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Exploring the Impact of Green Satisfaction, Consumer Willingness to Pay, and Green Loyalty on Green Brand Evangelism.

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ABSTRACT

Purpose – This study explores the impact of Green Satisfaction (GS), Consumer Willingness to Pay (CWP), and Green Loyalty (GL) on Green Brand Evangelism (BE) within the restaurant industry. Using the Attitude-Behavior Context (ABC) theory, the research examines how environmental attitudes shape consumer behaviors, particularly focusing on the mediating roles of CWP and GL.

Study Design/Methodology/Approach – A survey methodology was utilized, collecting data from 343 respondents using convenience sampling. The research employed Partial Least Squares Structural Equation Modeling (PLS-SEM) to evaluate hypothesized relationships among the constructs, based on the ABC theoretical framework. The model illustrates the interplay of attitudes (GS), context (CWP, GL), and behavior (BE).

Findings – The results reveal that GS significantly influences CWP, GL, and BE. Mediation analysis confirms that both CWP and GL mediate the relationship between GS and BE. These findings highlight the critical role of GS in promoting Green Brand Evangelism.

Research limitations/Practical implications –The study's cross-sectional design limits causal inferences. Practical implications suggest that restaurants should enhance GS to foster loyalty and advocacy among environmentally conscious consumers.

Originality/Novelty – This research applies the ABC theory to a novel context, demonstrating its relevance in understanding eco-consumerism in the hospitality sector. It underscores the strategic importance of emotional and behavioral engagement for promoting green branding.

Keywords: Green Satisfaction, consumer willingness to pay, green loyalty, Green Brand Evangelism, Attitude-behavior context theory.

1 | INTRODUCTION

The issues of sustainability have become an urgent and important concern in the context of increasing global environmental problems, including climate change, pollution, and depletion of natural resources (Lopes et al., 2024). The restaurant industry is one of the biggest consumers of resources and generators of waste and has come under pressure to become more sustainable. Sustainability is no longer a legal compliance issue but a business opportunity. Companies implementing green strategies have the intention of decreasing their impact

on the environment, enhancing company image, and fulfilling the customers' changing expectations. In this connection, the notion of green brand advocacy, which refers to a consumer's self-generated communication about environmentally sustainable brands, has attracted theoretical and empirical interest (Alawadh et al., 2024). Such behavior, based on sustainability awareness and consumers' trust, is one of the key drivers for both environmental and economic objectives emphasized in SDGs 12 – responsible consumption and production and 13 – climate action.

The concept of green brand evangelism is highly connected with different consumer attitudes and actions, such as green satisfaction, willingness to pay a premium for green products, as well as green loyalty (Khandai et al., 2024). Green satisfaction is defined as the pleasure resulting from the consumption of environmentally friendly products or services, thus strengthening the consumer-brand bond. The price sensitivity analysis of green products revealed that consumers are willing to pay for products to reflect their support for sustainable practices, with perceived psychological and environmental gains influencing WTP. Green loyalty on the other hand deals with repeated purchasing behavior and positive word of mouth and is the mediator between the individual and the common environmental concern. Altogether, these variables define consumer behavior as well as having a domino effect that influences the increased market use of green practices.

Nevertheless, there are some research limitations in terms of how these constructs jointly shape green brand evangelism, regarding the restaurant sector. Existing studies have researched consumer attitudes to green products and purchasing behavior Chanda et al. (2023), but there is limited literature that explores the relationship between green satisfaction, WTP, and loyalty with brand advocacy. Furthermore, an area that is still not fully discussed is how restaurants for instance manage to balance the costs of sourcing sustainable food and the supply of sustainable food. This is a major problem because there is a lack of empirical evidence that hinders businesses in their efforts to come up with specific strategies that will help create environmentally conscious as well as brand-loyal consumers. Familiarizing this relation is crucial to avoid the attitude-behavior gap that implies that consumers are willing to protect the environment but do not act accordingly (Borges-Tiago et al., 2024).

This study aims to address this gap by investigating the effects of green satisfaction, WTP, and green loyalty on green brand evangelism in the restaurant sector. This research is based on a conceptual framework derived from consumer behavior theories and compatible with the goals of SDG and seeks to offer solutions for practitioners and academicians. The objectives are twofold: first, to examine how these independent variables affect green brand evangelism both directly and indirectly; second, to provide best practices that managers of restaurants can implement to strengthen a sustainable brand image. In achieving these objectives, this paper adds to the existing literature on green marketing and sustainability to provide an understanding of the consumers' behavior within a significant sector.

