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Drivers of Green Persistence Intentions in an Authentic Green Brand: A Study of Green University of Pakistan

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Abstract

The current study focuses on innovative green marketing concepts that are in line with current environmental trends to aid businesses in improving the effectiveness of their green marketing. Several investigations have been conducted on the green gap phenomena as interest in sustainable consumerism has expanded recently. The discrepancy between what consumers claim to be doing to help the environment and what they contribute to promoting it is the matter at hand. The application of the concept of a green university, study was carried out at the Arid Agriculture University in Rawalpindi. In the current study, faculty and students were the target population. A sum of 323 responses was gathered through a structured questionnaire. Out of 323 respondents, 90 were faculty members and the remaining were students from different disciplines. SmartPLS was utilized to examine the measurement and structural framework of the research, the outcomes show all six hypotheses were significant. Green self-efficacy is also moderating the connection between green experiential happiness and intentions for green persistence.

Keywords: Green Authenticity, Green Perceptual Evaluation, Green Experiential Satisfaction, Green Passionate Love, Green Self-Efficacy, Green Persistence Intention

Introduction

Institutions have a particular (educational) goal in the community, and following that they have a crucial role to play in ensuring sustainability (Yuan et al., 2013). Universities and other educational institutes contribute to sustainable development both internally (via sustainability policies, research, curricula, campus sustainability, and environmental activities) and externally (through their position in the region) (Liobikien, 2015). University's sustainability efforts are therefore anticipated both internally (as an enterprise) as well as externally (to be the representative in the area). Universities are one of the most important institutions as they have a huge impact on students' values, worldviews, and sense of self. The educational institution can mold learners' personalities with specific offerings, in our context, regarding continuity, and set an example for other institutions by assembling and designing relevant curricula and course plans. Therefore, the significance of universities as a whole and their potential for the

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development of a sustainable society is recognized (Bejnaghi et al., 2016).

Since sustainable development has now become a priority for people as well as businesses, there have been a plethora of international declarations (Lozano et al., 2013, 2015) and innovative programs (like Higher Education Sustainability Initiative and the Principles for Responsible Management Education) relating to sustainability in higher studies. During the decade of UNESCO's Education for Sustainable Development, the importance of universities' sustainability performance was highlighted in particular (2005-2014). Sustainability considerations have become crucial factors, even for institution rankings (e.g., UO green metric). In particular, it is anticipated that green universities will make the most contributions to sustainability as institutions (Yuan et al., 2013). Yuan et al. (2013) examined alumni, faculty, and learner guardians' consciousness of sustainability upgradation and their concepts regarding a Green University in China. Lozano et al. (2015) found that dedicated (e.g., initiatives, declarations, and signed agreements) universities take part in the implementation of environmentally friendly practices. However, whether green universities improve sustainability performance more than traditional ones has not yet been thoroughly studied. The claim that a university is environmentally friendly might stay at this level if no attempts are made to green the campus or add new environmental domains to the syllabus. According to M. Nejadi (2013), making international commitments and signing declarations may not be sufficient.

Green marketing can alter marketing standards as well as serve as a strategy for distinction by generating environmental needs. To improve their perceptions of the institute and for enhancing experiential satisfaction, green universities should provide their students and employees with trustworthy information. This is because people are more likely to have intentions to be a part of green universities when they have access to enough reliable information. Without giving them enough information, it is difficult for the green university to persuade its target audience to have intentions to be a part of it. To earn the trust of their students and teachers, green institutions need to be more transparent about their environmental performance. According to Ramkissoon (2015), satisfaction is favorably influenced by perceived authenticity. According to several academics, experiential satisfaction is predicted by authenticity (Bruhn et al., 2012; Wu, Cheng & Chen, 2017; Fritz et al., 2017). As per Sohn et al. (2016), satisfaction is positively influenced by positive perceptual evaluation. Perceptual evaluation is recognized by Wu and Cheng (2018d) to be a substantial variable that makes it possible to forecast customers' experiential pleasure. According to Tsai (2014) and Alnawas and Altarifi (2016), satisfaction promotes passionate love in a favorable way, which then results in persistent intentions. According to Suhre et al. (2007), perceptions of persistence intentions increase as a result of satisfaction. According to Gorky Sembiring (2015), perceptions of persistent intentions are amplified when people are satisfied. Green self-efficacy, according to Steg (2010) and Ervin et al. (2013), may have an impact on the relationship between satisfaction and persistent intentions.

