

GREEN SERVICE ENCOUNTERS INFLUENCE ON RE-PATRONAGE INTENTION

MEDIATING EFFECT OF GREEN SATISFACTION

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Abstract

Green, eco-friendly services have received remarkable significance in the last two decades; as a consequence there is increased consumer sensitivity to constantly deteriorating environment. Consumers sense pride and pleasure to be a part of the environmental sustainable activity and are concerned about conserving the natural resources. Re –patronage intention of the consumers is the imperative factor for the sustainability of the hospitality industry. Thus, the hospitality industry utilizes the marketing strategies of going green. The purpose of this paper is to explore the mediating effect of green satisfaction on the relationship between green service encounter (GSE) and re-patronage intention. Data was collected from the customers of selected green hotels in India. Purposive sampling method was employed. A structured questionnaire via electronic mode was utilized. 335 valid complete responses were used to analyse the data in AMOS-Structural equation modelling. The results revealed that GSE and green satisfaction both had a positive effect on re-patronage intention. While, green satisfaction had a significant positive mediating effect on the relationship between GSE and re-patronage intention.

Keywords

Green satisfaction, Repatronage Intention, Service Encounters, Theory of Emotion

Introduction

Green/eco-friendly products/services have been gaining tremendous significance as a consequence of escalated consumer sensitivity to apprehensions for constantly deteriorating environment (Gupta, Dash & Mishra, 2019). Strong restrictions have been exercised on industries by the international treaties like Kyoto Protocol (2005) and Paris Agreement (2015) relating to environmental vulnerability that industries can emanate. Further, the progressively competitive environment has forced hotels to make an effort to attract business with the intention of including pro-green practices. The “green” hotel business is a growing niche because not only do these establishments differentiate themselves from the similar non-green hotels, but they also fulfil a need in the market for less environmentally damaging hotels that are committed to provide various ecologically sound practices such as saving water, saving energy, and reducing solid waste (Manaktola & Jauhari, 2007), which in turn has a cost cutting effect for the overall business sustainability (Enz & Siguaw, 1999).

People are aware of the environmental damages caused by the business activities, it has become increasingly evident that the hotel industry does more than its share in harming and wasting environmental resources. Therefore becoming a green hotel can lay a foundation for a great marketing strategy, as the basic of marketing is providing consumers with what they want or need. The consumer base for green hotels is on raise, and a hotel can help to position itself distinctly in the market place by marketing the green practices. Contemporary hospitality business is progressively getting sensible to popular public sentiment in addition to continually devising strategies for effectual response to the consumer demands for eco-friendly goods/services (Grove, Fisk, Pickett, & Kangun, 1996). Several service providers are forced to modify their operations to considerably reduce environmental impacts and sustain competitive advantage (Han, Hsu, & Lee, 2009; Lee, Hsu, Han and Kim, 2010; Manaktola and Jauhari, 2007). But reducing carbon footprint associated with high operational costs, consequently some businesses circumvent those costs through green-washing to be fallaciously perceived as eco-friendly (Ambec & Lanoie, 2008). Hence, not all the product/service offerings are really green, making many such green claims suspicious (Chen & Chang, 2012; Smith and Font, 2014).

Green service utilization not only considers the immediate occasion but elicits socially responsible behaviours, conjure customer assiduousness while evaluating green service effectiveness (Kang & Hustvedt, 2014). A lot of research works (e.g. Chan et al., 2016; Han, Hsu, & Sheu, 2010; Kim, Li, Han, & Kim, 2017; Teng, Wu and Liu, 2015) reveal unique frameworks for the measurement of consumer perception of

green services, despite the fact that none recommend specific green elements that enable satisfaction. Similarly, from an ethics perspective, Robinot & Giannelloni, (2010) measure effects of hotels' "green" attributes on customer satisfaction, yet, do not highlight specific component of green services that either enable or hinder the satisfaction of the customers. Further, there are limited efforts that investigate the influence of context and individual factors on satisfaction of the customers. Hence this work attempts to explore a hotel's green attributes that create customer satisfaction in green services and ensuing re-patronage intention. This paper utilizes green service encounter (GSE) a higher-order framework, referred to as elements that serve as physical evidence to eco-friendliness claims, as well as evaluate their impact on consumer trust and re-patronage intention (Gupta, Dash & Mishra, 2019). Through rigorous empirical research, three dimensions of a green hotel service, namely ambience, design and social, are considered as components of GSE. The knowledge about GSE, as well as specific service elements entrenched in it is an important contribution to green services literature.

