

Journal of Hospitality and Tourism Management



ISSN Online 2706 - 6592

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Peer Reviewed Journals & books

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Maureen Muyoka Wakasala, Dr. Moses Miricho & Dr. Monicah Wandolo

ISSN: 2706-6592

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Maureen Muyoka Wakasala

Post Graduate Student, Department of Hospitality & Tourism, Kenyatta University,
Kenya.

Corresponding Author Email: wakmau@gmail.com

Dr. Moses Miricho

Senior Lecturer, Department of Hospitality & Tourism, Kenyatta University, Kenya.

Email: mnmiricho@gmail.com

Dr. Monicah Wandolo

Senior Lecturer, Department of Hospitality & Tourism, Kenyatta University, Kenya.

Email: Wandolo.Monica@ku.ac.ke

How to cite this article: Wakasala M. M., Miricho M., & Wandolo M. (2020), Role of Green Products on Consumer Buying Behavior in 4-5 Star Restaurants in Nairobi County, Kenya. *Journal of Hospitality & Tourism Management Vol 3(1) pp. 40-54.*

Abstract

A green product refers to products manufactured by using technology that is friendly to the environment and has no environmental hazards. Consumer buying behavior refers to the activities and experiences of restaurant guests who engage in purchasing, consuming and disposing of goods and services. The purpose of this study was to determine the role of green products on consumer buying behavior in 4-5- star restaurants in Nairobi County, Kenya. The study adopted a descriptive survey design where a sample size of 19 restaurants were sampled in Nairobi County. Data collection techniques were questionnaires, observation schedules and secondary data sources which were newspapers, articles and Tv programmes. Qualitative data was coded, analyzed using NVIVO for easier analysis. Quantitative data was analyzed using SPSS with levels of significance established using paired tests with a cut-off point of p being $< \text{or} = 0.05$ at 95% confidence and significance levels. The findings showed an $R^2 = 18\%$, $df=1$ and $p=0.001 < 0.05$ indicating that indeed green products have a positive significant effect on consume buying behavior in 4-5-star restaurants in Nairobi County, Kenya. This implies that consumer buying behavior is influenced by green products in 4-5-star restaurants in Nairobi County.

Key Words: *Green Product, Green Consumer Buying Behavior and Environmental Sustainability*

Introduction

Green products are products produced in restaurants that are not harmful to the environment and they are produced in an environmentally friendly manner (Ranjana, 2016). Green consumer buying behavior refers to the experiences and activities by restaurant guests who engage in purchasing, consuming and disposing products and services in a manner that conserves the environment (Kaufmann, Panni, & Orphanidou, 2012).

Background

With the continuous increase in environmental conservation concerns awareness among consumers, their product choices continue to evolve thus influencing their consumption towards green products as a way of protecting their environment (Verma & Chandra, 2018). For instance, globally the green consumer market generates \$ 290 billion annually with 14% of them representing the eco-tourism market as a result of increased global environmental concerns awareness (Schneider, 2012; Martinez, Angel, & Raquel, 2017). Restaurant consumers are as well shifting towards restaurants that are responding to their environmental needs since in Kenya 50% of consumers prefer natural and organic products (Kenyan-Marketing-Magazine, 2012). This is a clear indicator that green demographics are increasing in importance and restaurants cannot afford to overlook this ever-growing influential green market niche.

Green products

A green product refers to goods and services produced in an eco-friendly manner that are not harmful to the environment utilizing eco-friendly technology (Ranjana, 2016). According to Morel and Kwaye (2012), product mix is made up of the following significant features: product value, product package, product functionalities and product design. Green products have a significant influence on consumer buying behavior due to the increased global environmental concerns awareness and the negative environmental impacts faced globally as a result of global warming (Martinez, Angel, & Raquel, 2017). A study conducted by Sidding, Abdel, Abbas & Thoria (2017), in Sudanese Universities on Masters of Business Administration students confirmed these sentiments since it found out that indeed green products have a strong influence on consumer buying behavior.

