

MARKETING INSIGHTS FROM A CHANGING ENVIRONMENT

Bruno Grbac
Dina Lončarić
Jasmina Dlačić
Vesna Žabkar
Marko Grünhagen

MARKETING INSIGHTS FROM A CHANGING ENVIRONMENT

PEARSON

PEARSON

MARKETING
INSIGHTS
FROM
A CHANGING
ENVIRONMENT

Bruno Grbac
Dina Lončarić
Jasmina Dlačić
Vesna Žabkar
Marko Grünhagen

London, 2015

Pearson Education Limited
Edinburgh Gate
Harlow
Essex CM20 2JE

And associated companies throughout the world
Visit us on the World Wide Web at:
www.pearson.com/uk

Editors

Bruno Grbac, Dina Lončarić, Jasmina Dlačić, Vesna Žabkar, Marko Grünhagen
Published 2015 by Pearson Education Limited

Reviewers

Professor Emeritus Gábor Rekettye, PhD, Professor of Marketing
University of Pécs, Hungary

Academic Muris Čičić, PhD, Professor of Marketing
University of Sarajevo, Bosnia and Herzegovina

Language Editor

Sabrina Herceg, Professor of English Language, Rijeka, Croatia

Proofreading by

Sabrina Herceg, Professor of English Language, Rijeka, Croatia

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without either the prior written permission of the publisher or a licence permitting restricted copying in the United Kingdom issued by the Licensing Agency Ltd, Saffron House, 6–10 Kirby Street, London EC1N 8TS.

ISBN: 978-1-78448-762-1

Printed and bound in Great Britain by Clays Ltd, Bungay, Suffolk.

PREFACE

We live and work in a constantly changing environment. This is widely recognized among professionals, as well as scholars. However, what remains unclear is how to adapt to fast and constant changes. One option in order to overcome this gap between current and changing market conditions is to possess a vast knowledge of the market. Authors' interest is to explore how participants in intensive dynamic market environment react both on demand and supply sides, as well as on consumer and business to business markets. Furthermore, the aim was to explore possibilities and offer different answers on challenges identified in a dynamic environment as well as to stimulate knowledge transfer.

In this dynamic market environment managers' aim is to explore, fulfil and even surpass customers' expectations. In order to accomplish this aim, managers should acknowledge and manage changes on that market. On the other side, customers on consumer market as well as on business to business market are encountering different challenges that derive from new technological solutions.

Authors are well aware of present challenges and have embraced the responsibility to offer, based on their own research, several possible responses. Moreover, these solutions build on a marketing perspective, which is reflected in the book's title, "Marketing insights from a changing environment".

Research is presented in four diverse parts. In first part e-marketing in the tourism sector is researched. The second part is oriented towards sustainable marketing practices. The third part deals with customer reactions, and the fourth part explores marketing strategies.

The title of the first part is "**Internet and tourism market**". In this part authors discuss use of internet marketing emphasising the role of information presented through DMO websites as well as they point out need for efficient use of DMO's internet marketing communication. Also, authors assert that companies using ICT in tourism should develop their communication base on web 2.0 principles.

The first paper authored by Dina Lončarić, Lorena Bašan and Maja Gligora Marković titled “Information search behaviour - Is there a gap between tourist needs and DMO website performance?” explores information flow between tourists and Destination Management Organisations (DMOs). Global competition and technological development pose challenges to the tourism industry, and call for adjusting to trends in the marketing environment. To efficiently position a tourist destination on the global market, create its image and attract tourists, DMOs need to understand tourist information search behaviour and implement information and communication technology in promoting the destination. In this paper, the authors present research results in the domain of tourist information search behaviour and tourist destination web marketing. Research is focused on establishing the importance of individual types of information, posted on destination websites, to tourists in the travel planning phase. The paper investigates what types of information are important to tourists in selecting a destination. Parallel to this, the performance of Croatian DMO websites is analysed. Importance-Performance Analysis is used to determine the gap between the importance of information to tourists in the planning phase and the situation found in practice. The results of the analysis indicate a possibility of making improvements in the field of tourist destination web marketing to ensure that it meets market demands.

“Technology-driven e-marketing model of Croatian tourism product with an emphasis on web 2.0 potentials” by Branimir Dukić, Ivan Ružić and Stojanka Dukić is the title of the second paper in which the authors argue that for the past twenty years, modern information and communication technology (ICT) has been developing at an increasing rate, changing the basic principles of business operations. In regards of marketing in tourism, ICT offers vast possibilities for improving the efficiency of business, which is of great importance for the Croatian tourism as a development driver. In order to examine the possibilities of ICT in tourism, it is necessary to examine a general conceptual model of harmonizing the optimal e-marketing of the Croatian tourism product with the development of information and communication technology, in particular Web 2.0. A survey about the state of e-marketing in the Republic of Croatia helped to understand the potential of application of the conceptual model of e-marketing of the Croatian tourism product. The insights gained through the survey were used to generate a model of e-marketing of the Croatian tourism product, taking into account the current level of ICT development, especially Web 2.0.

The key issue of Iva Slivar's paper entitled "Model of optimisation of DMOs marketing communication via internet" is related to indirect conversion of DMOs i.e. measuring and optimizing communication strategies of DMOs and linking the effects of campaigns carried out by the DMO with business results of tourism products' providers. A conceptual model based is proposed that could solve the identified problem. Based on the results of a survey, DMOs importance was high graded. This paper contributes to conversion studies in destination marketing. The proposed model, with a contribution to optimisation of online as well as offline marketing campaigns, also contributes to the important task of DMOs: justifying to stakeholders the part of budget spent on marketing communications regardless of their involvement in sales. Unlike affiliate marketing programs - that focus on optimizing one subject involved in sales, this model allows taking into account sales of the entire system.

The second part is titled "**Environmental attitudes of modern consumers**" in which authors point out that environmentally friendly behaviour is present both at the individual level as well as on company level and in different industries. Their findings stress that reactions that are oriented towards preserving the environment are under different influences that stimulate individuals' reactions.

Three authors, Bruno Grbac, Ana Težak Damjanić and Ksenija Vodeb in the paper titled "Factors influencing decision making in tourist market: Interaction of environmental attitudes and tourist travel motives" examine the relationship between environmental attitudes of tourists measured by the New Environmental Paradigm and travel motives. The relationship between environmental attitudes and travel motives was determined by using regression analysis. The NEP scale was used as a composite measure. Using the theory of push and pull motivational factors through factor analysis the dimensions of travel motives were determined. A total of two push and three pull motivational factors were determined using principal factoring analysis. This research confirms relationship between travel motives and environmental attitudes of tourists. The results have also confirmed a tendency for respondents to have positive environmental values, and mixed results when it comes to anti-environmental orientation.

Green consumers are explored in paper "Developing green attitudes among young consumers – Ensuring environmentally friendly behaviour" by Jasmina Dlačić, Milena

Micevski and Selma Kadić-Maglajlić. They point out that values formed in the early age guide individuals through the decision making process. Past research has indicated that the relationship of values to behaviours should be investigated in the context of mediating variables such as attitudes. In this study they explore which of the proposed basic values, i.e. universalism, benevolence, traditionalism and materialism shape Generation Z's environmental attitudes and how these affect environmentally friendly behaviour. Their findings confirmed that certain general values, such as universalism and benevolence positively influence green attitudes, whereas materialism had a negative effect on green attitudes. The adoption of green attitudes positively affects the willingness and the ability to act in an environmentally friendly manner which in turn both positively affects the environmentally friendly actions among pupils. The findings of the study have important implications for education policy makers as attitudes and values can be refined and shaped during early age through educational system. Therefore, authors stress out the importance of formulating appropriate actions towards increasing pupils green attitudes to enhance environmental sensitivity among these future citizens.

