

# GEN Y PREFERENCES FOR GREEN HOTELS: A BEHAVIORAL ANALYSIS OF SUSTAINABLE HOSPITALITY

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## ABSTRACT

This study investigates the key factors shaping Gen Y customers' preferences for green hotels in Ho Chi Minh City, highlighting the pivotal role of intention to choose in driving overall satisfaction. Despite the higher costs often associated with eco-friendly accommodations, Gen Y travelers are increasingly adopting environmentally conscious consumption habits. Drawing on the American Customer Satisfaction Index (ACSI) and the Theory of Planned Behavior (TPB), this research develops a conceptual framework to examine how awareness, perceived value, and trust influence Gen Y's intention to select green hotels and, subsequently, their satisfaction. A quantitative survey of 347 Gen Y visitors to Ho Chi Minh City reveals that awareness, perceived value, and trust significantly shape intention to choose, thereby enhancing satisfaction with green hotels. By identifying the behavioral and psychological drivers of Gen Y's preferences for sustainable hospitality, this study enriches consumer behavior theory. It also advances the literature on green hotels by demonstrating the need to integrate environmental sustainability with customer experience to boost perceived value. These findings provide strategic insights for green hotel marketing and development, aligning with Gen Y's sustainability expectations. The study offers managerial recommendations, emphasizing the importance of enhancing perceived value, building trust, and raising awareness to foster intention to choose and improve customer satisfaction.

*Keywords:* Green hotels, Sustainable hospitality, Gen Y, Consumer behavior, Intention to choose, Theory of Planned Behavior (TPB), American Customer Satisfaction Index (ACSI).

## 1. INTRODUCTION

Generation Y (Gen Y), born from 1981 to 1996, is characterized by a pronounced environmental awareness and digital fluency, shaped by the digital era [1, 2]. By 2030, Gen Y is expected to account for 75% of the global workforce [1, 3], wielding significant purchasing power [4] and displaying distinct social values, attitudes, and consumption behaviors [1, 2]. In Vietnam, Gen Y is forecasted to contribute 40% of total consumption by 2030 [5], with 73% willing to pay a premium for sustainable services, particularly in hospitality [6]. Understanding generational consumption behavior is critical, as each cohort exhibits unique priorities, expectations, and motivations that shape business strategies [2]. Analyzing Gen Y's preferences, a cohort pivotal to green consumption trends, enables hotels to strengthen their market positioning.

The hospitality industry, a significant resource consumer, contributes approximately 1.5% of global greenhouse gas emissions, 20% of tourism waste, and substantial energy and water usage [7]. Green hotels, adopting eco-friendly practices, address these challenges and

align with sustainable consumption demands [8]. Globally, over 30,000 hotels hold green certifications like Green Globes and LEED [9], while Vietnam has around 300 green hotels, with 100 in Ho Chi Minh City, representing 33% of the national total [8]. However, engaging Gen Y, who view travel as a lifestyle with 4–5 annual trips [10] and exhibit distinct consumption patterns [11], remains challenging. Existing studies have not fully explored the psychological and social factors driving Gen Y's preference for green hotels, particularly in Vietnam, where environmental awareness is rising but barriers to adoption persist [12]. This gap necessitates a deeper investigation into factors such as awareness, perceived value, and trust in shaping sustainable consumption behavior.

This research examines the preferences and behaviors of Generation Y (Millennials) in Ho Chi Minh City regarding environmentally responsible hotel accommodations, with the aim of proposing effective management strategies for the sustainable hospitality sector. The primary objective is to identify the key factors that influence the selection of green hotels and determine how these factors relate to customer satisfaction levels.

The study makes important theoretical contributions by developing and empirically validating a behavioral framework that explores the relationships among environmental awareness, perceived value, trust, behavioral intention, and satisfaction. By situating these constructs within the specific generational and cultural context of an emerging urban market, the research enhances the understanding of sustainable consumption behavior. It offers fresh insights into how psychological and perceptual drivers interact to shape environmentally conscious decision-making, thereby enriching sustainability and consumer behavior literature with a generational focus. On a practical level, the research provides actionable guidance for hospitality managers and tourism stakeholders. It highlights strategic areas such as improving transparency around eco-initiatives, fostering consumer trust, enhancing the perceived value of green practices, and designing customer engagement campaigns tailored to Gen Y's values and expectations. These findings are particularly valuable for green hotel operators seeking to differentiate themselves in a competitive market and respond effectively to the rising demand for sustainable travel options.