2 | LITERATURE REVIEW

2.1 | Attitude Behavior Context Theory

The Attitude-Behavior-Context (ABC) theory proposed by Guagnano et al. (1995) can be used to examine consumer behavior as it will allow us to investigate the relationships between attitudes, behaviors, and context factors. In this theory, consumer behavior is a result of an interaction between the personal factors and the environmental factors. Whereas attitudes reflect internal inclinations about specific behaviors,

contextual influences in the form of norms, context, and resources provide external pressures for behavioral actions. For example, Zhang et al. (2024) state that the consumer is willing to adopt pro-environmental behavior when they adopt a favorable attitude resulting from favorable contextual factors. The ABC theory of planned behavior is commonly used in the green marketing literature, especially for the investigation of the attitude-behavioral intention gap, an important research area in which consumers hold favorable intentions toward recycling but do not act accordingly because of situational factors (Recio-Román et al., 2024). In their comparative study, Ashwini and Aithal (2024) pointed to the role of context factors including the availability of green products and the culture in closing this gap. It therefore offers a useful framework for examining how green satisfaction, loyalty, and willingness to pay impact on green brand evangelism while recognizing the roles of environmental contexts in predicting consumers' behaviors.

The work of the ABC theory is to back the conceptual model by illustrating how attitudes and contextual factors influence pro-environmental behaviors to green brand evangelism. For instance, green satisfaction is a post-implementation attitude introduced to the extent to which the consumer is supportive of green practices, while willingness to pay is a contextual factor capturing the level of willingness of a consumer to spend more on green products due to factors such as disposable income or availability of green substitutes. According to Mehta and Handriana (2024), the availability and affordability of green products are contextual conditions that enhance consumer engagement. The theory also describes the process of moving from green loyalty to green brand advocacy whereby a favorable contextual environment such as societal support for sustainable development will compel the green brand loyal customers to engage in active promotion of their preferred brands. As a result, the ABC theory resolves the value-action gap by combining both internal beliefs and external conditions, such as satisfaction and loyalty, to explain advocacy behaviors. This concurs with the findings of Khandai et al. (2024) who pointed out that positive affective connection influences consumers to engage in advocacy of sustainable brands. Therefore, the model illustrates how green satisfaction and loyalty arising from attitudes and context yield green brand evangelism, illustrating the implementation of the ABC framework in green marketing research.

2.2 | Green Satisfaction

Green satisfaction reflects consumers' emotional and cognitive fulfillment derived from eco-friendly products or services that align with their sustainability values (Khandai et al., 2024). It is driven by factors such as perceived quality, environmental benefits, and resource efficiency (Yu et al., 2024).

2.3 | Consumer Willingness to Pay

Consumer willingness to pay measures consumer's willingness to pay more for green products, which is an aspect of sustainable consumption (González-Viralta et al., 2023).

2.4 | Green Loyalty

Green loyalty represents consumers' consistent preference for brands that demonstrate environmental responsibility. Loyalty is often built through trust, satisfaction, and emotional attachment (Zhang et al., 2023).

2.5 | Green Brand Evangelism

Green brand advocacy is the deliberate and active communication by customers about the benefits of a green brand and encouraging others to use the brand hence increasing its impact on the market (Ryu, 2024).

2.6 | Green Satisfaction and Customer Willingness to Pay

Green satisfaction refers to the hedonic experience consumers get from sustainable products that match their environmental beliefs and expectations of the product. Customers' satisfaction with green products makes them more attached to the products and have more trust in green brands (Agu et al., 2024). This perceived value also embraced non-technical aspects, where the psychological value of using a product that helps in the preservation of the environment is considered. It was also found that consumers have a higher tendency to pay a higher price for environmentally friendly products as a sign of their willingness to be associated with green products (Hu et al., 2024). A strong positive correlation between satisfaction and WTP credibility was established, whereby satisfied customers were willing to spend more on brands satisfying or exceeding their expectations (Yang et al., 2024). The Attitude-Behavior-Context (ABC) theory also corroborates this, pointing out that a positive attitude resulting from satisfaction influences behavioral intentions such as WTP within favorable contextual influences. So, we conclude by proposing that:

H1. *There is a significant positive impact of green satisfaction on customer willingness to pay.*

2.7 | Green Satisfaction and Green Loyalty

Green satisfaction is also an important driver of green loyalty because it is an indication of how consumers' environmental expectations or needs are being met (Putri & Miranti, 2024). According to research, perceived environmental commitment and product quality have a positive influence on brand loyalty (Agu et al., 2024). In addition, the brands that sustain green innovativeness by fulfilling their environmental claims enjoy higher customer loyalty (Arasyi & Kusumawati, 2023). Thus, green satisfaction plays a mediating role between the impacts of the marketing mix and behavioral intentions such as repurchase and word-of-mouth. Based on the Attitude-Behavior-Context (ABC) theory, green satisfaction leads to loyalty if consumers' favorable attitude corresponds to favourable environmental context. Hence, we propose that:

H2. *There is a significant positive impact of green satisfaction on green loyalty.*

2.8 | Customer Willingness to Pay and Green Brand Evangelism

Customer willingness to pay has been established as a key determinant of green brand evangelism. Research shows that those customers who have a higher WTP for the green products not only are likely to repurchase the same brands but also will promote those brands as brand ambassadors (Osmanova et al., 2023). WTP is associated with a favorable attitude toward product quality and environmental consequences, thus enhancing the customer-brand bond (Hamzah & Pontes, 2024). Consumer evangelism is defined as a process in which consumers communicate with others about green brands because they are satisfied and believe in the importance of the brand (Furkan & Rinuastuti, 2024). From the Attitude-Behavior-Context (ABC) theory, WTP is a perception of how favorable consumer attitudes translate to brand advocacy in certain contexts. Accordingly, we conclude by hypothesizing:

H3. *There is a significant positive impact of customer willingness to pay on green brand evangelism.*

2.9 | Green Loyalty and Green Brand Evangelism

Positive green loyalty has a huge impact on green brand evangelism as it builds more emotional connection and commitment to green products. Green loyal consumers are more likely to recommend green brands because of positive perceived environmental attitudes and perceived satisfaction with the green brand (Agu et al., 2024). Green loyalty goes a notch higher than repurchase intention, it also includes consumers' willingness to advocate for green products to other consumers (Wu & Chiang, 2023). They are willing to go the extra mile and endorse products they feel have an effective environmental policy since they can relate to the brand better emotionally. ABC theory posits that favorable green attitudes solidify green intentions in favorable contexts toward green brand evangelism. Therefore, we propose that:

H4. *There is a significant positive impact of green loyalty on green brand evangelism*

2.10 | Green Satisfaction and Green Brand Evangelism.

Green satisfaction is an important determinant of green brand advocacy since it measures the level of satisfaction of a consumer as far as environmental needs are concerned. A study found that when consumer satisfaction with green products is high, consumers will have an emotional bond, which results in evangelism, meaning they will promote the brand (Khoirala & Alfansi, 2024). Green satisfaction stems from fulfilling environmental needs through sustainable products and services, reinforcing consumers' commitment to green brands (Zhang et al., 2024). If consumers have positive attitudes towards a brand's green performance, then they are likely to share their experiences with others. The ABC theory also supports this by stating that satisfaction in a supportive context will lead to pro-environmental behaviors such as evangelism. So, we conclude by proposing the following:

H5. *There is a significant positive impact of green satisfaction on green brand evangelism.*

2.11 | Consumer Willingness to Pay, Green Satisfaction, and Brand Evangelism.