“Sustainability marketing in Croatia” was the interest of Dubravka Sinčić Ćorić and Nenad Matić. Since its first appearance, the term “sustainability marketing” raises interest among academics and practitioners. Although present for nearly thirty years, it is believed that the practice is still embryonic. In this paper authors firstly present the evolution and theoretical background of the concept of “sustainability marketing”, and then they show the results of the analysis of the level of implementation of sustainable marketing practices in companies operating on the Croatian market. In-depth interviews have been conducted with marketing managers in companies that were leaders in application of sustainability marketing in Croatia, and their responsibility was implementation of sustainability strategies. Qualitative data were analyzed by the content analysis, triangulation and opinion grouping. The results indicate that managers’ report strong positive relationship between implementation of sustainability marketing in their companies and its increased competitiveness.

Consumers’ reaction on services quality is the focus of third part. Authors point out that emphasising service quality is present both in public sector institutions as well as in private companies. Furthermore, they also stress that both quality as well as price

ing strategy included in company strategy serve to consumers as guiding lights in their decision-making process.

In the paper “Measuring service quality in Croatian restaurants: Application of DINESERV scale” Suzana Marković, Jelena Komšić and Jelena Dorčić investigate the service quality expectations and perceptions of guests in Croatian restaurant settings among three different samples gathered during the period of the past six years. One of the main objectives of the research was to identify the factor structure of expected and perceived restaurant service quality and determine potential differences between surveys conducted in 2007 (Opatija Riviera), 2010 (City of Rijeka) and 2013 (City of Zagreb). Data were analyzed using descriptive statistics, exploratory factor analysis and reliability analysis. The research provides reliable and comprehensive information for both academics and practitioners. The results of the present research contribute to the existing knowledge of restaurant guests’ expectations and perceptions, since there is a lack of empirical studies that report comparisons of expected service quality in restaurant settings over a period of time.

“Determinants in price decision making process - Information availability and consumer loyalty” were the interest of Bruno Grbac and Karlo Benas’ paper. Their research paper investigate effects of pricing information availability and consumers’ loyalty to the seller. Pricing strategy is an important part of overall business strategy, and price information represents important element in consumers’ buying decision process. Pricing strategy is an important part of overall business strategy, and price information represents important element in consumers’ buying decision process. Using experimental research design with different scenarios related to contexts of dynamic pricing and price bundling, valuable data was obtained from subjects in Croatian market. It was shown that providing information regarding reasons for price setting or change, as well as feeling loyal to the seller had an impact on consumers’ price fairness perception. Desk research findings are laid forth and integrated, methods used to conduct field research explained and results discussed and compared with previous research where possible. Also, limitations of conducted research and incentives for future research directions are laid forth.

Mirna Leko Šimić and Helena Štimac in their paper “Higher education service quality: Students’ perceptions and satisfaction during study period“ analyse the problem of decreasing students’ satisfaction with the education service quality at one of the public higher education institutions in Croatia. The problem is even more serious if it is taken into account that it is a business school and in this area the competition of both public and private institutions is very high. The research consists of two parts. The first part is the analysis of students’ evaluations of different aspects of education service quality at the institution and its comparison in different years of study. The second one is the analysis of students’ motivation for choosing the particular institution. The research results show significant deterioration of service quality during study period within all three extracted factors in the analysis: acquired knowledge, academic and non-academic staff and organization of study. At the same time, the expectations (in this study defined as motives) remain stable regarding program quality and image and reputation of the institution, but are significantly decreasing regarding employability. Also, “negative” motives – second choice institution, location, and study costs are gaining on importance.

The last part is titled **Responses to dynamic changes**. As well as for other companies it is also acknowledged that SME’s performance is affected by economic downturn. But, some capabilities and factors that SME’s possess contribute to adapted reaction in dynamic environment. Nonetheless, advertising should also not be neglected.

As the interaction between the internal and external environment, mostly through (re)definition of marketing strategy, is generally considered to be crucial for a success of a business entity. The study “Impact of Internal and External Factors on SMEs Marketing Strategy and Performance in Crisis” has been carried out by the authors Daša Draganić, Ljiljana Najev Čačija and Ivana Marasović to determine that specific impact. The research is of multi-sectoral structure and was conducted on the target sample of fast-growing SMEs in Croatia, as representatives of prior to crisis successful SMEs. The analysis of defined variables is largely based on primary data, collected by the structured questionnaire, but research also encompassed some official secondary data. Quantitative and qualitative methods were used, univariate and multivariate analyses and the relevant tests of significance for the dependant and independent variables. The research results confirmed that, in conditions of crisis, eleven out of twelve analysed environmental factors significantly influence SMEs marketing strategy and/or performance, particularly

“product innovation”, “autonomy”, “type/importance of goals”, “sector” and “customer type”.

“Dynamic capabilities and performance of the exporting SMEs during economic downturn” is the title of Dario Miočević and Katija Kovačić research paper. Mainstream strategy research indicates that firms with superior resources and capabilities are awarded with success in the market. However, the contemporary literature offers scarce evidence in this regard. The goal of this study was to inspect whether market-sensing and innovation dynamic capabilities (DCs) exhibit positive impact on the exporting SME’s performance during recent economic downturn (2008-2011). The theoretical framework was developed by using tenets of organizational learning theory and resulted in three research hypotheses. In empirical part, partial least squares (PLS) methodology was employed for testing the model. The results confirm direct and indirect (complementary) effects between DCs and performance. This study contributes to the literature by suggesting that strong learning effects significantly enhance the exporting SME’s competitiveness in international markets.

In the paper “TV advertising to children: Single, multiple repeated and multiple diverse ad exposures” Mateja Marincel and Ivana First Komen investigated whether advertisement repetitions and versatility of advertisements influence children’s advertised brand’s recollection, brand preference over a competing brand and brand desire differently. The design of the study was experimental, so that 150 children of the age 8-10 divided into four groups were shown a cartoon both uninterrupted, interrupted with one, three repeated, or three different advertisements for the same brand and afterwards anonymously asked for advertised brand recollection, competing brands’ preference and category brand desire. The results showed that advertising influences brand preference and brand desire; however, neither multiple (as compared to single) advertisement exposure nor exposure to varying advertisements (as opposed to a single ad repeated exposure) lead to increased brand recollection, brand preference or brand desire.

After all, the editors wish to thank authors for their tremendous effort as this project is collaborative endeavour, requiring help and support of many individuals. They have made independently and/or as a member of a research team great contribution in gathering knowledge on changing marketing environment and providing insights from

various perspectives. Their co-operation is invaluable. We are convinced that readers of this book will find it useful in improving their understanding of trends identified in changing marketing environment. So, enjoy in broadening your knowledge.