The two research gaps that this study aims to address are as follows. First, while authenticity, perceptual evaluation, passionate love, experiential satisfaction, and persistence intentions are all topics that have received substantial attention in earlier studies, none of them have been related to environmental concerns or green issues. This study makes an effort to bridge this research gap and targets innovative green marketing concepts that are in line with current environmental patterns to aid businesses in improving the effectiveness of their green marketing. Due to this, this research must suggest the six novel concepts of "green authenticity," "green perceptual evaluation," "green experiential satisfaction," "green passionate

love," "green self-efficacy," and "green persistence intentions" to create a framework for future research and to discuss the managerial implications of each. Following the current green trends, this study seeks to provide an innovative model of green persistence intentions (GPI) to improve the GPI of green universities. Second, according to Wu et al. (2016), green experiential satisfaction (GExS) targets how clients perceive eco-friendly content. Although some researchers have worked on the area of green persistence intentions this research uses GExS to create an improved research model that can assist green universities in enhancing their GPI through their five determinants: green authenticity (GA), green perceptual evaluation (GPE), green experiential satisfaction (GExS), green passionate love (GPL), and green self-efficacy (GSE).

To provide a new managerial framework, this research synthesizes the work on green marketing and green university management. Thus, the primary addition of this research is to offer the five innovative variables of "green authenticity," "green perceptual evaluation," "green experiential satisfaction," "green passionate love," and "green self-efficacy," as well as expand the field of "green persistence intention research" into the context of "green universities." This study also contributes by offering a research framework to investigate the connections between GA, GPE, GExS, GPL, GSE, and GPI, as well as to carry out an additional empirical test. The study's main goal is to determine the best stance for and evaluate novel green marketing ideas in line with environmental trends to strengthen green persistence intentions from five determinants GA, GPE, GExS, GPL, and GSE.

Literature Review

The concept of green marketing (GM) is advanced and developing in the marketing industry (Sarkar, 2012). An organization's attempts to create, advertise, charge for, and distribute items that don't hurt the environment are referred to as GM (Pride & Ferrell, 1993). People, planet, and profit are the three main components of green marketing strategies, according to Kotler and Keller (2012). Ginsberg and Bloom (2004) expand the scope of GM's objectives to involve gaining an advantage over competing hotels. According to Welford (2000), GM is the management process tasked with anticipating, identifying, and meeting societal and customer demands in a way that is both sustainable and profitable. GM, as per Peattie (1995), is the process of anticipating, profitably discovering, and meeting consumer demands for green products. According to Chamorro and Baegil (2006), recent definitions of GM include an emphasis on maintaining a relationship with clients while preserving the environment. Each of these definitions points to a process of persuading consumers to buy environmentally friendly goods and services to earn profit while also preserving the environment.

The distinctions between traditional marketing and GM have become more obvious in recent years. Consumers, marketing communication, products, and company performance are the four main components that Ottman (2011) uses to summarize them. Customers are not seen as an outside audience in GM anymore; instead, they are seen as a cohesive society that symbolizes the joys and struggles of everyday living. Accordingly, Dangelico and Vocalelli (2017) suggest that to identify their target customers, businesses need to incorporate an environmental sustainability viewpoint into their marketing approach. Then, goods should be created in a cradle-to-cradle fashion, and the environmental impact of their manufacturing should be minimized (Ottman, 2011). This strategy is a key component of the market's differentiation strategy (Dangelico & Vocalelli, 2017). Ottman (2011) emphasizes that GM increases consumer awareness through promoting socio-ecological values, word-of-mouth

marketing, and providing information about high standards of performance. Finally, businesses that use GM techniques are not covert. They are committed to sustainability, operate with transparency and cooperation, and view their stakeholders as allies. This kind of collaborative performance and open corporate communication, dependent on public confidence, can directly contribute to the success of the brand positioning approach (Dangelico & Vocalelli, 2017).

