Environment and Social Psychology (2024) Volume 9 Issue 8
doi: 10.59429/esp.v9i8.2839

RESEARCH ARTICLE

Drivers of green persistence intentions in an authentic green brand, moderating role of green self-efficacy

Hafiz Muhammad Hafeez[1,*], Azizul Yadi Yaakop[2], Taimoor Ahmed[3], Noureen Fatima[4], Ali Haider[5]

1 PhD Scholar, Universiti Malaysia Terengganu, Malaysia / Assistant Director University Institute of Management Sciences, Pir Maher Ali Shah Arid Agriculture University Rawalpindi, m.hafeez@uaar.edu.pk
2 Associate Professor of Marketing, Faculty of Business, Economics and Social Development, Universiti Malaysia, Terengganu, Malaysia, azizul_yadi@umt.edu.my
3 Department of Marketing and Management, School of Business, Law and Entrepreneurship (SoBLE), Swinburne University of Technology, Hawthorn Campus, Melbourne, Victoria, tahmed@swin.edu.au
4 Assistant professor, Human Resource Management, College of Business Administration, King Faisal University. Eastern Province - AlAhsa KSA, nhayat@kfu.edu.sa
5 Department of Business Administration, Allama Iqbal Open University, Islamabad, eeli.haider@aiou.edu.pk
*** Corresponding author:** Hafiz Muhammad Hafeez, m.hafeez@uaar.edu.pk

ABSTRACT

The purpose of this research is to help companies enhance the efficacy of their green marketing by presenting novel green marketing strategies that align with present environmental trends. Recently, there has been a surge in interest in sustainable consumption, which has led to several inquiries into the green gap phenomenon. To bridge the knowledge gap, this study concentrates on cutting-edge methods of green marketing that align with environmental trends and help companies increase the efficacy of their green marketing initiatives. Consequently, to address the managerial implications of the six unique concepts—green authenticity, green self-efficacy, green experiential satisfaction, green passionate love, and green perseverance intentions—a study framework must be established. Public Limited universities in Rawalpindi and Islamabad were the sites of research that put the idea of a green university into practice. Both students and teachers were considered for this survey. Using a structured questionnaire, 323 answers were collected. A total of 323 students from various academic backgrounds filled out the survey, with 90 of them people being faculty members. The research's measurement and structural framework were examined using SmartPLS, and the results demonstrate that all six hypotheses were significant. The relationship between positive experiences with green things and plans to keep doing green is being moderated, in part, by green self-efficacy.

Keywords: Green persistence intentions; authentic green brand; green self-efficacy

1. Introduction

Institutions play an essential role in community sustainability because of the specific educational purpose they serve[1]. Internally, via sustainability policies, research, curriculum, campus sustainability, and

ARTICLE INFO
Received: 22 May 2024 | Accepted: 15 July 2024 | Available online: 22 August 2024

CITATION
Hafeez HM, Yaakop AY, Ahmed T, et al. Drivers of green persistence intentions in an authentic green brand, moderating role of green self-efficacy. *Environment and Social Psychology* 2024; 9(8): 2839. doi: 10.59429/esp.v9i8.2839

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environmental activities; externally, through their position in the area, educational institutions like universities and colleges contribute to sustainable development [2]. As a result, the university's sustainability initiatives are expected both inside the organization and beyond it, serving as a symbol of leadership in the field. Because of the profound effect they have on students' beliefs, values, and sense of identity, universities rank among the most significant institutions. By compiling and developing applicable curriculum and course plans, the educational institution may shape students' personalities via context-specific offers related to continuity and serve as a model for other institutions. This leads to the conclusion that colleges and universities are important and can play a role in creating a more sustainable society [3].