Editors

Bruno Grbac

Dina Lončarić

Jasmina Dlačić

Vesna Žabkar

Marko Grünhagen

CONTENTS

FIRST PART: INTERNET AND TOURISM MARKET

1. Dina Lončarić, Lorena Bašan and Maja Gligora Marković:
Information search behaviour – Is there a gap between
tourist needs and dmo website performance?..... 3
2. Branimir Dukić, Ivan Ružić and Stojanka Dukić:
Technology-driven e-marketing model of Croatian tourism
product with an emphasis on web 2.0 potentials..... 24
3. Iva Slivar:
Model of optimisation of DMOs marketing communication
via internet..... 52

SECOND PART: ENVIRONMENTAL ATTITUDES OF MODERN CONSUMERS

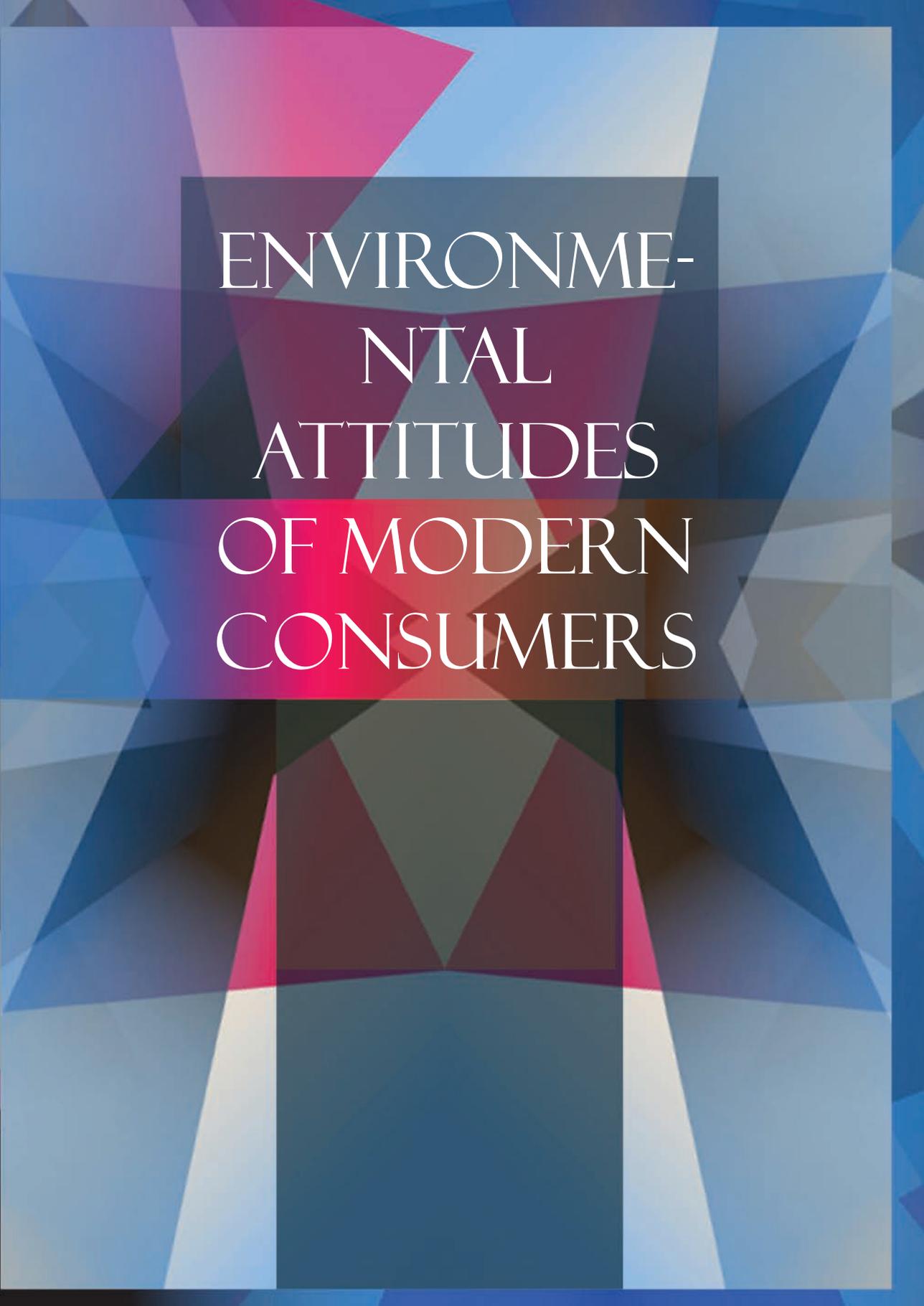
4. Bruno Grbac, Ana Težak Damjanić and Ksenija Vodeb:
Factors influencing decision making in tourist market:
Interaction of environmental attitudes and tourist
travel motives 65
5. Jasmina Dlačić, Milena Micevski and Selma Kadić-Maglajlić:
Developing green attitudes among young
consumers – Ensuring environmentally friendly behaviour 85
6. Dubravka Sinčić Ćorić and Nenad Matić:
Sustainability marketing in Croatia 110

THIRD PART: CONSUMERS REACTION ON SERVICES QUALITY

7. Suzana Marković, Jelena Komšić and Jelena Dorčić:
Measuring service quality in Croatian restaurants:
Application of DINESERV scale 131
8. Bruno Grbac and Karlo Benas:
Determinants in price decision making process –
Information availability and consumer loyalty 162
9. Mirna Leko Šimić and Helena Štimac:
Higher education service quality: Students’
perceptions and satisfaction during study period..... 184

FOURTH PART: RESPONSES TO DYNAMIC CHANGES

10. Daša Dragnić, Ljiljana Najev Čačija and Ivana Marasović:
Impact of internal and external factors on SMEs marketing
strategy and performance in crisis 199
11. Dario Miočević and Katija Kovačić:
Dynamic capabilities and performance in exporting SMEs
during economic downturn 233
12. Mateja Marincel and Ivana First Komen:
TV advertising to children: Single, multiple repeated and
multiple diverse ad exposures 255
- Contributors 274



ENVIRONME-
NTAL
ATTITUDES
OF MODERN
CONSUMERS

FACTORS INFLUENCING DECISION MAKING IN TOURIST MARKET: INTERACTION OF ENVIRONMENTAL ATTITUDES AND TOURIST TRAVEL MOTIVES

BRUNO GRBAC
ANA TEŽAK DAMIJANIĆ
KSENIJA VODEB

INTRODUCTION

Decision making process in tourism represents complex domain within consumer behaviour due to the nature of tourist product (Swarbrooke and Horner 2007). There are many factors that influence a tourist to purchase a particular tourist product. These factors are translated into the final purchase decision. One of those factors is consumer attitudes (Swarbrooke and Horner 2007) e.g. environmental attitudes. An increasing concern for the environment resulted in various changes in customer behaviour. Fraj and Martinez (2006) linked positive environmental attitudes with higher environmental behaviour but there may be difficulties in relating environmental problems to products (Leire and Thidell 2005). Earlier studies suggested that: 1) the link between environmental literacy and preferences for purchasing environmentally benign products is rather weak (Heiskanen and Timonen 1996), 2) consumers declare a need for more environmental information, in general, to be able to make greener product choices (Armila and Kähkönen 1997; Leire and Thidell 2005) and 3) the more environmentally aware consumers make use of, and appreciate environmental information to a higher degree (Niva and Timonen 2001; Thøgersen 2000). Certain recent studies related to the environmental attitudes of consumers have shown that: 1) there are consumers who are willing to buy green products even if they are lower in quality in comparison to alternative products, but there must be environmental information on product labels (D'Souza et al. 2006), 2) there may be four top predictors of green purchasing behaviour i.e. social influence, environmental concern, concern for self-image in environmental protection

and perceived environmental responsibility (Lee 2008), 3) consumers attitude related to green products is influenced by their personal norms and government's role (Chen and Chai 2010) and 4) being a green consumer takes time and space in one's life that may not be available in the increasingly busy lifestyles of consumers, so product labels are an important source of information (Young et al. 2010).

