RELATIONSHIPS BETWEEN ENVIRONMENTAL CONSUMPTION VALUES AND ATTITUDE FACTORS FOR GREEN HOTEL PRACTICES

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ABSTRACT

Along with the deteriorating environmental conditions, available resources of the world are decreasing. Environmentally friendly consumption behavior is becoming more widespread by increasing the interest in environmentally friendly products and services that are produced to meet the needs of consumers who have a higher level of awareness and consciousness towards nature and who show value-based consumption behavior. One of the environmentally friendly products in the field of Tourism, which is one of the pioneers of the service industry, is green hotel applications. In this study, the relationships between the levels of tourists related to consumption value factors and their attitudes towards green hotel practices were examined. According to the results of the study, it has been determined that environmentalist consumption values have an effect on attitude factors towards green hotel practices ($p < 001$). The relationships between Innovation value, "Emotional Value and Situation Value and Basic green indicators, Sacrifice (The tourist) and formal green indicators from the attitude factors have come to the fore. In this regard, it was determined that the emphasis on consumption values is an important marketing tool for green hotel practices to be adopted by tourists and develop a positive attitude.

KEYWORDS: Consumption value, Environmentalism, Green behaviour, Green consumption, Green hotel

JEL CODES: L83, M31, Q56

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ÇEVRECİ TÜKETİM DEĞERLERİ İLE YEŞİL OTEL UYGULAMALARINA YÖNELİK TUTUM FAKTÖRLERİ ARASINDAKİ İLİŞKİLER

ÖZ

Giderek bozulmakta olan çevre koşulları ile birlikte dünyanın kullanılabilir kaynakları da azalmaktadır. Doğaya yönelik farkındalık ve bilinç düzeyi artan değer temelli tüketim davranışı gösteren tüketicilerin ihtiyaçlarını karşılamak üzere üretilen çevre dostu ürün ve hizmetlere yönelik ilgileri artarak, çevreci tüketim davranışı yaygınlaşmaktadır. Hizmet endüstrisinin öncülerinden olan Turizm alanındaki çevre dostu ürünlerden biri de yeşil otel uygulamalarıdır. Bu araştırmada, turistlerin tüketim değer faktörlerine ilişkin düzeyleri ile yeşil otel uygulamalarına yönelik tutumları arasındaki ilişkiler incelenmiştir. Araştırma sonuçlarına göre, çevreci tüketim değerlerinin yeşil otel uygulamalarına yönelik tutum faktörleri üzerinde etkili olduğu belirlenmiştir ($p<001$). Çevreci tüketim değerlerinden "Yenilik Değeri", "Duygusal Değer" ve "Durumsal Değer"in, yeşil otel uygulamalarına yönelik tutum faktörlerinden "Basic Green Indicators", "Sacriface (The Tourist)" ve "Formal Green Indicators" faktörleri arasındaki ilişkilerin öne çıktığı belirlenmiştir. Buradan hareketle, yeşil otel uygulamalarının turistler tarafından benimsenmesi ve olumlu tutum geliştirmeleri için, tüketim değerleri vurgusunun önemli bir pazarlama aracı olduğu belirlenmiştir.

ANAHTAR KELİMELER: Tüketim Değerleri, Çevrecilik, Yeşil Davranış, Yeşil Tüketim, Yeşil Otel.

JEL KODLARI: L83, M31, Q56

1. Introduction

The rapid development experienced in today's markets makes it difficult to create competitive advantage in the market. Businesses are turning to abstract benefits such as "creating value" and "brand" instead of physical differences to provide competitive advantage in similar products. The value-based marketing process that emerges with these developments consists of four stages (Doyle, 2003, p. 140). The first step is to fully understand customer needs, activities and decision processes. Thus, important information can be provided about what customers value most. The second step is to create a superior value than competitors' offer, which meets the needs of customers and provides the advantage of being different. The third step is to establish long-term relationships with customers and turn to successful business relationships with which they purchase again. In this way, a certain level of loyalty is provided, satisfaction-based trust develops, and trust in the source of supply can be created.

Finally, an attempt is made to offer the customer a superior value. This means more than just focusing on the customer because it is a stage that requires superior knowledge, skills, systems and marketing assets. Managers should invest in qualified resources to produce quality goods and services before performing their marketing activities. One of the important environmental-value-oriented marketing issues of consumers, described in the first stage of value-based marketing, is the concept of environmentally friendly consumption within the framework of an environmental / green marketing approach.

Within the framework of the concept of "ecological marketing" that first appeared in the 1970s with the marketing and environmental studies of the American Marketing Association (AMA), environmental / green marketing approach was expressed as "examining the positive and negative aspects of marketing activities on pollution, energy depletion and non-energy resource depletion" (Henion and Kinnear, 1976, p. 1). Kotler and Keller used the concept of green marketing in the 1990s (Kotler and Keller, 2012, p. 82). This concept means focusing on products and services that do not harm the environment while creating the marketing profit by using environmental awareness in the marketing activities of businesses (Kinoti, 2011, p. 264; Dibb et al., 2005, p. 850). On the other hand, it is the profitable and sustainable management of marketing processes responsible for the needs of customers and society (Peattie, 2001, p. 129).

Environmental attitudes can be handled within the framework of three basic thoughts: anthropocentric thinking, ecocentric thinking and antipathetic attitudes (Gagnon Thompson and Barton, 1994; Kayaer, 2013; Yalmancı, 2015). The anthropocentric approach suggests that plants, animals, and inanimate objects are for humans and have no value. It is an approach that gives unlimited consumption right to people (Gerçek, 2016) and does not see the relationship between human and nature (Saka and Sürmeli, 2013; Şahin et al., 2017). Ecocentric thinking, on the other hand, is an approach that defends that people, animals, plants and all inanimate objects in nature have equal rights (Ağbuğu, 2016). The concept of antipathetic attitudes, on the other hand, expresses the attitudes of individuals who are indifferent to the environment, find the activities for the environment exaggerated and / or unnecessary, who are not individually affected by environmental problems and who believe that these problems concern future generations (Aymankuy et al., 2016).

