Corporate images and customer behavioral intentions in an environmentally certified context: Promoting environmental sustainability in the hospitality industry

Abstract

Growing environmental awareness has made customers change their attitudes and increasingly demand that the hospitality industry provides products and services that are environmentally friendly. This sector faces increasing pressure to operate in a more eco-friendly manner given its negative influence on the natural environment. Extant research demonstrate that sustainable tourism can be promoted through environmental certifications. However, little attention has been paid to the relevance of customer perceptions about these schemes and their influence on customer behavioral intentions. So that, this study attempts to explore the conditions under which perceived green image leads to favorable customer behavioral intentions toward environmentally certified hotels by considering the mediating effects of functional and emotional image. A structured questionnaire was used to collect data from hotel customers in Spain. The results indicate that green image serves as a predictor of functional image which in turn is linked to customer behavioral intentions. This shows that the evaluation of environmental issues influences the assessment of cognitive aspects, although not the direct evaluation of affective aspects. Consequently, green image associations directly influence the cognitive responses of consumers, but not their emotions. Therefore, consumers will evaluate a hotel´s functional image not only by considering traditional attributes but also by taking into account environmental issues. These findings suggests that hotel companies should work to develop a green positioning strategy developing products and services possessing both greenness and high-value attributes.

1. Introduction

Environmental sustainability has drawn great attention over the last decade (Hu et al., 2018) mainly because consumers today are more ecologically conscious than they were. Previous studies have demonstrated that consumers support eco-friendly companies that consider a priority to develop environmental practices (Kang & Hur, 2012). This growing interest for green products and services has generated several changes in the tourism and hospitality businesses. With the object of reducing environmental degradation and involving consumers that are conscious about green issues, numerous companies are implementing environmental certification programs (Lee et al., 2017). Environmental certifications attempt to promote companies´ environmental commitment, and differentiating genuine environmentally friendly companies from "green-washed" businesses (Daddi et al., 2019). "Greenwashing" is defined as "the act of misleading consumers regarding the environmental practices of a company or the environmental benefits of a product or service" (TerraChoice, 2009, p.1).

Although the importance of environmental certifications has been recognized in the hospitality literature, it is necessary to obtain additional evidence about how these certifications might develop favorable consumer responses. Extant research that has focused on pro-environmental behavior within the hospitality industry links this behavior to a hotel´s image (Durna et al., 2015; Jeong et al., 2014; Lee et al., 2010; Martínez, 2015; Martínez et al., 2018; Wu et al., 2016; Yadav et al., 2016). However, there is no consensus on the factors of a hotel´s image that create superior positive responses in consumers. Many researchers argue that, while cognitive attributes of a

company´s image are clearly important (Alwi & Kitchen, 2014; Nguyen & LeBlanc, 2001), emotional aspects are also relevant to consumers (Michel & Rieunier, 2012; Prayag et al., 2017). Consequently, this research suggests that consumers consider not only cognitive but also affective attributes of an environmentally certified company´s image.

Following these arguments and a green marketing approach, this study suggests an inclusive model of how corporate image may lead to favorable pro-environmental behaviors. Thereby, the authors attempt to explore the conditions under which green image results in positive customer responses concerning environmentally certified hotels, by taking into account functional image (cognitive aspects) and emotional image (emotional issues) as mediating variables. Previous research in consumer behavior and environmental psychology has shown the relevance of these aspects in the hospitality context (Martínez et al., 2018). Unfortunately, no studies to date have integrated the notion of green image with functional and emotional hotel image in a single study to ascertain their relationships, and this has certainly not been done by considering an environmentally certified hotel context.

2. Conceptual framework and research hypotheses

The term green marketing is currently one of the most frequently debated theme in academic literature (Hur et al., 2013; Kang & Hur, 2012). This concept represents the management process responsible for identifying, anticipating and satisfying the needs of customers and society in a profitable and sustainable way (Yadav et al., 2016). Within the hospitality context, a number of firms are recognizing their responsibility towards the natural environment and showing this by adopting ecological initiatives voluntarily (Suárez-Cebador et al., 2018). The main manifestation of this compromise is through

environmental certifications programs (Lee et al., 2017). Environmental certifications improve environmental management since these schemes help firms to focus on environmental performance (Qi et al., 2012). Additionally, these schemes provide benefits to consumers by acting as an assurance of quality and confidence (Esparon et al., 2014). When hotel companies adopt a third-party environmental certification, they obtain not only access to the knowledge of the certification institution but also personalized information about the implementation of environmental practices. Certification institutions establish predetermined norms and goals and evaluate the level of accomplishment of audited firms (Takahashi & Nakamura, 2010). Third-party environmental certification therefore gives credibility about environmental performance and green initiatives adopted by companies, reducing "greenwashing" claims.

