RESEARCH ARTICLE

Green consumerism, green perceived value, and restaurant revisit intention: Millennials' sustainable consumption with moderating effect of green perceived quality

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Abstract

Adopting green practices does not always guarantee customer retention and loyalty. Employing the theoretical lens of cue utilization theory, we conceptualize green perceived quality as sending internal and external cues which help consumers form judgments about product quality and perceived value. Based on a survey of 280 restaurant customers, we hypothesize and report a positive and significant influence of both green consumerism and green perceived value on customer revisit intention. Further, the results confirm the moderating role of green perceived quality. From a practical point of view, managers interested in benefiting from the green practices of their restaurants should focus on increasing their customers' evaluation and overall judgment of the environmental quality of both their food and services.

KEYWORDS
generation Y, green consumerism, green perceived quality, green perceived value, restaurant, revisit intention, sustainable consumption

1 | INTRODUCTION

The harmful impact of the hospitality industry on the environment has attracted the attention of customers and policymakers alike. Green practices are extremely important for the restaurant industry as such activities promote both financial benefits and enhance the economic and environmental sustainability of local communities (Han, 2020). Actions such as reducing food waste and single use plastic; encouraging recycling; and offering more locally sourced, organic, and vegetarian food options not only help reduce the hospitality sector's enormous carbon footprint (Özgen et al., 2021) but also offer a competitive advantage (Hussain et al., 2020). Green restaurants may benefit from increased customer demand (Assaker, 2020), enhanced brand image (Dhir et al., 2021), and customer willingness to pay a premium

for their services (González-Rodríguez et al., 2020). Significant consumer interest in organic and sustainable food and eco-friendly practices has led to a proliferation of green restaurants to satisfy consumer demand and to addressing harmful environmental effects by lodging and hospitality activities.

Nevertheless, restaurants that incorporate green practices face considerable challenges, as consumers' preferences and perceptions are far from universal and may sometimes be conflicting. In fact, it is "unlikely that consumers will blindly accept these initiatives as sincere actions and thus may or may not reward the firm" (Becker-Olsen et al., 2006, p. 46). Consumers are often unconvinced about a restaurant's green quality, environmental values, and other green attributes, as green practices vary between restaurants (Namkung & Jang, 2013). Though previous researchers have paid some attention to both

consumers' behavioral intentions and their preferences for restaurants that offer sustainable products and dining experiences (Lavuri, 2021), the effects of green consumerism, green perceived value, and green perceived quality remain unclear. For example, previous research has failed to confirm that green attributes lead to revisit intentions, "given the unrecognizable direct benefits of a restaurant's green attributes" (Jang et al., 2011, p. 26). In fact, recent studies suggest that consumers often infer poorer quality for products with sustainability attributes (Skard et al., 2021). Therefore, further investigation of how consumers perceive the benefits, value, and quality of green businesses is needed.

Empirical investigation in the domain of pro-environmental behavior and sustainable consumption has long argued that purchase intentions do not always lead to actual purchasing behavior, as the increasing number of consumers with favorable attitudes toward green consumption does not necessarily end up purchasing green products or services (Park & Lin, 2020). Consumer decision processes often incorporate different types of motivational factors that complicate the understanding of consumer attitudes and behavioral intentions in particular instances. While green consumerism, as the integral aspect of sustainable consumption, has received broad coverage in recent literature, the path from environmental awareness to changes in behavior is not straightforward (Hojnik et al., 2020). Many researchers confirm that environmental concerns, awareness, or values facilitate the intention to purchase different eco-friendly products and services (Liao et al., 2020). However, translating intention to actual behavior may be challenged by additional consumer skepticism, as firms often overpromise the green attributes of their offerings. As a result, adopting green practices does not always guarantee customer retention and loyalty intentions (Shapoval et al., 2018). Although previous research has extensively examined perceived value regarding behavioral intention (Yadav & Pathak, 2017), results on the effect of perceived value to intention remain inconclusive (Mao & Lyu, 2017).

Given these gaps in the literature, the main contributions of the present paper are described as follows. First, we propose and test an integrated framework of green consumerism, green perceived values, and revisit intention which compliments previous findings on customers' sustainable consumption (Bedard & Tolmie, 2018). Second, we explore the moderating influence of perceived green quality on the proposed relationships. We aim to extend previous studies by combining *cue utilization theory* with the well-researched *theory of planned behavior* (TPB). By employing the theoretical lens of cue utilization theory, we conceptualize green perceived quality as sending internal and external cues which help consumers form judgments about product quality and perceived value (Chi et al., 2021). The third contribution of this study comes from the novel context in which these constructs are examined. Our focus is on one demographic segment, namely Generation Y consumers (Gen Y) (born during 1976–2000), commonly referred to as *millennials*. Moreover, millennials have more disposable income and are highly predisposed to behave in environmentally friendly ways and engage in sustainable consumption that intrigues the marketers to target the group. Previous research has also found that millennials are willing to travel further, wait longer, and pay more to dine in a green restaurant than any conventional restaurant

