

Consumers Awareness and Attitude towards Sustainable Practices of 5-Star Category Hotels of Mumbai

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Abstract

Background: Hotels have embraced a number of green initiatives in response to growing environmental concerns and the worldwide movement towards sustainable development. However, customer awareness and attitudes towards these practices play a major role in the success of these projects. **Objective:** To examine the consumer awareness level towards sustainable practices exercised in 5-star category hotels of Mumbai and the consumers attitude towards sustainable practices exercised in these hotels. **Methodology:** The goals of the current study were achieved through the use of descriptive design. The information was gathered from guests who had stayed at Mumbai's five-star hotels and came from all across India. Convenience sampling was the approach employed in this study to obtain data. A total of 270 respondents were given the questionnaire; 165 of them completed it, and 156 of those answers were deemed legitimate. The main tool used to collect data is the structured questionnaire. Descriptive statistics namely frequency, percentage, mean and standard deviation were calculated Microsoft excel was used for the data analysis. **Results:** The mean scores indicate varying levels of awareness, with energy conservation initiatives having the highest mean of 3.44 (SD = 1.56) and community engagement and support the lowest at 2.57 (SD = 1.31). The analysis of consumer attitudes towards sustainable practices in 5-star hotels in Mumbai indicates a strong preference for eco-friendly accommodations. The highest mean score of 3.69 (SD = 1.33) was recorded for the preference for sustainable hotels, however, support for community engagement and educational initiatives was, 2.79 (SD = 1.36) and 2.72 (SD = 1.36), respectively. **Conclusion:** Consumer awareness of sustainable practices in 5-star hotels in Mumbai is strongest in areas like energy conservation, waste management, and water conservation, which are well-implemented and promoted. Consumer generally have a positive attitude towards sustainability initiatives, particularly those that are visible, like energy and water conservation. Others require enhanced visibility and engagement to elevate their perceived importance.

Keywords: Mumbai, consumer awareness, consumer attitude, sustainable practices, 5-star hotels

Introduction

The notion of sustainability has been progressively gaining traction in a number of industries, including the hospitality sector. As ecological worries continue to rise globally, there has been an increased demand in recent years for sustainable practices (Robin et al., 2017). In this regard, the hotel business especially those in the five-star range need to advance towards sustainability. According to Leonidou et al. (2013), these upscale hotels are able to take the lead in

adopting sustainable practices since they have the means, clout, and clientele and Mumbai is a major hub for both domestic and foreign tourism. According to Kulaatne et al. (2019), sustainability in the hospitality industry refers to a wide range of methods intended to reduce environmental effect while maximizing social and financial gains. Energy-saving techniques, waste minimization and management, water conservation, using environmentally friendly items,

and aiding local communities are some of these activities (Mbasera et al., 2016). Sustainability activities are frequently incorporated into the brand identity and marketing tactics of 5-star hotels, which serve wealthy and discriminating clientele. These hotels' implementation of sustainable practices is in line with the increasing demand from customers for moral and responsible consumption, as well as their dedication to environmental stewardship (Kim et al., 2017).

Consumer decision-making is directly impacted by their level of awareness and attitude towards sustainability, especially when it comes to lodging. Research indicates that a sizeable segment of guests favors hotels that actively support environmental conservation and are open about their sustainability initiatives (Han et al., 2010). The extent to which customers are aware of these techniques and how they view them, however, remains largely unknown. This disparity is especially noticeable in the context of five-star hotels, where guests frequently believe that sustainable methods conflict with the luxurious experience. Therefore, it is crucial to investigate whether or not customers are aware of the sustainable measures that five-star hotels employ, as well as how these practices affect their preferences and views. Mumbai, one of the largest cities in India and a popular tourist destination worldwide, offers the perfect backdrop for our research. Many five-star hotels may be found in the city, drawing a wide range of guests from leisure to business travelers (Gumaste & Bhosle, 2019). The tourism sector in Mumbai has expanded quickly, putting more strain on the city's resources and environment (Patankar et al., 2010). In response, a number of Mumbai's five-star hotels have implemented a range of eco-friendly measures to lessen their environmental impact. These programs include the implementation of waste management procedures, water-saving devices, and energy-efficient systems in addition to campaigns to cut back on plastic consumption and support local sourcing (Mishra & Sharma, 2020). Despite these efforts, little is known about how customers see these programs and how much they know about the sustainable methods these hotels use.