Among the third parties offering certification are online travel agencies such as Travelocity.com, which has started "green-flagging" hotels based on their environmental certifications, and the U.S. Green Building Council, which offers Leaderships in Energy and Environmental Design (LEED) certification. Another certification growing in importance is the environmental management system ISO 14001, which is an international standard for sustainable operation. Large tourism business, such as the Hilton group have initiated their own environmental schemes (we care!). Similarly, large hotel groups such as the state-owned Paradores de Turismo (Spain) are part of the European Eco-Management and Audit Scheme (EMAS).

2.1. Green, functional and emotional image

Before explaining the notions of functional and emotional image, it is necessary to give a brief explanation of the concept of green image. This notion has become progressively more relevant since consumers are aware of ecological aspects and their implications for

the planet earth. The term "green image" is defined as "[a] set of perceptions of a firm in a consumer´s mind that is concerned to environmental commitment and concerns" (Martínez, 2015, p. 901). A hotels´ green image can be described as consumers´ mental perceptions of the company that are linked to environmental concerns and it can be expressed as a functional of its most important green attributes (Jeong et al., 2014).

Next, the concept of corporate image is explained in order to introduce its main dimensions. Corporate image is defined as the net result of the knowledge, beliefs, ideas, feelings or impressions about an organization (Heikkurinen, 2010). Corporate image is a valuable strategic asset since it provides individuals with functional, experiential and symbolic benefits (Park et al., 1986). While functional and experiential benefits come from tangible attributes related with the product/service, symbolic benefits correspond to customers´ psychological needs (e.g. self-esteem) (Kim & Perdue, 2013). Previous research suggests that customers´ behavior depends on an altered description of (objective) reality that exists in their minds (Martineau, 1958). In the specific service context of this research, corporate image has a key role to play as customers find it difficult to differentiate hospitality products/services considering exclusively tangible quality attributes (Martínez, 2015).

Previous research supports the idea that it is necessary to develop a cognitive and emotional image before achieving an overall image (Lee et al., 2010). It is been proposed that image is an overall impression created as a result of cognitive and affective evaluations of the attributes of an object (Mazursky & Jacoby, 1986). Cognitive image is based on the assessment of several attributes of a product/service and it is mainly related to consumers´ beliefs about these features. On the other hand, emotional image focuses on individuals´ feelings towards this product/service. This consideration is consistent with the two main facets of corporate image: the functional

and emotional dimension (Kennedy, 1977). The functional dimension comprehends tangible characteristics which are easily measured, whereas the emotional dimension is related to psychological aspects that manifest as feelings and attitudes toward the firm. These attitudes and feelings are formed when individuals process the information on the functional attributes of corporate image (Kennedy, 1977). Therefore, in this study, functional image is composed of cognitive aspects that provide functional benefits and satisfy utilitarian needs, while emotional image focuses on affective attributes and the symbolic nature of consumption.

Regarding the relationship between green image and both dimensions of corporate image, consumer benefits derived from corporate image are closely related to attributes of products, attributes of performance and emotional consequences arising from use (Prayag et al., 2017; Woodruff, 1997). First, functional benefits are related to practical benefits that are obtained by customers if they use a product/service. Some of the water and energy consumption reduction initiatives carried out by environmentally certified hotels may be very engaging to some guests, persuading them to stay at this kind of hotels. For those guests who desire to reduce water and energy usage (and contribute to enhancing the environment), an environmentally certified hotel may be perceived as valuable. In this sense, the authors propose that the perception of these green practices provides a benefit to consumers in the sense of a better or differentiated service. Hence, the following hypothesis is suggested:

H_1: Green image positively influences functional corporate image.

Second, emotional benefits imply satisfying the psychological requirements of customers. Even though consumers may not deliberately search for these emotional benefits, unplanned favorable feelings activated by the consumption experience

constitute a crucial aspect in subsequent decision processes. It is possible to meet psychological needs of customers and bring emotional benefits to them by staying at an environmentally certified hotel. For instance, for those customers with a high degree of environmental concern, the act of choosing an eco-friendly hotel may increase their levels of self-esteem and feel optimistic about this decision since they are contributing to saving the planet and alleviating environmental problems. Based on this discussion, this study proposes the following hypothesis:

H2: Green image positively influences emotional corporate image.