Consumer buying behavior

Green consumer buying behavior are the experiences and activities by restaurant guests who engage in purchasing, consuming and disposing products and services in a manner that conserves the environment (Kaufmann, Panni, & Orphanidou, 2012). With the increase of green consumption due to global warming and environmental concerns awareness, consumers expect restaurants to be green and failure to offer green products will lead to significant losses to green competition (Imran, 2016).

Link between green products and consumer buying behavior

Consumers of today are hybrid thanks to the advancement of technology during the buying process and are well informed and know what they want thus they demand for green products since they are not harmful to the environment they are protecting as a result of global warming (Grunert, 2011). Consumers are punishing or rewarding restaurants depending on their environmental sustainability performance in this case buying means spreading positive word of mouth and

punishing means refusing to buy products or spreading a negative word of mouth (Grunert, 2011). According to a study conducted by Balderjahn (1988), he discovered that consumers with positive attitude towards green awareness living were purchasing responsibly by buying green products in order to protect their environment. Furthermore, Sarrigullu (2009), found out that consumers with pro-environmental behavior tend to be more sensitive in their product choices, preferences and purchases. A study by Ranjana (2016), indicated that green products have a positive significant influence on consumer buying behavior.

Statement of the problem

The contemporary issue of the 21st century is environmental sustainability due to increased environmental problems like global warming, floods, droughts and drastic change of weather patterns which is as a result of continuous pollution of the environment with restaurants being major emitters of greenhouse gases by 30% globally (Teng & Wu, 2019). With the increasing environmental concerns awareness among consumers has led to consumers to increasingly demand for restaurants to take environmental responsibility by offering green products as a way to avert the negative environmental impacts they faced. Furthermore, consumers are preferring organic and natural products over other conventional products that are non-green (Kenyan-Marketing-Magazine, 2012), thus prompting the researcher to undertake this study.

Research Hypotheses

H0₁: There is no significant relationship between green products and consumer buying behavior in 4-5-star restaurants in Nairobi County, Kenya.

HA₁: There is a significant relationship between green products and consumer buying behavior in 4-5-star restaurants in Nairobi County, Kenya.

The Conceptual Framework

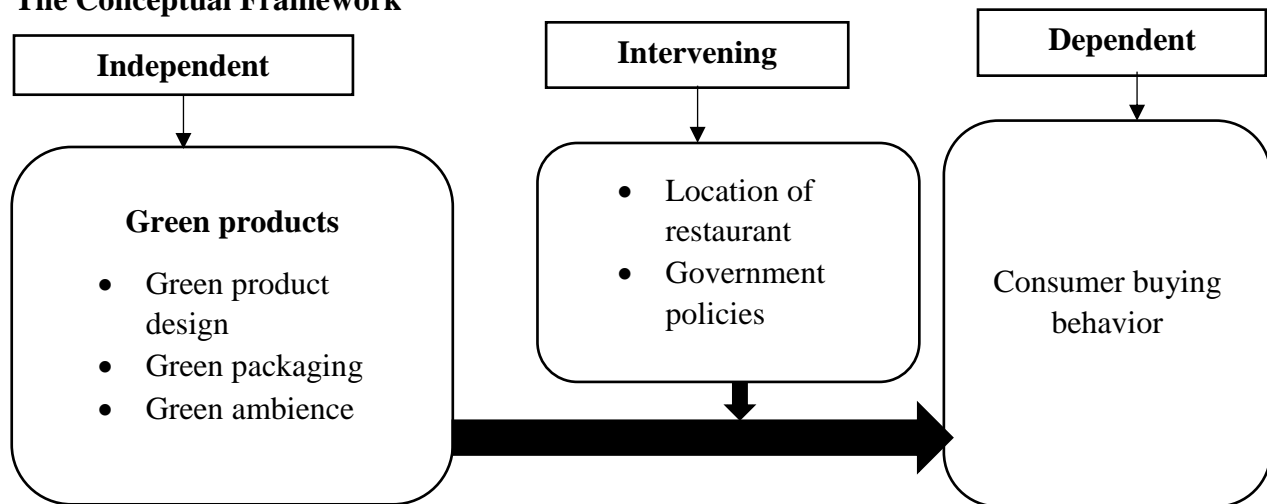


Figure 1.1: Conceptual framework of Green, Sustainable Practices

Sources: Adapted from (Morel & Kwaye, 2012; Wong & Rashad, 2015; Ranjana, 2016)

Literature Review

Introduction

This chapter reviewed the literature on green products and consumer buying behavior. The study evaluated consumer buying behavior towards green products using the ABC Model which explains how green products influence on consumer buying behavior (Morel & Kwaye, 2012).