Along with the emerging approaches to environmental problems in today's markets, there have been differences in both the needs and behaviors of consumers and the marketing strategies of businesses. Therefore, the need to examine the factors affecting consumer

behavior in terms of environmentally friendly products has emerged. Determining the prominent factors in influencing the consumption behaviors of products and services developed within the framework of environmental awareness can be a guide for marketers to develop strategies for a sustainable world. Although there are many factors that affect the consumer purchasing decision process, the compatibility between the purchased product and the characteristics of the individual are the main determinants of the process. According to the models that explain the purchasing behavior of consumers, it can be said that the first thing consumers pay attention to in a product is the features of that product (Lancaster, 1966). Consumers decide according to the harmony they have established between their own characteristics and product features in the purchasing decision process. The characteristics of consumers are related to many factors such as demographic, personal, social, cultural, belief, value and psychographic variables. One of these features is consumption values (Koç, 2007).

In this study, it was aimed to determine the relationships between environmentalist consumption values of tourists and attitude factors towards green hotel practices. For this purpose, exploratory, confirmatory factor analysis and canonical correlation analysis were applied to the data obtained from the surveys conducted on 400 tourists, and the value dimensions were determined to be effective on the factors for green hotel practices. It was observed that these effects are also different in terms of consumption values. Based on the results of the research, various suggestions were made to hotel management managers to develop green strategies.

2. Theoretical Background

The concept of value is defined as “explicit or implicit phenomena that distinguish individuals or groups, affecting the choice made between the forms, tools or results of an existing behavior” (Kluckhohn, 1951, p. 395). Stating that values have an important place in understanding and evaluating consumer behavior; it is expressed as “basic principles that affect consumer preferences and act as a guide in people's behaviors” (Gutman, 1982, p. 60). Values are also considered as persistent beliefs that consider certain behaviors and goals more preferable than others, individually or socially. Accordingly, it was stated that the values are related to the goals that people want to achieve (Odabaşı and Barış, 2004, p. 212). Values have features such as belief, motivating effect, principle guiding behavior, determining the importance of an asset and revealing the characteristics of special situations (Schwartz, 1990; Schwartz, 1992; Bilsky and Schwartz, 1994).

In today's competitive environment, it is very important for businesses to understand consumer behaviors and create market segments accordingly. When the value studies in the field of marketing are analyzed in recent years, one of the prominent ones dealing with the value in terms of the characteristics of individuals is "consumption values". Consumption values are shaped depending on the benefit consumers hope to obtain from the products they prefer. One of the most current models explaining the selection process of consumers is the consumption values model introduced by Sheth et al. (1991a) (Pope, 1998, p. 125). Sheth et al. (1991a) developed the consumption values model based on the Howard-Sheth model that explains consumer behavior (Gaskill, 2004, p. 35). According to this theory, the values that consumers have affect the purchasing behavior of consumers. In this model, consumption values are evaluated within the framework of five consumption values including functional, social, emotional, situational and innovation values.

Functional Value is considered as a value that has a primary effect on consumers' preferences. It is expressed as the perceived benefit derived from the utilitarian or physical performance of the product or service (Sheth, 1991a, p. 32). It usually includes the benefit of the product's performance, reliability, durability, and price (Xiao and Kim, 2009, p. 612; Lin and Huang, 2012, p. 14). Economic benefit theory is the basis of the choices made taking into consideration the functional value.

Social Value is the benefit to be gained by being a member of a specific social group or groups. This social benefit can be positively or negatively related to demographic, socio-economic and cultural (ethnic) groups (Sheth et al., 1991a, p. 38). Studies on social value in the marketing field include social class, symbolic value, reference groups, conspicuous consumption, opinion leadership and spreading innovation.

Emotional Value can emerge positively in consumption preferences such as "commitment, nostalgia, and excitement" and negatively such as "fear, guilt, anger" (Sheth et al., 1991a). It is a benefit emerging according to the emotional state obtained and perceived from a product. This value is related to the responses of consumers to the product (Xiao and Kim, 2009, p. 612).

Situational Value can be expressed as benefit emerging and perceived related to a particular situation faced by the person making the choice. This alternative benefit arises in an unexpected situation with a physical or social feature that supports functional or social value. Benefit created by situational value stems from external factors. The factors that change the behavior of consumers and affect the purchasing decisions arise from a situation due to the

external environment. The consumer's perception of situational value is often unknown before a situation that changes behavior can occur. In some cases, on special occasions such as feasts and celebrations, consumers can be aware of the situational benefit of the product they will purchase (Sheth et al., 1991a, p. 69).

Innovation Value can be defined as the benefit that responds to the wishes and needs of the product, the desire to know, the curiosity and the innovation. While developing innovation value, Sheth et al. (1991) benefited from various social science disciplines such as personality, psychology, sociology, communication and economics. The innovation value includes topics such as Maslow's need for self-transcendence in the hierarchy, Katona's intellectual needs in the needs model, and Hanna's need for personal development.

In a study comparing the environmental sensitivities of the consumers with the consumption values, it was observed that there was a relationship between the environmentally friendly consumers purchasing environmentally friendly products and consumption values (Lin and Huang, 2012). In another study, it was determined that functional, social and creativity values, which are among consumption values, have an impact on environmental anxiety (Suki and Suki, 2015). There are many studies showing that there is a relationship between consumption values and demographic characteristics and personal values in environmentalist consumption behaviors (Candan and Yıldırım, 2013; Yıldırım and Candan, 2015; Aydın, 2016).

In the light of this information, the hypothesis of the research *"H_1: Environmental consumption values have an impact on attitude factors towards green hotel practices*" has been developed.