Universities, which are part of the higher education sector, are crucial to sustainable development. Therefore, green education, also known as a "green school" or "green university," is a contemporary educational approach that aims for sustainable development while keeping up with technological advancement and utilizing it to improve several aspects regarding the educational procedure having greater productivity and exceptional products that adhere to environmental standards (Velazquez et al., 2006). It is evolving into two parts: the component dealing with environmental initiatives for construction, forestry, services, and energy. This domain is undeniably present in many developed as well as developing nations, and it has been in place for several years (Ng et al., 2019).

According to Qdais et al. (2019) and Nguyen et al. (2019), a university should take into account how going green would affect segmenting, targeting, positioning, and branding as well. Green product potential should also be included in the managerial activities regarding the marketing mix. The current study examines the notion of GPI and suggests a research model investigate its link with five drivers: GA, GPE, GExS, GPL, and GSE. It happens because of green marketing which will become more significant in the days to come.

The Positive Impact of Green Authenticity on Green Experiential Satisfaction

The idea of authenticity, which Chambers (2009) defines to be the interpretation of the originality and increasing enjoyment of the objective of tourism, is crucial to the competitiveness of destinations (Ramkissoon and Uysal, 2010, 2011). According to Zhang and Merunka (2015) and Lin et al. (2017), authenticity can act as a criterion for customer assessments and behaviors. Consumption "serves as a way by which originality provides an indication of the effectiveness, efficiency, and credibility of a person's time in a particular place," according to Gaytán (2008). The question of whether or not staying in a hotel feels like "living the local life" is the topic of Lalicic and Weismayer's (2017) research. According to Birinci et al. (2018), while determining accommodations and repurchase intentions, customers' perceptions of authenticity are crucial in their decision-making processes. According to the perspective of restaurants, the legitimacy of the company is much more important compared to its size (Firat et al., 2014). The definition provided by Akbar and Wymer (2017), states that green authenticity (GA) is the degree to which an environment-friendly offering is regarded as genuine, original, and distinctive in its claims, and without falsity, forms the basis of the new construct that this research presents. This is done to better comprehend whether students and employees in a university enjoy an authentic environmentally friendly environment offered by the green university and what impact it has on their experiential satisfaction. Prior research on PA has been focused on developed economies (Richards, 2007; Ramkissoon, 2015). Though, the education sector still lacks the concept of GA.

Kao et al. (2008) claim that although ExS goes beyond service satisfaction considering that it emphasizes users' overall evaluations of experiences following utilization, it is developed using the idea of service satisfaction. In light of this, experiential satisfaction, from an experiential standpoint, is the satisfaction derived through the service content linked to a particular

transaction. Consumers evaluate their eco-friendly experiences to their prior anticipations, that might result in positive or negative contradiction, according to Wu et al. (2016). Considering the ever-increasing significance of environmentally friendly products and services, consumers are now more likely to buy goods or services that have a low environmental impact, and society as a whole is now more conscious about the environment. Based on several types of research (like Kao et al. (2008), Edward and Sahadev (2011), Allameh et al. (2015), Wu et al. (2016), Hussain (2016), Wu and Cheng (2017), Wu, Cheng and Chen (2017), Wu, Cheng and Ai, 2018a, b), this research suggests a different variable, green experiential satisfaction (GExS), and describes it to be buyers' overall evaluation of eco-friendliness according to their experiences offered by universities.