2.2. Green image and consumer behavior

Within the hospitality research field, the concept of a company´s image is one of the most common notions because of its influence on customer responses (Durna et al., 2015; Gao et al., 2016; Jeong et al., 2014; Martínez, 2015; Martínez et al., 2018; Wu et al., 2016, Yadav et al., 2016). As stated by Ajzen & Fishbein (1980), behavioral intentions correspond to the probability of consumer involvement in a particular behavior and represent the immediate precursor of actual behavior. Three main dimensions have been studied to examine customer behavioral intentions: repurchase intentions, willingness to pay a premium price and willingness to recommend (Zeithaml et al., 1996). In this study, these intentions are reflected in consumer intentions to stay at an environmentally certified hotel, to spread word-of-mouth about such a hotel and to pay a premium price to stay there (Gao et al., 2016).

Extant research within the hospitality context supports the influence of a company´s green image on consumer behavior. Wu et al. (2016) demonstrate that green switching intention is affected by green image and satisfaction. Martínez et al. (2018) validate the

influence of green image on customer intention to stay and pay a superior price. Therefore, the following research hypothesis is suggested:

H3: Green image positively influenced customer behavioral intentions.

2.3. The influence of functional and emotional corporate image on customer behavioral intentions

Numerous scholars suggest that corporate image facilitates consumer-company relations and enhances consumer behavior (Helm & Tolsdorf, 2013; Khoo-Lattimore & Prayag, 2016; Richard & Zhang, 2012; Tu et al., 2013). The consumer decision-making process is strongly influenced by corporate image since this asset offers mental shortcuts when processing information. Within the hospitality context, it is also possible to prove the great influence of a company´s image on customer purchase decisions (Gao et al., 2016; Han et al., 2009; Lee et al., 2010; Martínez, 2015; Martínez et al., 2018; Yadav et al., 2016).

Regarding the influence of functional and emotional image on consumer behavior, behavioral intentions are determined by the individual experience of customers with the firm. The results of this encounter are not only related with the use of the company´s products/services and their practical or technical benefits (e.g. functional image), but also comprise feelings and emotional responses toward the company (e.g. emotional image) (Delgado & Munuera, 2001; Kim & Perdue, 2013). For instance, Kim & Perdue (2013) prove that when guests choose a hotel company, they consider cognitive attributes (e.g. price, quality and food choose) as well as affective attributes (e.g. comfortable feeling and entertaining). Therefore, customer behavioral intentions are assumed to be positively affected by the favorable perceived functional and emotional

image of the company (Rindova & Fombrun, 1999). Following these ideas, the next research hypotheses are proposed:

H_4: Functional corporate image positively influences customer behavioral intentions.

H_5: Emotional corporate image positively influences customer behavioral intentions.

The functional dimension of image refers to beliefs and knowledge about a company, while the emotional domain refers to attitudes and feelings toward the company (Kennedy, 1977; Mazursky & Jacoby, 1986). The distinction and direction of the relationship between cognitive and affective aspects of image has been emphasized in various consumer decision-making models (Faridah & Kitchen, 2016). The majority of research to date has posited that cognitive aspects of image are antecedents of emotional image, which is created through a collection of beliefs concerning a specific object (e.g. company) (Gartner, 1993) This idea proposes that cognitive knowledge can lead to affective responses (Lee et al., 2010) suggesting that although a distinction is made between the two dimensions, they are interrelated. In this sense, various studies propose that the functional and the emotional components of image are distinct but are hierarchically related (Faridah & Kitchen, 2016; Lee et al., 2010). Therefore, it is proposed:

H_6: Functional corporate image positively influences emotional corporate image.

3. Method

3.1. Measures

To fulfill the research objectives, a questionnaire for potential customers of environmentally certified hotel in Spain was developed. Previous measurement scales were adopted from several studies to measure the constructs of this study. To assess

green image, three items based on Jeong et al. (2014) were used. Both dimensions of image (functional and emotional corporate image) were measured employing the scale provided by Martínez et al., (2004). Finally, three items based on Gao et al. (2016) were employed to measure customer behavioral intentions (Appendix). The authors conducted a pilot study to validate the questionnaire by means of 20 tourism researchers and students. After their comments and recommendations, several modifications were made to make the survey more comprehensible for future respondents.