Willingness to pay (WTP) is reported to act as a mediator in the green satisfaction--brand evangelism relationship. When consumers are satisfied with green products, their WTP premium increases, this shows their willingness to pay a premium to be associated with the brand (Oppong et al., 2023). This increased willingness to pay not only suggests satisfaction but also increases the chances of recommending the same experience to others, which creates brand ambassadors (Khawaj et al., 2024). The research has demonstrated that green consumers are more likely to promote brands they are ready to fund (Bhandari et al., 2024). This is supported by the Attitude-Behavior-Context (ABC) theory which posits that WTP which is determined by satisfaction, has an impact on other behavioral outcomes such as evangelism in specific environmental contexts. So, we conclude by proposing the following:

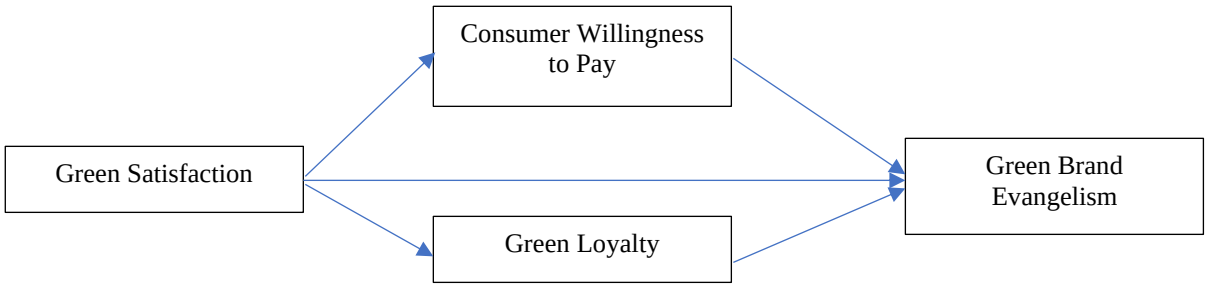
H6. *Consumer willingness to pay mediates the relationship between green satisfaction and brand evangelism.*

2.12 | Green Loyalty, Green Satisfaction, and Brand Evangelism.

Brand evangelism is found to be a strong mediator between green satisfaction and green loyalty. In the case of green satisfaction, which is the enjoyment that consumers get from green products that meet their green expectations, the consumer's commitment to green brands increases (Chang et al., 2024). Green loyalty, on the other hand, is defined as the strength of the consumer's intention to repurchase due to their environmental disposition (Arasyi & Kusumawati, 2023). Prior literature points out green satisfaction that helps in developing green loyalty that aids in improving trust, self-brand identification, and enduring brand associations (Uikey & Baber, 2023). This loyalty is often taken a notch higher when consumers advocate for brands they consider environmentally conscious (Jalu et al., 2023). High green loyalty means the consumers are willing to recommend green brands because of a close association with the environmental performance of the brand, (Watson et al., 2024). The Attitude-Behavior-Context (ABC) theory also substantiates this by indicating that green loyalty resulting from satisfaction will lead to evangelism in a favorable context. So, we conclude by proposing that:

H7. *Green loyalty mediates the relationship between green satisfaction and brand evangelism.*

2.13 | Conceptual Model



3 | METHODOLOGY & DESIGN

The research was based on a quantitative approach. Data was collected from 343 consumers of Restaurants within Karachi. Non-probability convenience sampling was adopted to record the responses of the respondents. Data has been collected from people who visit restaurants regularly, therefore, this sampling technique facilitated in collection of large amounts of data. Responses were gathered via Google form and also distributed hard copies of the questionnaire to the respondents. Before collecting data, the questionnaire was validated by a panel of five experts to confirm its face and content validity. It was also pre-tested through a pilot study to evaluate its effectiveness. After ensuring its reliability, the questionnaire was then distributed to the targeted sample for data collection. Initially, 360 data were collected which was then reduced to 343 usable responses after data screening. The data screening includes out-of-range data, missing values, and outlier analysis. To identify the relationship among constructs and measure the hypothesis PLS SEM has been used.

3.1 | Data Collection Instrument

For obtaining responses five five-point Likert scale adapted questionnaire was used. The questionnaire was divided into two parts: Demographics and Constructs. The variables used in the study include Green satisfaction, Consumer Willingness to Pay, Green Loyalty, and Green Brand Evangelism. Table – 1 elaborates the details of the variables used in the study.

Table 1

Data Instruments

Variable Name	No. of Items	Adapted From
Green Satisfaction	4	Chen (2010)
Consumer Willingness to Pay	4	Chou et al. (2020)
Green Loyalty	4	Chen (2013)
Green Brand Evangelism	9	Becerra and Badrinarayanan (2013)

3.2 | Demographic Profile of Respondents

Table – 2 represents the demographic profile of the respondents. Out of 343 respondents, 50.4% respondents were male, and 49.6% respondents were female. A larger number of the respondents were aged between 21-25 comprising 30.9% of the total respondents.