Green products

A product refers to the “total bundle of utilities or benefits that a consumer obtains in the exchange process (Morel & Kwaye, 2012). A green product therefore refers to the benefits or utilities that are produced in an eco-friendly manner and are not harmful to the environment (Morel & Kwaye, 2012; Ranjana, 2016). With the continuous increase of consumers recognizing the environmental problems like global warming, consumers are now becoming environmentally conscious when purchasing products and services. Past studies on green product consumption have mainly focused on demographic and psychological characteristics of green consumers without specifically focusing on how green products influence consumer buying behavior in restaurants in Nairobi County, Kenya (EunHa & Soo-Cheong, 2010).

Consumer buying behavior

Consumer buying behavior is the selection, purchase consumption of goods and services by customers for the satisfaction of their needs and wants (Ramya & Mohamed, 2016). Green behavioral intention refers to the likeliness of consumers to revisit, recommend and pay premiums for services and goods that are friendly to the environment. Green consumer buying behavior can be categorized as: the willingness of consumer to behave in an environmentally responsible manner, management of the environment, taking part in civic and eco-friendly practices, intentions to revisit, recommend and pay premiums in green restaurants that offer green products and services (González-Rodríguez, Díaz-Fernández, & Font, 2019; Handriana & Ambara, 2016). As the environmental conservation awareness continues to grow among consumers, their purchasing behaviors and intentions continuous to change in favor of environmentally friendly products by choosing to dine and patronize in restaurants that offer green products (Verma & Chandra, 2018). This is called perceived consumer effectiveness according to Ellen (1991), whereby consumers’ degree of believing that their actions to save their environment can make a difference in solving the problem like climate change, global warming and severe droughts.

ABC Model

ABC theory states that consumer’s past experience with green products offered by restaurants whereby the experience and satisfaction of the green products have an impact on the feeling and action of the consumer’s attitudes (Morel & Kwaye, 2012). This theory focuses on how green products influences consumer buying behavior. It also highlights how consumer purchasing behavior is affected by consumer attitudes, thoughts and feeling towards eco-friendly practices (Picket-Baker & Ozaki, 2008). According to a research conducted by Picket-Baker & Ozaki (2008), they found out that environmentally conscious consumers were likely to pick or purchase brands and products they knew from restaurants that utilized environmentally friendly technique.

Summary of the Literature Review and the Research Gap

Past studies on the relationship between consumer behavior and green products have results that are contradictory; certain studies found out that consumers thought that non-eco-friendly products have a higher quality compared to eco-friendly products while other studies found out that consumers thought that eco-friendly products had higher quality than non-ecofriendly products (Vernekar & Wadhwa, 2011), thus prompting the researcher to undertake these research in order to fill in this gap by examining whether green products have an effect on consumer buying behavior in Nairobi County and whether green products have a higher quality as compared to non-green products.

Methodology

Research design

The researcher used descriptive cross-sectional design to determine whether there is a relationship between green products and consumer buying behavior in 4-5-star restaurants in Nairobi County, Kenya.

Scope of study

The researcher chose Nairobi County as the area of study because it has the highest number of classified restaurants which are 20 4-5-star restaurants (The-Kenya-Gazette, 2003).

Study approaches

Quantitative and qualitative approach methods were used in this study since they enabled the researcher to get a clear picture from the respondents of whether green products influenced consumer buying behavior in 4-5-star restaurants in Nairobi County, Kenya.

Table 1.1 Summary of Sampling Technique

Technique	Where applied	Justification
Census	4-5-star restaurants	To reduce sampling error
Purposive sampling	Restaurant managers, supervisors and waiters	To get critical information from respondents

Sample Size

A total of 79 employees from 4-5-star restaurants in Nairobi County, Kenya participated in the study.