Theoretical Background and Hypotheses Development

Green customer satisfaction

Satisfaction over the past four decades has been considered one of the most important theoretical and practical issues, by most marketers and customer researchers (Jamal, 2004). Satisfaction is described as a consumer's judgment about a product or service feature or product or service, which provides an enjoyable level of utilization-related fulfilment, including low or high fulfilment (Oliver, 1997). Customer satisfaction is characterized by the fulfilment and enjoyment of consumer consumption goals (Oliver, 2006). Therefore, satisfaction can be viewed as a level of overall pleasure or contentment perceived by a consumer, resulting from the quality of the product or service to fulfil the consumer's expectations, desires, and needs (Mai and Ness, 1999). The existence of two different conceptualizations of customer satisfaction: transaction-specific and cumulative, have been seen in previous studies (Anderson, 1973; Anderson et al., 1994; Fornell, 1992). Transaction-specific customer satisfaction is the post-choice valuation judgment of a specific purchase opportunity (Anderson, 1973). In comparison, overall customer satisfaction is an overall assessment of the global experience over time with a particular company's products and services (Oliver, 1980). However, all of the proposed definitions acknowledge that the concept of satisfaction implies the essential existence of a goal that consumers want to achieve.

Companies face growing pressure to become responsible and green. Many stakeholders have pressured companies to reduce the negative impacts on society and the natural environment (Bansal, 2005; Barnett, 2007). With the rise of the environmental concern, not only consumers are more willing to buy products that produce minimal impact, but the community has become more apprehensive with the environment. In addition, international environmental regulations have dramatically increased and become stricter in recent years. In this context, this study proposed a framework with a rare construct green consumer satisfaction defined as customer's appreciation of the consumption as satisfying some of their needs, desires, goals, environmental or green concerns, and the client felt that this fulfilment was enjoyable. Green satisfaction was the outcome of the consumption that performance met or exceeds the green requirements of customers, the requirements of environmental regulations, and the sustainable expectations of society. Thus, Chen in 2010 defined green satisfaction as "a pleasurable level of consumption-related fulfillment to satisfy a customer's environmental desires, sustainable expectations, and green needs."

Service encounters

Service encounters, termed as building blocks of customers' perception of service quality and resultant trust are critical instants of truth where promises are kept or broken (Sørensen & Jensen, 2015; Taylan Dortyol, Varinli and Kitapci, 2014; Wu and Liang, 2009; Zeithaml, Bitner and Gremler, 2011) and when the trust uphold then it leads to customer satisfaction. The key enablers of perception of service quality, deliberated as the difference between customer's expectations and actual experiences, and thus, positive service encounters ascertain customer satisfaction (Rauch, Collins, Nale and Barr, 2015). Researchers have measured consequences of variable entrenched in a service sector on consumer behavior and attitude in various contexts like entertainment parks (Bonn, Joseph- Mathews, Dai, Hayes, & Cave, 2007), luxury hotels (e.g. Taylan Dortyol, Varinli and Kitapci, 2014) and retail outlets (e.g. Yüksel and Yüksel, 2007).

A service ambience determines one's responses to various environmental stimuli which are principally based on former learning and experience, moderated by ability to respond, leading to selective believability in those stimuli (Bitner, Brown, & Meuter, 2000). Such perceptions are extracted from schemas, or cognitive structures of organized knowledge, which develop with prior experiences and help people interpret new stimuli and development of satisfaction (Fiske & Linville, 1980). Stimulus organism response (S-O-R) concept, adapted by Mehrabian and Russell (1974) to behavioral psychology,

incorporated the role of affect formed because of different environmental stimuli and recommends that evaluation of social and physical environments generate emotions and feelings such as comfort, pleasure and arousal. Consumers pay close attention to cues embedded in a service environment, as they offer insights about product and service elements, forming satisfaction-enhancing experiences (Baker, Parasuraman, Grewal, & Voss, 2002). Such experiences have an effect on customers' relationship with the service provider brand, as well as future approach or avoidance intentions (Smith and Font, 2014).