The paper is organized into five main sections: (1) Introduction, which outlines the study's background and rationale; (2) Literature Review, which synthesizes prior research and presents the theoretical framework; (3) Methodology, which describes the research design and data collection process; (4) Results and Discussion, which analyze the survey data collected from Gen Y participants in Ho Chi Minh City; and (5) Conclusion and Implications, which discuss the broader significance of the findings for theory, practice, and future research.

## **2. LITERATURE REVIEW**

### **2.1. Green hotels**

Green hotels are accommodations committed to minimizing environmental impact through energy conservation (e.g., LED lighting, renewable energy), waste management (e.g., recycling, plastic reduction), sustainable products (e.g., organic food, recycled furniture), and certifications like LEED, Green Key, or EarthCheck [13]. These practices not only lower operational costs but also enhance corporate social responsibility, appealing to environmentally conscious consumers like Gen Y [14]. Prior studies, such as Han et al. using TPB, identified awareness, perceived value, trust, social norms, and social media as key drivers of green hotel selection [15]. Research in Colombia highlighted that green practices improve hotel image, trust, and satisfaction, moderated by gender [16]. In Egypt, the Stimulus-Organism-Response (S-O-R) model showed perceived green quality positively affects satisfaction, trust, and green behavior, mediated by trust and satisfaction [17]. Studies in

Northern Cyprus noted economic and social benefits of green hotels but highlighted knowledge gaps in smaller establishments [18]. However, comprehensive analyses of the relationships among awareness, perceived value, trust, intention to choose, and satisfaction remain limited.

## **2.2. Generation and gen Y**

Generations are groups sharing historical and social experiences, shaped by cultural and technological events [19]. Gen Y (1981-1996), raised during the technological boom and facing sustainability challenges, is distinguished by environmental consciousness, technological proficiency, and a preference for personal and sustainable values [20]. Unlike previous generations, Gen Y prioritizes experiences over material possessions, Gen Y leverages platforms like TripAdvisor and Instagram for travel planning and favors green services, such as green hotels, reflecting environmental commitment [21]. They support socially responsible brands, with environmental protection and social equity strongly influencing consumption decisions [22]. Gen Y's travel behavior integrates premium experiences, reasonable value, and sustainable tourism, influenced by social norms and media [23]. Studying generational travel behavior is essential due to distinct value and consumption differences, particularly for Gen Y, projected to drive 40% of Vietnam's consumption by 2030 [5]. In contrast, Generation Z (Gen Z), born between 1997 and 2012, exhibits even stronger environmental activism, shaped by exposure to climate change discourse and global sustainability movements [25]. While Gen Y values personal and sustainable principles, Gen Z prioritizes authentic, technology-driven experiences, seeking digitally engaging green services that align with their individualistic and socially conscious identities [26]. For instance, Gen Z is more likely to engage with hotels that offer transparent sustainability practices through social media or immersive technologies, suggesting potential differences in green hotel preferences compared to Gen Y [25]. These generational distinctions highlight the importance understanding diverse sustainable hospitality preferences, particularly in emerging markets like Vietnam [5].

## **2.3. Green consumption behavior in tourism**

Consumer behavior involves the search, purchase, use, and evaluation of products/services, influenced by needs, attitudes, and social factors. In tourism, this behavior is shaped by personal motivations (e.g., leisure, exploration), social norms, and media information [27], with emotions, awareness, and social networks guiding destination and service choices [28]. Green consumption behavior in tourism prioritizes eco-friendly products/services, such as green hotels, to minimize environmental impact, driven by attitudes, personal values, and social pressures [29]. Gen Y's environmental consciousness leads them to prefer sustainable services like green hotels, reflecting their commitment to environmental protection [14, 15, 30]. However, gaps remain in understanding the interplay of awareness, perceived value, trust, intention, and satisfaction in specific tourism contexts, particularly in growing green hotel market.

## **2.4. Foundational theories: Theory of Planned Behavior (TPB) the American Customer Satisfaction Index (ACSI)**

Gen Y's green consumption behavior in tourism, particularly for green hotels, is effectively explained by the Theory of Planned Behavior (TPB) and the American Customer Satisfaction Index (ACSI). TPB posits that intention to choose green hotels is influenced by environmental attitudes, social norms (e.g., peer pressure), and perceived behavioral control

(e.g., access to green services) [31] ACSI explains satisfaction through expectations, perceived quality, and perceived value (material and non-material benefits), predicting future behavior [32] Integrating TPB and ACSI, this study proposes a model analyzing the relationships among awareness, perceived value, trust, intention, and satisfaction, contributing to green consumption theory and practical strategies for green hotels.