Table 1.2 Distribution of the respondents

Target group population	Target population	Sample size	Percentages
Restaurant managers	20	15	20
Restaurant supervisors	40	32	40
Restaurant waiters and waitresses	40	32	40
Total	100	79	100%

Data Collection Instruments

The study used both primary and secondary data collection methods to collect data. The primary data source utilized a structured questionnaire for 4-5-star restaurant employees in Nairobi County, Kenya. A well-structured observation schedule was used to obtain raw data from 4-5- star restaurants in Nairobi County, Kenya. The research instruments comprised of both open and closed ended questions. Secondary sources of data involved retrieving information from research Tv programmes, articles, newspapers, journals, websites, periodicals and book reviews.

Pre-Testing

Data collection instruments were pre-tested in 1 4-5-star restaurant in Nairobi County, Kenya to eliminate errors, to identify area of improvement and to check on their suitability as research tools. This assisted the researcher to establish the expected response rate and to modify or eliminate questions which are either not clear or were not in line with the objective of the study.

Validity and Reliability of Research Instruments

Content validity of the research instruments was determined by pre-testing the instruments and checking responses against study objectives, conceptual frame work and as guided by the research supervisors. A Pre-test was carried out within Nairobi County in non-participating 4-5-star restaurants in Nairobi County, Kenya. Research assistants were trained on data collection procedures, including clarifying the purpose of the study to the respondents, making suggestions, observing skills and other important inputs. The instruments were administered to the same respondents in non-participating 4-5- star restaurants in Nairobi County, Kenya after thirty days as a test of reliability. The pre-testing data was coded and analyzed to identify and correct the emerging errors. A reliability coefficient of 0.67 was obtained (as shown in table 1.3) which indicated that the research instruments were reliable according to Griethuijsen and Trimmer (2014), who asserted that Alpha co-efficients ranging from 0.67-0.87 for such studies are reliable and reasonable.

Table 1.3 Reliability Test Results: Cronbach's Alpha

Scale	Cronbach's Alpha	No. of items	Comment
Green Products	0.67	5	Reliable

Data Analysis Technique

Both quantitative and qualitative data analysis techniques were used by the study since the data collected was both numerical and narrative. Quantitative data was analyzed using IBM statistical packages for social sciences with levels of significance established using paired tests with a cut-off point of p being $<$ or $=0.05$ at 95% confidence and significance levels. Qualitative data was analyzed into statements which have high relevance to the objective of the study and was analyzed using NVIVO.

Table 1.4 Summary of Hypothesis Testing

Null Hypothesis	Test done	Verdict	Result
H0₁ : There is no significant relationship between green products and consumer buying behavior in 4-5-star restaurants in Nairobi County	Regression Analysis	<0.05 reject the null hypothesis Accept alternative hypothesis >0.05 fail to reject the null hypothesis Reject the alternative hypothesis	Determine the relationship between green products and consumer buying behavior
HA₁ : There is a significant relationship between green products and consumer buying behavior in 4-5-star restaurants in Nairobi County	Regression Analysis	<0.05 Accept alternative hypothesis Reject the null hypothesis >0.05 Reject the Alternative hypothesis Accept the null hypothesis	Determine the relationship between green products and consumer buying behavior

Results and Discussions

Introduction

This section gives detailed findings of the data collected using questionnaires, observation schedules and secondary data sources. As outlined, the study sought to establish whether there is a relationship between green products and consumer buying behavior in 4-5-star restaurants in Nairobi County, Kenya. The section present findings according to the objectives of the study. The study targeted 79 4-5-star restaurants in Nairobi County, Kenya.

Response rate

The response rate measured how well the targeted sample size was arrived at. A high response rate obtained minimized the chances of biased statistics and hence, the study findings are valid and reliable as shown in table 1.5.

Table 1.5: Response Rate

Questionnaires	Frequency	Percent %
Response	56	71%
Non-response	23	29%
Total	79	100%

Out of a total of 79 questionnaires which had been issued to respondents, only 56 were completed which represented a 71% response rate. Response rates approximating 60% for most research should be the researcher's goal (Mugenda & Mugenda, 2013). This shows that the researcher met the minimum required response rate to make the results reliable and conclusive. A non-response rate of 29% was found due to respondents not being co-operative.