Green service encounter

A structure proposed by Kreidler and Joseph-Mathews (2009), based on the S-O-R framework, where a set of cues in the green environment that create trustworthiness about the overall green service quality are proposed. Using their framework, Gupta, Dash & Mishra (2019), conceptualized the construct GSE, described as customer's interaction with the green aspects of a service environment, including its physical facilities, personnel and other tangible and intangible elements, which serve as physical evidence for actual green delivery (Baker, 1986; Wu, Ai and Cheng, 2016). These may be elements that restrict harmful wastage or innovative service-design attributes (waterless toilet flush), or alternate service elements that protect exploitation of natural resources and overall, help in environmental conservation. In this study, this constructs effect is further analysed to bring insight on its use by the hospitality industry and its influence on the customers.

Re-patronage intention

Re-patronage intention is describe as strong customer intention of re-engaging with a service brand (Oliver, 1997). Although it is difficult to quantify actual behavior, behavioral intention by tradition has been used as a reliable indicator of whether consumers are loyal or deficient from a green service (Martinez, 2015). Customer loyalty refers to the behavior of customers who maintain a relationship with a company by purchasing its products and services (Baker et al., 2002; Singh and Sirdeshmukh, 2000). In other words, loyalty was a deep commitment to buy back or re-patronize a preferred product or service in the future (Oliver, 1997). This is critical because the future profits and longevity of any business is ensured by loyal and profitable consumer base (Tepeci, 1999). The extent to which customers are motivated to re-patronize a provider represents the difference between the continued growth or/and decline of a service-business (Martinez, 2015). Given the increased competition in hospitality, it is important for service providers to add greater service value to encourage re-support, to go green, and to perform their respective duties diligently (Manaktola and Jau Hari, 2007).

The purpose of re-patronage refers to strong customer intent to re-engage with a service brand (Oliver, 1997). Although actual behavior is difficult to quantify, behavioral intention has traditionally been used as a reliable indicator of whether consumers are loyal or deficient from a green service (Martinez, 2015). The future profitability and longevity of any business is ensured by a loyal and profitable consumer base the extent to which customers are motivated to re-patronize a provider represents the difference between the continued growth or fall of a service-business (Martinez, 2015). In this highly competitive hospitality industry, it is imperative for service providers to add superior service value to encourage re-patronage, to go green, and to perform their respective duties diligently (Manakdola and Zhao Hari, 2007).

Conceptual Framework based on Theory of Emotion

The framework of the current work is rooted in the Arnold's appraisal theory of emotion, it is a psychological theory. According to Arnold's theory of emotion, the individual in a particular situation will evaluate the situation, this appraisal of the situation can be good or bad which leads to certain emotions. The appraisal of the emotions accompanied by general arousal will lead to action (Reisenzein, 2006). When an individual evaluate the situation as good or bad it will lead to either positive or negative emotions (like/dislike) based on the emotions the individual's behaviour will change. The individual may either approach or avoid the situation.

The conceptual frame work for this study is based on this theory, with the conjecture that when a customer utilizes the services of the green hotel with green service encounters (situation), the customer will evaluate the services provided by the hotel. When the customer has a positive pleasurable experience (appraisal) with the eco-friendly services provided by the green hotel, then they feel satisfied (emotions) with the services provided. This satisfaction motivates the customer to re-visit (action) the green hotel. This theory suggests that consumers in any setting react in two ways, approach or avoidance.