Concept of Sustainable Hotels: Green or eco-friendly hotels are lodging establishments that have curtailed their conservational effect while enhancing the quality of life for both their visitors and the neighborhood (Abdou et al., 2020; Olorunsola, 2020). The implementation of procedures that minimize resource consumption, decrease waste, and

encourage the effective use of energy and water is central to the concept of sustainable hotels (Pereira et al., 2021; Warf, 2017). According to Jones et al. (2014), these hotels incorporate sustainability into every facet of their business operations, from the building materials they employ to the way they manage resources on a daily basis. The three pillars of environmental stewardship, social responsibility, and economic viability form the basis of sustainable hotels, which strive to strike a balance between them (Duić et al., 2015). In order to reduce their carbon impact, they commonly use renewable energy sources like solar or wind power in conjunction with energy-efficient technology like smart thermostats and LED lighting, according to Kular (2014). Low-flow fixtures and rainwater harvesting are two examples of water conservation techniques that are frequently used to reduce water usage (Tsai et al., 2014). Additionally, recycling programs, composting, and the use of recyclable or biodegradable products are ways that sustainable hotels reduce waste (Mbasera et al., 2016). Additionally, they place a high priority on obtaining food and resources that are produced locally, organically, and ethically in order to boost local economies and lessen the negative effects of transportation on the environment (Seyfang, 2007). Socially conscious hotels prioritize improving the local community through community outreach initiatives, fair labor practices advocacy, and business assistance (Aquino et al., 2018). Additionally, they provide eco-friendly amenities and educate visitors on sustainable practices in an effort to improve the overall guest experience. According to Holcomb et al. (2007), these hotels strive to maintain long-term profitability through sustainable operations that also invest in socially and ecologically responsible policies. The goal of sustainable tourism is to create a balance between the demands of visitors and the protection of the environment and the cultural heritage of the area. These more general goals are closely tied to the idea of sustainable hotels (Camilleri, 2014). In general, eco-friendly lodgings are an important part of the worldwide trend towards more conscientious and ethical tourism, offering guests the chance to lessen their environmental footprint while still having an excellent, cozy, and engaging stay (Menegaki & Agiomirgianakis, 2019).

Consumers Awareness towards Hotels Sustainable Practices: According to Ham et al. (2016), consumer awareness is the degree to which people are aware of and comprehend the different aspects that affect the things they

buy, especially when it comes to how their actions affect the economy, society, and environment. When it comes to hotels, customer awareness includes understanding the sustainable practices that these establishments have implemented and how they support social responsibility, resource conservation, and environmental preservation (Demir et al., 2021). Recognizing and comprehending the steps hotels take to lessen their environmental impact—such as employing eco-friendly products and technologies, waste management systems, and energy and water conservation measures—is part of being aware of sustainable practices in the hospitality industry (Songur et al., 2023). As a proof of a hotel’s dedication to sustainability, it also acknowledges more general sustainability certifications and standards that lodging establishments may follow, such LEED (Leadership in Energy and Environmental Design) or Green Key (Behnke, 2017). When consumers are aware of these activities, they are more likely to choose hotels that reflect their ethical and environmental beliefs (Jia et al., 2023). Many things frequently impact this awareness, such as the information that is accessible through marketing materials, internet evaluations, and word-of-mouth referrals. Furthermore, increased customer knowledge may spur the market for more environmentally friendly products and services as well as push hotels to implement and enhance their green initiatives (Balaji et al., 2019).

