

## Why Green Airlines Perceive to Pay More from Customers View Point?

**Grace Suk Ha chan**

Assistant Professor, Macau University of Science and Technology, Macau SAR China, School of Liberal Arts, Macao

**Binglin Martin Tang**

City University of Macau, Macau SAR China, Faculty of International Tourism & Management, Macao

**Zhiwen Song**

City University of Macau, Macau SAR China, Faculty of Business, Macao

**Issy, Yuxin Jiang**

Macau University of Science & Technology, Macau SAR China, School of Liberal Arts, Macao

### Abstract:

Corporate social responsibility (CSR) refers to the responsibility of enterprises for the social and environmental impact of their decisions and activities through transparent and ethical behavior with the careful coordination of natural resources, natural environment with people-oriented development principle and in the social and economic development stag. Study explores the relationship of perceived green image, attitude and purchase behavior of airlines passengers in China .Valid 418 questionnaires and collected and then analyzed with SPSS software. Results indicate that customers' perception of the overall attitude and environmental friendliness of airlines demonstrate a positive impact on airline choice and willingness to pay. A strong relationship between overall attitude and green image of airline, perception and behaviors of passengers with regards to different airlines varies during pre-trip and post trip, suggesting the importance of green image marketing throughout the travel experience .In addition, result reveal that added comfort weights higher than a greener flight in terms of willing to pay. Theoretical implications and feasible suggestions for airlines industry are delineated.

### Keywords:

Airlines, green perception, sustainability, travel decision.