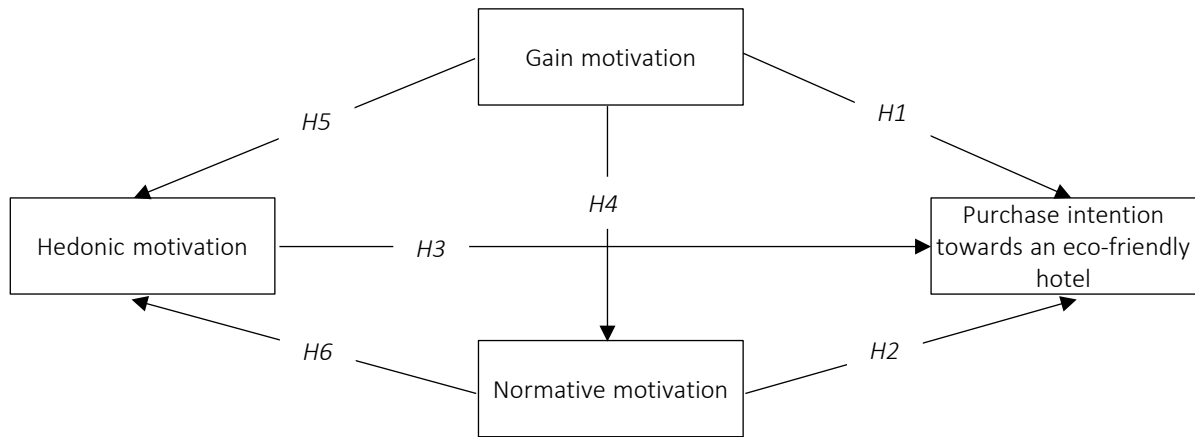


Figure 1. Research model

2. METHODOLOGY

This study adopted a self-administered, closed-ended questionnaire to collect data on the observed variables in the constructs of the GFT and the tourists’ purchase intention. The questionnaire was developed based on the literature review and the authors’ initial propositions. Semi-structured discussions were conducted with two experts and ten random tourists to validate the questionnaire’s comprehensibility.

In this study, hedonic, gain, and normative motivation constructs were measured by a 17-item scale adapted from Tang et al. (2020). The item content was modified to align with the purchase behavior of eco-friendly hotels. The purchase intention was measured using two inquiries: “I will visit an eco-friendly hotel for my most recent trip” and “I will visit an eco-friendly hotel instead of a non-environmentally friendly hotel.” In addition to the main questions indicating constructs of the research model, respondents also provided personal information, including age, gender, occupation, and income.

The study sample consisted of Vietnamese tourists who had stayed in a hotel at least once within the past six months. Respondents were reached through online platforms and completed the survey via Google Forms. To ensure representativeness and avoid bias, the research team contacted various online forums, communities, and social media groups to distribute the questionnaire which resulted in 539 responses received. Afterward, Microsoft Excel was used for data

cleaning and descriptive analysis of the sample characteristics. Finally, 524 responses were included in the analysis.

The respondent profile in Table 2 provides insights into the demographic characteristics of the 524 tourists surveyed in this study. The gender distribution shows a relatively balanced sample, with a slight majority of female respondents (55.92%) compare to their male counterpart (44.08%). Regarding age distribution, the result suggests a focus on the middle-aged segment when the majority of respondents (58.78%) fall within the 30-45 age group, followed by those under 30 (26.91%) and above 45 (14.31%).

Regarding education, more than half of the respondents (55.53%) hold an undergraduate degree, while 19.47% have postgraduate qualifications or higher. Meanwhile, the income levels show that 45.23% of respondents earn less than 10 million VND monthly, 37.79% earn between 10 and 20 million VND, and 16.98% earn more than 20 million VND.

Last but not least, the occupational profile reveals a diverse range of professions, with officers (20.61%), technical workers (16.60%), and small business owners/self-employed individuals (15.27%) representing the most prominent groups. The respondents’ demographic result demonstrate a diversity that ensures a broad representation of different sectors within the sample.