On the other hand, with the increasing awareness of environmental consumption, businesses that place importance on environmentally sensitive social awareness and carry out environmental activities within the framework of social responsibility are perceived as prestigious by consumers (Erbaşlar, 2012, p. 95). From this point of view, businesses turned to green marketing activities, which is a niche strategy in differentiation in competition by turning to the production of environmentally friendly green products for environmentally conscious consumers. Green practices, which have become widespread in all industries, have emerged with unique practices in the tourism industry, which is one of the pioneers of the service sector. One of the important businesses in the tourism industry is hotels that offer accommodation. Many green practices are carried out in a wide range for saving and efficient resource use. Enz and Siguaw (1999, p. 77) found in their study that green hotel practices save money and that even some income can be earned from some practices. In a previous research,

the relationships between the attitudes of green hotel employees towards carrying out green hotel practices and their environmental characteristics and environmental behaviors were investigated. More specifically, the study's results found that employees' intention to implement green practices arising from work environment has a moderation effect on the relationships between three employee-related factors (environmental awareness, environmental concern, and environmental knowledge) and ecological behaviors (Okumus et al., 2019). Hotels have an important share in environmental pollution caused by the tourism industry. Green practices in hotels will contribute to reducing this environmental negativity. It will also have a positive economic impact on the sustainable performance of hotels. (Asadi et al., 2020).

3. Materials and Methods

The aim of the study was to determine whether the environmentalist consumption values of tourists have an impact on attitude factors towards green hotel practices. It is aimed to identify the prominent ones in the effects of each value dimension on attitude factors. In line with the results to be obtained from the research, guiding suggestions were tried to be presented to hotel management managers and researchers working in this field.

In the research, the survey method was chosen as a data collection tool. The mainstream of the research consists of environmental organization members and environmental volunteers. The sample frame of the research consists of tourists who purchase hotel services on the digital platform of these organizations, which are members of the internet groups. The sample of the study were determined as 384 people at 0.05 significance level of %95 confidence limit (Hair, 1998). Taking into consideration the possible deficiencies and errors, a survey was conducted on 500 people. 400 of these questionnaires were determined in accordance with the analysis and included in the study. The first part of the questionnaire included questions about demographic characteristics of the participants, purchasing behaviors for consuming hotel services and determining environmental consumer behavior levels.

It has been suggested that the meaning and motivation of the consumption of many products and services may depend on consumption values (Long and Schiffmann, 2000, p. 214-215). For this reason, Sheth et al. (1991) consumption values theory has been used in many studies to explain consumption preferences (Park and Rabolt, 2009, p. 719). In the survey of this study, the consumption values scale of Sheth et al., (1991) consisting of 5 dimensions, 36 expressions, which are functional, social, emotional, situational and innovative, were used in determining environmental consumption values. The practices mentioned in the literature

regarding the green hotel practices and the practices in 5 different hotels were classified by the researchers. A set of 25 expressions was prepared to determine the attitudes of the tourists towards these practices. Expressions for measuring environmentalist consumer values and attitudes towards green hotel practices were prepared with a 5-point Likert scale. The intelligibility of the survey questions was tested with a preliminary survey on 20 respondents. The questionnaire was given its final form. In accordance with the purpose and variables of the research, the following research model was created.

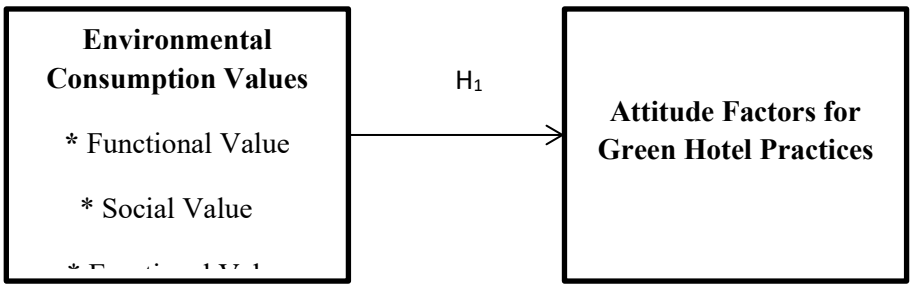

Figure.1 The Research Model

In line with the research model, firstly, exploratory factor analysis was conducted on attitude variables towards green hotel practices. Confirmatory factor analysis was administered to the environmental consumption value scale. Later, canonical correlation analysis was conducted to determine the relationship between environmentalist consumption value factors and attitude factors towards green hotel practices.

4. Results And Discussion

The surveys of 400 people included in the study were analyzed, the frequency analysis of the questions regarding the demographic characteristics and purchasing behavior of the participants was examined and the results are presented in the tables below.

3.1. Membership Status of the Participants to Environmental Organizations

Membership status of the participants in environmental organizations is shown in Table 1.

Table.1 Membership Status of Participants in Environmental Organizations

Membership status to environmental	Frequency	Percentage
TEMA	300	75
VOLUNTEER	92	23
GREENPEACE	19	4.8
DOĞÇEV	11	2.8
DOĞADER	5	1.3
OTHER	6	1.5
TÜRÇEK	2	0.5

The majority of the participants have membership in TEMA (75%). It was observed that 35 of the participants were members of more than one environmental organization.

3.1. Demographic Features of Participants

The distribution of environmentally friendly consumers participating in the research according to their demographic characteristics is shown in Table 2.

