

Customer intention to visit: an integrated theoretical approach in green restaurants context

edward markwei martey edward markwei martey[†]

Recive 2024,08,18

Accept 2024,10,23

Abstract

The objective of this study is to examine customer's intention to visit green restaurants using The study aims to expand the Goal Fame Theory (GFT) and Norm activation theory (NAT) regarding customer intention by introducing social norm and health consciousness c in the setting of green restaurants.

The study employs two theoretical technique. GFT and NAT utilizing convenience sampling to gather 402 customers of green restaurants. The two-step CB-SEM method was used to analyse the data collected. The measurement model and structural model, were used to examine the hypotheses created from review of past studies

The results show that Gain Normative and Hadronic goals significantly predict customer's intention to visit green restaurants while the impact of health consciousness and social norm is significant. Father's analysis established that awareness of consequences (ACC), ascription of responsibility (ARR), and personal norms (PNN) significantly moderate these relationships.

The study offers valuable insight into the drivers that contribute to customer's intention to visit green restaurants and offers relevance to policy makers and marketing practioners.

The study added to literature by integrating GFT and NAT theories to expand the drivers of green restaurant's and enhance the novelty of these investigations.

Keywords: goal gain, green, personal values, awareness

[†]. edward markwei martey edward markwei martey martey.edward@ktu.edu.gh Prof Bachelor koforidua technical university
(Corresponding author)*

Introduction

One of the biggest users of resources and source of food waste is the food service industry (Liu, 2023; Pun et al 2021), Globally, the food service industry is growing at a fast rate creating problems of food waste and over utilization of scarce natural resources and health (Cho, et al 2021; Cui, et al 2020). Therefore, owners of food services are adopting to sustainable practices to protect the environment (Filimonau et al., 2020). Over the years, sustainable practices have gain more attention (Di Vaio et al., 2020) as it is recognized as a considerable subject in the food service industry.

Besides, the food service industry has gone through transformation to win the trust of customers for being among the first to implement sustainable practices. According to Boccia et al., (2021) many restaurants are using sustainable practices such as eco-friendly ambiance, shortening food waste, recyclable cutlery, consumption of green food, and water-saving equipment. These practices not only protect the environment but also offer businesses competitive advantage (Filimonau and De Coteau, 2020).

Moreover, this practices initiated the concept of green restaurants (Chaturvedi et al., 2022; Filimonau et al., 2020). Green restaurants is a place that provide food and other services that do not harm the environment (Tan et al., 2018). Moreover, Garcia-Garcia et al., (2017) defined green restaurants as a new designed structure put together to promote efficient use of energy and wellbeing. The concept of green restaurants is grounded on five parameters as efficiency, recycle, and energy, reduce, and reuse (Hamerman et al., 2018).

Adnan et al., (2017) augured that customers have grown more interested at environmental issues, and have developed a positive attitude towards restaurants that

do not harm the environment .Customers have positive views on restaurants that offer environmentally friendly practices. Furthermore, the existing literature focused on the investors' point of view on green restaurants (Chaturvedi et al., 2022). However, studies exploring consumers' perspectives are limited. Also, the numerous research that focused on examining consumer visit intention to green restaurants was in context in developed economies (Do Canto, et al 2023; Chaturvedi et al., 2020). Conversely, in contemporary times, very few studies have examined the consumers' visit intention towards green restaurants in the setting of developing countries such as Ghana. To the researchers best knowledge, this study is one of the rarest that focused on analyzing consumer visit intention grounded their studies on sustainable practices in Ghana using dual theories.

According to Forbes, (2020) the Gross Domestic Product (GDP) of Ghana is driven by the restaurant industry as it contributes approximately 640.9 million U.S. Therefore it is very essential to examine the customer's intention to visit green restaurants in the Ghanaian setting. The aim of this study is to use two theories (i.e., Goal framework theory [GFT] (Lindenberg and Steg, 2007) and the Norm activation model [NAT], Schwartz (1977) to investigate customer visit intentions towards green restaurants which is moderated by awareness of consequences (ACC), ascription of responsibility (ARR), and personal norms (PNN).

To fill this gap, this investigation tested the hypothesis that the gain goal, normative, heraldic, health consciousness, social norm and knowledge will significantly predict customers visit intention.

The research offered response to the subsequent research questions:

- How do consumers gain goal, normative, heraldiric, health consciousness and social norm influence customer visit intentions?
- To what extent does ACC, ARR, and PNN moderate the relationship among gain goal, normative, heraldiric, social norm and health consciousness and customer visit intentions?

One of the significant additions to the study is the scarcity of the data as there are dissimilar cultural settings as similar studies data was collected from developed economies where visiting green restaurants is a regular practice. Hence it is imperative to conduct this research in developing countries which have different socioeconomic values. Again, the present research offers significant insight to the managers of green restaurants to streamline their practices to protect the environment and remain competitive

Once more, this study makes these contributions. Using combined theories: Goal framework theory [GFT] (Lindenberg and Steg, 2007) and the Norm activation model [NAT], Schwartz (1977)

1) explain an extent of hedonic goals, normative goal and gain goals of consumers of green restaurants that add to the body of literature and extend the theories' application in the Ghanaian marketing context; 2) appreciate how ACC, ARR, and PNN moderate the relationships, which has rarely been explored in Ghanaian context; and 3) provides new constructs of the goal framework that significantly strengthen customer visit intentions in the green restaurants literature.

2. Conceptual framework

2.1 Green restaurant

The concept of green restaurant began in the early 1990, the owners of restaurants formed an association to encourage the campaign for green procedures and

practice (Li et al., 2017).The concept of green restaurant is referred to as operating in an environmentally friendly manner that decrease the effect of their practices on the environment (Filimonau and De Coteau, 2020). Previous studies have highlighted numerous activities in restaurants which include water wastage, food safety, cooking, and serving which affect the environment and health (TM et al., 2021). The green restaurant concept has been embraced as one of the emerging issues affecting the food service sector. Restaurants are striving to adopt practices that are environmentally friendly to become a green restaurant” (Herrero et al., 2020).

The usage of water and energy is among the daily processes of restaurants which severely influence the environment (Moise et al., 2019).To attract customers that very concern of the environment some restaurants have accepted practices which includes: food eminence, food care, green endorsement, recyclable environment, and wellbeing. (Park et al., 2020).There are available information on restaurants practicing green restaurant concept and customers have favorable signs on restaurants that are environmentally friendly and promote wellbeing (Xu and Jeong, 2019).

A study by Han et al., (2020) indicated that customers prefer to buy food from restaurants that follow green procedures in their operations. Therefore the research pursues to examine the factors that affect the customer's revisit intentions towards green restaurants.