The researchers used SmartPLS 4 software to analyze their data, specifically employing partial least

Table 1. Items of the four constructs in the research model

Constructs	Code of items	Items
Hedonic motivation	HEDO1	I can obtain happiness and satisfaction while staying at an eco-friendly hotel.
	HEDO2	An eco-friendly hotel is attractive.
	HEDO3	I feel safe because eco-friendly hotels are better performed.
	HEDO4	I like to purchase products and services from eco-friendly hotels.
	HEDO5	Advertisements of eco-friendly hotels easily influence me.
	HEDO6	I feel proud to purchase from an eco-friendly hotel.
Gain motivation	GAIN1	Purchasing towards an eco-friendly hotel helps reduce my trip costs
	GAIN2	Purchasing towards an eco-friendly hotel can improve my social status, making my life more respectable.
	GAIN3	Compared to conventional hotels, the customer service of eco-friendly hotels is better.
	GAIN4	Eco-friendly hotel' services and products are always innovative.
	GAIN5	The services and products of eco-friendly hotels are unique.
	GAIN6	There are some preferential policies (e.g., subsidized prices) for purchasing at eco-friendly hotels.
Normative motivation	NORM1	I have a sense of awareness about environmental protection.
	NORM2	I feel a moral obligation to participate in green consumption.
	NORM3	Purchasing at eco-friendly hotels can reduce carbon emissions and slow down climate change.
	NORM4	I choose eco-friendly hotels because I have a solid social responsibility.
	NORM5	Most of the people who are close to me support my choice of eco-friendly hotels.
Purchase intention	INT1	I will visit an eco-friendly hotel for my most recent trip.
	INT2	I will visit an eco-friendly hotel instead of a non-environmentally friendly hotel.

Table 2. Respondents profile (N=524)

Item	Characteristic	Number	Percentage (%)
Gender	Male	231	44.08%
	Female	293	55.92%
Age	Under 30	141	26.91%
	30-45	308	58.78%
	Above 45	75	14.31%
Education level	High school	65	12.40%
	Undergraduate	291	55.53%
	Postgraduate and above	102	19.47%
	Other	66	12.60%
Income (per month)	Less than 10 millions VND	237	45.23%
	10-20 millions VND	198	37.79%
	More than 20 millions VND	89	16.98%
Occupation	Public servant	62	11.83%
	Officer	108	20.61%
	Education (lecturer/teacher)	71	13.55%
	Health care (doctor, nurse)	54	10.31%
	Technical worker	87	16.60%
	Small business owner/self-employed	80	15.27%
	Student	43	8.21%
	Others	10	1.91%

squares structural equation modeling (PLS-SEM) to examine both direct and indirect relationships between variables.

3. RESULTS

The reliability and validity of all constructs are presented in Table 3. Cronbach's Alpha coefficients

were examined to assess internal consistency, item loadings to determine how well each item represents its construct, Composite Reliability (CR) to measure the overall reliability of each construct, Average Variance Extracted (AVE) to assess the amount of variance captured by each construct relative to measurement error, and variance inflation factors (VIFs) to check for multicollinearity

Table 3. Model assessment

Construct	Measurement items	Factor loadings	VIF	Cronbach's Alpha	rho_a	AVE
Hedonic motivation	HEDO1	0.872	3.102	0.950	0.950	0.799
	HEDO2	0.906	4.328			
	HEDO3	0.889	3.886			
	HEDO4	0.902	3.893			
	HEDO5	0.899	3.969			
	HEDO6	0.896	3.967			
Gain motivation	GAIN1	0.828	2.488	0.926	0.928	0.731
	GAIN2	0.892	3.759			
	GAIN3	0.897	3.865			
	GAIN4	0.859	2.818			
	GAIN5	0.829	2.499			
	GAIN6	0.823	2.443			
Normative motivation	NORM1	0.764	1.876	0.864	0.872	0.647
	NORM2	0.838	2.352			
	NORM3	0.864	2.547			
	NORM4	0.780	1.942			
	NORM5	0.773	1.605			
Purchase intention	INT1	0.939	2.210	0.851	0.855	0.870
	INT2	0.927	2.210			

among the constructs. All item loadings exceeded 0.7 (0.773 to 0.939), indicating strong item-construct correlations while Cronbach's Alpha and CR exceeded 0.7 for all constructs, indicating good reliability (Hair et al., 2017). The AVE values also surpassed the recommended cutoff of 0.5, ranging from 0.647 to 0.870 (Fornell & Larcker, 1981). Finally, the VIF coefficients for all items fell within the acceptable range of 1.605 to 4.328 (below 5), indicating a low probability of multicollinearity issues among the predictor variables.