Table.2 Distribution of Participants' Demographic Features

	Frequency	**Percentage (%)**		**Frequency**	**Percentage (%)**
Age			**Gender**		
18-27	271	67.8	Female	206	51.5
28-37	72	18.0	Male	194	48.5
38-47	44	11.0	**Total**	400	100
48-57	10	2.5			
58- and over	3	0.7			
Total	400	100			
Education Level			**Income**		
Primary	18	4.5	2000 TL and below	73	18.3
Secondary	88	22.0	2001-4000 TL	202	50.5
Undergraduate	280	70.0	4001-6000 TL	87	21.8
Postgraduate	14	3.5	6001 TL +	38	9.4
Total	400	100	**Total**	400	100

As can be seen from the table, 48.5% of the research sample consists of men and 51.5% consists of women. 67.8% of them are in the 18-27 age groups, 70% are undergraduates, 50.5% are in the 2001-4000 TL income group.

3.2. Purchasing Behavior of Participants towards Environmentally Friendly Products

The distribution of environmentally friendly consumers participating in the study according to their level of attention to whether the products they have purchased are environmentally friendly is shown in Table 3.

Table.3 Distribution of Participants' Attention Levels for Purchasing Environmentally Friendly Products

Expressions	**Frequency**	**Percentage** (%)
I always pay attention	43	10.7
I often pay attention	73	18.3
I sometimes pay attention	138	34.5
I rarely pay attention	70	17.5
I never pay attention	76	19.0
Total	400	100.0

The distribution of attention levels was examined in order to determine how much the participants pay attention to whether the product is environmentally friendly. Accordingly, it was determined that 81% of the participants showed environmentally friendly product purchasing behavior and 19% did not. Therefore, it can be said that the vast majority of the participants have moderate attention level towards purchasing environmentally friendly

products. This shows that although the participants are members of environmental organizations or volunteers, their sensitivity towards purchasing environmentally friendly products may be moderate. The behavior of the participants to purchase services from hotels is shown in the Table 4.

Table.4 Frequency of Service Purchase from Hotels and Preference For Hotel Type

Frequency of Service Purchase from Hotels			**Ranking Of Preference For Hotel Type**		
Frequency	**Number**	**Percentage**	**Hotel Type**	**Mean**	**Order of Importance**
Once a week	4	1.0	5- Star	1.0704	1
Once a month	17	4.3	Pension	1.1111	2
Once in three months	23	5.7	Boutique	1.1310	3
Once in six months	58	14.5	4- Star	1.1905	4
Once a year	175	43.8	3- star	1.3704	5
Less than a year	123	30.7			

43.8% of the participants receive hotel service once a year, 30.7% less than 1 year, and 14.5% every 6 months. Regarding the order of importance in hotel preferences, it is seen that they prefer 5-star hotels in the first place and 3-star hotels in the last place.

3.3. Validity and Reliability Analysis of Attitude Scale for Green Hotel Practices

In order to determine the attitude factors of the participants towards green hotel practices, exploratory factor analysis was applied to 25 variables directed for the participants' evaluations. Reliability analysis was performed for these variables, and 95.4% Cronbach's alpha value was found after the proposed variables were eliminated. This is a very high value for the reliability of a research. KMO Barlett's test is performed to determine the significance of factor analysis, which allows summarizing the ones with high correlation value among many variables under certain factors (Hair, 1998, p. 99). Barlett's test was used to determine the relationships between variables and 7120.86 value was found, it was determined that this value shows significance at the level of $p < 0.01$. As it can be seen from the Table 5, the sample adequacy (0.948) is high.

Table.5 KMO and Barlett'sTest

Adequacy of The Sample	0.948
Chi-Square	7120.867
Degrees of freedom	300
Significance	0.000

As a result of the analysis, 4 factors were obtained. Attitude factors of the participants towards green hotel practices are grouped under 4 main headings and each factor is named to represent the variables that make up it. These factors are shown in Table 6.

Table.6 Attitude Factors for Green Hotel Practices

Attitude Factors	**Mean**	**Factor loadings**	**Eigen values**	**Variance percentage**
Factor 1: Basic Green Indicators Cronbach's Alfa=76.0			**11.842**	**47.367**
V21- I would like the use of public transportation vehicles, bicycles, battery powered vehicles that save fuel energy in the areas and transportation of hotels	3.9975	0.835		
V23- I would like to have sun loungers or rest areas in order to benefit from the green areas and to be in touch with the nature	4.0677	0.832		

V20- I would like to see informative notes in hotels stating that waste oils in the kitchen are sent for recycling	3.9398	0.823		
V22- I would like hotels to have protected areas for endangered plants or animals and informative notes about them	4.0200	0.805		
V18- I would like hotels to have sensor taps for water saving	4.0628	0.783		
V25- I would like to see informative notes stating that chemical cleaning products containing carcinogens are not used in hotels and alternative products are used.	4.0875	0.776		
V19- I would like hotels to have informative signs or explanatory notes for environmental activities for saving purposes (such as warning note not to clean my room today)	4.0000	0.771		
V17- I would like hotels to collect and separate garbage in separate containers for the recycling of waste	4.0351	0.768		
V16- I would like hotels to have eco roofs and grow vegetables there and cook them.	3.8825	0.673		
V14- I would like hotels to use wastewater and rainwater for different purposes such as lawn irrigation	3.7950	0.671		
V13- I would like to use electronic information systems such as e-mail, SMS, e-invoice to prevent paper waste in hotels.	3.8375	0.629		
V24- I would like hotels to have advisory notes to prevent wastage caused by washing towels and bed linens unnecessarily every day	3.7475	0.598		
V15- I would like hotels to have ceiling fans as an alternative to electric air conditioners to save energy	3.6725	0.584		
Factor 2: Formal Green Indicators Cronbach's Alfa=77.3			**2.591**	**10.364**
V1- I pay attention to whether the hotel providing me with service has green certificate	3.3593	0.828		
V2- I pay attention to whether the hotel service has the status of ecological hotel	3.3650	0.823		
V3- I pay attention to whether the hotel service has blue flag certificate	3.4962	0.809		
V4- I pay attention to whether the hotel service has green star environmental certificate	3.4300	0.797		
Factor 3: Sacrifice (The Hotel) Cronbach's Alfa=72.0			**1.339**	**5.355**
V7- I would like the hotel to have systems for using solar energy	3.7525	0.779		
V8- I would like the hotel to have systems to prevent heat loss	3.8145	0.777		
V9-I would like the use of sensors for saving in the lighting of the general areas of the hotel providing me service	3.7925	0.729		
V6- I would like the use of energy saving light bulbs in the hotel providing me service	3.6800	0.719		
V10- I would like practices such as the use of fabric napkins to prevent paper waste in hotels.	3.6541	0.551		
Factor 4: Sacrifice (The Tourist) Cronbach's Alfa=79.3			**1.216**	**4.862**
V12- I would like hotels to have unpackaged multi-use soaps for saving	3.2650	0.806		
V11- I would like hotels to use of oversized multi-use shampoos to prevent wastage	3.6425	0.619		
TOTAL Cronbach's Alfa= 81.5				**67.948**