3.2. Data collection and sample

The sample used in the research was formed of consumers of hospitality services in general (hotel guests) to guarantee that the individuals interviewed had sufficient knowledge of hospitality services and were used to make-decisions on hotel booking, so that they could take into account (or not) the fact that a hotel is environmentally certified. To design the research sample, a non-probability sampling procedure was chosen. A convenience sample was used, as the researchers did not have access to a census of hotel guests in Spain. To ensure a greater representation of the data, a multistage sampling by quotas was made by characterizing the population according to two criteria relevant to the investigation: the gender and the age of the respondents (National Statistics Institute, 2016). Table 1 displays the profile of the respondents.

INSERT TABLE 1 HERE

In a first stage, data was tabulated and revised using software IBM SPSS 21. The authors cleaned the database thoroughly, checking for missing values and outliers. After eliminating invalid questionnaires 502 surveys were obtained. Once the basic statistical properties of the data were tested, a covariance based structural equations model (CB-SEM) approach was used to test the research model.

10

4. Results

To test the research hypotheses, statistical analyses were conducted using the structural equation modeling (SEM) methodology, with the program EQS 6.1 for Windows. First, the psychometric properties of the measurement scales (reliability and validity) were tested using confirmatory factor analysis (CFA). Next, the structural or causal model was estimated.

Regarding the CFA, the results obtained for the goodness-of-fit indexes show a correct specification of the model. In particular, there are three main classes of fit criteria: measures of absolute fit, incremental fit, and parsimonious fit (Hair et al., 2010). In this case, the statistics given by EQS 6.1, widely used in the SEM literature, were used (Hair et al., 2010): BBNFI, BBNNFI and RMSEA for the measurement of overall model fit; IFI and CFI as measures of incremental fit; and normed $\chi 2$ for the measurement of the parsimony of the model. The results (Table 2) confirm that the BBNFI, BBNNFI, IFI and CFI statistics exceed the recommended minimum value of 0.9. RMSEA is located below the maximum limit of 0.08, and normed $\chi 2$ takes a value under the recommended value of 5.0 (Hair et al., 2010).

Reliability of the measurement scales was evaluated using the Cronbach's alpha, composite reliability and AVE coefficients (Bagozzi & Yi, 1988). The values of these statistics are above the required minimum values of 0.7 and 0.5 respectively (Hair et al., 2010), which supports the inner reliability of the constructs proposed in the model (Table 2). The convergent validity of the scales is also confirmed (Table 2), since all items are significant at a confidence level of 95% and their standardized coefficients are higher than 0.5 (Steenkamp & Van Trijp, 1991).

Discriminant validity of measurement scales is tested following the procedure proposed by Fornell & Larcker (1981), which is based on a comparison of the variance extracted for each pair of constructs (AVE coefficient) and the squared correlation estimate between these two constructs. If the variances extracted are greater than the squared correlation, this is evidence of discriminant validity. Only one pair of constructs did not pass the test (Emotional corporate image – Functional corporate image), although the difference between the AVE coefficient and the squared correlations in this case was very small (Table 2). Given the results obtained, there is reasonable support for the discriminant validity of the scales used in this research.

INSERT TABLE 2 HERE

The causal model was estimated by using the robust maximum likelihood estimation procedure. H_1 is supported ($\beta=0.68^*$) as green image has a significant effect on functional corporate image. H_2 and H_3 are not supported. Therefore, no significant direct effects of green image on emotional hotel image and customer behavioral intentions were found. H_4 and H_5 expect that functional and emotional image have a direct effect on customer behavioral intentions. H_4 ($\beta=0.33^*$) and H_5 ($\beta=0.50^*$) are supported. H_6 predicts that functional image has a positive effect on emotional image. H_6 is supported ($\beta=0.72^*$). Moreover, the R^2 statistics take values greater than 0.40 for all the dependent variables, thus supporting the explanatory power of the proposed causal model (Figure 1).