The research results related to the environmental attitudes of consumers are mixed, but it can be concluded that there is a certain segment of consumers who have positive environmental attitudes. The environmental sensitivity of consumers is also an important factor in tourists decision making process. Environmental attitudes may be linked to various factors that influence tourists' decision making process like tourists' travel motives (Kim et al. 2006; Luo and Deng 2008). The purpose of this paper is to examine the relationship between environmental attitudes of tourists measured by the New Environmental Paradigm and travel motives. The aim of this paper is to determine influence of travel motives on environmental attitudes of tourists. The research topic of this paper is presented into five sections: introduction, theoretical background, methodology, results and discussion and conclusion.

THEORETICAL BACKGROUND

Decision making process has been extensively studied in the fields of economics and psychology (Darley et al. 2010). In the field of Economics, special attention to decision making is given within consumer behaviour literature (Engel et al. 1986) while in the field of Psychology, large body of evidence is produced in the area of people's assessments of likelihood and risk connected to the decision making processes. There have been numerous recent studies defining factors influencing decision making (Decrop and Snelders 2005; Smallman and Moore 2010). Sirakaya and Woodside (2005) described trends in developing traveller destination choice models and examined decision-making propositions from the literature. They identified important issues that need to be resolved in order to accomplish advances in understanding, describing, and predicting tourist decision-making. Decrop and Snelders (2005) determined a typology of vacationers based on decision-making variables and processes. A total of six types of

vacationers were identified: habitual, rational, hedonic, opportunistic, constrained and adaptable. Smallman and Moore (2010) reviewed tourism decision-making paradigms and suggested the development of process studies as an important addition to the current body of knowledge.

Considering various factors which influence tourists purchase decision process, Swarbrooke and Horner (2007) highlight two main groups of factors the motivators and the determinants. The motivators include those factors which motivate the tourist to wish to purchase a particular product while the determinants refer to those factors which define to what extent tourists are able to purchase the product they desire (Swarbrooke and Horner 2007, p. 52). Determinants may be personal to tourist e.g. attitudes and perceptions, circumstances, knowledge and experience and external like marketing activities, media, political, economic, social, technological factors etc. (Swarbrooke and Horner 2007). The environmental attitudes pose as one of the determinants personal to tourists.

Vermeir and Verbeke (2006) have suggested that buyers are not engaging in everyday consumption decisions, but are rather considering sustainable purchase consumption. Everyday consumption is driven by convenience, habit, value for money, personal health concerns, and individual responses to social and institutional norms. In contrast, sustainable consumption is based on a thoughtful decision-making process that considers social responsibility in addition to individual needs and wants. Empirical evidence indicates that environmental concern is a major factor in consumer decision-making (Barber et al. 2009; Kilbourne and Beckmann 1998) and with green product markets expanding at a remarkable rate around the world (Prakash 2000), companies are pursuing market opportunities in the production and promotion of environmentally sensitive goods and services (Diamantopoulos et al. 2003).

The environmental attitudes of tourists are usually examined in relation to sustainable tourism, ecotourism and nature-based tourism (Bergin-Seers and Mair 2009; Mehmetoglu 2005; Uriely et al. 2007; Zografos and Allcroft 2007). Within the tourism contexts, only a few studies have used the NEP scale (Kim et al. 2006; Lou and Deng 2008; Zografos and Allcroft 2007) despite its increasing potential for understanding tourists' fundamental environmental values (Kim et al. 2006). Several studies have used

environmental attitudes as a basis for tourist market segmentation, wherein the relationship between the NEP and socio-demographic characteristics of tourists was examined (Luo and Deng 2008; Zografos and Allcroft 2007). These studies supported the existence of a weak connection between socio-demographic variables and the NEP in the context of tourism. In contrast to that, the NEP was found to be closely related to site-specific preferences and motivational factors (Kim et al. 2006; Luo and Deng 2008).

Environmental attitudes and New Environmental Paradigm scale

In order to determine the type of consumers most concerned about the environment, researchers of green marketing have attempted to profile and segment consumers using a variety of demographic variables, including income, education, gender, location of residence and age in relation to concern for the environment (Taylor et al. 2010). Unfortunately, these studies have reported mixed results in explaining consumers' environmental concerns. Other constructs such as consumer involvement and personality measures of behaviour, knowledge, and attitude have been identified as the promising predictors of ecological concern (Barber et al. 2009; Diamantopoulos et al. 2003; Dolnicar 2004; Taylor et al. 2010).

An important issue in measuring environmental attitudes of consumers is related to an instrument i.e. appropriate scale. Over the years, various scales trying to measure consumers' environmental attitudes have been developed. The New Environmental Paradigm (NEP scale) is the most commonly used and widely spread scale. It was proposed by Dunlap and Van Liere (1978, in Hawcroft and Milfont 2010) and was prompted by a general and growing interest in public attitudes towards the environment. Original NEP scale consisted of 12 items assessing the three conceptual domains of the paradigm, i.e., beliefs about our ability to conflict with nature, limits to growth and the proper role of humans in nature (Van Liere and Dunlap 1978). Since its creation, this scale has been extensively used to analyze and contrast the environmental attitudes of different groups, the relationship between environmental attitudes and socio-economic variables and to evaluate the relationship between environmental attitudes and environmental knowledge (Luzar et al. 1995). Over the years, it has been tested within diverse cultural contexts to measure a given population's environmental orientation.

The NEP scale was designed to measure general attitudes related to environmental awareness, but there were certain criticisms related to usage of this scale in measuring environmental attitudes. Scot and Willits (1994) state that not all persons who support the NEP will consistently engage in behaviours consistent with these ideas. Their claim is supported by previous studies that show that, although people express a relatively high level of concern about the environment, they engage in less environmentally oriented behaviour (Scot and Willits 1994; Bjorner et al. 2004). More recently, in response to enduring criticisms of the original construct of the scale, Dunlap et al. (1992) proposed the revised NEP scale that attempts to balance between pro and anti-NEP statements, as well as to broaden the content of the scale. The revised NEP scale consists of 15 items and has been used in recent research (Floyd et al. 1997; Kim et al. 2006). These 15 items are divided into five domains: the reality of limits to growth, anti-anthropocentrism, the fragility of nature's balance, rejection of exemptionalism and the possibility of an eco-crisis (Dunlap et al. 2000).

Travel motivation

Motivations are inner drives that cause people to take action to satisfy their needs (Hudson 2008). There are various factors that influence one's travel motivation so different theories regarding travel motivation were developed. Travel motivations can be analyzed in the context of behavioural marketing or as simple groupings of the reasons for different types of travel that share some common characteristics (Middleton and Clarke 2001).

Maslow's hierarchy of needs is usually considered a good starting point in researching tourists' behaviour (Chang 2007). This theory is often portrayed in the shape of a pyramid with the largest, most fundamental levels of needs at the bottom and the need for self-actualization at the top. Although, it was used for determining tourists' behaviour, it is not considered appropriate (Chang 2007). Many other theories were proposed (Awaritefe 2004; Chang 2007; Hudson 2008) e.g. 1) behavioural theory of travel motivation which includes two theories i.e. "sunlust" and "wanderlust" and Cohen's (1984) fourfold classification of tourists based on traveller's role in terms of institutionalized/

non-institutionalized behaviours and the mass organized/individual organized types of travel, 2) Dann's (1981) theory of classified purpose, 3) Iso-Ahola (1982) theory of personal and/or interpersonal experiences in destination settings, 4) McIntosh and Geoldner (1986) theory of auto-definitions and meanings, 5) Pearce's Travel Careers Ladder based on Maslow's hierarchy of needs, etc.