2.2 Theoretical framework and hypotheses development

2.2.1 Goal-framing theory

The Goal- framing theory was created by (Lindenberg and Steg, 2007) to investigate the factors that induce individuals to behave in a particular way (Uehara, et al 2018),) as Goal contribute

to individual behaviour, frame direct the attention of the individual, the information available, measure of situation and evaluation of alternatives (Tang et al 2019),

The process through which individuals go through to achieve their goals may be thoughtful or unconscious (Timmer, et al 2016). The goal – forming theory has three constructs; hedonic goals, normative goals and gain goals. According to Meyer, (2016), individuals are forced to select between doing things right (normative goal), preserving resources (gain goal) and good feeling (hedonic goal). (Figure 1)

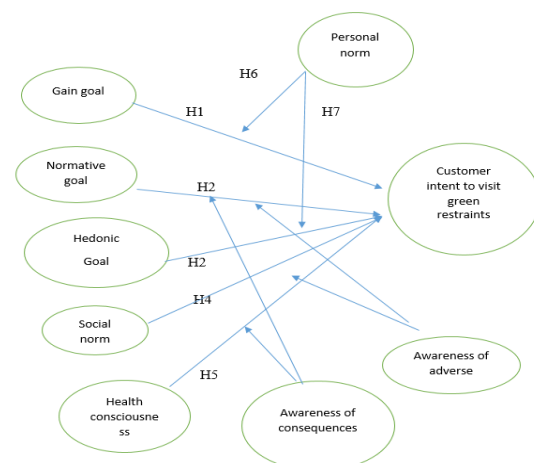
The likelihood of a customer to choose a green restaurant will increase if the customer strongly approves altruistic or biospheric values, as customer's choice is based on cost or benefit to ecosystems, health or the biosphere (Meyer (2016). However it will lessen if customers strongly approve of hedonic or egoistic values. Customers who like green products support normative goals and customers who appreciate salient price tags support a gain goal while customers that are interested in appearance support the hedonic goal. Also customers who believe that visiting a green restaurant is the best thing to do, perception of cost as being expensive, and appearance of the restaurants. Besides, if customers believe that buying from a green restaurant is doing the right thing, their views on prices being expensive or not, the green restaurant exterior and go for other options.

The researchers selected a goal gain framework because the theory differentiates the types of goals and how the goals interact while other theories of behavioral rarely integrate multiple goals into one framework (Meyer (2016). The theory also examines how situational factors can explain the differences in different goals which is rarely found in

other consumer behaviour models (Barbopoulos and Johansson, 2017). According to do Canto et al (2023), there are few weaknesses of the GFT as it fails to address the past customer's behaviour, therefore the researchers extended the GFT to offer a better understanding of the theory. A study by Khan et al (2023), extended the GFT constructs to investigate customer's intentions towards green consumption. Therefore the study seeks to enhance the GFT by insulating social norms and education which were recommended for further research by Ngah et al., (2021) and Pop et al., (2022) to predict intention to green foods.

Apparently, existing researches (Mohammend et al., 2021; Katuk et al., 2020 Handayani, et al, 2021; Fitra et al., 2021) have proposed that an additional theory or model to the GFT will provide more predictive power as the theory did not look at the influence of past experience, fear and mood of individual and resources needed to make purchase intentions. Based on this, the researchers introduced another theory Norm activation model (NAT) by Schwartz (1977) as mediating constructs to support the goal gain theory because it fails to take into consideration the past and habitual behaviour, as Norm activation model does.

Figure 1 conceptual frame work (Authors)



2.3 Hypotheses development

2.3.1 Gain goal of green restaurants (GGR)

The gain goal is the maximization of utilities by preserving or increasing resources available to an individual (Katuk et al., 2020). Gain goal encourage individual to be sensitive to activities that protects the environment. This Goal gain makes customers to feel that protecting health and environment are beneficial. The gain goal established that a person is willing to protect the environment and promote based on the views that the outcome is beneficial (Handayani, et al, 2021).

Customer will accept green activities when they think that the innovation will be of benefit to health, the environment and their prominence in the society (Barbopoulos, and Johansson, 2016). There are other research that have established that goal gain negatively influence customers attitude towards the environment (Barbopoulos and Johansson, 2017).The cost involve in practicing green behaviour is high and constraint the intention to protect the environment (Handayani, et al, 2021). The study of Dastjerdi, et al (2019), established that customers who want to gain goals are more likely to buy from restaurants that practice green marketing. On this note the researchers suggested the following hypothesis;

H1. goal gain positively increase customer's intention to re visit green restaurant.

2.3.2 Normative goal of green restaurant (NMG)

The normative goal signifies a person doing the right thing Gerhardsson et al (2019) the study by Gkargkavouzi, et al (2019), and explained normative goal as that when a person is concern about health and environment. Normative goal support individuals who are interested at focusing

on activities that are appropriate and makes them sensitive to what they think they ought to do. The normative goal frame offer the most suitable behaviour protect the environment. (Gkargkavouzi, et al 2019). Studies have established that normative goal encourage moral actions that promotes pro-environment behaviour (Hagger, and Weed 2019). According to Issock, et al (2020), individuals who place more value on nature put up behaviour that protects the environment and are willing to support all actions that promote sustainability of the environment. The environmental values in customers encourage them to engage in activities that protect the environment even if these activities may be costly or need more effort (Kim, et al 2019).

Other studies have also established that adhering to normative goal makes customers feel good and improves a positive self-concept (Issock et al 2020). Customers are motivated to respond to normative appeal, and satisfied their hedonic concern (Brandsma, and Blasch, 2019). Individual level of awareness of the problems related to health and environment triggers their values and norms, towards green restaurants (Di Vaio et al., 2020).

H2. normative goals positively increase customer's intention to re visit green restaurant.

2.3.3 Hedonic goal of green restaurant (HGR)

This are goals that expresses the wish to preserve the feelings of customers in regards to fulfilments of needs at a given time (Gerhardsson et al 2019). It is related to optimistic emotions such as pleasure, gladness, ease and adverse correspondents such as guiltiness, annoyance, disgrace and anxiety. Hedonoc goal does not need any support from external forces to act focally

(Gerhardsson et al., 2019). Previous research has supported the assertion that hedonic factors influence customer's behaviour that protect the environment. (Liobikienė, et al. (2017; Gerhardsson et al. 2019). Customers buy products that protect the environment due to the pleasure to protect the environment (Gatersleben, 2007).

However, there is a weak connection between hedonic goal and green consumption (Thøgersen and Ölander, 2002). According to Steg et al., (2014) customers with high hedonic goal most likely have high taste for green consumption. As most customers of green restaurants are educated, they are expected to have higher hedonic values (Börschmann and Walker 2020). Customers who approve environmental values support and environmental behaviour (Liobikienė, et al. (2017). Hence the following hypothesis was suggested **H3**. Hedonic gain positively increases customer's intention to visit green restaurants.