Behaviours, like the intent to exploring the environment, as well as future re-engagement are part of approach reactions. While, avoidance is desire to stay away from the environment (Kreidler & Joseph-Mathews, 2009). Any one of the two behaviours is an outcome of consumer's appraisal of the institutions services ability for shaping the ecosystem for a meaningful consumption experiences (Baker et al., 2002). This implies that consumers use environmental cues, for example, green service components, as embedded

product / service quality and as a vehicle for overall core social responsibility of as part of corporate strategy (Kreidler & Joseph-Mathews, 2009). Such evidences are expected to create re-patronizing behaviours from consumers as they are satisfied with the eco-friendly services. The overall theoretical framework is presented in Fig. 1.

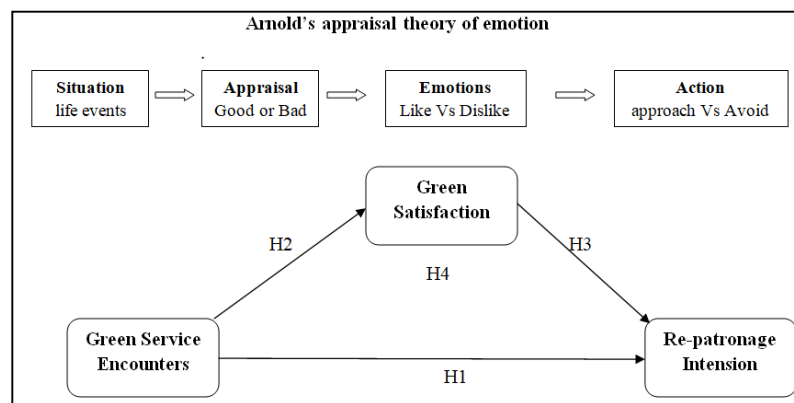


Fig. 1. Theoretical Framework

Green service encounters influence on customer satisfaction

Scholars have deliberated a lot on the relationship between service attributes and customer satisfaction in lodging industries (Albrecht and Gaber, 2015; Anderson and Mittal, 2000). However, an in depth exploration of the relationship between Green service encounters and green satisfaction is needed (Han et al., 2011; Le et al., 2018; Yusof et al., 2017). As per the earlier discussion, consumers are essentially expecting the execution of sustainable action in hotel management (Berezan et al., 2013b; Robinot and Giannelloni, 2010). Robinot and Giannelloni (2010) found out that hotel environmental attributes are appraised by customers as basic factors comprising an integral part of the service. However, work by other authors suggests that this feature may represent facilitating attributes that can contribute to consumer excitement (Slevitch et al., 2013). Brunssmith et al. (2015) showed that when considering core attributes, the influence of green practices on consumer satisfaction is lower. However, they do not reduce satisfaction if not implemented. Taking the above study into consideration, Green service encounters should be provided together with core attributes delivered without failure, to have a better effect on customer satisfaction (Kassinis and Soteriou, 2015; Manaktola and Jauhari, 2007). Scholars have both tested and confirmed the influence of Green services on customer satisfaction with regard to hotel industry (Gupta, Dash & Mishra, 2019; Ham and Han, 2013; Merli et al., 2018; Prud'homme and Raymond, 2013; Xu and Gursoy, 2015; Yusof et al., 2017). Thus, this paper tests the impact of Green service encounters on green satisfaction in hotels. The subsequent hypothesis is tested:

H1: Green service encounters have a positive influence on re-patronage intention.

Green service encounters influence on re-patronage intention

Scholarly inquiries identify a positive relationship between Environmental practices and customer loyalty, greater customer preference to return and positive word of mouth. Green practices have a positive influence on customer revisit intention suggestive of finding proficient strategies to commune their eco-friendly initiatives (Han and Kim, 2010). Others scholars, exploring consumer eco-friendly attitudes found that institutions' responsibility towards the nature had a greater impact on consumers' intentions to visit and to engage word of mouth in favour of green hotels (Han et al., 2011). In the literature survey, it was found that hospitality industries used green practices as a mean to enhance customer loyalty and re-patronage intention (Chen and Tung, 2014; Gao et al., 2016; Kim and Han, 2010; Yusof et al., 2015). In specific, researchers have studied both the relation of sustainable practices on word-of-mouth (Han et al., 2009; Lita et al., 2014; Wang et al., 2018; Xu and Li, 2016) and revisit intention (Hashim et al., 2013; Kim et al., 2017b; Njite and Schaffer, 2017). Bearing in mind the above discussion, it is evident that green services encounter has a significant influence on the re-patronage intention of the consumers. Thus, the following hypothesis is formulated:

H2: Green service encounters have a positive influence on green satisfaction.