The importance of sustainable development has grown among both individuals and corporations. As a result, numerous international declarations and innovative programs have been launched regarding sustainability in higher education, such as the Higher Education Sustainability Initiative and the Principles for Responsible Management Education [4]. From 2005 to 2014, universities' sustainability performance was the focal point of UNESCO's Education for Sustainable Development program. Rankings of institutions (such as the UO green metric) now take sustainability into account. It is expected that environmentally conscious colleges would have the greatest impact on sustainability [5]. The awareness of sustainability upgrades and the ideas about a Green University in China among professors, alums, and learner guardians were studied by [6]. The adoption of environmentally friendly practices is a shared responsibility among institutions [7]. This is shown by initiatives, declarations, and signed agreements. Nevertheless, there has not been an extensive investigation into whether environmentally conscious institutions enhance sustainability performance more than conventional ones. Efforts to green the campus or include new environmental areas into the curriculum might keep a university's claim to being environmentally friendly at this level [8] argues that it may not be enough to simply make international pledges and sign statements.

The two research holes listed below are what this project aims to close. First of all, while earlier research has focused extensively on investigating pertinent issues of authenticity, perceptual assessment, co-creation, experiential memorability, experiential satisfaction, intense love, the necessity of cognition, and persistent intentions, none of these studies has examined these factors in relation to environmental or green issues. To close the research gap, this study focuses on innovative approaches to green marketing that are in line with environmental trends and can assist businesses in improving the effectiveness of their green marketing efforts. As a result, to create a research framework and address the managerial implications of the six novel concepts—green authenticity, green perceptual evaluation, green experiential satisfaction, green passionate love, green self-efficacy, and green persistence intentions—this study must propose them.

The present study offers a research framework aimed at investigating the connections between green authenticity, green persisting intentions, green self-efficacy, green experiential satisfaction, green perceptual evaluation, and green passionate love. Additionally, an empirical test will be conducted. To increase intentions for green persistence, the study focuses on determining the appropriate perspective and evaluating novel concepts of green marketing that align with environmental trends. These six drivers include green authenticity, green self-efficacy, green experiential satisfaction, green passionate love, and green perceptual evaluation.

As a strategy for differentiation that generates environmental requirements, green marketing has the potential to change marketing standards. Universities that prioritize sustainability should ensure that their staff and students have access to reliable information to boost their impressions of the institution and increase their level of satisfaction with their experiences. This is because when individuals have access to sufficient credible information, they are more inclined to want to join green institutions [9]. It will be hard for the green university to attract its intended students if it does not provide them with sufficient information about the program.

Institutions that claim to be environmentally conscious but fail to be forthright about their results will never gain the respect of their faculty and students.

2. Literature review

The marketing business is actively advancing the notion of green marketing (GM) [10]. Green marketing refers to a company's efforts to design, market, price, and ship products that are less harmful to the environment[11]. According to [12], green marketing techniques primarily focus on three primary areas: people, planet, and profit. According to [13], General Motors' goals now include outperforming rival hotel chains. GM is the management process responsible for predicting, recognizing, and satisfying consumer and society wants in an economically viable and environmentally friendly manner [14]. Genetic modification (GM) is defined by[15] as the steps taken to foresee, find profitable uses for, and satisfy customer demand for environmentally friendly goods. A focus on customer relationship maintenance and environmental preservation has been included in current definitions of GM, according to [16]. All of these descriptions lead to the same process: getting people to purchase eco-friendly products and services so that businesses may make money and the planet stays green.

For the brand positioning method to be successful, performance and open corporate communication must be based on public confidence [17].

Sustainable development relies heavily on the higher education sector, which includes universities. Thus, "green education," sometimes called a "green school" or a "green university," is a modern method of teaching and learning that prioritizes environmental responsibility and sustainability by adapting to new technologies and enhancing various parts of the educational process to produce more effective and environmentally friendly outcomes [18]. The section addressing environmental activities in the building, forestry, service, and energy sectors is split into its sections. This domain has unquestionably been there for a while and is found in many industrialized and developing countries [19].

Universities should think about how turning green will influence branding, positioning, segmentation, and targeting [20]. Managerial actions about the marketing mix should also include the potential of green products. This study takes a look at GPI and proposes a model to discover how it relates to GA, GPE, GExS, GPL, and GSE, which are five different drivers. The rise of environmentally conscious advertising is to blame for this trend.

The pleasure of the occasion is elevated by the PA of the food, says [21]. Perceived authenticity is the primary factor affecting location satisfaction [22]. The level of participatory authenticity (PA) in cultural and religious events determines the level of satisfaction felt during the event [23]. Users' levels of pleasure are positively correlated with their beliefs on the authenticity of their consumer experience, according to research by [24].