According to Robinson and Clifford (2012), the PA of the meal enhances the enjoyment of the event. According to Ramkissoon (2015), place satisfaction is mostly influenced by perceived authenticity. According to Novello and Fernandez (2016), the degree of PA in religious and cultural activities affects how satisfying the event is. Hede et al. (2014) found that users who believe their experience to be genuine would be content and that their opinions about the genuineness of their consumer experience can positively affect their degree of satisfaction. Perceived authenticity has been observed to be a statistically strong indicator of satisfaction, according to Birinci et al. (2018). Even though the idea of experiential satisfaction has been examined before, research on the connection between GExS and GA is still lacking especially in the education sector, according to several studies (Wu, 2013, 2014, 2017; Wu et al., 2016; Wu, Cheng and Hong, 2017; Wu, Cheng and Chen, 2017; Choi and Wu, 2018). This offers yet another justification for more investigation into these factors. Hence, this research offers the hypothesis given below:

H1: *Green authenticity positively influences green experiential satisfaction.*

The Positive Impact of Green Perceptual Evaluation on Green Experiential Satisfaction

In past studies on marketing and buyer behavior, the notion of PE—which can be interpreted as information about and trust in an objective—is frequently studied (Sohn et al., 2016). Overall, PE is defined by Sirianni et al. (2013) as identifying customers' affective reactions to a good or service, such as trusting, liking, and desirability. According to Nurcahyo and Nur'ainy (2011), perceptual evaluation relies on how consumers process information and takes into account both old and new information intending to evaluate the good or service. According to Pham et al. (2001), consumers react when they come across a good or service. These responses may include opinions about how well-made, likable, and favorable products and/or services are. Due to the growing awareness of environmental issues, this study offers a novel construct called "green perceptual evaluation," which is described as "information, image, effectiveness, and faith in the environment friendly market offerings" by various researchers (Veloutsou, 2015; Sohn et al., 2016; Wu and Cheng, 2018d). In the literature on consumer behavior and green marketing, this eco-friendly idea is discussed. According to Pizzi et al. (2015), one of the most significant indicators of satisfaction is how the product and/or service is regarded and appraised. Perceptual evaluation, according to Wu and Cheng (2018d), is a determinant of experience-based satisfaction in the hospitality sector. According to Veloutsou (2015) and Sohn et al. (2016), satisfaction is positively influenced by the appraisal of the product and/or service. As per the above-mentioned literature, this study proposes that:

H2: *Green perceptual evaluation positively influences green experiential satisfaction.*

The Positive Impact of Green Experiential Satisfaction on Green Passionate Love

Since PL is treated clearly as an emotion in Berscheid's (1983) work, it is predicted that it works following the emotional period and adheres to different emotional characteristics. According to Hatfield and Rapson (1993), PL is a complex functional totality involving assessments or appreciations, subjective sentiments, expressions, structured physiological procedures, instrumental behaviors, and action tendencies. Passionate love, according to Baumeister and Bratslavsky (1999), is characterized by intense sensations of attraction towards another individual. Physiological arousal and the wish for being linked to the other person in all of one's senses are the typical characteristics of these emotions. According to Hatfield (1988), attraction is a key element of passionate love. This study offers a unique construct, GPL, and provides a reference to Hatfield et al. (2007) to describe it to be the collection of environment-friendly feelings and behaviors linked with desiring to be romantically involved with a specific market offering. This helps us understand the level of intense emotional attachment that a pleased customer has for a specific environmentally friendly product/service.

Considering the relationship between satisfaction and love, several earlier studies have suggested that the two are correlated and that the love of service or a product led to satisfaction (Palusuk, Koles, & Hasan, 2019). According to Sallam and Wahid (2015), satisfaction performs a significant impact in the formation of affection in the service sector. Increased levels of satisfaction, according to Carroll and Ahuvia (2006), can lead to the emergence of love as an emotion. According to Chinomona (2013), satisfaction has a favorable and considerable impact on passionate love. As per Tsai (2014), the service sector is better equipped to foster PL while continuing the advancement of service, operational, and pricing fairness satisfaction. According to Gunaydin and DeLong (2015), people love a product or service more passionately when they are more satisfied with it. According to Liu et al. (2017), PL is significantly influenced by satisfaction. Hence, we propose that:

H3: *Green experiential satisfaction positively affects green passionate love.*

The Positive Impact of Green Passionate Love and Green Experiential Satisfaction on Green Persistence Intentions

According to Tinto (1993), the intention to continue working on a task until it is finished is known as a persistent intention. Although it's a common misconception that retention and persistence intentions are the same thing, they're not. Retention is the subsequent end or result, whereas persistence intents are human behaviors or behavioral intentions (Alemán and Renn, 2002). Although demonstrated to be a reliable predictor of actual persistence, intentions to persist are not directly measurable results and can alter with the passage of time (Hatch and García, 2017). The traits of grit, determination, or dedication are used by Kennel & Ward-Smith (2017) to define an individual who has persisting intentions. This research introduces an improved variable, GPI, and relies on numerous researchers (Cabrera et al., 1992; Belderbos et al., 2012; Renaud-Dubé et al., 2015) to describe them to be the reasons to pursue with environmentally suitable involvement in a specific market offering until its fulfilment. This study's goal is to better understand whether a student/employee can have the willingness to continue in a green university until the completion of the stipulated period that they are supposed to spend within it. The key reason for choosing persistent intentions was that many times people do not usually let the organizations know when they move to some other organization (Vanthournout et al., 2012). GPI in the education sector shouldn't be disregarded so that the customers are encouraged to continue with their environmentalism.

Previous research has revealed that among the many characteristics that influence persistence

intentions, satisfaction is one to consider when measuring persistence rates (Kuh et al., 2005). According to Wu and Cheng (2019), satisfaction plays a significant role in encouraging persistence intentions. According to Goodman (2011), the effect of social and academic integration on learning persistence intentions appears to have been muted. According to Renaud-Dubé et al. (2015) and Krumrei-Mancuso et al. (2013), an individual's satisfaction with his experience is seen to be important for persistence intentions. According to Gorky Sembiring (2015) and Garriott et al. (2017), satisfaction has a noticeable impact on persistent intentions. According to Van Rooij et al. (2018), academic degree satisfaction anticipates students' intentions to persist. Love and persistent intentions are shown to have a favorable association by Tsai (2014) and Alnawas and Altarifi (2016). Sallam and Wahid (2015) claim that love is a comparatively innovative notion of marketing which has been proven to impact critical marketing determinants involving word-of-mouth and buying behavior. According to Tsai (2014), PL has been demonstrated to be a potent motivator of PI. Hence, we propose that:

H4: *Green experiential satisfaction positively affects green persistence intentions.*

H5: *Green passionate love positively affects green persistence intentions.*

The Moderating Impact of Green Self-Efficacy on the Relationship Between Green Experiential Satisfaction and Green Persistence Intention

When evaluating an individual's or organization's capacity to achieve environmental goals, GSE takes into account environmental aspects that are favorable to the environment (Chen et al., 2015). GSE is a type of self-cognition that has been linked to pro-environment behavior, according to prior research. An increase in GSE will increase personal pro-environment conduct (Meinhold & Malkus, 2005). According to Nordlund et al., having a high level of GSE can help people undertake pro-environmental behaviors by influencing their environmental attitudes and beliefs (Nordlund, 2003). According to Jansson et al., managers' GSE significantly and favorably affects their behavior norms (Jansson, 2010). Furthermore, Steg claims that there is a strong association between managers' environmental views and attitudes and their level of GSE (Steg, 2010; Ervin et al., 2013). Since GSE is a crucial element of environmental beliefs and attitudes, it will raise GExS and hence encourage GPI (Gholami, 2014). Therefore, this research hypothesizes that:

H6: *Green self-efficacy will positively moderate the relationship between green experiential satisfaction and green persistence intentions.*