Green satisfaction influence on re-patronage intention

The sustainability of the firm in this competitive market, largely depends on the crucial concept customer satisfaction, which, in turn helps to understand consumer behavior (Fen and Lian, 2007; Han and Kim, 2010). Researchers have general accepted customer satisfaction as an antecedent of customer loyalty and revisit intention (Chang & Fong, 2010; Chen, 2013; Martínez, 2015; Merli, Preziosi, Acampora & Ali, 2019). Yap & Kew, (2007) found that satisfaction as imperative marker that significantly determines

repeated sales, positive word of mouth, and customer loyalty. In hospitality research the link is often proved to be positive (Chen, 2013; Merli, Preziosi, Acampora & Ali, 2019). A study by Wang et al. (2018) revealed that consumer satisfaction had a positive influence on their intention to recommend green hotels, the so called Word-of-Mouth (WOM). A study authenticated that when consumers are satisfied with the green hotel performance they are inclined to have better levels of loyalty toward a the green hotel (Martínez, 2015). Moreover, Ramseook-Munhurrin et al., 2015 study revealed that consumer satisfaction was proved to be a significant antecedent for both WOM and revisiting intentions. This evidence, provided by previous literature, is thus tested with the following hypothesis:

H3: Green satisfaction has a positive influence on re-patronage intention.

Mediating effect of Green Satisfaction

Previous investigations have shown that the perceived quality of service influence customer loyalty by means of satisfaction, that has a mediator role for behavioral intentions (Cronin et al., 2000; Ekinci, 2003). In the field of tourism, customer satisfaction is often identified as a mediator between service quality and loyalty (Chang & Fong, 2010; Chen, 2013; Martínez, 2015; Merli, Preziosi, Acampora & Ali, 2019; Ramseook-Munhurrin et al., 2015). The mediation role is also highlighted in studies dealing specifically with hospitality (Chen, 2013; Merli, Preziosi, Acampora & Ali, 2019). Considering the context of green hotels, the paper also aims at testing if customer satisfaction acts as a mediator between environmental practices and loyalty toward green hotels. These hypotheses have been successfully tested in investigations dealing with green practices in the hotel industry (Han and Kim, 2010; Chen, 2013; Merli, Preziosi, Acampora & Ali, 2019). The previous discussions have shown that if the consumer is loyal to a brand or service then they have greater revisit/ repurchase intention. Since the mediating effect of satisfaction on loyalty is well established, it could be having a similar mediating effect on re-patronage intention which has not been explored so far. Given the relevance of the mediation role of customer satisfaction the following hypotheses are presented:

H4: Green satisfaction mediates the relationship between green service encounters and re-patronage intention toward the hotel.

Methodology

Descriptive research is appropriated for the study as it collects information that explains people's beliefs, knowledge, attitude and behaviour. Purposive sampling is utilised for data collection since the study is related to identifying green satisfaction of the consumers utilizing the green services that are provided by the green hotels. Self-administered and structured questionnaire was used to collect primary data. The data was collected from customers of selected green hotels in India. India has the second largest population of the world and it is known for its cultural and traditional heritage. Thus, the hospitality industry has spread across the country. Data was collected from those green hotels which gave consensus to collect the data from their customer. Data was collected via the Google form. Following which, received 341 responses. After removing incomplete responses, a total of 335 respondents (male-166, female-169) were taken to analyse CFA and SEM.