Consumers Attitude towards Hotels Sustainable Practices: A number of factors, such as the perceived value of environmental preservation, awareness of sustainability issues, and the degree to which these practices correspond with one’s personal values and beliefs, influence attitudes towards sustainable practices in hotels (Chou, 2014). The hotel’s sustainability initiatives are visible and transparent, which further shapes these attitudes. Effective marketing techniques and clear communication also have a big impact on how guests perceive the hotel. The perceived efficacy of these procedures also influences consumer attitudes; visitors are more inclined to support hotels that exhibit real and genuine environmental benefits than those that participate in “greenwashing” or flimsy efforts (Yi et al., 2018). Customer sentiments have a big influence on brand loyalty and satisfaction in luxury hotels, where there are high standards for comfort and service together with growing concerns about sustainability (Wu & Gao, 2019). Visitors who believe that a hotel’s sustainable practices are an essential part of its value proposition may be more

inclined to stay there or recommend it to others, which is in line with a wider trend in which sustainability is becoming a crucial consideration when choosing a hotel and the whole guest experience (Ali et al., 2023). Comprehending these perspectives is imperative for hotels to customize their sustainability endeavors to satisfy customer demands and fortify their competitive edge in a progressively environmentally aware marketplace.

For five-star hotels in Mumbai, knowing customer awareness and attitudes is essential since it affects their marketing plans and operational choices. Hotels may be more likely to invest in sustainable efforts and effectively communicate them to their guests if consumers are highly aware of and respect these practices (Kang et al., 2012). However, in the event that there is a lack of customer knowledge, stronger education and awareness initiatives to emphasize the significance of sustainability in the hospitality industry may be required (Budeanu, 2007). Customers’ loyalty to a hotel brand can also be influenced by their attitudes towards sustainability, since those who value a hotel’s sustainability efforts are more likely to stay there again and refer others to it (Rahman & Reynolds, 2016). Much of the existing literature towards sustainable consumption and practices is from the hotel management viewpoint, though little is known about how much the consumers are informed about these sustainability practices and how such information impacts their behavior. Furthermore, there is a dearth of literature available on the consumption behavior of customers in 5-star hotels particularly in Mumbai; hence, this research was conducted in order to understand the experience of consumer in a region that is a famous tourist spot and emerging as a preferred location for carrying business of 5-star hotel. By investigating consumer awareness and attitudes on the sustainable practices of Mumbai’s five-star hotels, this study seeks to close the current gap in knowledge. Hotel managers, legislators, and marketers looking to advance sustainable practices in the hospitality sector will find great value in the study’s conclusions. They can create focused strategies to strengthen sustainability initiatives and boost customer communication by knowing consumer awareness and attitudes (Lee et al., 2010). Additionally, the study will serve as a foundation for upcoming research on how consumers behave in relation to sustainability in various geographic areas and hotel types. To sum up, this study emphasizes the significance of sustainability in the hotel business and emphasizes the need for a better grasp of

customer views in order to affect significant change in the field

By using the study's insightful feedback on consumer attitudes and preferences regarding sustainable practices, hotel management can better customize their sustainability programs to satisfy guests and build brand loyalty. By stressing their dedication to sustainability, hoteliers can stand out in the market and possibly draw in a more ecologically sensitive clientele by gaining an understanding of customer awareness and attitudes. It will help industry bodies and regulators create more effective policies and programs for the hospitality sector.

Objectives

- To examine the consumer awareness level towards sustainable practices exercised in 5-star category hotels of Mumbai.
- To examine the consumer attitude towards sustainable practices exercised in 5-star category hotels of Mumbai.

Methodology

Research Design: To meet the goals of the current study, descriptive design is employed. Respondents were questioned in closed-ended format about their demographics, consumer awareness, and attitudes regarding sustainable techniques used in Mumbai's five-star hotels.

Locale: The information used in this study was gathered from travelers from all across India who had stayed at Mumbai's five-star hotels. The data for the present research was collected in month of August, 2024.