3.3.4 Social norm of green restaurants (SNR)

According to Ajzen, (2022) social norm guides customer's decision in their practices to protect the environment (Ajzen, 2022). Social norm defined the influence of the views of family and friends on customer's to conform to moral obligation on what society think is right or wrong (Qiu et al., 2020). Social norms is conceptualized as pressure from the society that motivates customers to re-visit green restaurants (Aji et al., 2021). A research by Juan et al., (2020) used a 100 Malaysian respondents on the association between social norm and customer's intention. The result shows that social norm influences customer's intentions. Another past study by Julina et al. (2021) revealed that social norm is significantly related with the intention to

buy green food and can establish a customer's willingness to re-visit or not. From the context of green restaurants, the belief of society is likely to influence the intention to re-visit green restaurants (Ramadhani et al., 2020)

Contrary, the degree at which social influence the intention to re-visit green restaurants not well attended to from non-Ghanaian perspective. Therefore, the second hypothesis proposes that:

H5; Social norm positively influences purchase intentions towards halal foods.

2.3.5 Health consciousness

Health consciousness is the level at which health concerns are incorporated in the daily activities of individuals (Japutra et al., 2022). Health consciousness is the center of all choices of individuals when they are engaged in health practices Pham et al., (2019). Individuals who are health-conscious are more interested in their health and are encouraged to maintain health styles to avoid ill health by engaging in healthier practices (Su et al., 2022). Health concerns is one of the vital reasons why customers visit green restaurants globally (Lillywhite et al., 2013). Customers choose to visit green restaurants due to the health benefits that come with higher nutrients in foods served there as compared to conventional restaurants

Over the years customer's lifestyle and awareness have changed towards green restaurants (Prakash et al., 2018). However, green consumption is at the early stage in the developing countries such as Ghana. Customers who visit green restaurants are primarily motivated by health concerns (Lee, 2016). Customers are becoming interested in consuming health food because individuals are learning about features of health consumption through family and friends and education (Gerhardsson et al., 2019).

Previous studies have found out that individuals who are worried about their health consume green to increase and sustain their health and prevent diseases (Su et al., 2022; Liobikienė et al., 2017; Tang et al., 2019). Research has shown that customers are likely to buy food that are rich in nutrients even without any scientific backing (Kamenidou et al., 2020).

Therefore the researchers believe that improving of health consciousness will trigger the visit to green restaurants hence the following hypothesis.

H5. Health consciousness positively increase customer's intention to visit green restaurant.

Norm activation model (NAT)

The NAT was created by Schwartz (1977) in the settings of altruistic behaviour which has been mainly to explain pro social behaviour (Han, 2014). Prosocial behaviour are activities that are involved by an individual that benefits other individual. Activities such as sharing and pro health and environmental behaviour (Chan, et al 2022). According to Schwartz (1977), the NAT have three constructs that predicts individual behaviour: awareness of consequences (ACC), ascription of responsibility (ARR), and personal norms (PNN). According to Khan, et al (2019), Awareness of consequences is refer to as the awareness of negative consequence associated with not acting in a pro social manner. Customers feel responsible for the negative consequences that happens to environment (Khan, et al 2019). The theory explains that personal norms of individuals influence pro social behaviour. Therefore "when one experiences a feeling of moral obligation to act pro- socially, one will be motivated to engage in these prosocial behaviours to align with one's value systems" (Ko, and Jin, (2017).

The PNN of individuals is influence by Individual level of ACC and ARR. This indicates that as individual feel the consequences of their activities for not protecting environment develop moral responsibility to act pro-socially. Besides, the ARR of an individual is influence by an ACC. Individuals correct their negative actions when they feel the negative consequences and ascribe these consequences to themselves. However, individuals develop ARR when they feel the adverse consequences.

2.4.1 Personal norm of green restaurant (PNN)

According to Schwartz (1977) the individual personal norm refer to the sense of moral obligation of an individual in engaging in a particular behaviour. There is a moral component in the manner at which individual behave towards the environment. (Ko and Jin (2017) .Many researches have proven an association between PNN and environmental behaviours. For example there is a strong relationship between PNN and general and environmental behaviours specifically preservation (e.g. Cui, et al 2020) reprocessing (e.g. Liu, 2023), scattering (e.g. Pun et al 2021), green traveling (e.g. Chaturvedi et al., 2022), and green buying (e.g. Loh, et al 2020). In a investigation by (Khan, et al 2019), it was established that individual who adopted alternative fuel vehicles demonstrated a higher degree of PNN than non-adopters. According to Moorthy, et al (2021), PNN is one of the essential predictor of intention to act environmentally through goal gain.

Therefore, concerning the visiting of green restaurant the researchers suggested that customer's PNN mediate the relationship between gain goals and visit intention towards green restaurants. Therefore, the researchers posit:

The result shows that PNN inversely mediates influences of social norm on intention to visit green restaurant.

H6: Personal norms mediates influences of gain goal on customer intention to visit green restaurant

H7: Personal norms mediates influences of social norm on intention to revisit green restaurant

3.2 Awareness of consequences of green restaurant (ACC)

Awareness of consequences is defined as a customer's belief about the negative consequences of their actions on the environment. Previous studies indicates that customers who belief that the things they give much value to is affected by health and the environment are most probable to act in a way that keeps the environment (Maaya,et al (2018).Also individual personal norms are triggered as they believe that their activities pose danger to others (Moorthy, et al 2021).The awareness of consequences must trigger the personal norm of a customer to behave in a way that with protect the environment (Loh, et al 2020).Individuals who are aware of the negative consequences of the environment are more probable to develop the moral duty to buy products that will promote healthy life style and protect the environment.

A study by Loh, et al 2020), studied the on the acceptance of ecology and concluded that there is a positive effect of customers awareness of consequence on their personal norms to buy green things. Again an investigation by Gerhardsson,et al (2019), exposed that personal norms have a strong relationship with customer's awareness of the negative effect the environment. This means that the higher the degree of the awareness level the more probable the customer will obliged to activities that protect the environment. In the settings of revisit to

green restaurants, the researchers can suggest that the more a customer are aware of the negative consequences on environmental conditions the further they are indulged in activities that protect the environment and the more they intend to visit green restaurants to achieve their normative goal. Consequently, the next hypotheses are suggested

H8. Customers' ACC of environmental conditions mediate normative goal on intention to visit green restaurant.

H9. Customers' ACC of environmental conditions mediate health consciousness on intention to visit green restaurant.

3.3 Ascription of responsibility of green restaurant (ARR)

The next construct of NAT that influence pro health and environmental behaviour is an ascription of responsibility, which replicates "the feelings of responsibility for the negative consequences of not acting" (p. 725) pro environmentally.