Measured parameters

The questionnaire consists of 32 items with 5 point Likert scale from strongly agree to strongly disagree. The scale for measuring the Green Service Encounters (ambience, design and social staff) had 24 items, which is adapted from the scale developed by Gupta, Dash & Mishra, (2019). For the construct green satisfaction, 4 item scale is adapted from the research work by Chang & Fong in 2010. The construct, re-patronage intention is adapted from the works of Gupta, Dash & Mishra, (2019). The measures are at individual level as the paper pertains to individual level analysis. CFA is performed to confirm the factor structure. The measurement model and the structural model are confirmed with CFA and SEM in AMOS software.

Analysis and Results

The testing of reliability, the measurement model and validity

Multi-item scales reliability can be estimated using Cronbach's alpha coefficient. As shown in the table 1, all α -coefficients cross the acceptable standard of 0.7 (Nunnally, 1978), suggesting a high level of internal consistency for each construct. Since all the C.R. values are above the acceptable mark of 0.7, it is evident that the model has sufficiency to have composite reliability.

Table 1: Standardized factor loadings, AVE and composite reliability values

Constructs	Loadings	α	CR	AVE
Green service encounters		0.83	0.81	0.65
AM1	0.84***			
AM2	0.79***			
AM3	0.81***			
AM4	0.88***			
AM5	0.70***			
AM6	0.72***			
AM7	0.86***			
AM8	0.73***			
DE1	0.88***			
DE2	0.73***			
DE3	0.76***			
DE4	0.81***			
DE5	0.86***			
DE6	0.70***			
DE7	0.77***			
DE8	0.74***			
DE9	0.89***			
DE10	0.82***			
DE11	0.71***			
DE12	0.85***			
SO1	0.70***			
SO2	0.77***			
SO3	0.73***			
SO4	0.81***			
Green satisfaction		0.89	0.85	0.74
GS1	0.88***			
GS2	0.82***			
GS3	0.71***			
GS4	0.74***			
Re-patronage		0.84	0.79	0.69
RP1	0.72***			
RP2	0.77***			
RP3	0.83***			
RP4	0.88***			

*** $p < .001$, AVE- Average Variance Extracted,
CR- Composite Reliability, α - Cronbach's alpha

CFA is performed to confirm the factor structure and pave way for validating the structural model using SEM. The model was checked for goodness- of fit. A good model must have the fit indices above the recommended values. The fit indices values are as follows GFI value was 0.957, AGFI value was 0.892, CFI value was 0.958 and NNFI value was 0.908, all the values are above the recommended value of above 0.9 (Hair et al.,1995) indicating good model fit. The RMR value was 0.032 and RMSEA value was 0.043, both the values were less than 0.6 (Hair et al., 2010) indicating a good fit. Table 1, revealed the factor loadings, the average variance extracted (AVE), Cronbach's alpha coefficient and composite reliability values. All the factor loadings are above the recommended value of 0.7. From the fit indices as well as first and second-order loadings for GSE being above 0.70, revealed that GSE is a higher-order factor reflecting design, ambience and social dimensions. All higher-order loadings are high, significant at 99% level of significance and not too different from each other, implying equal importance of the service attributes in shaping experiences that consumer derive from the green facility. The AVE values are greater than 0.5, indicating that the measurement scale has good convergent validity (Fornell & Larcker, 1981). Moreover, the results from the confirmatory factor analysis (CFA) in Table 1, revealed that the factor loading for all of the indicators were significant at $p < 0.000$, thus, supporting the convergent validity of the measures (Anderson & Gerbing, 1988). The average variance extracted for each construct was higher than the squared

correlation coefficients for the corresponding inter-constructs as shown in table 2, which, in turn, proved that the measurement model had good discriminant validity (Fornell & Larcker, 1981).