Sampling Design: In the present research convenience sampling method was used to gather data. The information for the present research was gathered from visitors all over India who have either lodged or dined at 5-star hotels in Mumbai. The respondent criteria defined for the study identified the participants to be people of 18 years and above, who had first-hand experience with the change in the sustainable practices of the aforesaid hotels. Thus, data of participants who never attended 5-star hotels, those who failed to respond to the questionnaires were omitted. It was important to obtain views from people of various demographics since Mumbai is a popular tourist destination thus consumers could come from anywhere in the world.

Practical restrictions regarding visitor reachability, as well as the necessity to attain valid, unfragmented feedback, contributed to the relatively low overall respondent count (165 participants with 156 valid answers) while striving for greater depth of response rather than breadth.

Tools and Technique: The questionnaire was developed through google forms, and were sent to the respondents through their email-ids and through other social media links. Different scales were employed in the questionnaire according to the objectives' requirements. The structured questionnaire was divided into three components. The respondents' demographic profile was questioned in the first section. In the second portion, consumer were asked to score their awareness of sustainable methods used by hotels on a 5-point Likert scale: 1 represents no awareness at all, 2 indicates little awareness, 3 indicates considerable awareness, 4 indicates moderate awareness, and 5 indicates great awareness. The third section consisted the questions on the consumer attitude towards sustainable practices exercised at hotels on a 5-point Likert scale of 1 to 5, where 1 is strongly disagree, 2 is disagree, 3 is neutral, 4 is agree and 5 is strongly agree.

Data Analysis and Statistical Analysis: Descriptive statistics namely frequency, percentage, mean and standard deviation was calculated for the data analysis. Microsoft excel is used as a tool for analysis.

Results and Discussions

Demographic Characteristics of Respondents: According to the gender distributions, 17.9% of respondents were female and 82.1% of were male. 39.7% of respondents were in the 18–25 age range, 35.9% in the 26–35 age range, and 24.4% in the 36–45 age range. 39.8% of respondents were married, 60.2% of the population were single. There were 5.1% of intermediate respondents, 48.7% graduates, 34.6% postgraduate, and 11.5% doctoral respondents throughout the sample. 6.4% of respondents were students, 42.3% worked for the government, 26.9% were employed privately, and 24.4% were starting their own company. 84.6% of respondents live in urban regions, while 15.4% in rural areas. 5.1% of respondents did not make any money at all, 30.8% make up to 4 lakhs per year, 38.5% make between 4 and 8 lakhs, 23.1% make between 8 and 12 lakhs, and 2.6% make more than 12 lakhs per year.

Table 1: Demographic Characteristics of Respondents

Parameter	Variables	Frequency	Percentage
Gender	Male	128	82.1
	Female	28	17.9
	Preferred not to say	--	--
Age	18-25 years	62	39.7
	26-35 years	56	35.9
	36-45 years	38	24.4
	46-55 years	--	--
	Above 55 years	--	--
Marital Status	Single	94	60.2
	Married	62	39.8
	Preferred not to say	--	--
Educational Qualifications	Intermediate	8	5.1
	Graduate	76	48.7
	Postgraduate	54	34.6
	Doctorate	18	11.5
	Others	--	--
Occupation	Students	10	6.4
	Government Job	66	42.3
	Private Job	42	26.9
	Business	38	24.4
	Others	--	--
Area of Residence	Rural	24	15.4
	Urban	132	84.6
Annual Income	Not earning	8	5.1
	Up to 4 Lakhs	48	30.8
	4-8 Lakhs	60	38.5
	8-12 Lakhs	36	23.1
	More than 12 Lakhs	4	2.6

Profile of the Respondents Related to their 5-Star Hotels

Visit in Mumbai: 46.2% of the respondents mentioned that they stay in hotels of Mumbai once a year, 26.9% 2-3 times, 24.4% 4-6 times and 2.6% stay more than 6 times a year in hotels of Mumbai. 44.9% of the respondents had mentioned that they stay in hotels for leisure purpose, 32.1% comes in 5-star hotels of Mumbai for business purpose, 16.7% of the respondents visit for family visit and 6.4% of the respondents had mentioned that they visit 5-star hotels of Mumbai for attending social events like marriages, party etc. 12.8% of the respondents had mentioned that they have very high environmental awareness level, 53.8% have high and 33.3% of the respondents have moderate environmental awareness level.