INSERT FIGURE 1 HERE

5. Discussion

Theoretical implications

There are several theoretical contributions of this research to the tourism and hospitality academic literature. First, it provides new evidence to support the mechanism through which the green image of hotel companies influences customer behavioral intentions. Specially, the perceptions of hotels that are linked to environmental concerns influence cognitive and affective responses of customers. In turn, these positive perceptions determine customer behavioral intentions. In this sense, the specific (cognitive) beliefs of consumers about environmental issues (green image) are the determinants for the functional corporate image, which corresponds to the cognitive expression of customer attitude. In turn, the emotional image corresponds to the affective expression of customer attitude. Therefore, both dimensions of image have an influence on customer intentions towards environmentally certified hotels.

Second, this study demonstrated that corporate image becomes a powerful tool for developing favorable pro-environmental behaviors. This finding corroborates previous studies in the hospitality sector that show that a company´s image play a crucial role at the time of developing customer responses based on eco-friendly initiatives (Gao et al., 2016; Lee et al., 2010; Yadav et al., 2016). Additionally, the notion of green image emphasized in this study facilitates an improvement in customers´ perceptions regarding environmentally certified hotel attributes that serve to develop favorable customer responses.

Third, this research proves that green image serves as a predictor of functional image which in turn is linked to customer behavioral intentions. This shows that the evaluation of environmental issues influences the assessment of cognitive aspects, although not the (direct) evaluation of affective aspects. Consequently, green image associations directly influence the cognitive responses of consumers (e.g. thoughts and beliefs), but not their emotions. Therefore, consumers will evaluate a hotel´s functional image not only by

13

considering traditional attributes (e.g. price, quality or location) but also by taking into account environmental issues (e.g. recycling programs, pollution prevention or energy and water efficiency). This finding suggests that hotel companies need to develop products and services possessing both greenness and high-value attributes. These findings are consistent with previous studies that explored the influence of environmental issues on a company´s image (Jeong et al., 2014; Martínez, 2015; Martínez et al., 2018) and the effect of cognitive attributes on this intangible asset (Kim & Perdue, 2013; Lee et al., 2010). Nevertheless, our research was distinctive in that it considers separately the effects of green, functional and emotional image on encouraging customer behavioral intentions taking into consideration the environmental psychology and consumer behavior research streams.

Fourth, our results do not confirm a direct effect of green image on emotional image. However, it is demonstrated that this influence is mediated by the assessment of cognitive aspects. In this sense, the assessment of environmental issues will influence customers´ feelings and emotional responses towards the company once customers have processed information on these attributes.

Fifth, at the time of developing favorable customer responses both the functional and emotional image of a hotel have a significant effect on customer behavior. Therefore, customers´ feelings and their emotional responses are of equal importance that cognition in determining their behavior, as hotel guests are increasingly aware of environmental problems. These results support previous research such as the studies of Martínez et al. (2018), Khoo-Lattimore & Prayag (2016), Tu et al. (2013) and Richard & Zhang (2012). According to the aforementioned authors, corporate image is a strategic factor appropriate to create not only a global assessment of a company but also to arouse affective favorable associations and emotional perceptions of products and

services performance, thus building favorable customer responses. With regard to this, this study proves that hotels´ functional image affects their emotional image, which supports extant research (Lee et al., 2010). Our findings support the notion that customers´ knowledge and beliefs about environmental practices affects their feelings about the firm, highlighting the relevance of green issues in the accommodation industry and the need for hotel companies to implement environmental certifications as a key strategic tool to prove their commitment and give credibility about environmental performance.

To conclude, the influence of green image on customer behavioral intentions was found to be non-significant. The fact of positively perceiving a hotel´s green image is a clear motivation for consumers to make a positive evaluation of environmentally certified hotels in terms of cognitive attributes, but it does not necessarily determine their purchase decisions. The reason for this result may be that some hospitality companies do not effectively communicate eco-friendly initiatives to customers which may be preventing this collective from engaging actively in pro-environmental behaviors. Another explanation may come from the notion of "selfish altruism" (Miller, 2003). This author considers that green customer intentions depend on the evaluation regarding the perceived potential beneficiaries of eco-friendly products/services. In this sense, it is most likely that consumers purchase green products/services that are beneficial to them as well as to the planet (instead of those that exclusively benefit the planet). This implies that hotel guests tend to engage more in a specific pro-environmental behavior when they believe that this conduct provide a direct benefit to them.