According to Schwartz, (1977) ascription of Responsibility does not only influence customers to act in pro- environmentally but also inculcate the moral right to behave pro environmentally. Once a customer develop an ascription of responsibility regards to buying from green restaurant they develop the moral obligation to act in pro environmental manner (Park et al., 2020).

Past studies have shown that positive relationship of ARR on PNN on in specific Behavioural aspect such as energy know-hows (e.g. Maaya, et al 2018), eco-innovation acceptance (e.g. Moorthy et al 2021), readiness to pay for park conservation (e.g. Khan, et al 2019), and conservation behaviour (e.g. Prakash, et al 2019).

Hence, based on the past research it is anticipated that once a customer is ascribe to the responsibility to behave to decrease environmental dangers, they are likely to visit green restaurant and are also more

likely to behave pro- environmentally. Consequently, it is hypothesized that: H10 Ascription of responsibility mediates the effect of customer’s Hedonic goal on their intention to visit green restaurants. H11 Ascription of responsibility mediates the effect of customer’s social norm on their intention to visit green restaurants.

3. Research methodology

3.1 Sample and data collection

The researcher collected data from customers who buy from green restaurants in Accra using survey questions to test the suggested model and hypotheses developed from literature. To gather the data, the researchers focused on restaurants that practice green. They were selected because of their deep understanding and their contribution toward protecting the environment. According to the Major Sources of CO2 Emissions, (2012).CO2 emission within from food services responsible for at least 20 per cent of CO2 emission in Ghana. The data was gathered from March to September 2023. The questionnaire was targeted at 1000 customers who buy from green restaurants and they were selected using conscience sample approach from the data based on the selected restaurants to increase the response rates, the researchers adopted the “tailored design method” (Dillman, 2001). All the vigorous approach of the TDM and steps were followed by the researchers to enhance the response rate considerably (Hair et al., 2022).

After seven months of data gathering, 489 questionnaires were returned. The researchers scanned through and questionnaire with missing values were removed. After removing un suitable questionnaires, there were 402 correct workable questionnaires with amount to 82.2% response rate. The response rate is high because most of the targeted

population are well educated. Most of the respondents are females and within the ages of 29 to 39 years. The summary of the results is offered in table 1 which illustrates the respondent’s demographic information.

Table 1. The respondent’s demographic information

Variable	categories	percentage
Gender	Male	148(36.9)
	Female	254 (63.1)
Age	18-28	93(23.1)
	29-39	203 (50.3)
	40-49	94 (23.4)
	50—59	12 (2.9)
Educational Qualification	Secondary school	
Qualification	Bachelor degree	151(37.5)
	Master degree	87 (21.6)
	Terminal degree	132 (32.8)
		32 (7.96)
No of years of buying from green restaurant	Less than 2 years	65 (16.16)
	2years to 4 years	229 (56.9)
	More than 4 years	108 (26.9)

(Source: Author)

4.2 Measures

The researcher used the reflective measurement logic to measure all the constructs examined in the study. Table 2 shows the measurement item of the research. The gain goal measurement was adopted and modified on the past

literature of Lindenberg and Steg, (2007) that is centered on customers to feelings to protect the environment four items were used to measure goal gain

The normative goal was measured with reference to measurement items of past literature of Lindenberg and Steg, (2007) which focused on customer's activities which promote sensitivity to what they must and four items were used to evaluate normative goal.

Hedonic goal of green restaurant (HGR) was measured from the measurement items of Lindenberg and Steg, (2007) and modified to meet the Ghanaian culture and centered on customers fulfilment needs which is based on emotions. Also four items were used to measure Hedonic goals. The researchers adopted the measurement of personal norm from the past study of Lindenberg and Steg, (2007) and focused on the moral responsibility of customers towards the protection of the environment.

The awareness consequence was measures using the measurement of the past literature of (Lindenberg and Steg, (2007) and was altered to cover, environmental issues in the area of water, waste and energy. Three items were used to measure it. The researchers measured Ascription of responsibility items from the past study of the customer's views on the environmental protection related to water, energy, and waste management. Also the researcher used three items to measure it. Social norm of green restaurants (SNR) measurement items were adopted from Ajzen, (2022) but was modified to suit the culture of Ghanaians and respondents were expected to answer questions based on the influence of the society on the decision of customers to revisit green restaurants. The researchers used three items to measure it.

Heath consciousness of green restaurants were adopted Japutra et al., (2022).and modified to fit the Ghanaian context. And

four items were used to measure it. The researchers adopted the measurement items of customer intention to visit from the past research Poortvliet et al (2018) with a focus environment protection and three items were used to measure it.

The constructs were measured using the five-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree.

4.3 Data analysis

The researchers used the two-step CB-SEM method to analyse the data collected. The measurement model and structural model, were used to examine the hypotheses created from review of past studies

Measurement model

The researchers first examined the goodness-of-fit indices (GFI) and the results were picked from measured chi-square/df ($\chi^2/df = 1.796 < 3$, as posited by Carmines and McIver (1981); and comparative fit index (CFI) = $0.9186 > 0.90$, as recommended by Browne and Cudeck (1992).

Moreover, the normed fit index (NFI) = $0.911 > 0.90$, as sanctioned by Browne and Cudeck (1992); and the root mean square error of approximation (RMSEA) = $0.056 < 0.08$, as endorsed by Hu and Bentler (1999). All the results show satisfactory therefore analyses were performed.

Table 2 measurement constructs

Constructs	Loadings		
Gain goal of green restaurant		Hedonic state influence my	0.865
I am sensitive to activities that	0.897	behaviour to protect the environment	0.822
protects the environment	0.963	Customers buy products that protects	
I am ready to act to protect the	0.789	the environment due to the pleasure	
environment	0.806	customers have in protecting the	
The outcome of protecting the		environment	0.8062
environment is beneficial to me		I do not need any support from	0.9778
I buy from green restaurants to		external forces to protect the	0.8700
protect the environment.	0.899	environment	0.9002
	0.922	Awareness of consequences of	
	0.995	green restaurant	
Normative goal of green restaurant	0.881	The environment is getting worse	0.974
I support individual who protects the		Degraded environment harm people	0.886
environment		The coming years, many species will	0.895
I have suitable behavior that	0.811	died	0.867
encourage me to protect the		Ascribed responsibility of green	
environment	0.967	restaurant	
I will put up behavior that supports	0.855	Every individual must keep the	
the environment		environment	0.896
I will encourage others to engage in	0.922	it is my responsible to solve	0.904
activities that protect the		environmental issue.	0.886
environment		I will encourage others to protect the	
	0.887	environment	0.8225
Hedonic goal of green restaurant	0.978		0.8110
Customers who approves	0.884	Personal norm of green restaurant	0.993
environmental values support pro-		I feel it is moral responsibility to	
environmental behaviour		keep the environment	
	0.8860	I must care for the environment	