According to the results of the factor analysis on the green practices in the hotels, these practices were gathered under 4 factors. The total variance explained is as high as 67.948%. The first factor, which the total variance explained is the highest as 47.367%, includes variables with "basic green indicators". The second factor, which includes variables related to formal green indicators, is in the second place with a 10.364% variance explained. The third factor is the "Sacrifice (the hotel)" factor with 5.355% variance explanation rate that includes variables related to the voluntary investments and sacrifices of the hotels. The last factor is the factor "Sacrifice (the tourist)", which has a variance explanation rate of 4.862%, and 2 variables that express the sacrifice of the participants.

Confirmatory factor analysis was conducted to test the validity of the exploratory factor analysis performed to determine the attitude factors for green hotel practices. Variables that showed negative variance, exceed standard coefficients (very close to 1.0) or gave very large standard errors were checked (Hair et al., 1998, p. 610) and 4 unsuitable variables were eliminated. Factors are validated and analysis results are shown in Table 7.

Table.7 Reliability and Validity Levels of Attitude Factors for Green Hotel Practices

Variables	Standard Value	R^2	Standard Error	t-value	Fit Index
Factor 1: Basic Green Indicators Cronbach's Alfa=76.0 Construct Reliability=0,94 Explanatory Variance=0,89					**BEFORE MODIFICATION** **Chi-Square**=899.87 **Sd**=246 **Chi-Square/Sd**=3.65 **RMSA** = 0.082 **GFI** = 0.84 **CFI** = 0.98 **AGFI** = 0.81 **RMSR** = 0.051
V21	0.87	0.75	0.34	21.60	
V23	0.80	0.65	0.41	19.24	
V20	0.84	0.71	0.41	20.71	
V22	0.83	0.69	0.37	20.30	
V18	0.82	0.67	0.41	19.70	
V25	Eliminated				
V19	0.83	0.68	0.43	20.02	
V17	0.79	0.62	0.50	18.64	
V16	0.71	0.50	0.67	16.06	
V14	Eliminated				
V13	0.69	0.47	0.74	15.46	**AFTER MODIFICATION** **Chi-Square**= 459.40 **Sd**= 164 **Chi-Square/Sd**= 2.80 **RMSA** = 0.067 **GFI** = 0.90 **CFI** = 0.98 **AGFI** = 0.87 **RMSR** = 0.046
V24	0.65	0.43	0.91	14.46	
V15	Eliminated				
Factor 2: Formal Green Indicators Cronbach's Alpha=77.3 Construct Reliability=0,93 Explanatory Variance=0,79					
V1	0.86	0.74	0.36	20.90	
V2	0.86	0.74	0.34	20.82	
V3	0.80	0.64	0.48	18.82	
V4	0.82	0.68	0.40	19.55	
Factor 3: Sacrifice (The Hotel) Cronbach's Alpha =72.0 Construct Reliability=0,86 Explanatory Variance=0,78					
V7	Eliminated				

V8	0.83	0.70	0.42	19.75	
V9	0.87	0.75	0.30	20.88	
V6	0.74	0.54	0.62	16.51	
V10	0.66	0.43	0.83	14.16	
Factor 4: Sacrifice (The Tourist) Cronbach's Alpha =79.3 Construct Reliability=0,68 Explanatory Variance=0,63					
V12	0.56	0.31	1.36	10.49	
V11	0.86	0.74	0.43	15.10	

As it can be seen from the table, after modification, fit index values were realized at an acceptable level. Therefore, it is possible to say that attitudes towards common green hotel practices are perceived by tourists under 4 basic factors.

3.4. Validity and Reliability Analyses of Environmental Consumption Values Scale

To determine the environmental consumption values of tourists, Sheth et al. (1991)'s five-dimensional consumption values scale was used. Confirmatory factor analysis was performed to determine the validity of the scale and the results are shown in Table 8.

Table.8 Reliability and Validity Test of Environmental Consumption Values Scale

Variables	Standard Value	R^2	Standard Error	t-Value	Fit Index
Functional Value: Cronbach's Alpha = 86.9 Construct Reliability=0,88 Explanatory Variance=0,86					**BEFORE MODIFICATION** **Chi-Square**=2189.47 **Sd**=584 **Chi-Square/Sd**=3.74 **RMSA** = 0.083 **GFI** = 0.77 **CFI** = 0.96 **AGFI** = 0.73 **RMSR** = 0.066
Environmentally friendly products have a certain standard quality.	0.54	0.29	0.87	11.06	
When choosing a product, it is important to me which materials it is (plastic, glass, copper, etc.) made of.	Eliminated				
I always prefer packaged products that can be recycled.	Eliminated				
Environmentally friendly products are manufactured in high technology.	0.62	0.38	0.84	13.12	
Environmentally friendly products are more reliable than conventional products.	0.71	0.51	0.66	15.90	
I always get what I pay for environmentally friendly products.	0.82	0.68	0.47	19.46	
Environmentally friendly products have a quality equivalent to their prices.	0.79	0.62	0.51	18.22	
I do not doubt the performance of environmentally friendly products.	0.80	0.64	0.51	18.65	
Environmentally friendly products are more economical than conventional products.	Eliminated				