Demographic characteristics of the study

The researcher obtained information about the personal data of respondents. The data was related to gender, age, and academic level. The quantitative data were presented in the form of tables and pie charts below:

Gender of respondents

The demographic characteristics results indicated that 51.8% were female while the male counterparts were 48.21%. This study indicates that majority of the respondents were female.

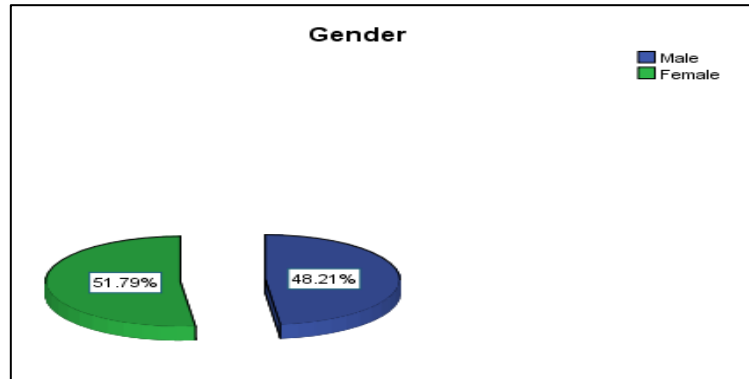


Figure 1.2: Gender of respondents

Age of respondents

The results indicate that most of the respondents were between the ages of 18 to 40 years by 76.8% while 23.2% were between the ages of 41-60 years as shown in figure 1.3 below. These results imply that most Nairobi county restaurant employees are young ranging between 18-40 years hence the production of green products were readily embraced because according to Harris, Buress, & Eicher (2000), young people tend to be more environmentally conscious.

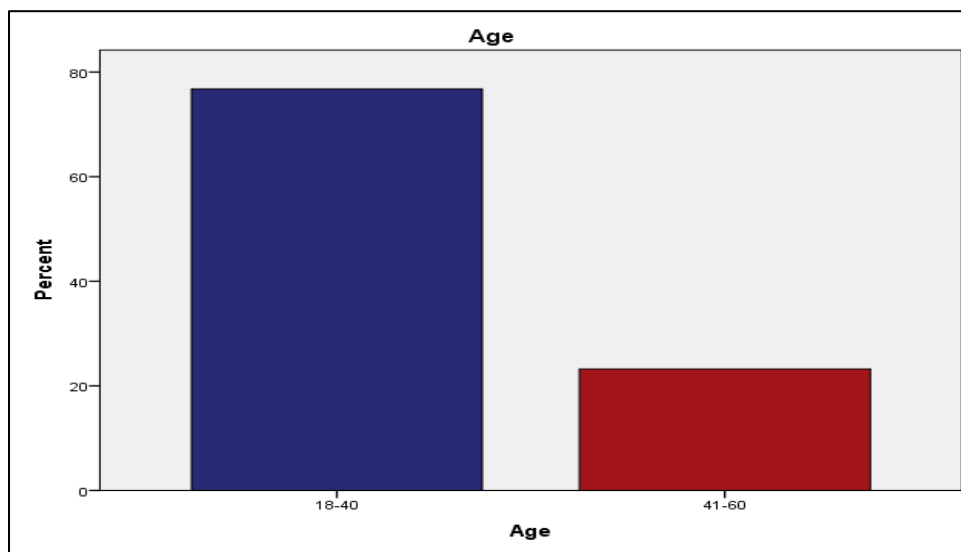


Figure 1.3: Age of respondent

Academic level of respondents

The results indicated that certificate holders comprise of 25%, 58.9% were diploma holders while 16.1% were Bachelor's degree holder as summarized in figure 1.4 below. This study implies that the green products are being produced in the restaurants since the supervisors and waiters and waitresses who are the policy implementers in the restaurant industry fall under the category of diploma holders who comprise of 58.9%. Since educated employees embrace green practices readily because at diploma level the employees have acquired environmental knowledge on the importance of ecological conservation in the curriculum (Sustainability, 2015).