<p>It is essential that individual in general safeguard the environment</p> <p>Due to my values I behave in a way to protect the environment</p> <p>Health consciousness of green restaurant</p> <p>I think a lot about my health</p> <p>I am interested at things that concerns my health</p> <p>I am aware of my health care</p> <p>I take charge of my health</p> <p>Social norm</p> <p>My parent thinks that I should revisit green restaurants</p> <p>People I know want me to revisit green restaurant</p> <p>My colleague want me to buy from green restaurants</p> <p>Intention to revisit green restaurants</p> <p>I will motivates friends and families to buy re visit green restaurants</p> <p>I will say positive things about green restaurant</p> <p>I indorse green restaurant for customer to re visit</p>	
--	--

(Source: Author)

5. Results

5.1 measurement model Assessment

All the items measured were reflective in nature therefore the researchers used the psychometric properties to measure the internal consistency, indicator reliability, convergent validity, and discriminant validity. All the loading of the items were above the recommended threshold of 0.7. The composite reliability and Cronbach's α , value shows that the items in the construct are appropriate. The value of average variance extracted (AVE) which reflect the convergent validity of constructs, surpassed the threshold value of 0.5 for all the constructs. This indicates that all the items of the constructs are appropriate. The summary of the validity and reliability test is in Table 3.

Table 3. Reliability and validity

Constructs	CA	CR	AVE
Gain goal of green restaurant	0.809	0.9008	0.899
normative goal of green restaurant	0.9007	0.900	0.897
Hedonic goal of green restaurant	0.865	0.980	0.909
Health consciousness of green restaurant	0.976	0.809	0.992
Social norm Awareness of consequences of green restaurant	0.8989	0.9008	0.809
Ascribed responsibility of green restaurant	0.8076	0.909	0.998
Intention to revisit green restaurants	0.908	0.990	0.977
	0.998	0.921	0.809

(Source: Author)

The researchers used the criterion by Fornell and Larcker (1981), to measure the discriminant validity. The researchers compared the value of the correlation coefficients against the square root of AVE. It was revealed that the square root values of AVE outweighs the correlation coefficients' (Table 4). Hence the discriminant validity was satisfactory.

Table 4.Heterotrait-monotrait ratio (HTMT)

	GGR	NMG	HGR	GRK	PNG	ACR	ARR	SNR	CIR
GGR	1								
NMG	0.867	1							
HGR	0.807	0.908	1						
HCR	0.987	0.809	0.905	1					
PNG	0.896	0.909	0.832	0.876	1				
ACR	0.907	0.800	0.8778	0.909	0.808	1			
ARR	0.902	0.990	0.885	0.803	0.854	0.801	1		
CIR	0.992	0.800	0.805	0.881	0.887	0.908	0.882	1	
THI	0.992	0.850	0.990	0.992	0.887	0.891	0.906	0.809	1

(Source: Author)

5.2 structural model

Before the fit indices of the structural model the researchers assessed the, the standardized beta coefficients, t-value and the coefficient determination (R2) (Table 5). Below is the result that was derived from chi-square = 2.106 < 3; CFI =

0.921 > 0.90; GFI = 0.971 > 0.90; AGFI = 0.961 > 0.90, NFI = 0.953 > 0.90; and RMSEA = 0.073 < 0.08. This indicated that the data is adequately fit for the test of hypothesis.

Table 5 Good fit for structural model

	X2/df	CFI	GFI	AGFI	NFI	RMSEA
Recommended value	2.106	0.921 >	0.971	0.961	0.953	0.073
Model value	< 3	> 0.90;	> 0.90	> 0.90	> 0.90;	< 0.08

(Source: Author)

The result of the direct hypothesized relationship as detailed in Table 6.The result shows a path coefficient of shows that Gain goal has a significantly positive effect on customers intention to visit green restaurant ($\beta_1 = 0.4832, p < 0.05$).

Moreover, customers intention to visit green restaurant are significantly and positively influenced by nomadic goal ($\beta_2 = 0.476, p < 0.01$).

Further, investigation of the influence of Hedonic, on customers intention to visit green restaurant ($\beta_3 = 0.364, p < 0.01$), is

positive and significant, showing that H1 H2 and H3 are supported. Besides, the H4 and H5 are weak, Social norm is un significantly affecting on customers intention to visit green restaurant and Health consciousness is

also not significant on customer intentions to visit green restaurant ($\beta_4 = 0.894, p < 0.01$), and consumers' green environmental concerns ($\beta_5 = 0.734, p < 0.01$).

Table 6. Hypotheses testing

	hypothesis	Estimated (B)	SE	t- value
H1	GGR- CRI	0.4832	0.067	4.054
H2	NMG-CRI	0.476	0.153	4.067
H3	HGR-CRI	0.364	0.225	0.623
H4	SNR-CRI	0.894	0.365	0,543
H5	HCR-CRI	0.734	0.565	0..421

*Note(s): * p < 0:10; **p < 0:05; ***p < 0:01*

(Source: Author)

H6, Personal norm positively moderates the relationship between Herodic goals and customer visit intention ($\beta_6 = 0.100, t\text{-value} = 4.159, p < 0.01$). This result suggest that an increase in personal norm leads to an upsurge customers visit intention to green restaurants.

Personal norms positively mediates social norm and customer intention to visit green restaurant ($\beta_7 = 0.475, t\text{-value} = 6.87, p < 0.01$).

The result in table 7 shows that Awareness of consequences moderates the association between goal gain and customers visit intentions. ($\beta_8 = 0.434, t\text{-value} = 2, 23 p < 0.05$). The results show that a high level of Awareness of consequences positively 0.496 strengthens the relationship between goals gain and customers visit intentions. The study recorded a significant moderating effect of AC on the association between normative goal and visit ($\beta_9 =, 0.433 t\text{-value} = 3.96, p < 0.05$).

Besides, Ascribed responsibility moderates the effects on Normative and customer visit intention at $\beta_{10} = 0.454, t\text{-value} = 2.67, p < 0.001$. This implies that as customers ascribe responsibilities level increases, in strengthens the relationship between Normative and customer visit intention. Therefore customers depends on Ascribed responsibility to make customer visit intention.

The outcome shows that Customers' awareness of adverse consequences of health and environmental conditions mediate Health consciousness on intention to visit green restaurant is not significant ($\beta_{11} = -0.743, t\text{-value} = 307, p < 0.01$).

Moderating effects

The Table 7 shows that moderating effects of the constructs of NAT on the extended constructs of GFT and customer visit intention.