The authors used the Heterotrait-Monotrait ratio and Fornell-Larcker criterion to test the model's discriminant validity. Among the results, HTMT values in Tables 4 and 5 range from 0.688 to 0.783, all below the 0.85 threshold, supporting the

model's discriminant validity. Furthermore, the Fornell-Larcker criterion was also met, as each construct's AVE square root exceeded its correlations with other constructs, further confirming discriminant validity. The model's discriminant validity was established through HTMT values below 0.85 and the Fornell-Larcker criterion, supporting its overall validity according to Henseler et al. (2015).

A bootstrap analysis with 5,000 samples evaluated the research model relationships at a 0.05 significance level. The results show R² values of 0.501, 0.462, and 0.581 for hedonic motivation, normative motivation, and purchase intention, respectively. As shown in Table 3, goal framings substantially and positively affect customers' purchase

Table 4. Discriminant validity using HTMT ratio

	Gain	Hedonic	Intention	Normative
Gain				
Hedonic	0.697			
Intention	0.783	0.759		
Normative	0.747	0.704	0.688	

Table 5. Discriminant validity using the Fornell-Larcker criterion

	Gain	Hedonic	Intention	Normative
Gain	0.855			
Hedonic	0.656	0.894		
Intention	0.698	0.682	0.933	
Normative	0.680	0.641	0.601	0.805

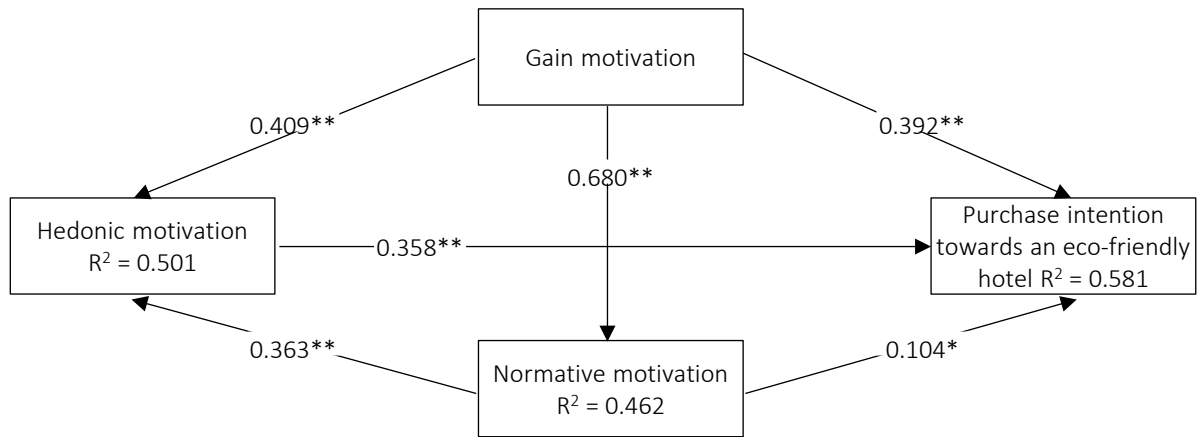


Figure 2. Result of the data analysis

Table 6. Results of testing direct effects

Hypotheses	Estimate	Level of significance	Result
H1: Gain motivation → Purchase intention	0.392	0.000	Supported
H2: Normative motivation → Purchase intention	0.104	0.033	Supported
H3: Hedonic motivation → Purchase intention	0.358	0.000	Supported
H4: Gain motivation → Normative motivation	0.680	0.000	Supported
H5: Gain motivation → Hedonic motivation	0.409	0.000	Supported
H6: Normative motivation → Hedonic motivation	0.363	0.000	Supported

Note: *p < 0.05; **p < 0.01.

intention when considering green hotels. Gain motivation ($\beta = 0.392$) had the strongest effects on the dependent variable (purchase intention) and followed by hedonic motivation ($\beta = 0.358$) (both significant at $p = 0.000$). Normative motivation had the weakest effect of the three motivations ($\beta = 0.104$, $p = 0.033$). Besides, gain motivation substantially influenced normative ($\beta = 0.680$, $p = 0.000$) and hedonic motivation ($\beta = 0.409$, $p = 0.000$). Normative motivation also significantly affected hedonic motivation ($\beta = 0.363$, $p = 0.000$). Therefore, all six hypotheses are supported.