Table 2

Demographic Profile

	Frequency	%
Gender		
Male	173	50.4%
Female	170	49.6%
Age		
21-25	106	30.9%
26-30	82	23.9%
31-35	67	19.5%
36 and above	88	25.7%
Working		
Yes	225	65.6%
No	118	34.4%

4 | RESULTS and ANALYSIS

To the objectives of this research and the proposed model, data analysis was conducted using PLS-SEM with Smart PLS 3.2.7. Following the guidelines of Hair et al. (2011), the data underwent an evaluation of both the outer and inner measurements before proceeding with hypothesis testing.

4.1 | Outer Model Measurement: Reliability, Convergent Validity and Discriminant Validity.

Reliability helps to measure the consistency of the data. Reliability has been measured using Composite Reliability. CR value of each variable is presented in Table 3. The composite reliability of each variable is measured to be more than 0.7 (Hair et al., 2007).

The strength of the correlation of the measures of constructs is referred to as Convergent Validity (Neuman, 2007). AVE is used to measure convergent validity (Hair Jr et al., 2014). The value of AVE should be 0.5 or higher. The value of AVE is presented in Table – 3, which meets the threshold point.

Table 3

Composite Reliability, AVE

Constructs	Items	Loadings	Composite Reliability	Average Variance Extracted
Green Satisfaction	GS1	0.844	0.866	0.713
	GS2	0.865		
	GS3	0.864		
	GS4	0.803		
Consumer Willingness to Pay	CWP1	0.784	0.783	0.584
	CWP2	0.799		
	CWP3	0.805		
	CWP4	0.660		
Green Loyalty	GL1	0.753	0.792	0.586
	GL2	0.609		
	GL3	0.836		
	GL4	0.840		
Green Brand Evangelism	BE1	0.784	0.901	0.610
	BE2	0.706		
	BE3	0.800		
	BE4	0.771		
	BE5	0.810		
	BE6	0.795		
	BE7	0.798		

Discriminant validity quantifies how distinct a construct is from the others (Hair Jr et al., 2014). Discriminant validity is measured by the Fornell and Larcker criterion, cross-loading between items, and Heterotrait-monotrait ratio (Hair Jr et al., 2014). A variable should have more variation with its items than with the other variables, according to the Fornell and Larcker criterion (Hair Jr et al., 2014). According to Hair et al. (2011), the values on the diagonal in this instance, or the square root of AVE, ought to be greater than the inter-construct correlation. Table – 4 represents the values of Fornell and Lacker.

Table 4

Composite Reliability, AVE

Construct	BE	CWP	GL	GS
BE	0.781			
CWP	0.470	0.764		

GL	0.494	0.616	0.765	
GS	0.514	0.627	0.664	0.845

If the HTMT value is less than 0.9, the discriminant validity is proven (Henseler et al., 2015). Table – 5 presents the HTMT results. All of the values are less than 0.90, showing a proven discriminant validity.

Table 5

Composite Reliability, AVE

Construct	BE	CWP	GL	GS
BE				
CWP	0.554			
GL	0.583	0.804		
GS	0.573	0.746	0.801	

According to Hair et al. (2011) and Hair Jr et al. (2014), each item's cross-loading in its construct should be higher than the cross-loading on other constructs. Cross loadings on each construct should differ by 0.1 from loadings on other constructs, (Gefen & Straub, 2005). The cross-loadings for each variable are displayed in Table 6.

Table 6

Cross Loading

Construct	BE	CWP	GL	GS
BE1	0.784	0.362	0.417	0.422
BE2	0.706	0.269	0.290	0.296
BE3	0.800	0.321	0.330	0.345
BE4	0.771	0.367	0.349	0.352
BE5	0.810	0.403	0.398	0.458
BE6	0.795	0.395	0.435	0.462
BE7	0.798	0.420	0.443	0.429
CWP1	0.389	0.784	0.526	0.592
CWP2	0.357	0.799	0.460	0.504
CWP3	0.390	0.805	0.468	0.460
CWP4	0.288	0.660	0.420	0.301
GL1	0.399	0.525	0.753	0.470
GL2	0.267	0.385	0.609	0.344
GL3	0.399	0.478	0.836	0.569
GL4	0.427	0.496	0.840	0.605
GS1	0.447	0.533	0.587	0.844
GS2	0.438	0.483	0.572	0.865
GS3	0.486	0.512	0.546	0.864
GS4	0.361	0.588	0.535	0.803