Table 2: Profile of the Respondents Related to their Hotel Visit in Mumbai

Parameter	Variables	Frequency	%
Frequency of stay	Once a year	72	46.2
	2-3 times a year	42	26.9
	4-6 times a year	38	24.4
	More than 6 times a year	4	2.6
Purpose of stay	Leisure	70	44.9
	Business	50	32.1
	Family visit	26	16.7
	Social events (wedding, party etc.)	10	6.4
	Others	--	--
Booking method	Directly through hotel	70	44.9
	Online travel agencies	42	26.9
	Travel agents	22	14.1
	Corporate bookings	20	12.8
	Others	2	1.3
Environmental awareness level	Very high	20	12.8
	High	84	53.8
	Moderate	52	33.3
	Low	--	--
	Very low	--	--

Consumers Awareness Level towards Sustainable Practices Exercised in 5-Star Category Hotels of Mumbai:

Table 3 data reveals key insights for energy conservation initiatives, which included energy-efficient lighting and smart thermostats, moderately aware ranks the highest at 33.1%. For water conservation efforts which have low-flow fixtures and water recycling, 34.6% slightly aware. Waste management and recycling programs 41.0% were somewhat aware. For sustainable sourcing of food and beverages, organic, and local, 37.2% of the respondents were moderately aware, which means more and more mindful in food sourcing. Green building certifications like LEED or BREEAM have shown that 27.9% of the respondents were not at all aware of it, which means this is very incomplete gap in awareness. Eco-friendly products in terms of biodegradable toiletries and reusable amenities 29.5% were moderately aware. Among carbon footprint reduction initiatives running the gamut of offset programs and green transportation were somewhat aware (35.9%), sustainable housekeeping practices, which include linen reuse programs and eco-friendly cleaning products (29.5%) were slightly aware. Under biodiversity conservation programs-having engaged in native landscaping and wildlife protection, 25.6% were slightly aware. Community engagement and support,

including employing locals and aiding artisans, 30.8% were slightly aware. Reduction of single-use plastics 26.9% were somewhat aware, sustainability awareness programs for guests 28.2% were slightly aware. The various sustainability practices exhibit different knowledge levels.

Table 4 shows that with the highest mean value of 3.44 and standard deviation of 1.56, it leads consumers' to being relatively more aware of the energy conservation practices against other practices. This could be because of an increased focus of hospitality industries on energy efficiency, which would in turn enhance the level of awareness among the guests. Water conservation efforts had a mean of 3.01 and standard deviation of 1.26. This slightly lower mean may also suggest that, though water conservation is acknowledged, it is not often as actively promoted by the hotels than the actions that go into energy saving efforts. The mean of waste management and recycling programs was 3.19 with a standard deviation of 1.13. This would seem to indicate that consumers have at least some level of awareness about how hotels manage waste perhaps because of the visible initiatives being placed through recycling bins and information relayed during their stay. Mean rating on sustainable sourcing of food and beverages: 3.04 and SD 1.26. A moderate awareness level is in this category because of the growing interest in hotel farms, farm-to-table concepts, and local sourcing in the general culinary experience. The mean was lower for green building certifications, 2.77, and had a higher standard deviation of 1.47. It again echoes in the communication gap of this dimension of sustainability. Mean awareness for the use of eco-friendly products amounts to 3.08 and had a standard deviation of 1.34, thus speaking of a fair level of consumer awareness. This may point towards an elevated level of consumers looking for eco-friendly amenities and products within hotels.