Table 7, moderating analysis

	hypothesis	Estimated (B)	SE	t- value
H6	PNN-HGN- CRI	4.159,	0.067	4.159
H7	PNN-SNG-CRI	0.475	0.153	6.87
H8	ACC-NGR-CRI	4.034	0.225	2, 23
H9	ACC-HCR-CRI	0.433	0.365	0,543
H10	ARR-HCR-CRI	0.454	0.565	2.67
H11	ARR SNR-CRI	-0.743	0.153	3.07

5. Discussion

Adopting dual theories (GFT and NAT), the study outcome adds to the presents insufficiencies in understanding unprecedented consumer visit intentions towards green restaurants (Nguyen and Dang, 2022; Liu et al., 2021; Gerhardsson et al 2019)

The main results of the study are numerous and are as follows:

The study established that customers gain normative goals, herodic influence customer’s intentions to visit green restaurants. This is supported by past literature (Leonidou et al., 2022) that goal gain and normative goal are related to the main reasons why customers visit green restaurants. When customers become aware of the goal to protect the environment or give up some of their activities so as to protect the environment, they are most likely to choose green restaurants. (Hagger, and Weed 2019). The finding is supported by Dastjerdi, et al (2019), customers protect the environment based on the views that the outcome is beneficial to them. Besides Handayani, et al, (2021) established that customers who want to gain goals are more likely to buy from restaurants that

practice green marketing to protect the environment.

Previous studies of Gkargkavouzi, et al 2019; Issock, et al 2020), support the findings that customers that process Normative goals are focused on activities that are appropriate and in line with what they think they ought to do. Besides, normative goals encourage moral actions that protect the environment. Normative customers put up behaviour that protects the environment. Again existing literature supported the assertion that hedonic factors influence customer’s behaviour to protect the environment. (Liobikienė, et al (2017; Gerhardsson et al 2019). This kinds of customers have the pleasure of protecting the environment and will do so by visiting green restaurants (Handayani, et al, 2021).

Again results show that social norms do not have direct influence on customer intention to visit green restaurants. However, existing literature shows that pressure from society has some influence on customer’s day to day life (Handayani, et al, 2021; Cavite et al., 2022). Contrary, the result of this study failed to establish that Social norms strengthen these causal relationships (Schunko and Vogl, 2020; Han and Lee, 2022) between customers' visit intentions. Social pressure from families and friends do not influence customers to think of the environment in their quest to choose a restaurant.

The study also shows no significant relationship between health consciousness and customers intentions to visit green restaurants. This outcome is supported by the findings by Eberle et al. (2022) that visit to green restaurants is slow because customers are not interested at protecting their health and the environment(Morrison and Williams, 2022) there are few of green restaurants in Ghana.(Eberle et al. (2022).However,

the relationship between health consciousness and customer intention to visit green restaurants may likely improve in the near future as customers are becoming aware of the implication of visiting green restaurants on their health and environment. The result shows that Personal norms mediates influences of gain goal on intention to visit green restaurant

Additionally, personal norms positively influence consumers' gain goal and their intention to visit green restaurants. Therefore, H6 is accepted. The result shows that customers are motivated to buy and visit green restaurants believing that this will help to protect the environment. Therefore it is a moral obligation to do this which is a good contribution to improve the environment. These findings is supported by previous literature (e.g. Liu, 2023 reprocessing (Nguyen and Dang, 2022), scattering (e.g. Pun et al 2021), green traveling (Chaturvedi et al., 2022), and green buying (Loh, et al 2020).

Moreover, personal value significantly impacts on consumers' social norms and customer's intentions to visit green restaurants thereby supporting H7. The result shows that customers ask for more information from family members and close associates in regards to green restaurants before visiting. The result is echoed by earlier research such as Khan, et al 2019; Moorthy, et al (2021), Further, Aji et al., (2021) found social norms to be significantly connected to consumer environmental distresses. This outcome harmonizes with (Cui, et al., 2020; Chaturvedi et al., 2022)

As for the relationship between hedonic goal and Ascribed responsibility of green restaurant and customer's intention to visit green restaurant is significant and hence H8 is supported. This concludes that ascribed responsibility customers will actively visit green restaurant .These

findings concur with Past studies that customers are ready to pay for park preservation (e.g. Khan, et al 2019), and conservation behaviour (e.g. Prakash, et al 2019) so far as it protects the environment.

There is a positive relationship of ARR on specific Behavioural aspect such as energy know-hows (e.g. Maaya, et al 2018), eco-innovation acceptance (e.g. Moorthy et al 2021), readiness to pay for park conservation (e.g. Khan, et al 2019), and conservation behaviour (e.g. Prakash, et al 2019). The result shows that Ascription of responsibility mediates the effect of customer's social norm on their intention to visit green restaurants. Therefore, H9 is accepted.

This is supported by vulina et al. (2021) that social norms influence relatives to adhere to suggestions of opinion leaders that protecting the environment is the responsibility of all. Again the study by Ramadhani et al, (2020) explain that society is likely to impact on the visit intention to green restaurants so as one can be accepted by the society.

The result is supported by Loh, et al 2020; Gerhardsson, et al 2019 that social norms influence customers' intention to visit green restaurants.

The result of the study indicates that as the AC increases, the normative goal to protect the environment also increases and customers visit intentions to green restaurants also increases. Therefore the AC moderates the association between normative goal and visit is significant and hypothesis 10 is supported. This is supported by existing literature of Maaya, et al 2018; Moorthy, et al 2021; Loh, et al 2020) that customers abreast with the negative consequences of the environment are more expected to develop the moral duty to buy products that will protect the environment.

The outcome shows that ACC mediates health consciousness on intention to visit

green restaurants is not significant. This is contrary to the study by Muslichah et al. (2020), Nurhayati and Hendar (2020); Roustana and Jamshidi (2020) once customers are aware of the consequences of their activities to their health and the environment it will inform their decision. Again by Simanjuntak et al, (2022) in Malaysia revealed that health consciousness influences green consumption. Many customers transact businesses with companies that protect the environment and follow the procedures that are guided by environmental protection agencies (Ramadhani, et al., 2020). The result may be different because though customers are conscious to protect the environment, they may do otherwise because price and availability of green restaurants (Morrison and Williams, 2022)

5.1 Theoretical implications

The study extended GFT and NAT theories and enhanced the predictive powers to fill the knowledge gap in literature by looking at customers' visit intentions towards green restaurants. Brings out new relationships and extracts more information which is significant to customers' visit intention.

This research emphasized three main theoretical implications.

The first is to establish the relationship between gain goal, normative goal, hedonic goals and social norm on customer's intentions to visit green restaurants. The novelty was generated by adding social norms and health consciousness into the body of knowledge. The addition of these variables strengthens the expounding powers of the model from the view of customer's intention to visit green restaurants and the environmental distresses. The study contributed to the

body of knowledge on green restaurant which is scarce presently.