4.2 | Hypothesis Testing

Once the outer model measurement is assessed, the next step is to analyze the inner model measurement (Hair et al., 2011). Hypothesis testing is performed using Partial Least Squares (PLS) with the bootstrapping technique (Haenlein & Kaplan, 2004). This method involves generating a large number of subsamples, typically 5000 or more, by resampling the original data (Hair Jr et al., 2014). Five hypotheses have been measured using PLS-SEM. Table – 7 shows the results of the hypothesis testing and the decisions of the hypothesis developed.

Table 7

Cross Loading

No	Hypothesis	Estimates	SD	T statistics	P values	Decision
H1	GS -> CWP	0.627	0.040	15.483	0.000	Accepted
H2	GS -> GL	0.664	0.037	17.886	0.000	Accepted
H3	CWP -> BE	0.175	0.067	2.608	0.009	Accepted
H4	GL -> BE	0.212	0.064	3.315	0.001	Accepted
H5	GS -> BE	0.264	0.074	3.572	0.000	Accepted

The impact of Green satisfaction on Green Loyalty is measured to be positive and significant ($\beta = 0.664$, $P < 0.05$), by the previous study conducted (Agu et al., 2024), which results in the acceptance of H2. Moreover, Green Satisfaction has a significant and positive impact on Consumer Willingness to Pay ($\beta = 0.627$, $P < 0.05$) and Green Brand Evangelism ($\beta = 0.264$, $P < 0.05$) resulting in acceptance of H1 and H5. The result is consistence with the previous literature (Khoirala & Alfansi, 2024). Furthermore, Consumer Willingness to Pay has a positive and significant impact on Green Brand Evangelism ($\beta = 0.175$, $P < 0.05$), accepting H3 and Green Loyalty has been found to have a positive and significant impact on Green Brand Evangelism ($\beta = 0.212$, $P < 0.05$), resulting in acceptance of H4, which is by the previous study conducted (Wu & Chiang, 2023).