Contentment is strongly correlated with how genuine something is perceived to be [22]. Several studies have shown that there is a lack of research on the relationship between GExS and GA, despite previous examinations of the idea of experiential satisfaction.

MacCannell (1973), authenticity can be evaluated using either the subjective standards of experts or their objective viewpoint [25]. The constructive component, on the other hand, sees authenticity as a staged and negotiable subjective perception that may be assessed according to customers' expectations and the definition of the caliber of a good or service [26].

The post-modern dimension associates' authenticity with the experience and feelings of consumers instead of their knowledge or veracity [27]. For instance, it can be challenging for customers to tell whether

organic food has no chemicals, therefore in this situation, buying green goods requires confidence in the product's authenticity [26]. This adds to the growing body of evidence that these issues need further study. Therefore, the following theory is put out by this research:

Hypothesis 1: The positivity of green authenticity on happiness with green experiences is a hypothesis to be tested.

Green perceptual evaluation's beneficial effects on satisfaction with green experiences

The concept of PE, which may be seen as knowledge of and confidence in an aim, has been extensively researched in previous research on marketing and consumer behavior [23]. In general, PE is described as the process of determining the trust, liking, and desirability that consumers have towards a product or service [22]. Perceptual assessment is based on consumers' information processing abilities and considers both existing and new information to assess the service or item [24].

Based on the research that has already been discussed, this analysis suggests that:

Hypothesis 2: Being satisfied with one's green experiences is favorably impacted by one's green perceptual assessment.

The influence of satisfaction with green experiences on green passionate love

It is anticipated that PL operates by the emotional period and follows distinct emotional traits as study treats PL clearly as an emotion [21]. Assessments or appreciations, subjective feelings, expressions, organized physiological processes, instrumental behaviors, and action inclinations are all part of PL, which is a complex functional whole, according to [19]. Intense feelings of attraction to another person are the hallmark of passionate love, as stated by [22].

When consumers are happy with a product or service, they love it more passionately [18]. Satisfaction has a major impact on PL, as stated by [19]. So, here's what we suggest:

Hypothesis 3: Affirmation of green passionate love is influenced by pleasure with green experiences.

The influence of green experiential satisfaction and green passionate love on green persistence intentions

A persistent intention is defined by as the determination to see a job through to completion [17]. Unfortunately, there is a significant difference between retention and persistence intents, despite the widespread belief to the contrary. Human behaviors or behavioral intentions are known as persistent intents, while retention refers to the later end or outcome [16]. While intentions to persist are a good indicator of actual persistence, they are not directly quantifiable outcomes and may change over time [28].

Industries need to take eco-friendly steps to encourage “green enjoyment” (GE), not just increase consumer satisfaction. Happiness is a good sensation, and businesses need to put plans in place so that customers can enjoy their goods or services in an eco-friendly way [29]. To capitalize on the green consumer trend, businesses need to investigate several eco-friendly aspects.

So, here's what we suggest:

Hypothesis 4: Green persistent intentions are favorably influenced by green experience fulfillment.

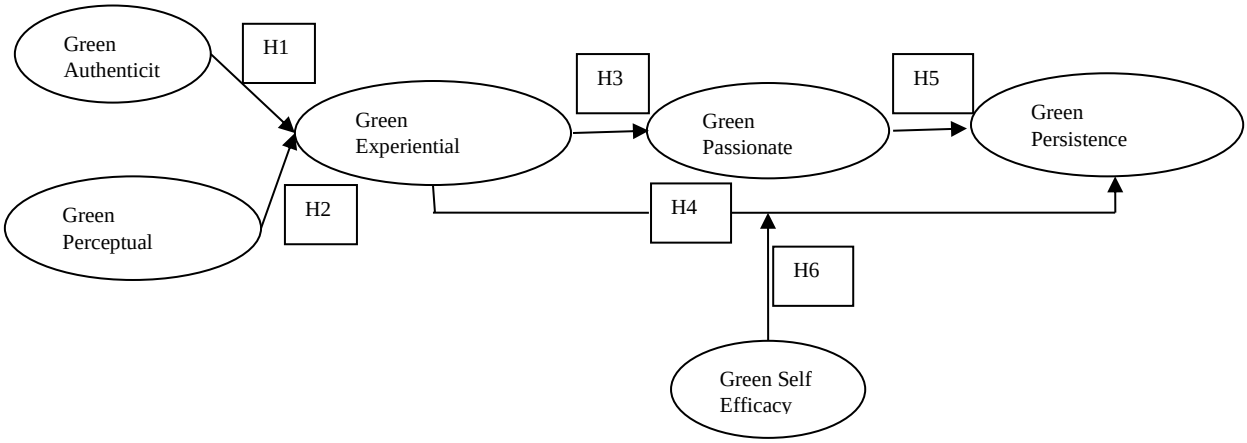
Hypothesis 5: Intentions to continue in a green cause are helped along by green passionate love.