Then, carbon footprint reduction initiatives scored 2.80 with a standard deviation of 1.15, imply that the hotels have to do something more to communicate their reductions in carbon emissions efforts. Sustainable housekeeping practices, mean of 2.78 and standard deviation of 1.21. Biodiversity conservation programs with mean 2.81 and standard deviation of 1.37. This could be a weakness area for hotels, educating the consumers of the same. Community engagement and support had the lowest mean at 2.57 with a standard deviation of 1.31. There appears to be a significant gap in consumer awareness in how hotels approach

community engagement and support. The gaps identified above are those where hotels can easily extend their outreach as well as increase their visibility. As compared to other even more prevalent sustainable practices, reduction of single-use plastics had an average score at 2.67 with a standard deviation at 1.29. Guest sustainability awareness programs mean 2.76 and standard deviation of 1.31 and, in general, showed a lack of awareness among guests about the programs in place while they were on property during their visit. In summary, through analysis, some parameters related to consumption of energy and water had a higher awareness level by consumers, but most, such as community engagement and biodiversity, indicated lower consumer awareness levels. High standard deviation on most parameters implies large variations in awareness levels among consumers, thus indicating a lack of effective communication and education by hotels towards understandability and engagement with their CSR practice.

It is imperative for hospitality providers and consumers alike to comprehend the extent of consumer awareness regarding sustainable hotel practices (Robin et al., 2017). This is because it indicates the increasing significance of environmental and social factors in the decision-making process, which in turn promotes a more sustainable tourism sector (Modica et al., 2020).

Table 3: Consumer Awareness Level towards Sustainable Practices of 5-Star Category Hotels

Parameter	NAA (1)	SLA (2)	SWA (3)	MA (4)	EA (5)
Energy conservation initiatives (e.g., energy-efficient lighting, smart thermostats)	36 (23.3)	28 (17.9)	20 (12.8)	51 (33.1)	35 (22.8)
Water conservation efforts (e.g., low-flow fixtures, water recycling)	14 (9.0)	54 (34.6)	32 (20.8)	28 (17.9)	28 (17.7)
Waste management and recycling programs	16 (10.3)	18 (11.5)	64 (41.0)	36 (23.1)	22 (14.1)

Parameter	NAA (1)	SLA (2)	SWA (3)	MA (4)	EA (5)
Sustainable sourcing of food and beverages (e.g., organic, local produce)	26 (16.7)	28 (17.9)	30 (19.2)	58 (37.2)	14 (9.0)
Green building certifications (e.g., LEED, BREEAM)	43 (27.9)	30 (19.2)	32 (20.4)	20 (12.9)	30 (19.5)
Use of eco-friendly products (e.g., biodegradable toiletries, reusable amenities)	28 (17.9)	26 (16.7)	32 (20.5)	46 (29.5)	24 (15.4)
Carbon footprint reduction initiatives (e.g., offset programs, green transportation options)	20 (12.8)	44 (28.2)	56 (35.9)	18 (11.5)	18 (11.5)
Sustainable housekeeping practices (e.g., linen and towel reuse programs, eco-friendly cleaning products)	26 (16.7)	46 (29.5)	30 (19.2)	44 (28.2)	10 (6.4)
Biodiversity conservation programs (e.g., native landscaping, wildlife protection initiatives)	34 (21.8)	40 (25.6)	26 (16.7)	34 (21.8)	22 (14.1)
Community engagement and support (e.g., local employment, support for local artisans)	37 (24.1)	48 (30.8)	34 (21.8)	16 (10.5)	21 (12.8)

Parameter	NAA (1)	SLA (2)	SWA (3)	MA (4)	EA (5)
Reduction of single-use plastics	38 (24.4)	34 (21.8)	42 (26.9)	26 (16.7)	16 (10.3)
Sustainability awareness programs for guests	32 (20.3)	44 (28.2)	30 (19.1)	32 (20.8)	18 (11.7)

Note: NAA: not at all aware, SLA: slightly aware, SWA: somewhat aware, MA: moderately aware, EA: extremely aware

Table 4: Consumer Awareness Level Towards Sustainable Practices of 5-Star Category Hotels

Parameter	Mean	Standard Deviation
Energy conservation initiatives	3.44	1.56
Water conservation efforts	3.01	1.26
Waste management and recycling programs	3.19	1.13
Sustainable sourcing of food and beverages	3.04	1.26
Green building certifications	2.77	1.47
Use of eco-friendly products	3.08	1.34
Carbon footprint reduction initiatives	2.80	1.15
Sustainable housekeeping practices	2.78	1.21
Biodiversity conservation programs	2.81	1.37
Community engagement and support	2.57	1.31
Reduction of single-use plastics	2.67	1.29
Sustainability awareness programs for guests	2.76	1.31

