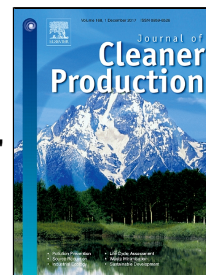


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An Application of Theory of Planned Behavior to Predict Young Indian Consumers' Green Hotel Visit Intention



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## **An Application of Theory of Planned Behavior to Predict Young Indian Consumers' Green Hotel Visit Intention**

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### **Highlights**

- This study utilized Theory of planned behavior (TPB) to predict young consumers' green hotel visit intention.
- Additional constructs (moral reflectiveness and conscientiousness) were included in TPB.
- Attitude positively affects young consumers' green hotel visit intention.
- Moral reflectiveness strongly predicts young consumers' green hotel visit intention than conscientiousness.
- The findings extended the applicability and robustness of the TPB model in predicting young Indian consumers' green hotel visit intention.

### **Abstract**

The study, being explorative, attempts to extend the social-psychological behavioral model i.e.

Theory of Planned Behavior (TPB) by including two additional constructs viz. moral reflectiveness

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