I do not purchase an environmentally hazardous product due to the substances it is made from.	Eliminated				
Environmentally friendly products are more efficient than conventional ones.	0.68	**0.46**	**0.71**	**14.81**	**AFTER MODIFICATION** **Chi-Square**=548.26 **Sd**=242 **Chi-Square/Sd**= 2.26 **RMSA** = 0.056 **GFI** = 0.90 **CFI** = 0.98 **AGFI** = 0.87 **RMSR** = 0.047
Social Value: **Cronbach's Alpha =88.8** **Construct Reliability=0,83** **Explanatory Variance=0,79**					
When I purchase environmentally friendly products, I feel that I am accepted by the community.	0.75	0.57	0.71	16.79	
Purchasing environmentally friendly products has a good effect on my image in the society.	0.87	0.76	0.38	20.85	
I can influence other people by purchasing environmentally friendly products.	0.80	0.64	0.61	18.29	
I think purchasing environmentally friendly products provides a social status.	Eliminated				
By purchasing an environmentally friendly product, I think I am a good example to my immediate circle (family and friend)	Eliminated				
My immediate circle has an influence on my decision whether to purchase a product.	0.53	0.28	0.87	10.73	
I stop purchasing a product that my immediate circle does not welcome.	Eliminated				
As people around me purchase environmentally friendly products, I prefer them.	Eliminated				
Emotional Value: **Cronbach's Alpha =85.8** **Construct Reliability=0,84** **Explanatory Variance=0,80**					
When I purchase an environmentally friendly product, I feel that I am doing something good.	0.74	0.54	0.58	16.39	
When I purchase an environmentally friendly product, I feel that I am doing the right thing.	Eliminated				
I think I am a better person when I purchase environmentally friendly products.	0.81	0.65	0.48	18.63	
I feel bad when I purchase an environmentally hazardous product.	0.71	0.50	0.76	15.48	
I feel happy when I purchase a product that does the least harm to the environment.	0.75	0.56	0.62	16.63	
I think I protect the nature by purchasing environmentally friendly products.	Eliminated				
Situatinoal Value: **Cronbach's Alpha =85.3**					

Construct Reliability=0,81 Explanatory Variance=0,80					
I am purchasing environmentally friendly products due to the increase in bad environmental conditions such as recent global warming, weather and sea pollution.	0.72	0.52	0.66	16.08	
I prefer environmentally friendly products to conventional ones in sales promotion, etc.	Eliminated				
If there are stands of environmentally friendly products in the stores I shop, I purchase environmentally friendly products.	0.75	0.56	0.59	16.79	
When I see or hear news about firms doing environmentally harmful actions, I stop purchasing the products of those firms.	0.69	0.48	0.68	15.12	
I change the product I have purchased if my immediate circle gives negative reaction.	Eliminated				
When I find out that the ingredients of a product are harmful to the environment, I stop purchasing that product.	0.74	0.55	0.61	16.61	
Innovation value: Cronbach's Alpha =85.6 Construct Reliability=0,80 Explanatory Variance=0,83					
When I purchase a new product, I investigate about it.	0.67	0.45	0.80	14.68	
Environmentally friendly products are more innovative than conventional ones.	0.75	0.56	0.52	16.94	
I think environmentally friendly products are creative.	0.76	0.58	0.55	17.32	
Environmentally friendly products bring new solutions to environmental pollution.	0.81	0.66	0.42	19.06	
I think many more new products with environmentally friendly products will be released.	0.75	0.57	0.58	17.11	

As it can be seen from the table, the consumption values scale has been tested for environmentally friendly product consumption and verified with 5 dimensions in the original scale. In line with the modification recommendations made; 4 variables from functional value and social value dimension, 2 variables from emotional and situational value dimensions were eliminated. After modification, fit index values were at an acceptable level.

3.5. Relationships between Environmental Consumption Values and Attitude Factors for Green Hotel Practices

It is aimed to determine the relationships between environmentalist consumption values and attitude factors for green hotel practices, the impact of environmentalist consumption values on attitude factors for green hotel practices. Multivariate statistical techniques are used in the analysis of a large number of dependent/independent variables without making a distinction

between dependent and independent variables (Shin, 1996). One of the important multivariate statistical techniques is canonical correlation analysis (Sharma, 1996). Canonical correlation analysis is an extension of regression analysis. Canonical correlation analysis is a special form of regression analysis. If two sets of variables are in the form of dependent and independent variable sets, the aim in canonical correlation will be to examine whether and to what extent the independent variable set affects the dependent variable set (Dillon and Goldstein, 1984). Multiple regression analysis investigates the effect of many independent variables on a dependent variable. However, canonical correlation analysis investigates the effect of many independent variables on many dependent variables (Özçomak and Demirci, 2010). Since both scales are multi-dimensional, canonical correlation analysis was administered to measure the interaction of all dimensions together. The results of the analysis are interpreted by showing in the Table 9.

Table.9 Functions between Environmental Consumption Values and Attitude Factors for Green Hotel Practices

Canonical Function	Canonical Correlation Coefficient (Rc)	Canonical Root	Wilk'sLambda	Chi-Square	Degree of Freedom	Statistical Significance
1	**0.739**	**0.546**	**0.426**	**322.910**	**20.000**	**0.000**
2	**0.240**	**0.057**	**0.936**	**24.914**	**12.000**	**0.015**
3	0.078	0.006	0.994	2.418	6.000	0.877
4	0.016	0.001	1.000	0.94	2.000	0.954

The canonical correlation coefficient for data sets of consumption values dimensions and factors for green hotel practices is significant and has two functions. For function 1, "significance level p <0.01; for the second function, p <0.05 level was observed. In other words, it is understood that environmental consumption values have an impact on attitude factors towards green hotel practices. Therefore, the hypothesis of the research "H1: Environmental consumption values have an impact on attitude factors towards green hotel practices" was accepted. In a study conducted by Verma and Chandra (2018), it was determined that the customers and employees who have environmental consciousness and who show environmental behavior have positive attitudes towards green hotel practices. This result overlaps with the finding obtained from this research.