The Role of Environmental Self-Efficacy in Mediating the Connection between Satisfaction with Environmental Experiences and Intention to Maintain Environmental Stewardship

Environmentally beneficial factors are considered by GSE when assessing an individual's or organization's ability to accomplish environmental objectives [12]. A body of studies has shown a connection between GSE and actions that benefit the environment. Personal actions that benefit the environment will rise in tandem with GSE [11]. Consequently, this study posits the following hypothesis:

H6: The association between pleasure with green experiences and intentions to persevere in being green will be moderated favorably by green self-efficacy.

Conceptual framework



3. Methodology

3.1. Research approach

The research design reflects the techniques and strategies that the investigators choose for collecting and interpreting data [30]. Stated differently, it refers to the plan of action that will be implemented to meet the research issue of the study. This investigation made use of quantitative research tools. Quantitative techniques are commonly utilized in studies that aim to explore the relationship between numerical variables.

3.2. Research design

Quantitative methods of data collecting and analysis are required by the research's conclusive approach. Furthermore, to address the research question, this approach usually uses a large sample size and contemporary statistical assessment tools to test hypotheses [31]. There are two types of conclusive research: causal and descriptive research designs that are chosen based on the goals of the study.

A study that aims to explain or establish a causal relationship between two or more patterns is known as an explanatory study. The researcher does causal research to ascertain how the independent variable will impact the dependent variable. This is primarily explained by hypothesis testing experiments. This methodology is also used in this study since it shows a connection between the advantages of implementing Kanban.

3.3. Population and sample size

Respondents' information from public limited universities in Pakistan, particularly in Rawalpindi and Islamabad. Data was gathered to test the proposed methodology. After 350 study participants received the questionnaires, 323 full responses were gathered.

3.4. Tool construction

Items that make up the theory and pertinent literature were measured in the current study. In addition, the replies of the participants were documented using a 5-point Likert scale, which runs from 1 (strongly disagree) to 5 (strongly agree).

4. Results

Smart PLS 4 is used for data analysis. To begin, demographic data about the respondents—such as age, gender, occupation, and degree of education—was gathered. This data aids in comprehending the sample's properties and can offer insightful information for additional research.

Table 1. Demographic analysis.

	Frequency	**Percentage**
Gender		
Female	150	46.4
Male	173	53.56
Total	323	100.0
Age		
21 to 30	120	37.15
31 to 40	100	30.95
41 to 50	82	25.38
51 to 60	21	6.5
Total	323	100.0
Qualification		
Bachelors	193	59.75
Masters	106	32.8
PHD	23	7.1
SSC/HSSC	1	0.003
Total	323	100.0
Designation		
Faculty	80	24.7
Administration	23	7.1
Student	220	68.11
Total	323	100.0

The table above shows that the majority of the respondents of the study were males and most of the respondents were students.

The study made use of the SmartPLS 4 software for the data analysis. The research model, which was a two-pronged strategy, was put to the test using the measurement model and the structural equation modeling (SEM) in the second stage. By the way, all the types of models are being studied and thus, PLS can be used for data analysis since it can cope with both factors [6]. The initial stage of data analysis was a screening, which was aimed at recognizing the normality, outliers, and missing values of the data. According to [7], the Harmons

one-factor technique was used to find out the Harmon's one-factor technique was used to research the Common Method Variance (CMV). There is no conceptual messing up in the data as the findings show that all variables account for less than half of the total variation, or 29. 43%.

