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The green purchasing gap. The what?

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Ever wondered what is meant by the green purchasing gap and how it relates to tourism?

This post introduces you to the phenomenon of the green purchasing gap in tourism and explains some researched characteristics

Research Summary

Tourists are recognised to be apprehensive about the environment, however, they do not necessarily engage in pro-environmental behaviour while on vacation. This is known as the so called green purchasing gap (Dolnicar & Leisch, 2008). The green purchasing gap describes the distance between the stated importance of protecting the environment and the actual attitudes and behaviour to help the environment (Mahoney, 2011). In an earlier post I referred to Belk, Devinney and Eckhardt (2005) who explain that a gap between stated intentions and actual behaviour is common to exist. The green gap is visualised by a study conducted by Bennet and Williams (2011) in the United States of America. Results show that 82% of the individuals have so called “good green intentions”, only 16%, however, dedicate their actions to fulfil them. In relation to tourism Dolnicar and Leisch (2008) highlight in their study that customers feel more morally obliged in their home environment to act environmental friendly than when being on vacation.

What does it mean for the tourism industry?

Being aware of the gap provides tourism providers with great insights. The gap visualises that tourism providers have the ability to build on customer’s green intentions in order to help them transfer their values into green action.
Why should tourism providers go the extra mile and build on customers’ green intentions? Find out more in our posts on customer value and the conscious customer.

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