Table.10 Correlation Matrix between Independent and Dependent Variable Data Sets

	Basic Green Indicators	Formal Green Indicators	Sacrifice (The Hotel)	Sacrifice (The Tourist)
Functional Value	0.4707	0.5327	0.5307	0.4256
Social Value	0.3482	0.4535	0.3956	0.3523
Emotional Value	0.5526	0.5359	0.5477	0.3893
Situational Value	0.5164	0.5369	0.5210	0.3938
Innovation Value	0.5820	0.5394	0.5370	0.3834

Correlation values between consumption value data sets (independent variable) and data sets (dependent) of attitude factors for green hotel practices are shown in Table 10. Accordingly, it is seen that the strongest relationships are between "Innovation value" (0.58) and "emotional value" (0.55) and "basic green indicators". In other words, it is understood that as the level of "innovation value" and "emotional value" increases among the environmentalist consumption

values of the participants, the attitudes towards the “basic green indicators” factor for green practices in hotels increase. When other relationships are analyzed, it has been observed that there is a relationship between “Innovation value” (0.53), “Emotional value” (0.53) and “Functional value” (0.53) and “Formal green indicators” and these values positively affects the attitudes towards “formal green indicators”. In other words, it is seen that tourists who value innovation, emotional, and functional value find “formal evidence” in green practices in hotels important and give meaning to these indicators.
There is a positive relationship between the “functional value (0.53), emotional value (0.54) and innovation value (0.53)” and the attitude factor towards green practices that the hotels make with sacrifice. Finally, it is observed that there was a relationship between “functional value (0.42) and attitudes towards green practices that require tourist sacrifice, but it is found to be low compared to other relationships. In other words, it is seen that the tourists who attach importance to functional value have low attitudes towards tourist sacrifice. It is understood that tourists who care about functional value and comfort are not willing to participate in practices that require sacrifice from green hotel practices.

Table.11 Canonical and Cross Loadings of Environmental Consumption Value

Consumption Values	Canonical Loadings		Cross Loadings	
	Function 1	**Function 2**	**Function 1**	**Function 2**
Functional Value	0.829	0.374	0.612	0.090
Social Value	0.654	0.503	0.483	0.121
Emotional Value	0.879	0.095	0.649	0.023
Situational Value	0.850	0.074	0.628	0.018
Innovation Value	0.893	0.244	0.660	0.059

As it is seen in Table 9, in the canonical loadings of the first function, "innovation value" (0.893) is in the first place, "emotional value" (0.879) in the second place, "situation value" (0.850) in the third place, "functional value" (0.829) is in the fourth and “social value” (0.654) is in the fifth place. According to the results, it was determined that the most important factor in environmentally friendly consumption value of the participants is the “innovation value”. When looking at the cross relationships between variables set, the value with the highest coefficient is also in the dimension of “Innovation value” (0.660). This is followed by the “Emotional value” (0.649) dimension in the second place.

Table.12 Canonical and Cross Loadings of Attitude Factors for Green Hotel Practices

Green Hotel Practices	**Canonical Loadings**		**Cross Loadings**	
	Function 1	**Function 2**	**Function 1**	**Function 2**
Basic Green Indicators	0.838	0.474	0.619	0.114
Formal Green Indicators	0.837	0.317	0.618	0.076
Sacrifice (The Hotel)	0.838	0.071	0.619	0.017
Sacrifice (The Tourist)	0.621	0.456	0.458	0.110

The values that have the highest coefficient in the first function in the canonical loadings of attitude factors for green hotel practices are “Basic green indicators” and “hotel sacrifice” (0.838); “formal green indicators” (0.837) is in the second place; and in third place, “tourist sacrifice” (0.621) can be seen. “Basic green indicators” and “hotel sacrifice” (0.619) have been found in the first function in cross relations.

Table.13 Relationship between the First Set of Dependent Canonical Variable and the First Set of Independent Canonical Variable

First Set of Independent Canonical Variable		First Set of Dependent Canonical Variable	
Innovation Value	0.893	**Basic Green Indicators**	0.838
Emotional Value	0.879	**Sacrifice (The Tourist)**	0.838
Situational Value	0.850	**Formal Green Indicators**	0.837
Functional Value	0.829	**Sacrifice (The Hotel)**	0.621
Social Value	0.654		

Simple correlation coefficients between original variables and canonical variable sets are used in the interpretation of canonical variable sets (Yaşin, 2007, p. 139). In factor loadings, values over 0.40 are taken into consideration. When the first canonical function is examined, it is seen that all dimensions of environmentalist consumption values have an effect on all of the attitude factors towards green hotel practices. It is understood that as the level of innovation value, emotional value, situational value, functional value and social value among the environmental consumption values, the attitude factors towards green hotel practices are positively affected. In other words, "innovation value", one of intellectual needs within Maslow's hierarchy of needs, is the most important factor that positively affects the attitudes towards green hotel practices. The reason why "Emotional Value" stands out is thought to be due to environmental conscious within the framework of responsibility awareness. "Situational Value", on the other hand, is a consumption value that develops in special cases and it is estimated that green practices will be prominent in terms of being special case-based. The "Basic Green Indicators" factor includes well-known basic green practices variables. It is thought the reason why it stands out is due to the basic practices it contains. The factor of "Sacrifice (The Tourist)" includes issues that require tourist sacrifice and participation. It is thought to stand out because of the sensitivity of the tourists to this issue about themselves. It is estimated that green practices in the "sacrifice (The Tourist)" factor stand out because of the issues that tourists should be directly involved and sacrifice. This indicates that concrete evidence is important in green practices. In a study on green and non-green universities, it was determined that green university students have a more positive attitude towards environmental sustainability (Dagiliüte et al., 2018). The proliferation of green practices may also increase consumer participation.