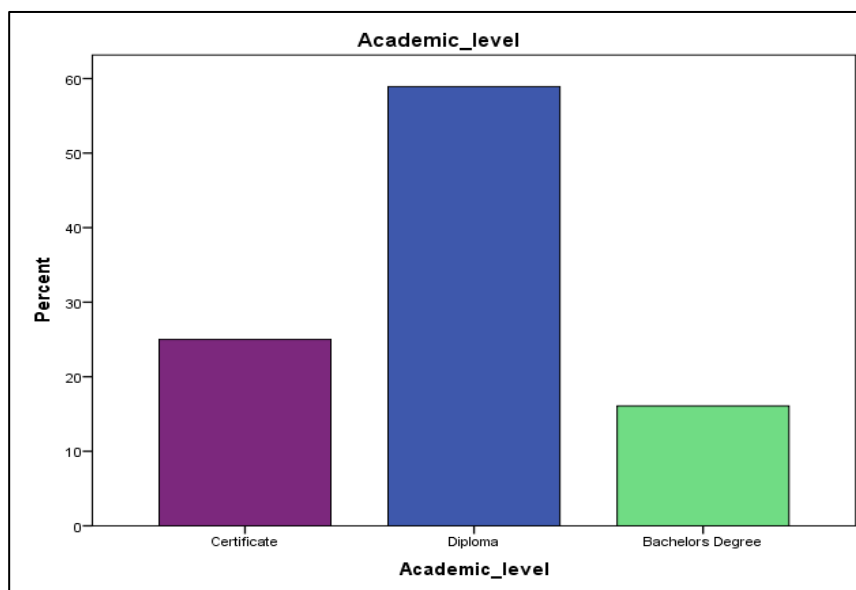


Figure 1.4: Academic level of respondents

Descriptive Statistics of green practices and consumer

The study shows that the respondents are providing menus with local ingredients with a mean of 4.64 and a standard deviation of 0.483. In addition, the 4-5 restaurants in Nairobi County are offering locally baked foods with a mean of 4.23 and a standard deviation of 0.527. 4-5-star restaurants in Nairobi County use biodegradable, re-usable take away containers with a mean of 3.98 and a standard deviation of 1.021. Finally, the respondents agreed that they are using a system that monitors comfortable temperatures with a mean of 3.70 and a standard deviation of 0.884. This implies that indeed green product practices have great importance in consumer buying behavior.

Table 1.6: Green product descriptive analysis

Green product	Mean	Std. Deviation
Offering local ingredients on the menu	4.64	.483
Offer locally baked foods	4.23	.572
Using biodegradable, reusable or recyclable take away containers	4.11	1.021
Offering organic food on the menu	3.98	.884
Use a system that monitors and controls comfortable room temperatures	3.70	1.426

Regression analysis of the relationship between green products predictors and consumer buying behavior

The researcher sought to find out the direction of the association between green product and consumer buying behavior. The results are as shown in 1.7:

Table 1.7 Model Summary for green product predictors

Model	R	R Square	Adjusted R Square	Std. error of the Estimate
1.Product design	.371	.137	.121	.47107
2. Packaging	.316	.100	.083	.48032
3.Ambience	.310	.096	.079	.48131

a. Predictors: (Constant), Green Product Design, Green Packaging, Green Ambience

The summary model provides for the correlation coefficient and coefficient of determination (r^2) for the regression model. The coefficients of determination of green product design, green packaging and green ambience are: 0.137, 0.100 and 0.096 hence suggesting that for every unit increase in green product design it will result 13.7% increase in consumer buying behavior. A unit increase in green ambience will result in 10% increase in consumer buying behavior, and finally a unit increase in green packaging will result in 9.6% increase in consumer buying behavior. These findings imply that green product design had the most significant impact on consumer buying behavior of 13% in 4-5-star restaurants in Nairobi City County, Kenya.

Regression Analysis of Green Products and Consumer Buying Behavior

The study used multiple regression analysis to test whether there is any significant contribution of green products on the buying behavior of consumers behavior and the results are as indicated in table 1.8:

Table 1.8: Regression Results

R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
					F Change	df1	df2	
.425 ^a	.180	.165	.45827	.180	11.887	1	54	.001

The findings indicate that green product accounts for 18% increase in consumer buying behavior and furthermore there is a weak positive relationship between green product and consumer buying behavior since the correlation co-efficient is further from 1.