Table 2: Discriminant validity

Constructs	1	2	3
1. Green service encounters (GSE)	0.789		
2. Green satisfaction (GS)	0.635	0.769	
3. Re-patronage (RP)	0.761	0.762	0.797

Structural model and hypotheses testing

The fitness of the path model for the sample was reflected by $\chi^2/df=2.917$, $GFI=0.972$, $AGFI=0.913$, $TLI=0.934$, $CFI=0.943$, $RMSEA=0.042$ and $SRMR=0.033$, indicating a reasonable model-specification (Hair et al., 2010). As far as the structural model goes, both the paths, GSE to green satisfaction and green satisfaction to re-patronage intention, were found to be significant at 99% level of significance, thus validating hypotheses 1, 2 and 3. Furthermore, the positive relationship between the GSE and re-patronage intention ($\beta = 0.46$, $t = 13.852$), GSE and green satisfaction ($\beta = 0.38$, $t = 17.857$) and green satisfaction and re-patronage intention ($\beta = 0.31$, $t = 8.661$) was confirmed, leading to the acceptance of H1, H2 and H3.

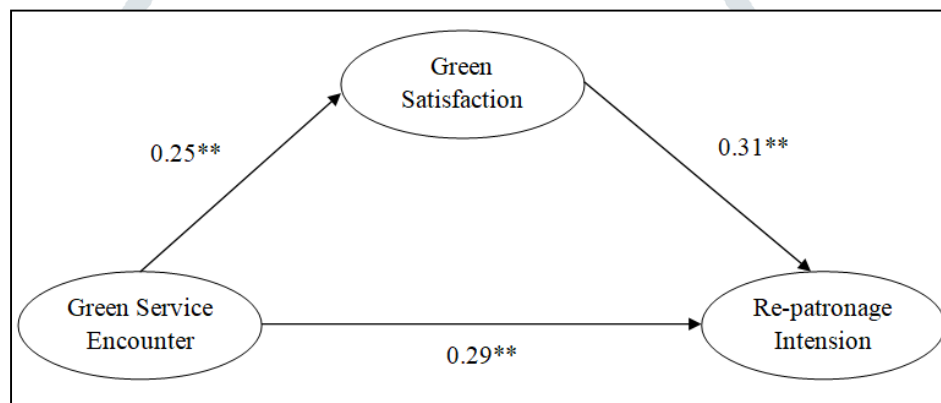


Fig.2. Structural model testing. All paths are significant at α level of 0.01.

To test the mediator effect of green satisfaction, two models (constrained and unconstrained) are compared (Baron & Kenny, 1986). All independent variables are connected to the consequent variables directly and through the mediator in the unconstrained model, while the mediation path is fixed to zero, in the constrained model. The change in path value of the direct path between the independent variables and dependent variable, by constraining the path through the mediator, indicates type of mediation. If the direct path remains significant, but of lower value, after the mediator path is un-constrained, it is a case of partial mediation, else full mediation if the direct path becomes insignificant (Baron & Kenny, 1986). Comparing the path coefficients values of direct and indirect paths between GSE (ambience, design and social) and re-patronage intention also show that relationship is partially mediated by green satisfaction. Furthermore, the partial mediating effect of green satisfaction on the relationship between GSE and re-patronage intention was found, as suggested by a direct effect of 0.29, indirect effect of 0.07 and a total effect of 0.36, all the values are significant at 99% level of significance. Further the r square value of the relationship between GSE (ambience, design and social) and re-patronage intention was 0.36. When the mediator green satisfaction was included in the relationship between GSE and re-patronage intention, the r square value raised to 0.49. Thus, the predicting power of the model has increased by including green satisfaction as mediator.

Conclusion

Re –patronage intention of the consumer is the crucial factor for the sustainability of the hospitality industry. Consumers are becoming increasing aware of the importance of the eco-friendly practises on the environmental sustainability and are concerned about conserving the natural resources. Thus, there is increasing pressure on the hospitality industry to go green. This motivated the author to explore the effects of GSE and green satisfactions impact on the re-patronage intention of the consumers. The objective of this paper was to identify the mediating effect of green satisfaction on the relationship between GSE and re-patronage intention. Bearing this in mind, the data was collected from the customers of selected green hotels

in India. Purposive sampling was utilized to collect data using self administered structured questionnaire via Google form. 335 valid responses were used. Structural equation modelling was used to analyse the data in AMOS. The results revealed that GSE and green satisfaction both had a positive effect on re-patronage intention. While, green satisfaction had a significant positive mediating effect on the relationship between GSE and re-patronage intention.

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