Through SmartPLS, we can find out the loading value, composite reliability, and average extracted variance for every build. In the words of [5], the verification of the measurement model should be conducted first before choosing a model that is used in the structural analysis. Only when latent variables are shown to have a proper execution of the construct validity can a link be considered [4]. The present research examines the following relationships between independent and dependent variables: the green inner authenticity and green inner perceptual evaluation; the green inner passionate love and the green inner experiential satisfaction are the links between the two; and the green self-efficacy is the link between the green experiential satisfaction and the persistence intention. The range from "strongly disagree" to "strongly agree" is taken into consideration in the five-point Likert scale, which is the tool that is used to measure all the variables. So, as per the benchmark, the Alpha and the Composite Reliability should be more than 0. It is indeed 70, and AVE should have values more than 0. According to the research of Chen and Chen, 50 people [2]. All of these variables are shown in **Table 2**. Every item and variable is being considered for additional investigation since the values of the variables are higher than the test benchmark.

Table 2. Variables of validity and reliability.

Variable	Cronbach's Alpha	Composite Reliability	Average Variance Extracted
Green Authenticity	.758	.814	.514
Green Perceptual Evaluation	.854	.855	.581
Green Experiential Satisfaction	.821	.846	.564
Green Passionate Love	.867	.793	.559
Green Self-Efficacy	.829	.822	.542
Green Persistence Intention	.803	.841	.536

4.1. Discriminant validity

We then checked discriminant validity using the criteria laid forth by [3] after we had evaluated concept validity. Discriminant validity is the explanation for the uniqueness of all the concept variables [1]. An HTMT ratio below 0.85 indicates adequate discriminant validity [5].

Table 3. HTMT.

S.No	Variable	1	2	3	4	5	6
1	Green Authenticity	-					
2	Green Perceptual Evaluation	0.425	-				
3	Green Experiential Satisfaction	0.189	0.721	-			
4	Green Passionate Love	0.726	0.324	0.688	-		
5	Green Self-Efficacy	0.423	0.450	0.578	0.410	-	
6	Green Persistence Intention	0.533	0.627	0.499	0.562	0.294	-

According to **Table 3**, none of the three HTMT values meet the minimum requirement of 0.85. While this is not always the case, it does imply that lower HTMT ratios are linked to better discriminant validity.

5. Analysis of structural model

Finding the route coefficient for hypothesis testing, doing an R-Square analysis to measure the effect magnitude, and finding the Goodness of Fit are all part of the PLS Structural model assessment. The path coefficient was calculated using a bootstrap method with 500 subsamples and a significance threshold of 0.05. To determine the effect of a hypothesis, one uses the Path Coefficient. Every single original pathway shown in **Table 3** has route coefficient values, T-values over 1.96, and P-values below 0.05 [5].

The PLS algorithm was used to compute the R-squared value. To be considered predictively helpful, a model's R2 value has to be higher than 0.25. Green Persistence Intention has an R2 of 0.533, Green Passionate Love has an R2 of 0.457, and Green Experiential Satisfaction has an R2 of 0.429, according to the results.

Table 4. Structural analysis of model.

Hypothesis	Paths	B	t	p	Decision
H1	Green Authenticity → Green Experiential Satisfaction	0.21	8.79	0.000	Accepted
H2	Green Perpetual Evaluation → Green Experiential Satisfaction	0.28	11.49	0.000	Accepted
H3	Green Experiential Satisfaction → Green Passionate Love	0.39	15.52	0.000	Accepted
H4	Green Experiential Satisfaction → Green Persistence Intention	0.27	11.03	0.000	Accepted
H5	Green Passionate Love → Green Persistence Intention	0.43	19.10	0.000	Accepted
H6	Green Self-efficacy x Green Experiential Satisfaction → Green Persistence Intention	0.31	12.75	0.000	Accepted

Each of the study's independent variables has a positive and statistically significant effect on the dependent ones, as shown in **Table 4**. Satisfaction with green experiments and the desire to remain in green initiatives are both influenced by green self-efficacy.

