AN INVESTIGATION ON THE INFLUENCES OF PERSONAL NORM ON GUESTS' ELECTRICITY SAVING INTENTION AND BEHAVIOR AT RESORTS

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INTRODUCTION

The hospitality and tourism industry has been an important energy consumer and carbon emitter (Su et al., 2013; Wang et al., 2021). The excessive energy use burdens hotel operators with operating costs of an additional 3-6% (Upadhyay, A. & Vadam, C., 2015). Besides, the green hotel business is believed to be a growing niche in the current competitive lodging industry (Manaktola & Jauhari, 2007). Given that rising energy consumption has burdened hospitality practitioners with additional operational costs, academia and industry have developed several sustainable strategy focusing on hotel operation and management (Li et al., 2022).

The reduced electricity usage of the guests will help cut down on the expenses, contributing to enhancing the business competency of accommodation facilities. As guests tend to consume even more energy in hotels than at home (Miao & Wei, 2013), promoting reduced behaviors among hotel guests could be another promising energy-saving strategy in the hospitality industry. This energy-saving strategy show two obvious advantages for the hospitality industry: (1) they require less capital investment, and (2) they can achieve energy-saving goals relatively quickly (Wang et al., 2021).

The term “personal norms” refers to the perceived responsibility or moral obligation of an individual for a certain action or a decision (Parker et al., 1995). Many studies of guest's behavior intentions have added personal norms to it as a means of boosting its explanatory power (Wang et al., 2021; Li et al., 2022). These studies have identified that there is a direct correlation between personal norm and energy saving behavior of guests in hotels. A proposed question is that whether personal norms have played an influential role in a particular kind of accommodation such as resorts. This research is going to examine the influences of the personal norm on guest’s electricity saving intention and their behavior basing on the analysis of data collected at a resort on the outskirts of Hanoi city, Vietnam. The research model will be presented in the Figure 1 as follows.

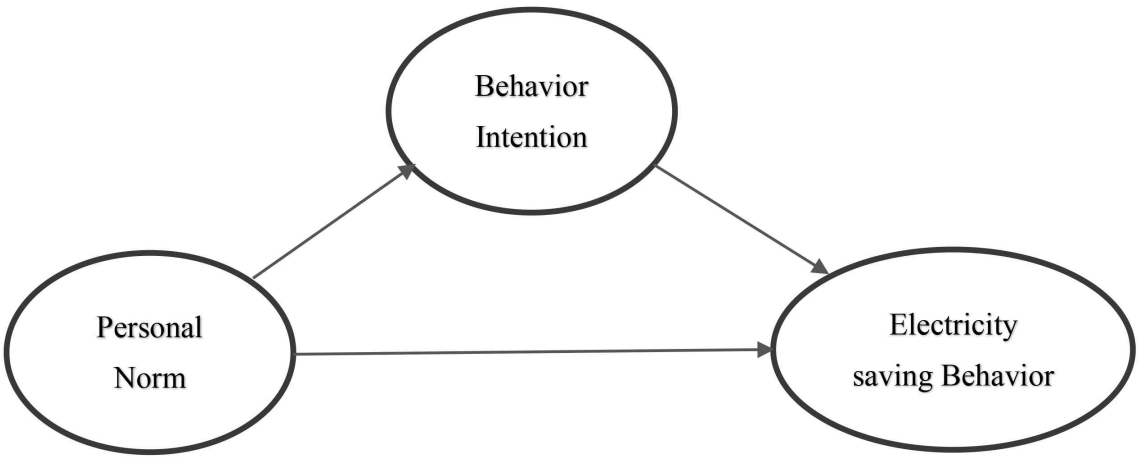

Figure 1. The Proposed Research Model

METHOD

The constructs proposed in the model are latent variables measured through previous studies' development. The scales used in this study are mentioned in the study by Godin et al. (2005), Xu et al. (2020) and Wang et al. (2021). Some words from the original scale have been modified to fit the context of this study.

This study was conducted through a survey of guests staying at a resort in Hanoi. After removing the invalid responses, 226 questionnaires were included for analysis. Regarding the survey sample, 145 female respondents account for 64.2%; the rest are men; the number of people below the age of 30 is 95, accounting for 42.0%; from 30 years old to 45 years old is 87, accounting for 38.5%; the rest is from the age of 46 and over. The data collected in this study were processed and analyzed using SmartPLS 3.0 software. Collected data are included in the analysis to check the reliability and validity of the scale and test the research hypotheses through the analysis of the Least squares structural model (PLS-SEM).

FINDINGS

The results of data analysis show that the load coefficients of the variables in the three constructs are high. Cronbach's Alpha coefficient and composite reliability (CR) are greater than 0.900; The average extracted variance (AVE) of the scales has values from 0.834 to 0.925, so the scales converge. When comparing the relationship between the factors with the mean extracted variance, the results show that the square root values of AVE are all larger than the maximum value of the correlation between concept pairs. The HTMT coefficients are all less than 0.85. The VIF coefficients are all less than 2.576.