Past research have investigated the simple causal relationship between the constructs of GFT on environmental behaviour (Khan et al., 2023; Tandon et al., 2020), "Cocreating food experience restaurants", Chakraborty et al (2017), environmental behaviour in university students, Jain and Rathi (2023) second hand luxury consumption? The research revealed that all the original construct of the GFT show a positive relationship on customers revisit intentions. The outcome of the study established that as customer's goals is centered on protection of the environment to strengthen the relationship on customer visit intentions. Therefore the outcome of this study enhance literature on green restaurants.

Second, theoretically, the research is among the few to attempt to extend the GFT components; Gain goal Normative and Hedonic goal and introduce an additional antecedent variable, social norm and health consciousness. This is because past literature of Do Canto et al (2023), has indicated that the GFT as it fails to address the past customers behaviour, therefore extending the GFT constructs will offer a better understanding of the theory. A study by Khan et al (2023), extended the GFT constructs by adding Attitude to investigate customer's intentions towards organic food. The study enhanced the GFT by insulating social norms and health consciousness which was recommended for further studies by Ngah et al., (2021) and Pop et al., (2022) to predict intention to green foods. The finding of this study has added to the literature on green restaurants.

The study introduces ACC, ARR PNN as moderating significant moderators. These integrations, anchored in the NAT theory, offer an incorporating understanding through an extended GFT model tailored

for green restaurant consumers. The contribution is one of its kind in the green restaurant research and holds implications for Ghana's green restaurant emerging market perspective.

5.2 Practical implications

Managers of green restaurants that want customers to visit their centers must focus on environment protections. Customers want to do away with dangerous food additives and promote healthy living by consuming green foods as daily diets. Therefore managers who want to expand their customer base and keep their customers can benefit from the research (Parashar et al., 2023; Han and Lee, 2022) The research ratifies that the moderating constructs are a very influential variable to increase customer visits intentions. The outcome established environmental conscious customers buying from green restaurants (Rana and Paul, 2017; Parashar et al., 2023).

To encourage more visit to green restaurants, countries must stress more health and environment benefits among customers (Szabo et al., 2019; Eberle et al., 2022)

Recently customers are environmentally conscious and visit green restaurants as a safer food venue (Han and Lee, 2022; Parashar et al., 2023).The empirical evidence shows that social norms and knowledge do not influence visits to green restaurants, therefore the researchers.

Therefore marketing persons and policymakers must social media tools to circulate information on the reasons why individuals must protect the environment and health to create awareness of green restaurants (Nguyen and Dang, 2022; Han and Lee, 2022)The study concluded that effective communication on the effect of visiting green restaurants on health will awaken their interest. Managers of green restaurants must use green methods in all aspects of their operations in the green

restaurant and certify chemical free production. This will create positive perception and enhance visits over the conventional restaurants.

6. Conclusions, limitations and future research

Protecting the environment and visiting green restaurants revolves around customer's interest in environmental consciousness. Therefore, green can be adopted by marketing practioners to leverage to influence the visit of green restaurants in the near future. Customer's views on the environment is the main contributors to visiting green restaurants. Green restaurants managers must use social opinions to throw more light on the benefits of green restaurants in this era. This will assist customers to differentiate the difference between green restaurants and conventional restaurants.

The researchers used convenience sampling technique and not stratification approaches to validate the proportionality of the sample which is a limitation to the study (Eberle et al., 2022) as the sample is not representative of the whole population.

Besides, the cross- sectional investigation did not investigate the motives and reasons for or against the visit to green restaurants.

Therefore, future research must look at the motives for and against the visit to green restaurants to investigate this model and create deeper relationships while introducing other moderating variables such as family size and gender (Eberle et al., 2022).

References

- Barbopoulos, I. and Johansson, L.O. (2017), "The consumer motivation scale: development of a multi-dimensional and context-sensitive measure of consumption goals", *Journal of Business Research*, Vol. 76, pp. 118-126.
- Barbopoulos, I. and Johansson, L.-O. (2016), "A multi-dimensional approach to consumer motivation: exploring economic, hedonic, and normative consumption goals", *Journal of Consumer Marketing*, Vol. 33 No. 1, pp. 75-84. <https://doi.org/10.1108/JCM-08-2014-1091>
- Brandsma, J.S. and Blasch, J.E. (2019), "One for all? – The impact of different types of energy feedback and goal setting on individuals' motivation to conserve electricity", *Energy Policy*, Vol. 135, p. 110992
- Bösehans, G. and Walker, I. (2020), "Do supra-modal traveller types exist? A travel behaviour market segmentation using goal framing theory", *Transportation*, Vol. 47 No. 1, pp. 243-273.
- Cao, Y., Yi, C., Wan, G. and Al, E. (2022), "An analysis on the role of blockchain-based platforms in agricultural supply chains", *Transportation Research Part E: Logistics and Transportation Review*, Vol. 163, 102731.
- Cho, S., Lee, K.K., Cheong, A., No, W.G. and Vasarhelyi, M.A. (2021), "Chain of values: examining the economic impacts of blockchain on the value-added tax system", *Journal of Management Information Systems*, Vol. 38 No. 02, pp. 288-313
- Chakraborty, A., Singh, M.P. and Roy, M. (2017), "A study of goal frames shaping pro-environmental behaviour in university students", *International Journal of Sustainability in Higher Education*, Vol. 18 No. 7, pp. 1291-1310. <https://doi.org/10.1108/IJSHE-10-2016-0185>
- Chan, K.H., Chong, L.-L. and Ng, T.H. (2022), "Integrating extended theory of planned behaviour and norm activation model to examine the effects of environmental practices among Malaysian companies", *Journal of Entrepreneurship in Emerging Economies*, Vol. 14 No. 5, pp. 851-873. <https://doi.org/10.1108/JEEE-08-2021-0317>
- Cui, L., Guo, S. and Zhang, H. (2020), "Coordinating a green agri-food supply chain with revenue-sharing contracts considering retailers' green marketing efforts", *Sustainability*, Vol. 12 No. 4, p. 1289
- Do Canto, N.R., Grunert, K.G. and Dutra de Barcellos, M. (2023), "Goal-framing theory in environmental behaviours: review, future research agenda and possible applications in behavioural change", *Journal of Social Marketing*, Vol. 13 No. 1, pp. 20-40. <https://doi.org/10.1108/JSOCM-03-2021-0058>
- Dastjerdi, A.M., Kaplan, S., de Abreu e Silva, J., Anker Nielsen, O. and Camara Pereira, F. (2019), "Use intention of mobility-management travel apps: the role of users goals, technophile attitude and community trust", *Transportation Research Part A: Policy and Practice*, Vol. 126, pp. 114-135
- Gerhardsson, K.M., Laike, T. and Johansson, M. (2019), "Residents' lamp purchasing behaviour, indoor lighting characteristics and choices in Swedish homes", *Indoor and Built Environment*, Vol. 28 No. 7, pp. 964-983.
- Gkargkavouzi, A., Halkos, G. and Matsiori, S. (2019b), "How do motives and knowledge relate to intention to perform environmental behaviour? Assessing the mediating role of constraints", *Ecological Economics*, Vol. 165, p. 106394.
- Gkargkavouzi, A., Halkos, G. and Matsiori, S. (2019a), "Development and validation of a scale for measuring multiple motives toward environmental protection (MEPS)", *Global Environmental Change*, Vol. 58, p. 101971.