6. Discussion

It is the first hypothesis that one's level of happiness with one's green experiences is positively affected by their level of green authenticity. According to the previous research by [32], the premise is correct; using something allows authenticity to be a measure of how well, legitimately, and efficiently one's experience in a certain area works. The second hypothesis proposes that green experience fulfillment is positively affected by green perceptual assessment. The p-value of 0.00 also revealed this to be true. This lends credence to the findings of [3], who found that perceptual assessment depends on customers' information processing abilities and incorporates both existing and new information to assess the service or item.

The green-loving passions are greatly influenced by green experiences that they are satisfied by it, according to the third hypothesis. The p-value = “0.00” indicates that this is true and as a result, it gives support

and credit to the previous research stated that the higher the level of happiness the more romantic feelings will be developed [6]. The fourth hypothesis states that a satisfied with green experiences has a good effect on the intentions to be green in the future. This, in turn, is also applicable, with a p-value of 0. Hence, a person feels that what he/she is going through now, is going to happen in the future and this is supported by the studies that have been done before showing that the perception of the importance of what a person is going through prevails the his/her intentions to be persistent. The fifth hypothesis states that the intentions to carry on in a green cause are to some extent influenced by the passion for the environment. A p-value of 0. is a rare event that demonstrates the validity of the hypothesis. 00, this is also the case, and it belongs to the previous studies proved that love and persistent intents are positively correlated [7]. The sixth hypothesis says that the influence of green self-efficacy on satisfaction with green experiences and the intention to continue being green will be positive in the middle. Having a p-value of 0, there's a chance something will happen. Besides, the hypothesis was also found to be true, in which case, the previous research of [8] that states that the pro-environmental behavior of people increases as the GSE levels are up is also supported. People with high GSE are more likely to engage in environmentally conscious actions because their attitudes and beliefs are more strongly influenced by environmental concerns.

7. Conclusion

The study introduced new concepts like “green authenticity,” “green perceptual evaluation,” “green experiential memorability,” “green experiential satisfaction,” “green passionate love,” “green self-efficacy,” and “green persistence intentions” as it was trying to build a model that could explain their relationships. The study of the research paradigm that was used in this research has shown that the factors of feeling fulfillment green intentions, green perceptual evaluation, and green experience memorability are the ones that lead to green passionate love. Moreover, green self-efficacy is a factor that determines the connection between green perceptual satisfaction and goals for green perseverance. There is a slight link between green authenticity and satisfaction with green experiences, as science has proven. Possible explanations include the idea that different aspects of green authenticity might have different effects on the same kind of green experiential satisfaction.

7.1. Practical implications

The research model has indicated the significant and positive impact of green trust on green purchase intention. Companies can benefit from giving out true environmental statements, which can enhance their sales and market share. Environmental impacts should be integrated into firms’ marketing strategies, and they should also represent their environmental performance by their commitments. They shall make specific and open environmental performance assertions and commitments. In other terms, building trust in green business claims will help in placing a desirable green brand. This study has investigated the mediation effects of green experiential satisfaction and green passionate love on the relationship between green authenticity as well as green perceptual evaluation and green purchase intention. The results have shown that green authenticity raises the customer's love for the green brand, thus impacting green purchasing intention. Organizations should therefore broaden their green practices and retain a strong green image. It is not easy for companies to persuade their customers of their green claims without providing trustworthy information. Companies will also require customers to receive appropriate notifications to minimize confusion about companies' green claims [2]. Therefore, businesses should not only claim their “greenness” but also show proof of their green products. These policies would reduce customer confusion and risk. It will raise the likelihood of green practices and claims by businesses and contribute to improved green food purchasing intention. Ultimately, we expect that this study's findings will be useful for administrators, professionals, university students, and other researchers and that it will lead significantly to potential work by acting as a reference.

7.2 Recommendations for the future and limitations

There are several problems with this work, even if it does add significantly to the field. In the beginning, convenience sampling was used, disregarding likelihood. Future iterations and validations of the survey's model should, when feasible, make use of probability sampling techniques. To make the existing model more applicable to other kinds of goods and markets, it would be wise to do a replication of this research. In addition to providing a foundation for future research, the researchers hope that management, investigators, professionals, and lawmakers will find the study results useful in their work.

Conflict of interest

No conflict of interest was reported by all authors.

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