The theory of push and pull motivational factors is the most widely applied motivational theory regarding tourists' behaviour. This theory distinguishes between two groups of motivational factors push motivational factors that motivate or create a desire to satisfy a need to travel, and pull factors, which are recognized as destination attributes (Jönsson and Devonish 2008; Kozak 2002; Dunne et al. 2007). Both groups of motivational factors are delineated by various dimensions. Various researchers determined different dimensions of push and pull motivational factors e.g. escape (Crompton 1979; McGehee, et al. 1996; Uysal and Jurowski 1993; Yoon and Uysal 2005), relaxation (Crompton 1979; Jönsson and Devonish 2008; Kozak 2002; McGehee et al. 1996), education (Awaritefe 2004; Crompton 1979; Yoon and Uysal 2005), heritage and culture (Jönsson and Devonish 2008; Kozak 2002; McGehee et al. 1996; Uysal and Jurowski 1993); comfort (McGehee et al. 1996) etc.

Even though this theory is used in examining travel motives of various tourism segments results differ from segment to segment. Few research was done linking tourists travel motives and nature-based tourists and environmental attitudes (Kim et al. 2006; Lou and Deng 2008; Mehmetoglu 2005). Mehmetoglu (2005) examined travel motives of nature-based tourists and determined differences regarding their travel motives. In the context of The International Festival of Environmental Film and Video, Kim et al. (2006) determined the differences regarding travel motives among three groups of responders based on their environmental attitudes. Lou and Deng (2008) determined that two group of responders, based on their environmental attitudes; differ statistically from the aspect of nature-based travel motives. Although the two later researches measure environmental attitudes the focus on a specific segment of tourists i.e. festival visitors (Kim et al. 2006) and visitors of national forest park (Lou and Deng 2008). According to the past research for the purpose of this research a total of 16 items of push motivation factors and 24 items of pull motivation factors were selected. Push motiva-

tional factors included items related to escape, relationship, education, culture, relaxation and achievement, while pull motivational factors included items relative to various aspect of tourist destination like location, accessibility, various services and attractions.

METHODOLOGY

A study focused on tourists' attitudes related to the importance of environmental preservation and travel motives was conducted from July to September 2010. In this study the target population included those tourists who visited seven seaside tourist resorts in the Istria tourist destination: Medulin, Pula, Rovinj, Poreč, Vrsar, Funtana and Umag. These sites were selected because they were visited by more than 50% of tourists visiting Istria County in 2009 (Istria Tourist Board 2009). The survey was carried out in 20 hotels through a self-completed questionnaire. Tourists were approached by trained researchers and asked to participate in the survey. The researcher explained the purpose of the survey, said that the survey was anonymous and handed out a questionnaire in the appropriate language. In the process of on-site data collection, researchers were stationary while responders were mobile (Veal 2006) and a convenient sample was used. Hotels were preselected based on location i.e. they were located in seaside tourists resorts and their capacity was from 200 to 500 rooms.

For the purpose of gathering data, the questionnaire was constructed. It consisted of 22 questions which were divided into five sections. The first section of questions was designed to gather respondents' socio-demographic characteristics (country of origin, age, gender, income level, occupation, size of settlement, travelling party) and trip characteristics (number of visits, length of stay and sources of information). The second section of questions focused on determining the extent of the current crisis on tourist's behaviour. The questions in the third section were focused on determining tourist's attitudes about the environment. In the fourth section travel motives were examined. The last section focused on determining tourist's satisfaction and intention to revisit Istria County. The questionnaire was pretested and modified according to the responders comments. It was originally designed in Croatian and then translated into the following languages: English, German, Italian, Russian and Slovene.

Environmental attitudes were measured using the revised 15-item NEP scale (Kim et al. 2006; Kufrin 2002; Lou and Deng 2008). Respondents were asked to rate the extent to which they agreed or disagreed with statements on a five-point Likert scale (one = “strongly disagree” to five = “strongly agree”) was used. Agreement with the 8 odd-numbered items and disagreement with the 7 even-numbered items indicate pro-NEP responses, so 7 even-numbered items were recorded for the purpose of conducting factor analysis. Although certain research examined the possibility of the multidimensionality of the NEP scale (Dunlap et al. 2000; Hawcroft and Milfont 2010; Kufrin 2002), Dunlap et al. (2000) recommended usage of the revised NEP scale as a composite measure. Hawcroft and Milfont (2010) findings suggest that the revised NEP scale, as well as the original NEP scale, are reliable and valid as a general measure of environmental attitudes, because both have been shown to discriminate between environmentalists and non-environmentalists in many cultures (Johnson et al. 2004; Olli et al. 2001; Pierce et al. 1987 in Hawcroft and Milfont 2010), but only when NEP scales were used as a composite measure.

Travel motivation was determined using a theory of push and pull motivational factors. A total of 16 push and 24 pull factors were analysed (Awaritefe 2004; Crompton 1979; Dunne et al. 2007; Heung et al. 2001; Jönsson and Devonish 2008; Kozak 2002; Lubbe 2003; McGehee et al. 1996; Uysal and Jurowski 1993; Yoon and Uysal 2005). For measuring each motivational factor item a five-point Likert scale (one = “strongly disagree” to five = “strongly agree”) was used. Push and pull motivational factors proved as a valid theoretical framework in determining tourists’ travel motives (Awaritefe 2004; Crompton 1979; Dunne et al. 2007; Heung et al. 2001; Jönsson and Devonish 2008; Kozak 2002; Lubbe 2003; McGehee et al. 1996; Uysal and Jurowski 1993; Yoon and Uysal 2005).

Data was processed using univariate and multivariate statistics. Univariate statistics was used for general description of the sample, while multivariate statistics was used to determine multidimensionality, internal reliability of the tourists’ motivational factors and relationship between environmental attitudes and travel motives. Data analysis consisted of several steps. In order to examine the multidimensionality of the travel motives exploratory factor analysis was conducted using principal axis factor analysis and direct oblimin rotation with an eigenvalue of 1.00 or more being used to identify

potential factors while internal reliability was determined by computing Cronbach's alpha (Field 2005; Hinkin et al. 1997). In order to determine the relationship between environmental values and travel motives regression analysis was used. After determining the latent variables for travel motives, a mean value for five factors was computed for each respondent (Wurzinger and Johansson 2006). Since NEP scale was used as composite measure a mean value for the scale was computed for each respondent as well (Wurzinger and Johansson 2006). Appropriate regression diagnostics were done and the model was corrected using robust standard errors (Parlow 2011). Regression diagnostics included checking the evidence of model fit. The explanatory variables included into the analysis were five motivational factors, while environmental attitudes represent dependent variable.

RESULTS AND DISCUSSION

A total of 1655 respondents were taken into analysis. The proportion of female respondents (48.5%) was slightly lower than that of male (51.2%) Most of the responders were between 35 and 54 years of age (59%). The majority of respondents obtained some kind of higher education level (57%). The responders had different backgrounds and occupations, most of the respondents stated that they were employees (48%), while 16% were managers and about 14% were entrepreneurs/owners. Most of the respondents were from Austria (24%), about 16% were from Germany, about 14% from Italy and almost 11% from Russia. Most of the respondents stated that their monthly net income was between €1.000 and €2.000 (25%).