Table 8

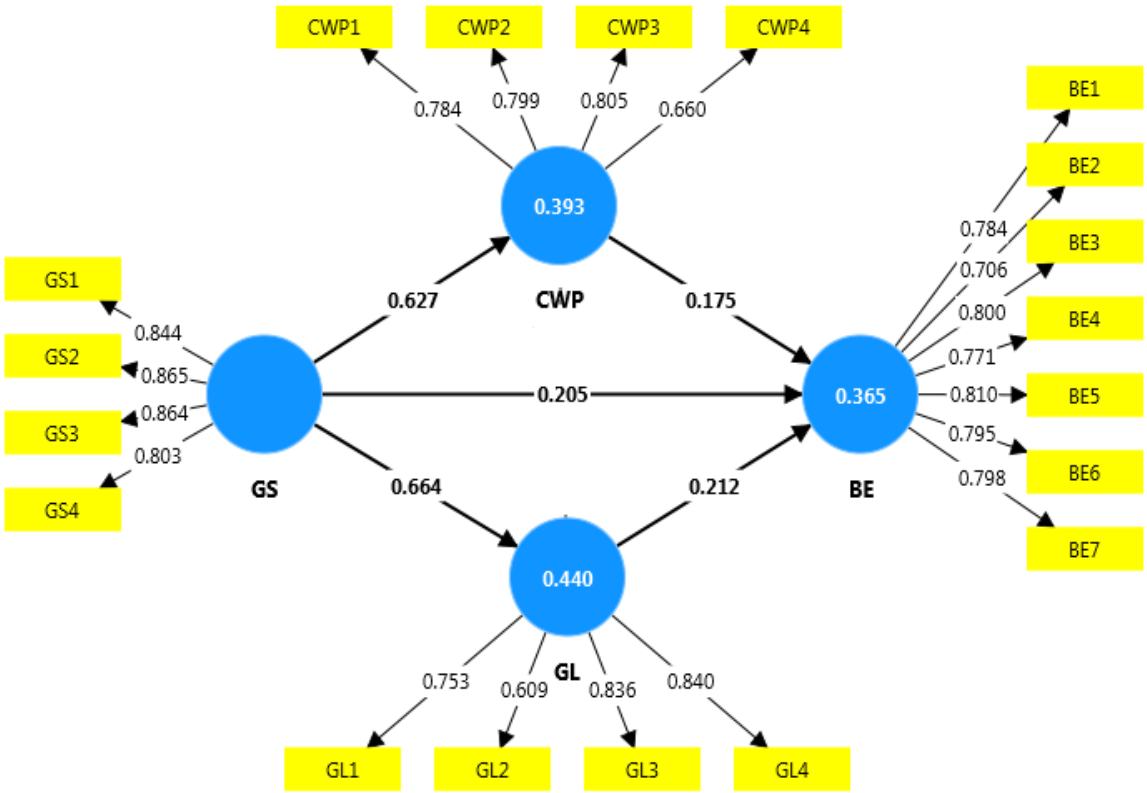
Mediation Results

No		Estimates	SD	T statistics	P values	Decision
H7	GS -> GL -> BE	0.157	0.045	3.523	0.000	Accepted
H6	GS -> CWP -> BE	0.118	0.043	2.754	0.006	Accepted

Mediation analysis has been carried out to test the mediating impact of Green Loyalty on Green Satisfaction and Green Brand Evangelism. Furthermore, the mediating impact of Consumer Willingness to pay is analyzed on Green Satisfaction and Green Brand Evangelism. It has been analyzed that Green Loyalty and Consumer Willingness to Pay mediate the impact between the variables under study. Loyal consumer

helps in enhancing customer satisfaction which impacts the increased relationship between Brand Evangelism. Also, a satisfied consumer has a higher willingness to pay for their preferred restaurants.

Figure 1



5 | CONCLUSION

The overall findings from the analysis indicate that Green Satisfaction has a positive and significant impact on Consumer Willingness to Pay, Green Loyalty, and Green Brand Evangelism. Specifically, the results suggest that higher Green Satisfaction leads to increased Consumer Willingness to Pay, which subsequently enhances Green Brand Evangelism. Moreover, Green Satisfaction also strengthens Green Loyalty, which, in turn, contributes to higher levels of Green Brand Evangelism. These insights emphasize that improving Green Satisfaction can foster a stronger emotional connection between consumers and the brand, ultimately driving positive behaviors like increased willingness to pay and loyalty, which benefits the brand's advocacy efforts.

This research significantly enhances our understanding of the critical role of Green Brand Evangelism in the restaurant industry. It underscores the importance of developing strategies to foster an emotional bond between consumers and restaurants. Specifically, the findings suggest that focusing on increasing Green Satisfaction can lead to increased consumer loyalty and advocacy, which are invaluable for building long-term brand loyalty and positive word-of-mouth.

From a managerial perspective, restaurant managers and owners should consider implementing sustainable practices that enhance Green Satisfaction, such as using eco-friendly materials, offering sustainable menu options, and reducing waste. These efforts not only align with consumer preferences for

environmentally responsible businesses but also drive consumer willingness to pay a premium for such green practices.

Additionally, the study highlights the importance of consumer engagement in creating a sense of community around green initiatives. Restaurants can develop targeted marketing campaigns that emphasize their commitment to sustainability and encourage consumers to share their experiences, thereby promoting Green Brand Evangelism. This could involve leveraging social media, influencer partnerships, or hosting sustainability-focused events that appeal to environmentally conscious consumers.

The mediation impact of Consumer Willingness to Pay and Green Loyalty on the relationship between Green Satisfaction and Green Brand Evangelism further reinforces the need for a holistic approach to sustainability. Restaurant managers should not only aim to satisfy consumers through green initiatives but also strategically encourage consumer willingness to pay more for these services, thereby enhancing brand loyalty and turning satisfied customers into passionate brand advocates.

In conclusion, this research provides valuable implications for the restaurant industry, emphasizing the need for a strategic focus on sustainability. By improving Green Satisfaction, fostering Green Loyalty, and leveraging Green Brand Evangelism, restaurants can strengthen customer relationships, drive profitability, and enhance their reputation as leaders in sustainable practices within a competitive market.

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