Table 1. Convergent Validity Results of the Models

Variables	Cronbach's Alpha	CR	AVE
Personal norm (PN)	0.942	0.943	0.851
Behavior Intention (BI)	0.900	0.903	0.834
Electricity Saving Behavior (SB)	0.913	0.915	0.925

Table 2. Discriminant Validity Results

Constructs	BI	PN	SB
BI	0.913		
PN	0.806	0.922	
SB	0.920	0.765	0.962

Bootstrap analysis with sample 5000 was performed when assessing the impact relationships, and the tests were evaluated at a 5% significance level. The results of data analysis show that the model has good predictability when R2 is adjusted when explaining the influence of constructs on the electricity saving behavior of guests at the resort by 0.848 (Figure 2).

The coefficients of the paths in the relationship between the variables are as follows: Personal norm is positively related to guest's electricity saving intention with a coefficient of 0.896 (p=0.000). Behavior intention influenced guests' electricity saving behavior (β =0.867, p=0.000. The result suggested that personal norm (β =0.065, p=0.286) hadn't direct correlation with guest's electricity behavior. However, behavior intention was found to have a partial mediating role in the relationship between personal norm electricity behavior of guests (β=0.699, p= 0.000).

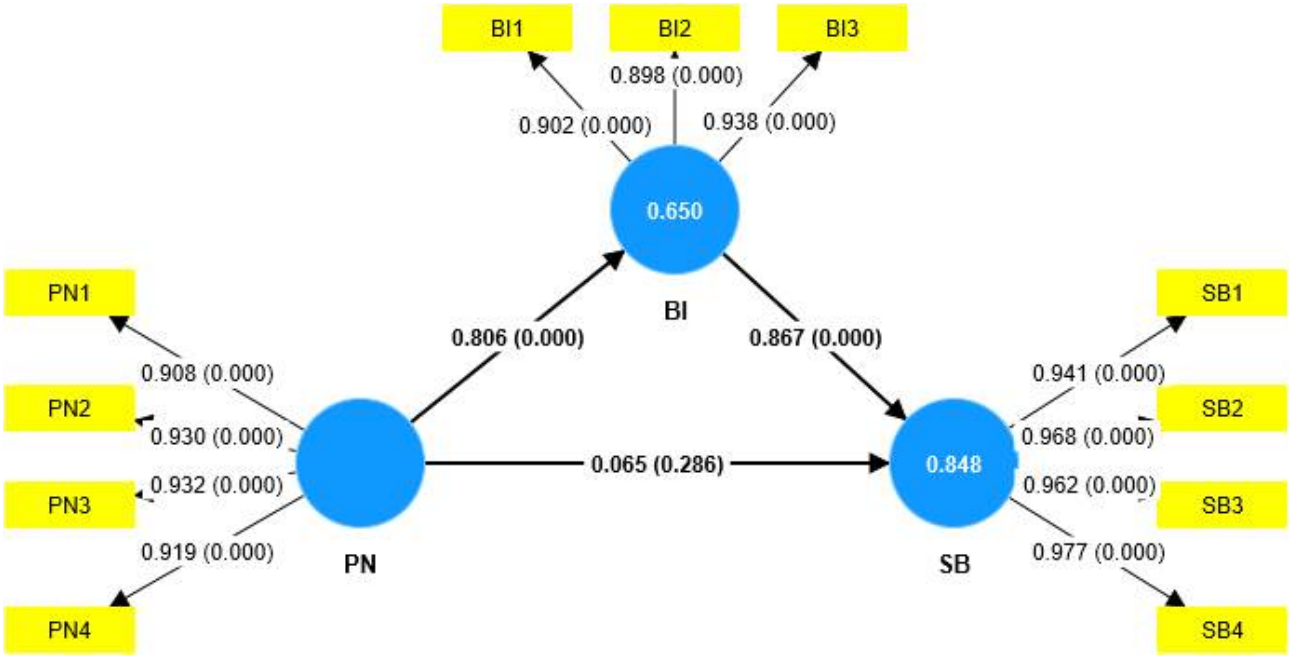

Figure 2. Structural Equation Modeling Results

CONCLUSION

Research results have shown that personal norm positively affects guests' electricity saving intention, consistent with previous studies in energy saving research (Wang et al., 2021; Li et al., 2022). Therefore, there has been a similarity about the influences of the personal norm in the context of examining the guest behaviors at the resort as well as hotels. According to the findings of the data analysis, the personal norm does not have a direct effect on the saving behavior; but it has an indirect influence through the mediate role of the behavioral intention. This finding needs to be verified in the similar context with a larger sample size.

Guests' moral principles have played an important part in boosting their intention of saving electricity. The resorts need to take action so that the guests are aware of a moral obligation to save electricity when staying here. The fact that guests feel guilty of not saving electricity will help them have an intention of saving electricity. Promoting the guests' intention will also aid in enhancing their saving behavior as the findings have pointed out in the analysis mentioned above.

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