Consumers Attitude towards Sustainable Practices Exercised in 5-Star Category Hotels of Mumbai: Table 5 indicate a diverse range of attitudes toward sustainable practices in hotels. These respondents at 35.8% share the opinion that they would like to stay in environmentally conscious hotels- which exhibit a strong affirmation of green hotel choices. Additionally, 39.0% of the respondents stated that they value hotels that directly make efforts to reduce their energy consumption. This emphasizes further that the hospitality business must be environmentally conscious. Further, 30.4% of the respondents agreed that they enjoy hotels that also ensure water-saving practices. Proper waste management and recycling programs also appealed to the guests; 35.9% of the respondents agreed that they care about such practices. Renewable energy sources, for instance, received a positive nod from 30.8% of the respondents who strongly agreed that they feel good about hotels using sources such as solar power. Eco-friendly products, for instance toiletries that are biodegradable, were found to have an openness of 24.4% to

choose the hotel accepting this line of products, though much discussion on sourcing food and materials from sustainable sources was somewhat divergent, with 25.6% taken not to stand on one side or the other. Remarkably, 25.6% disagreed to the statement that they like hotels teaching customers how to save. Whereas, as much as 23.1 percent indicated that they do not agree strongly that they will stay in hotels that advance the causes of local communities and businesses, which implies that such factors are most probably not high up on the decision scale. Neither for nor against were responses made concerning statements relating to carbon footprint minimization (24.4%) and trust in hotels with sustainability certifications (23.1%). Contrastingly, bike rentals and information on public transport gathered more dissenting voices as 26.9% of the respondents differed in preferring such services. The overall data indicates a rather confusing mix of preferences: very sustainable practices regarding energy, waste, and water management are rated well; other ones, for example, community support and guest education are rated much lower. According to Jones et al. (2016), the adoption of sustainable practices in hotels is becoming increasingly significant since consumers are more willing to support businesses that demonstrate a commitment to environmental and social responsibility.

Customers that place a high value on environmental responsibility are more likely to see hotels that implement eco-friendly measures favorably, such as waste minimization, energy conservation, and sustainable sourcing (Sadiq et al., 2022; Tharaka & Munasinghe, 2022).

Table 5: Consumer Attitude towards Sustainable Practices of 5-Star Category Hotels (Frequency and Percentage)

Parameters	SD (1)	D (2)	N (3)	A (4)	SA (5)
I prefer staying at hotels that implement sustainable practices.	18 (11.3)	17 (10.7)	13 (9.0)	56 (35.8)	52 (33.3)
I appreciate hotels that actively reduce energy consumption	19 (11.5)	25 (16.2)	26 (16.7)	26 (16.7)	60 (39.0)
I appreciate hotels that actively utilize water saving initiatives	20 (12.8)	26 (16.7)	19 (12.3)	47 (30.4)	44 (27.8)

Parameters	SD (1)	D (2)	N (3)	A (4)	SA (5)
I value hotels that have effective waste management and recycling programs.	26 (16.7)	38 (24.4)	26 (16.7)	56 (35.9)	10 (6.4)
I feel positive about hotels that use renewable energy sources (e.g., solar power).	30 (19.2)	26 (16.7)	26 (16.9)	26 (16.4)	48 (30.8)
I am more likely to choose hotels that use eco-friendly products (e.g., biodegradable toiletries).	28 (17.9)	28 (18.2)	34 (21.8)	38 (24.4)	28 (17.7)
It matters to me that hotels source their food and materials from sustainable sources.	28 (17.9)	40 (25.6)	40 (25.6)	34 (21.8)	14 (9.0)
I appreciate hotels that educate guests on sustainable practices.	36 (23.1)	40 (25.6)	36 (23.1)	20 (12.8)	24 (15.4)
I am inclined to stay at hotels that support local communities and businesses.	36 (23.1)	34 (21.8)	34 (21.8)	30 (19.2)	22 (14.1)
I believe it is essential for hotels to take steps to minimize their carbon footprint.	28 (17.9)	32 (20.5)	38 (24.4)	34 (21.8)	24 (15.4)
I prefer hotels that offer or promote sustainable transport options (e.g., bike rentals, public transport information).	34 (21.8)	42 (26.9)	32 (20.5)	28 (17.9)	20 (12.8)