Descriptive statistics for travel motivation and NEP scale items are listed in Table 1. Regarding motivation factors, mean score for every motivational factor was above 3.0, indicating that the respondents of this study find those motivational factors important. The most highly important push motivational factor emphasises importance of physical rest and relaxation. Attractive coast and beaches and climate are the most important pull motivational factors. The results for NEP scale items show that the mean score for every pro-environmental item was above 3.0, indicating that the responders of this study tend to have positive environmental values. The most highly evaluated item (Plants

and animals have as much right as humans to exist) show that the respondents tend to emphasize the coexistence of human beings and nature. On the other hand, the examination of the anti-environmental items revealed mixed results, because the mean scores for two items were above 3.0. There is a possibility that the wording of the items did not clearly represent anti-environmental orientation (Kim et al. 2006). Both findings are in accordance with Kim et al. (2006), who also found a tendency for responders to have positive environmental values, and mixed results when it comes to anti-environmental orientation.

The revised NEP scale is usually used as a composite measure (Dunlap et al. 2000; Kim et al. 2006; Vikan et al. 2007). Considering this study, if the revised NEP scale is treated as a composite measure, Cronbach’s alpha coefficient is 0.73 which supports previous findings (Dunlap et al. 2000; Kim et al. 2006; Vikan et al. 2007), so, in order to determine the differences among responders based on their environmental attitudes, the NEP scale was also treated as a composite measure.

TABLE 1. DESCRIPTIVE STATISTICS FOR ITEMS OF DEPENDANT AND INDEPENDENT VARIABLES

Item	M	SD
New Environmental Paradigm scale		
We are approaching the limit of the number of people the earth can support.	3.13	1.20
Humans have the right to modify the natural environment to suit their needs.	2.36	1.15
When humans interfere with nature it often produces disastrous consequences.	4.12	1.03
Human ingenuity will insure that we do NOT make the Earth unliveable.	3.18	1.08
Humans are severely abusing the environment.	4.10	0.99
The earth has plenty of natural resources if we just learn how to develop them.	4.06	0.95
Plants and animals have as much right as humans to exist.	4.30	0.94
The balance of nature is strong enough to cope with the impacts of modern industrial nations.	2.32	1.07
Despite our special abilities humans are still subject to the laws of nature.	4.03	1.00
The so-called “ecological crisis” facing humankind has been greatly exaggerated.	2.60	1.13
The earth is like a spaceship with very limited room and resources.	3.56	1.06
Humans were meant to rule over the rest of nature.	2.25	1.17
The balance of nature is very delicate and easily upset.	4.04	0.97

Item	M	SD
Humans will eventually learn enough about how nature works to be able to control it.	2.62	1.12
If things continue on their present course, we will soon experience a major ecological catastrophe.	3.74	1.04
Push motivational factors		
Experience cultures that are different from mine	4.06	0.91
Interest in experiencing something new and exciting	4.08	0.92
Escape from daily stress	4.25	0.92
Interest in visiting cultural and historical sites	3.80	1.02
Interest in meeting various people	3.36	1.04
Interest in experiencing how other people live	3.77	0.91
Physical rest and relaxation	4.45	0.71
Escape from everyday environment	4.15	0.93
Interest in visiting various sights	3.37	1.11
Pull motivational factors		
Attractive coast and beaches	4.42	0.75
Rich cultural heritage	3.61	0.96
Museums and exhibitions	3.06	1.08
Hospitality of local population	3.92	0.88
Personal safety	4.28	0.84
Transport accessibility	4.00	0.90
Variety of services	3.81	0.91
Entertainment	3.67	1.01
Sports and recreational activities	3.49	1.06
Variety of architectural styles	3.30	1.04
Excursions	3.18	1.10
Climate	4.41	0.69
Wellness	3.12	1.11

Source: Authors' research

To examine multidimensionality and internal reliability of the push and pull motivational factors, responders were asked to state the importance of each motivational factor (Awaritefe 2004; Crompton 1979; Dunne et al. 2007; Heung et al. 2001; Jönsson and Devonish 2008; Kozak 2002; Lubbe 2003; McGehee et al. 1996; Uysal and Jurowski 1993; Yoon and Uysal 2005). Using eigenvalues greater than 1.0, as criteria, two factor groupings of push factors (Table 2) and three factor grouping of pull factors (Table 3) formed clear factors structures.

Two factors representing push motives (Table 2) jointly accounted for 46.22% of accumulated variance and all factor loadings were greater than 0.60. The factors were labelled as: 1) Education and culture, 2) Relaxation and escape while Cronbach's alpha coefficient was 0.821 for the first and 0.735 for the second factor.

Factors representing pull motivations (Table 3) jointly accounted for 43.20% of accumulated variance and most of the factor loading were greater than 0.50. The three factors were labelled as: 1) Accessibility, 2) Culture and 3) Services. The reliability coefficients of pull factors were 0.737, 0.780 and 0.715 respectively.

TABLE 2. EXPLORATORY FACTOR ANALYSIS RESULTS FOR PUSH MOTIVATIONS

Variable	1	2
Interest in experiencing how other people live	0.762	
Experience cultures that are different from mine	0.744	
Interest in visiting cultural and historical sites	0.644	
Interest in experiencing something new and exciting	0.623	
Interest in meeting various people	0.614	
Interest in visiting various sights	0.595	
Escape from daily stress		0.722
Escape from everyday environment		0.710
Physical rest and relaxation		0.661
Cronbach's alpha	0.821	0.735
% accumulated variance	33.703	46.219

Source: Authors' research

TABLE 3. EXPLORATORY FACTOR ANALYSIS RESULTS FOR PULL MOTIVATIONS

Variable	1	2	3
Personal safety	0.777		
Hospitality of local population	0.568		
Transport accessibility	0.563		
Attractive coast and beaches	0.520		
Climate	0.516		
Museums and exhibitions		-0.795	

Variable	1	2	3
Rich cultural heritage		-0.722	
Variety of architectural styles		-0.677	
Excursions		-0.412	
Entertainment			-0.744
Sports and recreational activities			-0.611
Variety of services			-0.595
Wellness			-0.478
Cronbach's alpha	0.737	0.780	0.715
% accumulated variance	27.283	36.832	43.203

Source: Authors' research

A mean value for the five motivational factors and NEP scale was computed for each respondent (Wurzinger and Johansson 2006). In order to determine relationship between environmental values of tourists' measured by NEP scale and their motivational factors regression analysis was done (Table 4). Four composite variables were statistically significant i.e. relaxation and escape, accessibility, culture and services. Relaxation and escape, accessibility and culture had positive signs while services had negative sign. The homoscedasticity testing (Breusch and Pagan 1979) showed that the heteroscedasticity was statistically present in the model so the model was corrected using robust standard errors (Parlow 2011). RESET test (Baum 2006; Parlow 2011; Ramsey 1969; Torres-Reyna 2009) was not statistically significant indicating that important variables were not omitted.