### 2.5. Hypotheses and proposed framework

This study's research framework is grounded in two foundational theories: the Theory of Planned Behavior (TPB) and the American Customer Satisfaction Index (ACSI). TPB provides a robust basis for understanding how Gen Y's awareness, perceived value, and trust shape their behavioral intention to choose green hotels, highlighting the role of individual attitudes and decision-making processes. Complementing this, the ACSI framework explains how perceived value and expectations contribute to customer satisfaction, offering insights into the post-consumption evaluation of green hotel experiences. Together, these theories guide the model's structure and hypothesized relationships, enabling a comprehensive analysis of Gen Y's sustainable hospitality behavior (See Figure 1).

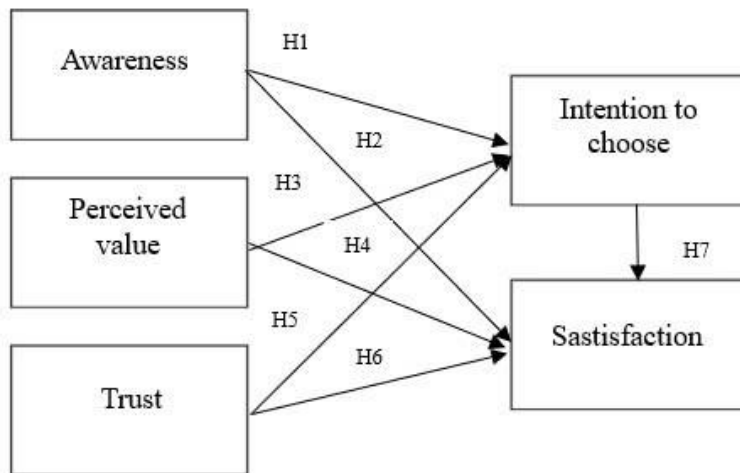


Figure 1. Research framework

Source: Authors (2025)

#### 2.5.1. Awareness

Awareness, as conceptualized by Goldstein [33], refers to the cognitive process through which individuals perceive, interpret, and internalize environmental information. Within the framework of the Theory of Planned Behavior (TPB) [31], awareness is positioned as a foundational antecedent that influences the formation of attitudes, which in turn guide behavioral intentions. In the context of sustainable hospitality, particularly green hotels, awareness encompasses consumers' knowledge and understanding of eco-friendly practices such as energy conservation, water management, waste reduction, and use of environmentally responsible materials. For Generation Y, a cohort known for its heightened environmental consciousness and value-driven consumption behaviors, this awareness plays a critical role in shaping both their intention to patronize green hotels and their overall satisfaction with such experiences [34]. Studying awareness is essential to understand how Gen Y evaluates the environmental and social benefits of green hotels, directly influencing consumption decisions [15]. While awareness of green practices enhances the intention to select green hotels, its

impact on satisfaction remains underexplored [15]. Accordingly, this study proposes the following hypotheses:

H1: Awareness positively affects Gen Y's intention to choose green hotels.

H2: Awareness positively affects Gen Y's satisfaction with green hotels.

### *2.5.2. Perceived value*

Perceived value, as defined by Zeithaml [35], refers to an individual's overall assessment of the utility of a product or service based on the evaluation of benefits—both tangible and intangible—relative to the associated costs. Within the framework of the American Customer Satisfaction Index (ACSI) [36], perceived value functions as a crucial mediator between service quality and consumer behavior, linking what customers receive with what they give up in monetary, time, or effort terms. In the context of green hospitality, this concept extends beyond traditional service benefits to encompass environmental and ethical dimensions, which are increasingly important to socially conscious consumers such as Generation Y. For Gen Y, perceived value from green hotels, encompassing amenities, high-quality services, and environmental contributions, promotes both intentions to choose and satisfaction, as they seek services aligned with sustainable values [37]. Investigating perceived value helps identify factors that make green services worthwhile for Gen Y, guiding hotel strategies. Chen [37] confirms that perceived value from green practices strengthens selection intentions, but its link to satisfaction in markets like Vietnam requires further exploration. Thus, the following hypotheses are proposed:

H3: Perceived value positively affects Gen Y's intention to choose green hotels.