Table.14 Relationship between the second Set of Dependent Canonical Variable and the second Set of Independent Canonical Variable

Second Set of Independent Canonical Variable		Second Set of dependent Canonical Variable	
Social Value	0.503	**Basic Green Indicators**	0.474
Functional Value	0.374	**Sacrifice (The Tourist)**	0.456
Innovation Value	0.244	**Formal Green Indicators**	0.317
Emotional Value	0.095	**Sacrifice (The Hotel)**	0.071
Situational Value	0.074		

When the second canonical function is analyzed, it is seen that "Social Value", one of the environmental consumption values factors, has a positive effect on "Basic Green indicators" and "Sacrifice (The Tourist)", which are the attitude factors for green hotel practices. Wang et al. (2018) found in their study that the green hotel image strongly influences tourist satisfaction and trust in green practices. In addition, it was seen that as tourist satisfaction with green practices increased, trust in green practices increased positively. It is determined that

the tourists intend to convey their positive attitude towards these hotels to other people around them. Wang et al. (2018)'s research supports the results of this research. The content of the social value factor in this research is related to the image of the individual in society. The result of the environmentally friendly social value factor having positive effect on basic green hotel practices and volunteering (sacrifice) in participation in these practices can be explained by the mentioned research results. According to the research results of Verma and Chandra (2018), moral reflectiveness and conscientiousness affect the intention to visit green hotels. Moral reflectiveness strongly predicts young consumers' green hotel visit intention than conscientiousness. This finding coincides with the result in this study that the effect of emotional value on green hotel practices factors is lower than other value factors.

Table.15 Redundancy Analysis of Dependent and Independent Data Sets

CONSUMPTION VALUES Data Set-1	Redundancy Value	GREEN HOTEL PRACTICES Data Set-2	Redundancy Value
Data Set 1 –function 1	0.681	**Data Set 2– function 1**	0.623
Data Set 1 –function 1	0.093	**Data Set 2– function 2**	0.135
Data Set 1 –function 1	0.075	**Data Set 2– function 3**	0.098
Data Set 1 - function 1	0.080	**Data Set 2 –function 4**	0.145

Table 15 shows the explanation rate of data sets of environmental consumption values and attitude factors for green hotel practices. The explanation rate of the first set is 68% for the first function; it is 09% for the second function. The explanation rate of the second set is 62% for the first function and 13.5% for the second function. Accordingly, it can be said that the first function is stronger in terms of explaining the data sets.

4. CONCLUSION

Consumers with increasing awareness are increasingly turning to value-oriented consumption behavior. One of the important concepts in the phenomenon of value is Consumption values. Consumption values are one of the important factors that affect purchasing behavior. With the spread of environmentally sensitive movements, businesses have started to produce environmentally friendly products and services to meet the needs and sensibilities of consumers with high sense of responsibility. One of these is green hotel practices in the tourism industry. In this study, the effect of environmental consumption values on attitude factors towards green hotel practices was investigated. The following issues have come to the fore.

- Environmental consumption values were realized in five dimensions as "functional", "social", "emotional", "situational" and "innovation" as in the scale of Sheth et al. (1991).
- Attitude factors for green hotel practices were gathered in four factors: "Basic Green Indicators", "Formal Green Indicators", "Sacrifice (The Hotel)" and "Sacrifice (The Tourist)".
- It was determined that environmentalist consumption values had a significant effect on attitude factors towards green hotel practices. It was stated that the prominent dimensions of consumption values were "innovation value", "emotional value" and "situational value". The main factors standing out from the attitude factors for green hotel practices were "Basic Green Indicators", "Sacrifice (The Tourist)", "Formal Green Indicators" factors.
- It will be useful to carry out locating strategies and promotional activities especially for innovation values, emotional values and situational values in order to increase the attention of tourists in green hotel practices, to adopt them and to develop positive attitudes towards these practices.

- Researchers, studying green practices and consumption values in the future, are recommended to focus on studies for practices in different industries, and research into identifying differences according to the demographic characteristics of individuals.

- As a result of the analyses in the research, it was concluded that the initially established research model variables are as follows.

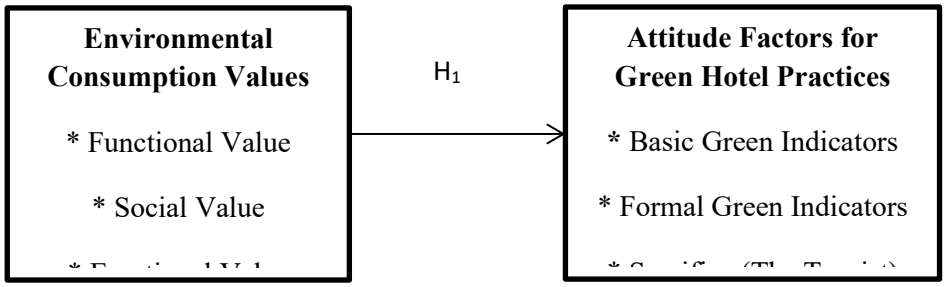

Figure.2 The Research Outcome Model

Highlights

-Environmental consumption values are effective on attitude factors towards green hotel practices.

-Attitudes towards green hotel practices are classified under 4 factors.

-Innovation, emotional and situational value factors are remarkable in the relationship.

- Basic and formal green indicators and Sacrifice (The tourist) of attitude factors are remarkable.

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