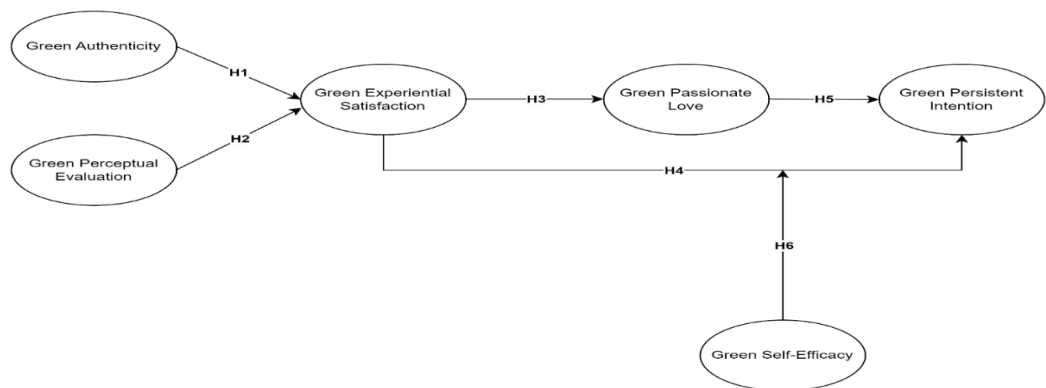


Figure 1: Theoretical Framework.

Methodology

The research design reflects the techniques and strategies that the researchers decide to use for data collection and analysis (Saunders et al., 2012). To put it another way, it is the path of action that must be followed to deal with the research issue of the research. Quantitative data collecting and analysis procedures are required by the conclusive approach utilized in this study. To offer a solution to the research question, this strategy frequently examines hypotheses and makes use of cutting-edge statistical assessment methods with a large sample size (Nargundkar, 2008).

According to the Green University concept, the Arid Agriculture University in Rawalpindi's faculty and students made up the target population for the present study. These universities' faculty and students represented a wide range of age groups. The measurement tools developed for this study are part of the theory and pertinent literature. Additionally, comments from respondents were tallied using a 5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree).

Results

In the current study, data analysis has been done using SmartPLS 4 software. A two-step approach was used to test the model of the study, in the first step measurement model and in the second step SEM were used. Reflective-Measurement models are being investigated in this study, so PLS can be used for data analysis because it can handle both reflective and formative measurement models (Ringle et al., 2015). Data screening was performed to check the data normality, outliers, and missing values before the analysis at the initial stage. Common Method Variance (CMV) was tested by Harmon's one-factor approach (Podsakoff et al., 2003). The results show that all variables are explaining a total of 29.43% of the total variance which is less than 50%, which indicates that there is no issue of CMV in the data.

The loading value, composite reliability, and average extracted variance are computed for each construct using SmartPLS. Before deciding on a structural analysis of the model, it is recommended that the measurement model be validated (Anderson & Gerbing, 1988). There may be a relationship between latent variables only if construct validity is shown (Peter & Churchill, 1986). In the current study, green authenticity and green perceptual evaluation are tested as independent variables, green experiential satisfaction and green passionate love as mediators between independent and dependent variables, and green self-efficacy as moderators between green experiential satisfaction and green persistence intention. All variables are measured on a five-point Likert scale from strongly disagree to strongly agree.

Table 1 shows Cronbach's Alpha, Composite Reliability, and AVE of all variables, as per the benchmark, the value of Cronbach's Alpha and Composite Reliability should be >0.70 and AVE >0.50 (Hair et al., 2013). The results of the variables are above the benchmark of tests, so we are considering all items and variables for further analysis.

Table 1: 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

Discriminant Validity

Following the assessment of concept validity, discriminant validity was examined using Fornell-Larcker (1981) criteria. The reason that all of the concept variables are different is due to discriminant validity (Hair et al., 2013). The HTMT ratio used to assess discriminant validity, and HTMT ratios less than 0.85 suggest that discriminant validity is acceptable (Henseler et al., 2015; Teo et al., 2008; Gold et al., 2001).

Table 2: 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	-

Table 2 shows that all three HTMT values are below the 0.85 criterion. This suggests that lower HTMT ratios are associated with improved discriminant validity, although this is not always true.