H4: Perceived value positively affects Gen Y's satisfaction with green hotels.

### *2.5.3. Trust*

Trust is defined as the belief that a service provider will act in a reliable, honest, and socially responsible manner, particularly in delivering on environmental claims [38]. In the realm of green consumption, trust becomes a pivotal determinant of consumer behavior, as it mediates the perceived credibility of sustainability initiatives and reduces uncertainty surrounding green marketing claims. Trust enhances the psychological comfort and confidence consumers feel when engaging with environmentally responsible businesses, thus fostering stronger behavioral intentions and post-consumption satisfaction.

Trust influences behavioral intentions in TPB and satisfaction in ACSI [31], [32]. For Gen Y, trust in green practices (e.g., LEED certification) reinforces their intention to choose and fosters satisfaction when using services aligned with environmental values [39]. Examining trust clarifies the extent to which Gen Y believes in a hotel's green commitment, impacting consumption behavior. To examine these relationships, the following hypotheses are proposed:

H5: Trust positively affects Gen Y's intention to choose green hotels.

H6: Trust positively affects Gen Y's satisfaction with green hotels.

### *2.3.4. Intention to choose*

Intention to choose, as conceptualized by the Theory of Planned Behavior (TPB) [31], reflects an individual's readiness or likelihood to engage in a particular behavior—in this case, selecting a green hotel. This intention is shaped by cognitive and affective factors such as environmental awareness, perceived value, and trust. Among Generation Y, intention to

choose green accommodations is not only a reflection of personal preference but also an expression of deeply held environmental values and identity. This alignment between intention and ethical beliefs can contribute significantly to post-consumption satisfaction, particularly when the experience fulfills both functional and symbolic expectations [40]. Studying intention helps predict sustainable consumption behavior in the hospitality sector and provides insights into how internalized motivations influence choice patterns. While Han et al. [15] found that environmental attitudes are strongly linked to green hotel selection, the direct relationship between intention and satisfaction remains insufficiently explored. In parallel, satisfaction, as defined by the American Customer Satisfaction Index (ACSI) [32], emerges from the congruence between expectations, perceived quality, and perceived value, and plays a central role in determining future behaviors such as revisiting or recommending a service. For Gen Y travelers, satisfaction with green hotels is influenced by not only the tangible elements of the stay—such as green design, eco-friendly amenities, and service quality—but also the psychological gratification of contributing to environmental sustainability. This dual satisfaction reinforces their green lifestyle and strengthens loyalty to sustainable brands. Therefore, a deeper understanding of the drivers and consequences of satisfaction is essential for designing service strategies that resonate with Gen Y's expectations and values. Based on this rationale, the study proposes the following hypothesis:

H7: Intention to choose positively affects Gen Y's satisfaction with green hotels.

### **3. METHODOLOGY**

#### **3.1. Research Area**

Ho Chi Minh City, Vietnam's largest economic and tourism hub (2,095 km<sup>2</sup>, population 9.57 million), is ideal for studying Gen Y's green hotel preferences [41]. In 2024, the city welcomed 4.66 million international and 30.92 million domestic tourists, generating VND 156,649 billion in tourism revenue [42]. Gen Y, comprising 38% of Vietnam's population, exhibits high environmental awareness and stable income [14], with 100 green hotels (33% of Vietnam's total) [8]. The city's technological access and social media influence amplify demand for sustainable services [30].

#### **3.2. Measurement scales**

The study employs a 16-item scale to measure awareness, perceived value, trust, intention, and satisfaction, adapted from Uyên & Long [43], Raza & Siddiquei [44], Han & Kim [45], Mostafa [46], and Lim et al. [47]. Items were translated into Vietnamese and refined for relevance. A 5-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree) was used for data collection.

#### **3.3. Data collection and analysis**

Data were collected from September to October 2024 in Ho Chi Minh City, targeting Gen Y (born 1981–1996) using stratified random sampling (by hotel size: small, medium, large) and convenience sampling. Surveys were conducted at 10 ASEAN Green Hotel Standard-certified hotels in Districts 1 and 3, selected for their green certifications and high Gen Y clientele. Paper-based surveys were distributed at hotel lobbies with staff assistance, while online surveys used Google Forms, shared via email and social media links/QR codes. Of 350 responses collected (100% response rate), 347 were valid (99.1%) after excluding incomplete or inconsistent submissions. Data were analyzed using SPSS for descriptive statistics (e.g.,

frequency, mean, standard deviation of demographic characteristics) and SMART PLS 3.2.9 for Structural Equation Modeling (SEM). The SEM process involved evaluating the measurement model (outer loadings, Cronbach’s Alpha, CR, AVE) followed by the structural model ( $\beta$ , T values, P values), with bootstrapping (5,000 samples) to ensure robust results.