Table 1.9: ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.496	1	2.496	11.887	.001 ^b
	Residual	11.341	54	.210		
	Total	13.837	55			

a. Dependent Variable: Consumer buying behavior

The results in Table 1.9 indicate a p value of 0.001 which implies that green product has a significant influence on consumer buying behavior since $P < 0.05$.

Table 1.10: Green products Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error				Beta	Lower Bound
1	(Constant)	2.850	.427		6.675	.000	1.994	3.706
	Green Product	.355	.103	.425	3.448	.001	.148	.561

a. Dependent Variable: Consumer buying behavior

$$Y = mx + \beta_0 + \beta_1$$

$$\text{Consumer buying behavior} = 2.850X + 0.355 \text{ green product}$$

This implies that green product has a positive significant influence on consumer buying behavior. This study indicates that there is indeed a weak positive relationship between green product and consumer buying behavior since $P < 0.05$. This study implies that guests prefer purchasing green products in restaurants.

Qualitative Analysis of the influence of green products on consumer buying behavior

A further qualitative analysis using NVIVO was conducted to determine the contribution of green products on consumer buying behavior. A qualitative analysis as shown in Table 1.11 supports the

findings from multiple regression analysis since it has a coding reference frequency of 19. These results are in agreement with the multiple regression results that indeed green products has a positive influence on consumer buying behavior.

Table 1.11 Node matrix analysis of green products and consumer buying behavior

Objective	Coding reference count
Green Products	19

A further Text search Query analysis was conducted and the results are as shown in Word tree Figure 4.4.