Practical implications

These findings have important managerial implications for hospitality companies. First, managers should design strategies to raise the perception of green-related features of environmentally certified hotels. With individuals becoming increasingly aware of environmental issues, environmental schemes, together with traditional factors such as service quality, price or location, can become part of a hotels´ image. Our results support the effectiveness of implementing environmental certifications. Several international organizations offer third-party environmental certification, such as the Green Building Council, which offers an initiative called Leadership in Energy and Environmental design (LEED) which certifies resource-efficient constructions. Other initiatives such as the ISO 14001 or the ECO-Management and Audit Scheme (EMAS) help hotel companies to evaluate, manage and improve their environmental performance.

Secondly, the hospitality industry ought to communicate in an efficient manner the objectives of environmental certifications to make customers recognize the importance and value of operating environmentally certified hotels to reduce ecological degradation and trigger favorable customer responses. A clear explanation of the main advantages and benefits of implementing these schemes, together with a description of the main achievement obtained after their implementation, might help hoteliers to enhance the perceptions of environmentally certified hotels. For instance, Hilton Worldwide (and its portfolio of 10 hotel brands with more than 4,200 properties in 93 countries) has earned the ISO 14001 certification for environmental management system. After obtaining this scheme, some of the most remarkable environmental achievements have been a reduction of carbon output by 20.9%, energy use by 14.5%, water usage by 14.1 and waste output by 27.6%.

Thirdly, as perceived corporate image might be strongly affected by communication strategies, managers should work to develop a green positioning strategy. This strategy ought to be based on both cognitive and affective aspects of corporate image. Therefore, practitioners should communicate not only the functional but also the emotional benefits of environmentally certified hotels. Therefore, hospitality managers ought to build functional associations by providing information on strong and concrete environmental product and service attributes (e.g. reporting the characteristics and benefits of eco-friendly product and services) emphasizing the relevant environmental advantages of environmentally certified hotels over traditional hotels, such as the use of high-efficiency air conditioning, low-flow toilets or solid-waste reduction programs. Nevertheless, and as our results suggest, the success of a green positioning strategy that exclusively concentrates on the functional image may be limited. This strategy should be also based on affective aspects to satisfy emotional needs and build a relationship with customers by considering their environmental commitment and concerns. Therefore, managers should also communicate emotional benefits, such as the sense for their guests that the choice of staying at an environmentally certified hotel contributes to saving the planet. Hotels must emphasize these benefits from a green purchase perspective, as well as the additional experience gained and the core purchase attributes of service quality, price or product/service features.

By using multiple information channels in an integrated manner, hospitality managers can effectively communicate a green positioning strategy and provide value for customers demonstrating that environmentally certified hotels can protect and improve the environment. Possible channels through which managers may do this include media advertising, speeches, reports, press releases, web pages, announcements, newsletters,

articles and corporate social responsibility reports. In addition, social media channels, notably, Facebook, Twitter and YouTube are increasingly popular.

Limitations and future lines of research

The results of this research are most applicable in the Spanish hotel context. Further studies could be performed in other countries with a greater sensitivity towards green aspects or other hospitality sectors (e.g. restaurants) for further comparison. In this sense, since this study focuses on a particular sector (hotels), the results in other lodging contexts may be different. Therefore, future studies should investigate the proposed research hypotheses in other accommodation contexts (e.g. resorts, motels or bed & breakfasts) to validate the current model. Third, this research examines general customers´ intentions towards environmentally certified hotels. However, different segments of guests may have different decision-making processes. For instance, hotel guests in the economy segment may not have similar behaviors as guests in the luxury segment. Consequently, future studies could explore the formation of behavioral intentions in diverse types of environmentally certified hotels.

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Table 1. Sample characteristics

Characteristic	n	%
Gender		
Male	233	46.41
Female	263	53.59
Age		
18-24	98	19.52
25-34	62	12.35
35-44	77	15.33
45-54	102	20.31
55-64	43	8.56
Over 65	120	23.90
Education		
No education	22	4.38
Basic (primary and secondary school)	68	13.54
High school	156	31.07
University	191	38.04

Postgraduate degree	65	12.94
Occupation		
Student	117	23.30
Self-employed	79	15.73
Worker	152	30.28
Retired/pensioner	122	24.31
Unemployed	32	6.37
Travel purpose		
Leisure	359	71.51
Business	81	16.13
Other	62	12.35
Previous experience with a certified hotel		
Yes	227	45.22
No	275	54.78