Based on the results certain implications can be drawn. Based on the theory of push and pull travel motivation, two push (education and culture and relaxation and escape) and three pull (Accessibility, Culture and Services) travel motives were determined. Using the revised NEP scale, as a composite measurement, relationship between travel motives and environmental values, were determined confirming findings of Kim et al. (2006) and Lou and Deng (2008). Since there are various forms of nature-based tourism, different consumer segments have been identified. These segments differed based on socio-demographic characteristic (Mehmetoglu 2005; Singh et al. 2007; Uriely et al. 2001), travel motives (Kim et al. 2006; Lou and Deng 2008; Mehmetoglu 2005), pur-

pose of the trip (Wurzinger and Johansson 2006) and ecological orientation of tourists (Uriely et al. 2001). In this paper statistical significance was determined for each pull factor, while one out of two push factors were significant in determining environmental attitudes of tourists. The suggestion for managers would be to promote various aspects related to factor accessibility in order to attract more tourists with high environmental attitudes which may result in achieving a certain level of sustainability. These aspects may include climate, beaches and coast, personal safety etc. Attraction related to culture and historical heritage were also important factor for responders with higher environmental values, while various services seem to be less important. Relaxation and escape as a push factor represented very important factor for responders with higher environmental values. Various institutions and business entities in tourism should try to focus their marketing strategy on a particular nature-based market segment and provide a wide range of attractions both nature-based and human made. Those destination management organisations and business entities, which are committed on development of nature-based tourism offer, should less promote variety of services offered in the tourist destination.

TABLE 4. RESULTS OF REGRESSION ANALYSIS

Variables	Model	Model correction
Constant	2.884*** (30.356)	2.884*** (31.501)
Education and culture	0.012 (0.568)	0.012 (0.552)
Relaxation and escape	0.050** (2.810)	0.050** (2.770)
Accessibility	0.164*** (7.130)	0.164*** (6.633)
Culture	0.038* (2.082)	0.038* (2.091)
Services	-0.109*** (-6.453)	-0.109*** (-5.660)
R ²	0.064	0.064
F statistics	22.551***	20.48***
RESET test	0.97	
Breusch–Pagan test	3.88*	

Note: t-value in parentheses, *significant at $\alpha = 0.05$, ** significant at $\alpha = 0.01$, *** significant at $\alpha = 0.001$

Source: Authors' research

CONCLUSION

The environmental awareness of consumers and tourists is an issue researched by many scholars. Past research indicates that many factors influence decision making process in tourist market. Our research results confirm that environmental sensitivity of consumers and travel motivational factors are important factors in tourists' decision making process. In this research the revised NEP scale was used in order to examine the relationship between environmental attitudes of tourists and travel motives. Four travel motives were found to be statistically important. These travel motives were labelled as relaxation and escape, accessibility, culture and services. While the first three factors are positively related to the environmental attitudes of tourists, factor labelled services was negatively related to the environmental attitudes.

There are some limitations to this study. These results are based on a convenient sample of tourists, who stayed in hotels and resorts from July through September. The results may not be generalized to the overall tourist market. The opinions analysed in this study include opinions of various groups of tourists which may include the segment of eco-consumers i.e. eco-tourists.

The environmental attitudes of tourists may serve as a basis for developing appropriate marketing strategies for various forms of nature-based tourism. It may also serve as segmentation criteria for various business entities in tourism. This research confirms relationship between travel motives and environmental attitudes of tourists. Pull motivational factors present very important deterrents of environmental attitudes so future research should focus more on in-depth analysis of this group of travel motives. Since the revised NEP scale was used for measuring environmental attitudes of tourists future research may also focus on testing other scales which were designed to measure environmental attitudes and exploring various aspects of nature-based tourism.

ACKNOWLEDGEMENT

This work has been supported in part by Croatian scientific foundation, under the project Decision-Making in Value Co-Creation: Marketing Approach (DECOVAL) (number IP-2013-11-5231).

REFERENCES

- Armila, M & Kähkönen, N 1997, *The purchase decision making process of an environmentally conscious consumer e information search and alternative evaluation*, Helsinki School of Economics and Business Administration, Helsinki.
- Awaritefe, OD 2004, 'Motivations and Other Considerations in Tourism Destination Choice: A Case Study of Nigeria', *Tourism Geographies*, vol. 6, no. 3, pp. 303-330.
- Barber, N, Taylor, C & Strick, S 2009, 'Wine consumers environmental knowledge and attitudes: Influence on willingness to purchase', *International Journal of Wine Research*, vol. 9, no. 1, pp. 59-72.
- Baum, CF 2006, *An introduction to Modern Econometrics Using STATA*, Stata Press, College Station.
- Bjorner, TB, Hansen, LG & Russell, CS 2004, 'Environmental labeling and consumers' choice – an empirical analysis of the effect of the Nordic Swan', *Journal of Environmental Economics and Management*, vol. 47, pp. 411-434.
- Breusch, TS & Pagan, AR 1979, 'A simple test for heteroscedasticity and random coefficient variation', *Econometrica: Journal of the Econometric Society*, vol. 47, no. 5, pp. 1287-1294.
- Chang, JC 2007, 'Travel motivation of package tour travellers', *Tourism*, vol. 55, no. 2, pp. 157-176.
- Chen, TB & Chai, LT 2010, 'Attitude towards the Environment and Green Products: Consumers' Perspective', *Management Science and Engineering*, vol. 4, no. 2, pp. 27-39.
- Crompton, JL 1979, 'Motivations for Pleasure Vacations', *Annals of Tourism Research*, vol. 6, no. 4, pp. 408-424.
- Darley, WK, Blankson, C & Luethge, D 2010, 'Toward an integrated framework for online consumer behavior and decision making process: A review', *Journal of Psychology & Marketing*, vol. 27, no. 2, pp. 94-116.
- Decrop, A & Snelders, D 2005, 'A grounded typology of vacation decision-making', *Tourism Management*, vol. 26, no. 2, pp. 121-132.
- Diamantopoulos, A, Schlegelmilch, BB, Sinkovics, RR & Bohlen, GM 2003, 'Can socio-demographics still play a role in profiling green consumers? A review of the evidence and an empirical investigation', *Journal of Business Research*, vol. 56, no. 6, pp. 465-480.
- Dolnicar, S 2004, 'Insight into sustainable tourists in Austria: Data based a priori segmentation approach', *Journal of Sustainable Tourism*, vol. 12, no. 3, pp. 209-218.

- D'Souza, C, Taghian, M & Lamb, P 2006, 'An empirical study on the influence of environmental labels on consumers', *Corporate communications: an international journal*, vol. 11, no. 2, pp. 162-173.
- Dunlap, RE & Van Liere, KD 1978, 'The New Environmental Paradigm: A Proposed Measuring Instrument and Preliminary Results', *The Journal of Environmental Education*, vol. 9, pp. 10-19.
- Dunlap, RE, Van Liere, KD, Mertig, AG, Catton, WR & Howell, RE 1992, 'Measuring Endorsement of an Ecological Worldview: A Revised NEP Scale', *Paper Presented at The Annual Meeting of Rural Sociology Society*, Pennsylvania State University, State College.
- Dunlap, RE, Van Liere, LD, Mertig, AG & Emmet Jones, R 2000, 'Measuring endorsement of the new ecological paradigm: a revised NEP scale', *Journal of Social Issues*, vol. 56 no. 3, pp. 425-442.
- Dunne, G, Buckley, J & Flanagan, S 2007, 'City Breat Travel Motivation – The Case of Dublin', *Journal of Travel and Tourism Research*, vol. 22, no. 3&4, pp. 95-107.
- Engel, JF, Blackwell, RD & Miniard, PW 1986, *Consumer behaviour*, 5th edn, Hinsdale, IL, Dryden.
- Field, A 2005, *Discovering Statistics Using SPSS*, 2nd edn, Sage Publication, London.
- Floyd, M, Jang, H & Noe, FP 1997 'The relationship between environmental concern and acceptability of environmental impacts among visitors to two US national park settings', *Journal of Environmental Management*, vol. 51, pp. 391-412.
- Fraj, E & Martinez, E 2006, 'Environmental values and lifestyles as determining factors of ecological consumer behaviour: an empirical analysis', *Journal of Consumer Marketing*, vol. 23, no. 3, pp. 133-144.
- Hawcroft, LJ & Milfont, TL 2010, 'The use (and abuse) of the new environmental paradigm scale over the last 30 years: A meta-analysis', *Journal of Environmental Psychology*, vol. 30, no. 2, pp. 143-158.
- Heiskanen, E & Timonen, P 1996, *Environmental information and consumer decisions: final report: consumers' needs for environmental information: Publication 9*, National Consumer Research Centre, Helsinki.
- Heung, VCS, Qu, H & Chu, R 2001, 'The relationship between vacation factors and socio-demographic and travelling characteristics: the case of Japanese leisure travellers', *Tourism Management*, vol. 22, no. 3, pp. 259-269.
- Hudson, S 2008, *Tourism and Hospitality Marketing: A Global Perspective*, Sage Publications Ltd, London.