Word tree Text Search Query on green products on consumer buying behavior

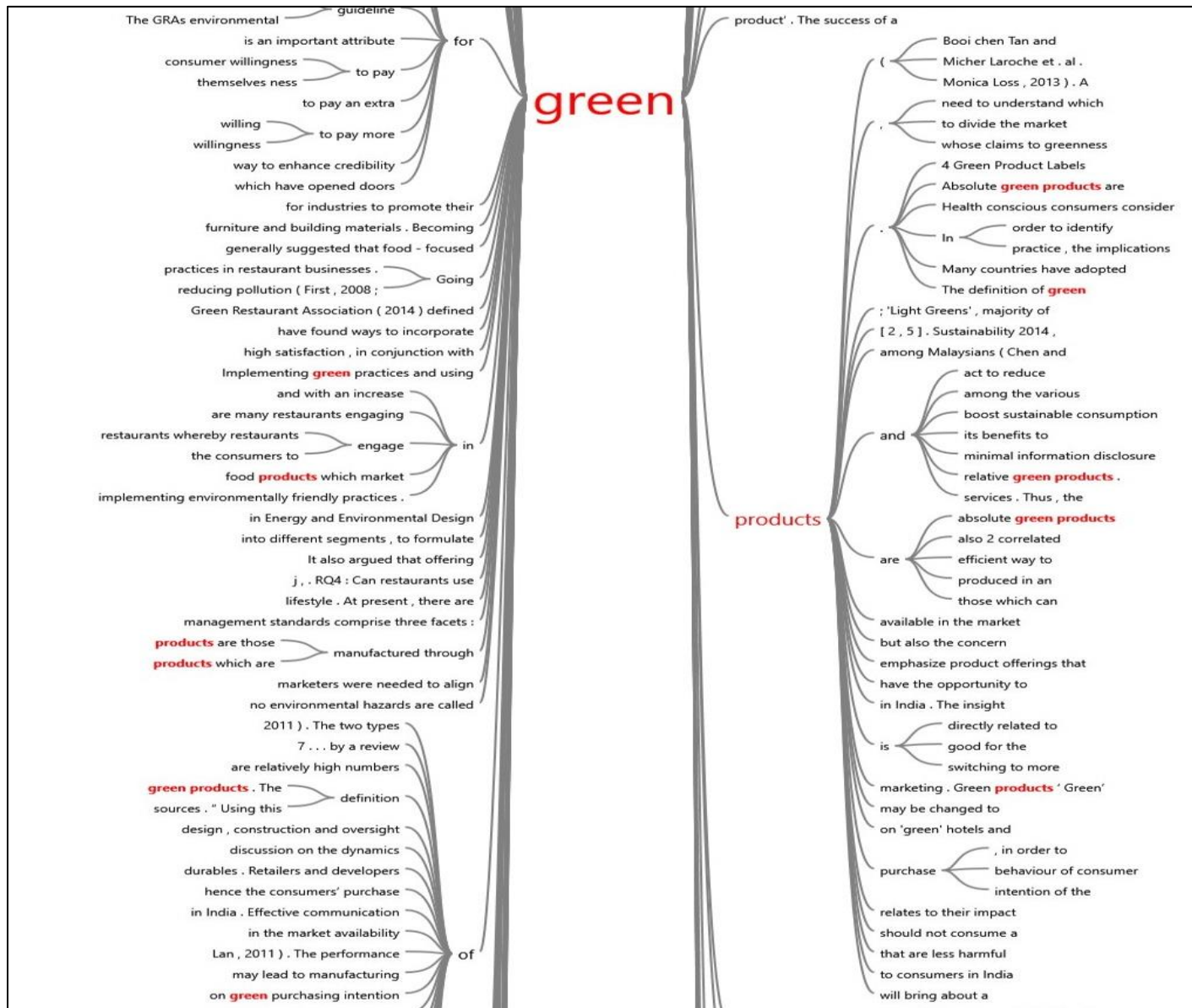


Figure 1.5: Word tree Text Search Query on green products on consumer buying behavior

Word Tree analysis (Figure 1.5), shows that green products influence consumer buying behavior since the respondents from secondary data sources noted that consumers are concerned about their environment hence, they are switching to restaurants that are offering green products like organic food products. Furthermore, guests who dine in restaurants that offer green products feel that they are highly satisfied.

Table 1.12: Summary of Hypothesis Testing

Null Hypothesis	Test done	Verdict	Results
H ₀₁ : Green products has no significant contribution to the consumer buying behavior of 4-5-star restaurants in Nairobi County, Kenya.	H ₀₁ , P-value 0.001<0.05	(H_{A1}) was accepted (H ₀₁) was rejected	There is a significant relationship between green products and consumer buying behavior in 4-5-star restaurants in Nairobi County
H _{A1} : Green products has a significant contribution to the consumer buying behavior of 4-5-star restaurants in Nairobi County, Kenya.	H ₀₁ , P-value 0.001<0.05	(H_{A1}) was accepted (H ₀₁) was rejected	There is a significant relationship between green products and consumer buying behavior in 4-5-star restaurants in Nairobi County

The findings presented a p-value of (0.001) which was less than 0.05 as shown in table 2.0. The alternative hypothesis was accepted while the null hypothesis was rejected, indicating that, there is a significant relationship between green products and consumer buying behavior in 4-5-star restaurants in Nairobi City County, Kenya. This means that, consumer buying behavior are influenced by green products in restaurants in 4-5-star Nairobi County, Kenya.

Summary, Conclusions and Recommendations

Relationship between green products and consumer buying behavior

The objective of this study was to determine the relationship between green products and consumer buying behavior in 4-5- star restaurants in Nairobi County, Kenya. The findings showed an R²= 18%, df=1 and p=0.001<0.05 indicating that indeed green products have a positive significant effect on consume buying behavior in 4-5-star restaurants in Nairobi County, Kenya. This implies that consumer buying behavior is influenced by green products in 4-5-star restaurants in Nairobi County.

Conclusion

Based on the findings of study, the following conclusions were made.

1. Green product contributes significantly on consumer buying behavior in 4-5-star restaurants in Nairobi County
2. Green product design has the greatest influence on consumer buying behavior compared to the green ambiance and green packaging

Recommendations

Based on findings of study, the following recommendations were made.

1. Restaurant owners should come up with green products since they have a positive significant effect on the buying behaviors of the consumers
2. Restaurant management should put more efforts in green product design since it's a green attribute that offer direct experience opportunity to restaurant consumers with the most significant influence on consumer buying behavior as compared to green ambience and green packaging and moreover so as so as to enhance their income and obtain a green image.

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