Besides investigating direct causation within the goal framing model, this study also shed light on the indirect effects. Table 7 depicts the results of mediating effects among constructs in the model. Hedonic motivation has a mediating impact on the association between gain motivation and pur-

chase intention ($\beta = 0.147$, $p = 0.000$) and between normative motivation and purchase intention ($\beta = 0.130$, $p = 0.000$). Besides, research shows that moral/social standards (normative motivation) partly explains how gain motivation leads to purchase intention. This was confirmed by statistical analysis showing a positive and significant indirect relationship ($\beta = 0.071$, $p = 0.000$), indicating that normative factors serve as a partial mediator between gain-related motives and buying intentions.

4. DISCUSSION

This study investigated customers' purchase intention towards eco-friendly hotels based on the GFT. This approach plays an important role in revealing the centrality of multiple goals and goal conflicts in determining pro-environmental consumer be-

Table 7. Mediating effects analysis

Mediating effects	Original sample	Sample mean	Standard deviation	t-statistics	p-value
Gain → Hedonic → Intention	0.147	0.148	0.029	5.502	0.000
Gain → Normative → Intention	0.071	0.071	0.033	2.121	0.034
Gain → Hedonic → Intention	0.130	0.130	0.026	5.034	0.000

havior and has contributed to explaining customer consumption behavior (do Canto et al., 2023). The study confirmed that the three main components of the GFT, which are gain, normative, and hedonic motivation) directly influence customers' intentions to purchase.

The results of this study are consistent with previous findings in pro-environmental consumption behavior. In the context of this study, when intending to choose a green accommodation, the gain motivation in the form of financial concerns has the most decisive influence, while normative motivation has the weakest effect. However, Tang et al. (2020) indicated that in sustainable consumption behavior, gain motivation does not have the most significant influence among the three motivations. This can be explained in the context of the Vietnamese hotel industry, where customers still place more emphasis on the benefits achieved. Additionally, personal norms related to consumption in the accommodation sector has not been consolidated.

As the results indicated, hedonic motivation also significantly influences the customer choice of eco-friendly hotel, similar to the findings of Yang et al. (2021) and Wang et al. (2022). When staying in environment-friendly hotels, customers experience joy and happiness, helping them achieve hedonic motivation. Although the scope of green practices is quite broad, hotels often emphasize the natural environment in their advertisements. This forms positive reactions of customers toward the advertisements, stimulates consumption behavior, and creates a feeling of pleasure and pride when staying in environmentally friendly hotels. However, research has shown that behavioral costs, such as price and time, can act as significant barriers to green consumption (Lindenberg et al., 2018). This implies that individuals are often reluctant to engage in activities that cause them discomfort or require personal sacrifice, even when these actions align with their environmental values. The inconvenience, additional expenses, and time commitment associated with sustainable practices can deter people from fully embracing eco-friendly behaviors, suggesting that minimizing these behavioral costs is crucial for promoting widespread adoption of green consumption habits. Therefore, to prevent this deterrent effect, in-

dividuals should be driven by the environmental advantages rather than personal economic incentives (Tang et al., 2020).

The study also set a light on the mediating effects within a predictive model for purchase intention towards an eco-friendly hotel. Different motivations can either strengthen the main motivation when they work together harmoniously, or weaken it when they clash with each other – this effect depends on the specific situation (Lindenberg & Steg, 2007). The preceding analysis demonstrates that gain motivation exerts a considerable influence on normative motivation, while normative motivation serves as a partial intermediary in the link between gain motivation and customers' willingness to make a purchase. In a previous empirical study in the Vietnamese context, when customers saw clear benefits for themselves, they developed stronger environmental values and positive attitudes, which made them more likely to choose environmentally-friendly hotels (Trang et al., 2018).

Hedonic motivation has contributed to enhancing the influence of gain motivation on purchase intention. By exposing to a green hotel, ones can enhance their reputation. They may also be willing to sacrifice some forms of luxury, convenience, and value by choosing a green hotel over a non-green hotel for similar reasons (Rahman & Reynolds, 2019). This has an implication for stakeholders in the tourism and accommodation industry that capturing and understanding the preferences of tourists when visiting environmentally friendly hotels is essential (Sharma et al., 2024). Recently, green hotels have made many practical efforts to achieve certifications from domestic and international organizations and have promoted their products, services, and achievements to build the hotel's reputation and brand among customers. Regarding the communication attributes of green hotels, displaying green/sustainable certifications in the main public areas of the hotel demonstrates the hotel's compliance with environmental standards (Sharma et al., 2024).