Table 2. Confirmatory factor analysis and Discriminant validity tests

Factor	Variable	Standard Coeff.	R^2	Cronbach's α	Composite Reliability	AVE	Goodness of fit indices
Behavioral Intentions	INT1	0,82	0.67	0.82	0.82	0.60	BBNFI = 0.93
	INT2	0,75	0.56				
	INT3	0,75	0.56				BBNNFI = 0.92
Functional Corporate Image	FCI1	0,80	0.63	0.79	0.75	0.50	
	FCI2	0,73	0.54				RMSEA = 0.08
	FCI3	0,58	0.34				
Emotional Corporate Image	ECI1	0,68	0.46	0.79	0.79	0.56	
	ECI2	0,78	0.61				IFI = 0.94
	ECI3	0,78	0.61				CFI = 0.94
Green Image	GIM1	0,82	0.67	0.89	0.89	0.73	Normed χ^2 = 4.21
	GIM2	0,92	0.84				
	GIM3	0,82	0.67				

	Behavioral Intentions	Functional Corporate Image	Emotional Corporate Image	Green Image
Behavioral Intentions	0.60[a]			
Functional Corporate Image	0,49[b]	0.50[a]		
Emotional Corporate Image	0,53[b]	0,52[b]	0.56[a]	
Green Image	0,18[b]	0,48[b]	0,26[b]	0.73[a]

[a] AVE coefficient

[b] Squared correlation between pairs of latent variables

Figure 1. Structural model estimation
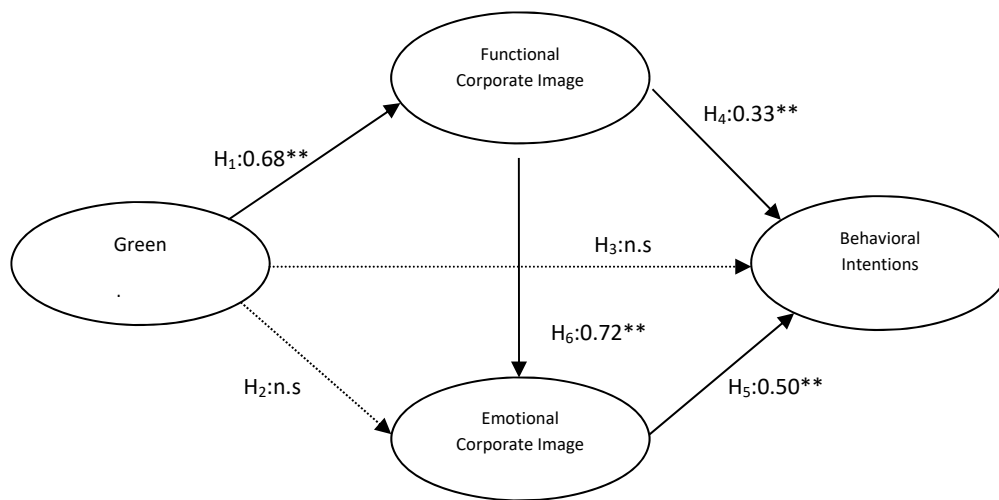
| BBNFI=0.92 | BBNNFI=0.92 | RMSEA=0.08 |
| CFI=0.94 | IFI=0.94 | Normed χ^2=4.00 |

** Standardized coefficient and p-value < 0.05

Appendix

Identificator	Item
Green image	Adapted from Jeong et al. (2014)
GIM1	I think that environmentally-certified hotels are responsible regarding environmental issues
GIM2	I believe that environmentally-certified hotels are concerned about environmental conservation
GIM3	I think that environmentally-certified hotels not only care about generating profits but also about the environment and consumers
Functional image	Adapted from Martínez et al. (2004)
FIM1	Services offered by environmentally certified hotels are of high quality
FIM2	Services offered by environmentally certified hotels have

	better features that those of competitors
FIM3	Services offered by environmentally certified hotels are usually more expensive than those of competitors
Emotional image	Adapted from Martínez et al. (2004)
EIM1	Environmentally certified hotels transmit a personality that differentiate itself from competitors
EIM2	The hiring of services with environmentally certified hotels say something about the kind of person you are
EIM3	I have a picture of the kind of people who contract with environmentally certified hotels
Behavioral intentions	Adapted from Gao et al. (2016)
INT1	I intend to stay in an environmentally-certified hotel
INT2	I often recommend environmentally-certified hotels
INT3	It is acceptable to pay more to stay in an environmentally-certified hotel