Analysis of Structural Model

The PLS Structural model evaluation includes determining the path coefficient for hypothesis testing, doing an R-Square analysis to determine the size of the effect, and determining the Goodness of Fit. A bootstrapped approach with 500 subsamples and a 0.05 significance level was used to determine the path coefficient. The Path Coefficient is utilized to find the impact of a hypothesis. Every single original pathway has route coefficient values, T-values above 1.96, and P-values below 0.05 as shown in Table 3 (Hair et al., 2013).

The R-Square value was calculated using the PLS-Algorithm. A model's R^2 value must be greater than 0.25 to be regarded predictively useful, for further information (Falk & Miller, 1992). The result indicates that Green Experiential Satisfaction has $R^2 = 0.429$, Green Passionate Love has $R^2 = 0.457$ and Green Persistence Intention has $R^2 = 0.533$.

Table 3: 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

Table 3 shows the relationship between all variables of the study, the results show that all paths have a positive and significant impact on dependent variables. Green self-efficacy is also moderating between green experimental satisfaction and green persistence intention.

Discussion

It is the first hypothesis that green authenticity has a positive impact on green experiential satisfaction. The hypothesis is proved true as explained in the past study by Gaytn (2008), that utilization provides a way via which authenticity becomes a gauge of the efficiency, effectiveness, and legitimacy of a person's experience in a given place. The second hypothesis states that the green perceptual evaluation has a positive impact on green experiential satisfaction. This was also proved correct with the p -value="0.00". It is supporting the previous research by Nurcahyo and Nur'ainy (2011) stating that perceptual evaluation relies on how consumers process information and takes into account both old and new information intending to evaluate the good or service

The third hypothesis states that green experiential satisfaction positively affects green passionate love. This is proved true with the p -value="0.00", and supports the past literature by Carroll and Ahuvia (2006) who mentioned that increased levels of satisfaction can lead to the emergence of love as an emotion. The fourth hypothesis mentions that green experiential satisfaction positively affects green persistence intentions. This is also correct with the p -value="0.00", and is under the past study stating that an individual's satisfaction with his experience is seen to be important for persistence intentions. The fifth hypothesis states that green passionate love positively affects green persistence intentions. This is also proved correct having the p -value="0.00", and following the past study by Tsai (2014) stating that love and persistent intentions are shown to have a favorable association among them. The sixth hypothesis states that green self-efficacy will positively moderate the connection among green experiential satisfaction and green persistence intentions. The hypothesis also proved correct with the p -value="0.00" and supports the past study by Meinhold and Malkus (2005) who states that an increase in GSE will increase personal pro-environment conduct. According to Nordlund et al., having a high level of GSE can help people undertake pro-environmental behaviors by influencing their environmental attitudes and beliefs (Nordlund, 2003).

Conclusion

In the interest of creating a research model to describe their connections, this research proposed new ideas: green authenticity, green perceptual evaluation, green experiential memorability, green experiential satisfaction, green passionate love, green self-efficacy, and green persistence intentions. Green persistent intents, green perceptual assessment, and green experience memorability are determinants of green experiencing fulfillment, which then, in turn, leads to green passionate love, according to the research paradigm used in this study. Additionally, the impact of green experiential happiness on intentions for green persistence is moderated by green self-efficacy. Furthermore, green perseverance intentions are influenced by green passionate love as well as green experience satisfaction. The empirical results show that the positive impact of green authenticity on pleasure with green experiences is negligible. The notion that there are conflicting impacts on green authenticity on the same green experiential happiness could be one explanation.

Limitations and Future Recommendations

Despite making an important contribution to the field, this study has several shortcomings. Initially, convenience sampling without regard to probability was used. Probability sampling approaches should be incorporated whenever possible in future repetitions and tests of the survey's model. Replicating this study with a focus on different types of products and marketplaces should be considered to boost the generalizability of the current model. The researchers also expect that the research findings will serve as valuable additions to pertinent studies and future studies as a source of reference for management, investigators, professionals, and policymakers.

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