#### 4. RESULTS AND DISCUSSION

##### 4.1. Sample characteristics

The sample (n = 347) showed a balanced gender distribution (53.3% female, 46.7% male), stable age range (28–44 years), and high income (86.1% above VND 35 million/month). Respondents frequently stayed at hotels (4–6 times/year) and spent VND 2–4 million/night (47.3%), reflecting regular travel and financial stability.

*Table 1.* Respondent demographic characteristics

Features		Frequency	%
Gender	Male	185	53.3%
	Female	162	46.7%
Age	39 - 44	115	33.2%
	34 - 38	125	36%
	28 - 33	107	30.8%
Nationality	Vietnamese	151	44%
	International	196	56%
Income level (VND/ month )	Under 20 million VND (Under ~800USD)	12	3.5%
	From 20 million to under 35 million VND (~800USD – under 1.400USD)	36	10.4%
	From 35 million to under 50 million VND (~1.400USD – under 2.000USD)	194	55.9%
	Over 50 million VND (~2.000USD)	105	30.2%
Hotel stay frequency/year	Less than 2 times	9	2.6%
	2 to 3 times	80	23.1%
	4 to 5 times	175	50.4%
	More than 6 times	83	23.9%
Cost of accommodation/ Night	Under 2 million VND (under ~80USD)	63	18.1%
	From 2 million to under 4 million VND (~80 USD – under ~ 160USD)	164	47.3%
	From 4 million to under 6 million VND (~160USD – under ~240USD)	68	19.6%
	Over 6 million VND (over ~ 240USD)	52	15%

*(Source: Data analysis results in SPSS 20 by the author)*

#### 4.2. Measurement model evaluation

To assess the measurement model's validity and reliability, a comprehensive evaluation was conducted using convergent validity, Cronbach's Alpha, composite reliability (CR), and average variance extracted (AVE). The results, presented in Table 2, demonstrate the robustness of the constructs and their reflective indicators in measuring the intended variables.

Table 2. Evaluation of the measurement model

Constructs and Reflective indicators	Scale item		Outer loading	Cronbach's Alpha	AVE	CR
	Mean	SD				
<b>Awareness</b>						
AT01: Choosing to stay at a green hotel while traveling is entirely my decision.	3.76	0.041	0.821	0.804	0.718	0.884
AT02: If I want to, I can stay at a green hotel while traveling.	3.44	0.038	0.837			
AT03: I have the financial means, time, and opportunities to stay at a green hotel while traveling.	3.68	0.035	0.883			
<b>Perceived Value</b>						
PV01: Services at green hotels bring me joy.	3.66	0.041	0.834	0.838	0.755	0.902
PV02: Services at green hotels are worth the money spent.	3.62	0.039	0.897			
PV03: Green hotel services are better than those of other hotels.	3.44	0.034	0.874			
<b>Trust</b>						
TR01: Staying at a green hotel makes me feel more socially responsible.	4.04	0.036	0.821	0.799	0.713	0.881
TR02: My family thinks I will choose to stay at a green hotel when traveling.	3.88	0.030	0.868			
TR03: I trust that green hotels can meet customer needs well.	3.86	0.032	0.843			
<b>Intention to choose</b>						
IC01: I am willing to stay at a green hotel while traveling.	3.56	0.021	0.793	0.760	0.674	0.861
IC02: I plan to stay at a green hotel while traveling because of its positive environmental impact.	3.52	0.024	0.781			
IC03: I will try staying at a green hotel instead of a regular hotel when traveling.	3.65	0.024	0.886			

Satisfaction						
SC01: I believe choosing a green hotel is a wise decision.	3.59	0.019	0.818	0.842	0.678	0.894
SC02: I am satisfied with the services provided by green hotels.	3.79	0.020	0.851			
SC03: I am satisfied because the hotel provides me with the best services.	3.62	0.021	0.791			
SC04: The level of service at green hotels satisfies me.	3.70	0.020	0.833			

*(Source: Data analysis results in PLS 3.2.9 by the authors)*

The evaluation of the measurement model encompassed assessments of convergent validity and reliability. To evaluate convergent validity, the outer loadings of observed variables were examined, with all coefficients exceeding 0.6, confirming that the scales met the convergent validity criteria. Reliability was assessed using Cronbach’s Alpha, with all values surpassing 0.6, indicating high scale reliability (See Table 2).