Parameters	SD (1)	D (2)	N (3)	A (4)	SA (5)
I trust hotels more if they have certifications for their sustainable practices.	34 (21.8)	28 (17.9)	36 (23.1)	32 (20.5)	26 (16.7)

Note: SD: strongly disagree, D: disagree, N: neutral, A: agree, SA: strongly agree

Table 6: Consumer Attitude towards Sustainable Practices of 5-Star Category Hotels

Parameter	Mean	Standard Deviation
I prefer staying at hotels that implement sustainable practices.	3.69	1.33
I appreciate hotels that actively reduce energy consumption	3.55	1.43
I appreciate hotels that actively utilize water saving initiatives	3.44	1.38
I value hotels that have effective waste management and recycling programs.	2.91	1.23
I feel positive about hotels that use renewable energy sources (e.g., solar)	3.23	1.51
I am more likely to choose hotels that use eco-friendly products	3.06	1.36
It matters to me that hotels source their food and materials sustainably	2.78	1.23
I appreciate hotels that educate guests on sustainable practices	2.72	1.36
I am inclined to stay at hotels that support local communities and businesses	2.79	1.36
I believe it is essential for hotels to minimize their carbon footprint	2.96	1.32
I prefer hotels that promote sustainable transport options	2.73	1.33
I trust hotels more if they have certifications for sustainable practices	2.92	1.38

Overall, the results show that, in general, opinions were rather positive toward sustainable practices by hotels; however, respondents' engagement with specific initiatives was very different. More visual, or thus more concrete, efforts, such as conserving energy and water, had stronger

support, while a less visible, indirect type of effort-for example, sustainable material sourcing and support for local communities-received neutral responses. This means hotels should focus on promoting these sustainability efforts so that they become more vivid to the guests in the hope of fostering increased consumer appreciation and engagement. Overall findings reflect the necessity of both sustainable practices and messaging: How the value is transferred to guests to permit them access to such properties. The gap between operational sustainability and guest engagement should be taken up by hotels by ensuring increased awareness, touching their bottom lines, and making sustainability seamlessly merged within the guest experience.

Conclusion

The findings of the first objective revealed that consumer awareness regarding sustainability practices in 5-star hotels of Mumbai happens to be the strongest in areas like energy conservation, waste management and water conservation. These happen to be the areas where the implementation is relatively better across establishments. Other practices, such as green building certifications, engaging communities, and avoiding single-use plastics, are not as recognized or adopted, so it is obvious that consumer knowledge in these realms is not the same. So, sustainability practices, if promoted well or do not depend much on individuals' heightened sensitivities to these messages, cannot necessarily state that all be tackled with equal efforts as those that are more publicized or relatable to the public. Consumers were appreciative of sustainable practices in 5-star hotels of Mumbai, and highest appreciation was shown for visible initiatives related to energy conservation, water-saving efforts, and overall implementations of sustainable practice. These practices resonate well with consumers, indicating their value in shaping guest preferences. On the other hand, initiatives like sourcing materials sustainably, supporting local communities, and educating guests on sustainability received a more neutral or indifferent response. This suggests that while consumers are inclined towards certain sustainability efforts, others may require greater visibility and engagement to enhance their perceived importance. By educating consumers on the scope of sustainable initiatives adopted by upscale hotels, will enable them to make decisions that are consistent with their environmental beliefs. The customers will make decisions that support environmentally friendly enterprises by offering insights into how sustainability affects hotel operations and visitor experiences.

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