- Jönsson, C & Devonish, D 2008, 'Does nationality, gender, and age affect travel motivations? A Case of Visitors to the Caribbean Island of Barbados', *Journal of Travel and Tourism Marketing*, vol. 25, no. 3-4, pp. 398-408.
- Kilbourne, WE & Beckmann, SC 1998, 'Review and critical assessment of research on marketing and the environment', *Journal of Marketing Management*, vol. 14, no. 6, pp. 513-532.
- Kim, H, Borges, MC & Chon, J 2006, 'Impacts of environmental values on tourism motivation: The case of FICA, Brazil', *Tourism Management*, vol. 27, no. 5, pp. 957-967.
- Kozak, M 2002, 'Comparative analysis of tourist motivations by nationality and destination', *Tourism Management*, vol. 23, no. 3, pp. 221-232.
- Kufrin, K 2002, 'Skala nove ekološke paradigme – još jedna provjera i pokušaj revizije', *Socijalna ekologija*, vol. 11, no. 4, pp. 277-296.
- Lee, K 2008, 'Opportunities for green marketing: young consumers', *Marketing Intelligence & Planning*, vol. 26, no. 6, pp. 573-586.
- Leire, C & Thidell, A 2005, 'Product-related environmental information to guide consumer purchases e a review and analysis of research on perceptions, understanding and use among Nordic consumers', *Journal of Cleaner Production*, vol. 13, pp. 1061-1070.
- Lou, Y & Deng, J 2008, 'The New Environmental Paradigm and Nature-Based Tourism Motivation', *Journal of Travel Research*, vol. 46, no. 4, pp. 392-402.
- Lubbe, BA 2003, *Tourism Management in Southern Africa*, Pearson Education South Africa, Cape Town.
- Luzar, EJ Diagne, A, Gan, C & Henning, BR 1995, 'Evaluating Nature-based Tourism Using the New Environmental Paradigm', *Journal of Agricultural & Applied Economics*, vol. 27, no. 2, pp. 544-555.
- McGehee, NG, Loker-Murphy, L & Uysal, M 1996, 'The Australian International Pleasure Travel Market: Motivations from a Gendered Perspective', *The Journal of Tourism Studies*, vol. 7, no. 1, pp. 45-57.
- Mehmetoglu, M 2005, 'A case study of nature-based tourists: Specialists versus generalists', *Journal of Vacation Marketing*, vol. 11, no. 4, pp. 357-369.
- Middleton, VTC & Clarke, J 2001, *Marketing in Travel and Tourism*, 3rd edn, Butterworth-Heinemann, Oxford.

- Niva, M & Timonen, P 2001, 'The role of consumers in product-oriented environmental policy: can the consumer be the driving forces for environmental improvements?', *International Journal of Consumer Studies*, vol. 25, no. 4, pp. 331-338.
- Parlow, A 2011, Stata and the problem of heteroscedasticity, viewed 2 April 2013, <https://pantherfile.uwm.edu/aparlow/www/papers/stata2.pdf>
- Prakash, A 2000, *Greening the firm – the politics of corporate environmentalism*, Cambridge University Press, Cambridge.
- Ramsey, JB 1969, 'Tests for specification errors in classical linear least-squares regression analysis', *Journal of the Royal Statistical Society, Series B (Methodological)*, vol. 31, no. 2, pp. 350-371.
- Schmitt, N 1996, 'Uses and Abuses of Coefficient Alpha', *Psychological Assessment*, vol. 8, no. 4, pp. 350-353.
- Scot, D & Willits, FK 1994, 'Environmental Attitudes and Behaviour: A Pennsylvania Survey', *Environment and Behaviour*, vol. 26, no. 2, pp. 239-260.
- Singh, T, Slotkin, MH & Vamosi, AR 2007, 'Attitude towards ecotourism and environmental advocacy: Profiling the dimensions of sustainability', *Journal of Vacation Marketing*, vol. 13, no. 2, pp. 119-134.
- Sirakaya, E & Woodside AG 2005, 'Building and testing theories of decision making by travellers', *Tourism Management*, vol. 26, no. 6, pp. 815-832.
- Smallman, C & Moore, K 2010, 'Process studies of tourists' decision-making', *Annals of Tourism Research*, vol. 37, no. 2, pp. 397-422.
- Swarbrooke, J & Horner, S 2007, *Consumer Behaviour in Tourism*, 2nd edn, Butterworth-Heinemann, Oxford.
- Taylor, C, Barber, N & Deale, C 2010, 'Environmental attitudes towards wine tourism', *International Journal of Wine Research*, vol. 2, pp. 13-26.
- Thøgersen, J 2000, 'Psychological determinants of paying attention to eco-labels in purchase decisions: model development and multinational validation', *Journal of Consumer Policy*, vol. 23, no. 3, pp. 285-313.
- Torres-Reyna, O 2009, *Linear Regression*, viewed 2 April 2013, <http://www.princeton.edu/~otorres/Regression101.pdf>

Uriely, N, Reichel, A & Shani, A 2001, 'Ecological Orientation of Tourists: An Empirical Investigation', *Tourism and Hospitality Research*, vol. 7, no. 3-4, pp. 161-175.

Uysal, M & Jurovski, C 1993, 'An Empirical Testing of the Push and Pull factors of Tourist Motivations', in *Proceedings of 1993 CHRIE Conference*, Chicago, pp. 162-163.

Vermeir, I & Verbeke W 2006, 'Sustainable food consumption: Exploring the consumer attitude-behaviour intention gap', *Journal of Agricultural and Environmental Ethics*, vol. 19, pp. 169-194.

Vikan, A, Camino, C, Biaggio A & Nordvik, H 2007, 'Endorsement of the New Ecological Paradigm: A Comparison of Two Brazilian Samples and One Norwegian Sample', *Environment and Behaviour*, vol. 39, no. 2, pp. 217-228.

Wurzinger, S & Johansson, M 2006, 'Environmental Concern and Knowledge of Ecotourism among three Groups of Swedish tourists', *Journal of Travel Research*, vol. 45, no. 2, pp. 217-226.

Yoon, Y & Uysal, M 2005, 'An examination of the effects of motivation and satisfaction on destination loyalty: a structural model', *Tourism Management*, vol. 26, no. 1, pp. 45-56.

Zografos, C & Allcroft, D 2007, 'The Environmental Values of Potential Ecotourists: A Segmentation Study', *Journal of Sustainable Tourism*, vol. 15, no. 1, pp. 44-66.