- Hagger, M.S. and Weed, M. (2019), "DEBATE: do interventions based on behavioural theory work in the real world?", *International Journal of Behavioural Nutrition and Physical Activity*, Vol. 16 No. 36, pp. 1-10.
- Issock, P.B.I., Roberts-Lombard, M. and Mpinganjira, M. (2020), "The importance of customer trust for social marketing interventions: a case of energy-efficiency consumption", *Journal of Social Marketing*, Vol. 10 No. 2, pp. 265-296.
- Jain, S. and Rathi, R. (2023), "Do consumer values and perceived readiness impact secondhand luxury consumption? A goal-framing theory approach", *Journal of Product & Brand Management*, Vol. 32.No.7,pp.973-987.
<https://doi.org/10.1108/JPBM-10-2021-3703>
- Ko, B.S. and Jin, B. (2017), "Predictors of purchase intention toward green apparel products", *Journal of Fashion Marketing and Management: An International Journal*, Vol. 21 No. 1, pp. 70-87.
- Khan, K., Hameed, I., Akram, U. and Hussainy, S.K. (2023), "Do normative triggers and motivations influence the intention to purchase organic food? An application of the goal-framing theory", *British Food Journal*, Vol. 125 No. 3, pp. 886-906. <https://doi.org/10.1108/BFJ-11-2021-1194>
- Kim, J., Rundle-Thiele, S. and Knox, K. (2019), "Systematic literature review of best practice in food waste reduction programs", *Journal of Social Marketing*, Vol. 9 No. 4, pp. 447-466
- Leung, X.Y., Wang, X., Levitt, J.A. and Lu, L. (2022), "Cocreating food experience "delivered" from iconic local restaurants", *International Journal of Contemporary Hospitality Management*, Vol. 34 No. 8, pp. 3065-3083.
<https://doi.org/10.1108/IJCHM-07-2021-0954>
- Liobikienė, G., Grincevičienė, Š. and Bernatoniene, J. (2017), "Environmentally friendly behaviour and green purchase in Austria and Lithuania", *Journal of Cleaner Production*, Vol. 142, pp. 3789-379
- Liu, P. (2023), "Investment strategies and coordination for green food supply chain: a further research considering the inputs of the blockchain-based traceability system", *Kybernetes*, Vol. ahead-of-print No.ahead-of-print.
<https://doi.org/10.1108/K-08-2022-1183>
- Loh, C.T., Moorthy, K., Chin, Y.M., Foo, P.Y., Wong, Z.Y., Chin, W.K., Gan, Z.C. and Thong, Z.L. (2020), "Determinants of 3Rs behaviour in plastic usage: a study among Malaysians", *Heliyon*, Vol. 6 No. 12, p. e05805.
- Kamenidou, I.E., Stavrianea, A. and Bara, E.Z. (2020), "Generational differences toward organic food behavior: insights from five generational cohorts", *Sustainability*, Vol. 12 No. 6, p. 2299
- Japutra, A., Vidal-Branco, M., Higuera-Castillo, E. and Molinillo, S. (2022), "Unraveling the mechanism to develop health consciousness from organic food: a cross-comparison of Brazilian and Spanish millennials", *British Food Journal*, Vol. 124 No. 1, pp. 197-220.
<https://doi.org/10.1108/BFJ-10-2020-0952>
- Maaya, L., Meulders, M., Surmont, N. and Vandebroek, M. (2018), "Effect of environmental and altruistic attitudes on willingness-to-pay for organic and fair trade coffee in Flanders", *Sustainability (Sustainability)*, Vol. 10 No. 12.
- Meyer, A. (2016), "Heterogeneity in the preferences and pro-environmental behavior of college students: the effects of years on campus, demographics, and external factors", *Journal of Cleaner Production*, Vol. 112, pp. 3451-3463.
- Moorthy, K., Kamarudin, A.A., Xin, L., Hui, L.M., Way, L.T., Fang, P.S. and Carmen, W. (2021), "Green packaging purchase behaviour: a study on Malaysian consumers", *Environment, Development and Sustainability*, Vol. 23 No. 10, pp. 15391-15412.
- Nisar, Q.A., Haider, S., Ali, F., Jamshed, S., Ryu, K. and Gill, S.S. (2021), "Green

human resource management practices and environmental performance in Malaysian green hotels: the role of green intellectual capital and pro-environmental behavior”, *Journal of Cleaner Production*, Vol. 311, p. 127504.

• Pun, H., Swaminathan, J.M. and Hou, P. (2021), “Blockchain adoption for combating deceptive counterfeits”, *Production and Operations Management*, Vol. 30 No. 4, pp. 864-882.

• Prakash, G., Choudhary, S., Kumar, A., Garza-Reyes, J.A., Khan, S.A.R. and Panda, T.K. (2019), “Do altruistic and egoistic values influence consumers’ attitudes and purchase intentions towards eco-friendly packaged products? An empirical investigation”, *Journal of Retailing and Consumer Services*, Vol. 50, pp. 163-169

• Su, Y., Khaskheli, A., Raza, S.A. and Yousufi, S.Q. (2022), "How health consciousness and social consciousness affect young consumers purchase intention towards organic foods", *Management of Environmental Quality*, Vol. 33 No. 5, pp. 1249-1270. <https://doi.org/10.1108/MEQ-12-2021-0279>

• Timma, L., Bariss, U., Dandens, A., Blumberga, A. and Blumberga, D. (2016), “Framework for the assessment of household electricity saving by integrating behavioural aspects”, *Energy Procedia*, Vol. 95, pp. 517-521.

• Tang, Y., Chen, S. and Yuan, Z. (2019), “The effects of hedonic, gain, and normative motives on sustainable consumption: multiple mediating evidence from China”, *Sustainable Development*, Vol. 28 No. 4, pp. 741-750.

• Uehara, T. and Ynacay-Nye, A. (2018), “How water bottle refill stations contribute to campus sustainability: a case study in Japan”, *Sustainability*, Vol. 10 No. 9, p. 3074.