Additionally, composite reliability (CR) and average variance extracted (AVE) were used to further evaluate reliability. The CR values for the scales ranged from 0.861 to 0.902, while AVE values, ranging from 0.674 to 0.755, demonstrated satisfactory reliability levels.

*Table 3. Discriminant validity (HTMT) for the constructs*

	Awareness	Intention to choose	Perceived value	Satisfaction	Trust
Awareness					
Intention to choose	0.382				
Perceived value	0.273	0.478			
Satisfaction	0.353	0.537	0.119		
Trust	0.168	0.481	0.361	0.369	

*(Source: Data analysis results in PLS 3.2.9 by the authors)*

To assess discriminant validity, the Heterotrait-Monotrait Ratio (HTMT) criterion and cross-loading analysis were employed. As shown in Table 3, the loadings of observed variables on their respective constructs were below 0.9, reinforcing the discriminant validity of the constructs in the research model.

**4.3. Structural model results**

The structural model was analyzed to test the hypothesized relationships influencing Generation Y’s intention to choose green hotels and their satisfaction in Ho Chi Minh City. The results, presented in Table 4, validate the proposed framework by demonstrating significant relationships among awareness, perceived value, trust, intention to choose, and satisfaction, offering insights into the drivers of sustainable hospitality preferences.

Table 4. Structural model results

Relationships between the hypothese	$\beta$	T values	P values	Support
H1. Awareness -> Intention to choose	0.215	4.220	0.000	Supported
H2. Awareness -> Satisfaction	0.194	3.995	0.000	Supported
H3. Perceived value -> Intention to choose	0.255	5.925	0.000	Supported
H4. Perceived value -> Satisfaction	-0.143	2.671	0.000	Supported
H5. Trust -> Intention to choose	0.280	6.158	0.008	Supported
H6. Trust -> Satisfaction	0.181	3.631	0.000	Supported
H7. Intention to choose -> Satisfaction	0.369	7.377	0.000	Supported

(Source: Data analysis results in PLS 3.2.9 by the authors)

The structural model results provide strong empirical support for all hypothesized relationships, confirming the theoretical foundation of the research. Specifically, awareness, perceived value, and trust each significantly and positively influence Gen Y’s intention to choose green hotels, with trust showing the strongest effect ( $\beta = 0.280, p < 0.01$ ), followed by perceived value ( $\beta = 0.255$ ) and awareness ( $\beta = 0.215$ ). These findings suggest that Gen Y consumers in Ho Chi Minh City are more likely to select green hotels when they are well-informed, perceive meaningful benefits, and trust the authenticity of sustainability practices. Additionally, all three antecedents also significantly affect satisfaction, although the relationship between perceived value and satisfaction is unexpectedly negative ( $\beta = -0.143, p < 0.001$ ), warranting further investigation into value perceptions in this context. Most notably, intention to choose exerts the strongest positive effect on satisfaction ( $\beta = 0.369, p < 0.001$ ), reinforcing the idea that the alignment between environmental intentions and actual behaviors leads to greater post-consumption fulfillment. Overall, the results validate the integrated TPB and ACSI framework, offering a comprehensive view of the psychological and experiential factors shaping Gen Y’s engagement with sustainable hospitality.

The study provides significant value by offering deep insights into the green consumption behavior of Generation Y (Gen Y) in Ho Chi Minh City, while elucidating the psychological and social factors shaping preferences for green hotels. A novel contribution is the identification of a negative impact of perceived value on satisfaction (H4), highlighting a discrepancy between expectations and actual experiences in an emerging market context. This finding opens new research avenues into the gap between green service promotion and delivery, enriching the Theory of Planned Behavior (TPB) [31] and the American Customer Satisfaction Index (ACSI) [32]. Consistent with prior studies, the results affirm the roles of awareness and trust in driving intentions to choose green hotels, aligning with Han et al. [15]. However, the study underscores the pronounced effect of intention to choose on satisfaction (H7,  $\beta = 0.369$ ), reflecting the distinctive personal values of Vietnamese Gen Y. Practically, the findings suggest that green hotels should enhance transparent communication, improve perceived value, and optimize customer experiences to attract Gen Y, thereby strengthening their competitive position in the sustainable tourism industry.