Last but not least, normative motivation was found to influence hedonic motivation while hedonic motivation mediates the influence of normative motivation on eco-friendly hotel purchase intention. Rezvani et al. (2018) highlighted the connec-

tion between normative motivation and consumers' willingness to adopt electric vehicles, with hedonic motivation playing a partial intermediary role in this relationship. However, this differs from the previous research results on energy behavior by Fatoki (2022), who did not suggest that hedonic motivation is affected by normative motivation and does not mediate the relationship between normative motivation and energy-saving behavior.

When analyzing specific situations, the GFT has the ability to account for situational shifts in goals, a facet that is frequently neglected in models of consumer behavior (Barbopoulos & Johansson, 2017). This means, in the hotel industry, customers' environmental awareness also impact their hedonic goals and achieving hedonic goals will enhance the influence of norms on the intention to purchase towards an eco-friendly hotel.

CONCLUSIONS

This study aims to apply the GFT model to explore customers' behavior when choosing green hotels. This research makes a substantial contribution to the understanding of factors that shape consumer behavior towards eco-friendly products and services within the hotel industry. Theoretically, the study validates the relevance of the Goal Framing Theory in elucidating the actions of hotel patrons. As expected, the model effectively distinguished between different types of customer motivation and their interactions, whereas previous behavioral models rarely integrated multiple goals into a single, comprehensive framework.

As a result of this research, all three constructs of the GFT have been proven to possess a positive influence on consumers' intentions to select eco-friendly hotels. Additionally, the authors also investigated their indirect relationships among motivations indicated in the model. The results suggest that the association between gain motivation and customers' purchase behavior can be explained by the mediating roles of normative and hedonic motivations. Furthermore, while the direct effect of normative motivation on purchase intention was relatively weak, the study discovered a significant indirect effect through the mediation of hedonic motivation.

Remarkably, the study implies that gain motivation has the most decisive impact on the intent to purchase products and services in an eco-friendly hotel. This suggests hotel managers to focus on promotional policies regarding prices and customer service besides advertise a sustainable lodging experience. In principle, the quality of service in green hotels can be affected by activities such as only changing towels and cleaning rooms upon request. Therefore, hotels must also focus on communicating service innovations to enhance gain motivation further.

Since the concept of green hotels in Vietnam is still relatively new, efforts to build the image and educate customers with practical actions are critical. The solutions proposed by hotels to promote tourist behavior must include both economic and environmental aspects. Green hotel marketing campaigns should incorporate environmental promotion by advertising eco-friendly products and services. The influences of social networks, family, friends, and colleagues will contribute to shaping each person's norms in green consumption behavior. Increased customer awareness and consciousness about the environment will promote the intention to stay at environmentally friendly hotels.

When staying at environmentally friendly hotels, customers expect to have a sense of pleasure and new experiences. In addition to creating a nature-oriented landscape, hotel managers should encourage energy-saving and water-saving behaviors. Witty signage not only stimulates saving behavior but also builds excitement for customers. Managers must pay attention to the fact that hedonic motivation needs to be created for customers throughout a guest's booking journey. Hotel managers must integrate green and innovative activities and create a sustainable and technologically advanced hotel service industry. Hedonic motivation needs to be enhanced by both customer perception and rationality.

While the study yielded significant findings, it has some limitations. Despite an adequate sample size, the use of convenience sampling has limited the generalizability of the results. The study did not consider certain concepts that might precede goal frames or serve as mediators in the relationship between motivation and intention to purchase from an eco-friendly hotel. However, the GFT provides a promising approach to analyzing green consumption behaviors, but it does not consider habits, past behaviors, green beliefs, or many other variables. Future studies can continue to expand this model to explain further the purchase behavior towards eco-friendly hotels.

AUTHOR CONTRIBUTIONS

Conceptualization: Van Hao Hoang, Thi Phuong Nga Nguyen.

Data curation: Van Hao Hoang, Duy Quang Phan.

Formal analysis: Van Hao Hoang.

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