## 5. CONCLUSION AND IMPLICATION

This study provides deep insights into the green consumption behavior of Generation Y (Gen Y) in Ho Chi Minh City, highlighting the psychological and social factors driving their preferences for green hotels. The strong relationship between intention to choose green hotels

and satisfaction underscores Gen Y's fulfillment when their sustainable values align with their consumption choices [15]. Notably, the unexpected negative influence of perceived value on satisfaction reveals a gap between expectations and actual experiences, offering a novel perspective on value perceptions in sustainable hospitality [37].

Theoretically, the findings enhance the Theory of Planned Behavior (TPB) [31] and the American Customer Satisfaction Index (ACSI) [32] by integrating psychological and social factors [15, 48].

Practically, green hotels can attract Gen Y by leveraging social media platforms like Instagram and TikTok to showcase sustainable practices, such as waste recycling or renewable energy use [49], while displaying certifications like LEED or Green Key. To enhance service delivery, hotels can offer personalized green experiences, such as rooms with recycled materials or organic dining options [50], and train staff to communicate sustainability knowledge. To build trust, partnerships with reputable environmental organizations or hosting community events like tree-planting days can strengthen credibility [51].

However, the study is limited to Gen Y in Ho Chi Minh City, excluding other cohorts like Gen Z, whose stronger sustainability focus and digital orientation may yield distinct [25]. Future research should extend to destinations like Da Nang and Nha Trang, adopt mixed methods, and explore factors such as social media, technology (e.g., AI, VR) [47] or eco-friendly perceptions to deepen insights into green consumption behavior in sustainable hospitality.

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## TÓM TẮT

### SỞ THÍCH CỦA GEN Y ĐỐI VỚI KHÁCH SẠN XANH: PHÂN TÍCH HÀNH VI TRONG LĨNH VỰC LƯU TRÚ BỀN VỮNG

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Nghiên cứu này tìm hiểu các yếu tố chính định hình sở thích của khách hàng Gen Y đối với khách sạn xanh tại Thành phố Hồ Chí Minh, nhấn mạnh vai trò cốt lõi của ý định lựa chọn trong việc nâng cao sự hài lòng tổng thể. Dù chi phí cho các cơ sở lưu trú thân thiện với môi trường thường cao hơn, du khách Gen Y ngày càng ưa chuộng thói quen tiêu dùng bền vững. Dựa trên Chỉ số Hài lòng Khách hàng Hoa Kỳ (ACSI) và Lý thuyết Hành vi Dự định (TPB), nghiên cứu xây dựng khung khái niệm nhằm phân tích cách nhận thức, giá trị cảm nhận và niềm tin ảnh hưởng đến ý định chọn khách sạn xanh của Gen Y, từ đó tác động đến mức độ hài lòng của họ. Khảo sát định lượng với 347 du khách Gen Y tại Thành phố Hồ Chí Minh chỉ ra rằng nhận thức, giá trị cảm nhận và niềm tin tác động mạnh mẽ đến ý định lựa chọn, qua đó nâng cao sự hài lòng với khách sạn xanh. Bằng cách làm rõ các yếu tố hành vi và tâm lý chi phối sở thích của Gen Y trong lĩnh vực khách sạn bền vững, nghiên cứu này đóng góp vào lý thuyết hành vi tiêu dùng. Đồng thời, nghiên cứu làm phong phú thêm tài liệu về khách sạn xanh khi nhấn mạnh sự cần thiết của việc kết hợp tính bền vững môi trường với trải nghiệm khách hàng nhằm gia tăng giá trị cảm nhận. Kết quả nghiên cứu đưa ra các gợi ý chiến lược cho tiếp thị và phát triển khách sạn xanh, đáp ứng kỳ vọng bền vững của Gen Y. Nghiên cứu cũng đề xuất các khuyến nghị quản lý, tập trung vào việc nâng cao giá trị cảm nhận, xây dựng niềm tin và tăng cường nhận thức để thúc đẩy ý định lựa chọn và nâng cao sự hài lòng của khách hàng.

*Keywords:* Khách sạn xanh, dịch vụ lưu trú bền vững, thế hệ Y, Hành vi tiêu dùng, ý định lựa chọn, thuyết hành vi dự định (TPB), chỉ số hài lòng khách hàng Hoa Kỳ (ACSI).