(Nicolau et al., 2020). Millennials are better educated, interested to communicate further and exhibit different kind of behavioral intention for sustainable market offering (Chaudhary & Bisai, 2018). Millennials are disproportionally interested in environmentally sustainable products and services and are often described as optimistic, committed, and agile regarding their eco-friendly consumption (Shapoval et al., 2018). The eco-sustainable behavioral intention of millennials in the hospitality industry has been given scant attention (Lavuri, 2021) and remains inconclusive (Nicolau et al., 2020), with researchers calling for greater focus on their cognitive appraisals such as concerns, knowledge, values, and quality (Bedard & Tolmie, 2018).

2 | THEORETICAL BACKGROUND AND HYPOTHESES DEVELOPMENT

The current study is principally grounded in the TPB and cue utilization theory. Researchers agree that theories such as TPB can be extended through the addition of some relevant predictors (Perugini & Bagozzi, 2001). This theory helps to postulate a broad range of relationships between attitudes toward a behavior; desire and intention; and positive and negative anticipated emotions, frequency, and recent experience of past behavior (Perugini & Bagozzi, 2001). From a TPB perspective, sustainable consumption behavior, namely, supporting green businesses and purchasing green products, is determined by behavioral intentions which are derived from attitudes, perceived behavioral control, and subjective norms.

The construct of green consumerism outlined in our model (Figure 1) is based on TPB, as this theory postulates that consumers use information related to market offerings to make rational decisions that link green behavioral intentions to making environmentally sound purchases (Zhang et al., 2019). TPB asserts that environmental information and consumer awareness have a favorable and positive impact on the intention to buy environmentally friendly products and on sustainable consumption behavior (Rustam et al., 2020). From a TPB viewpoint, green consumers form favorable attitudes toward green offerings that may have a positive impact on behavioral intention. According to cue utilization theory, both intrinsic and extrinsic cues provide consumers with the necessary information to infer quality and value regarding the market offering. Extrinsic cues are essentially attributes that are not part of the product, namely, brand name, packaging, and price, whereas intrinsic cues are product-related attributes like utility that cannot be
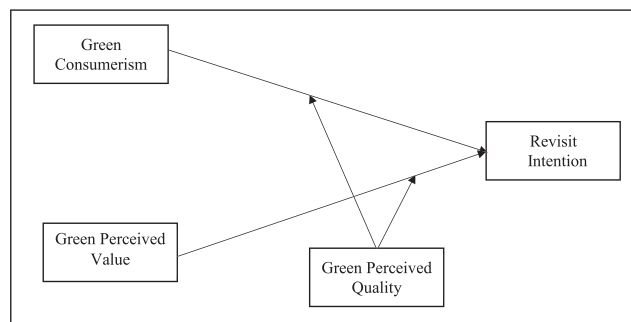

FIGURE 1 Conceptual framework

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changed without manipulating the physical properties of the product (de Toni et al., 2018). Perceived value is a significant area of study within the field of marketing and consumer behavior and is used to assess both consumers' behavioral intentions and actual behavior. Zeithaml's (1988) definition of perceived value puts significant emphasis on the inherent utility and perceived cost of any offering; these are nothing but intrinsic cues, whereas perceived quality includes both intrinsic and extrinsic cues and offers differentiation of any market offering (Konuk, 2019). Extrinsic cues such as brand name and packaging, along with intrinsic cues like ingredients communicates the insight of product quality. In the context of restaurants, the color of the food, its freshness, and tastiness may provide intrinsic quality cues, while the restaurant environment and its name may act as extrinsic quality cues.

TPB was applied to capture the attitude of green consumers and their intention (revisit intention) to support green restaurants. According to TPB, consumer intention is considered to be the central dependent variable that indicates a person's readiness to behave in a certain way, and intention is derived from attitudes (Ajzen, 1991). It is well documented in previous studies that intentions are good predictors of human behavior; moreover, intentions are accepted as the best predictors of a planned behavior (Liobikienė et al., 2016). Furthermore, the theoretical lens of cue utilization is employed to assess green perceived value and green perceived quality in the theoretical model. Cue utilization theory postulates that consumers examine both product-related and non-product-related cues before making any purchase decision, and this is more apparent when they make repeated purchases of any brand. In the context of sustainable consumption, the quality of offerings and their perceived value act as critical determinants for consumers' intent to make future purchases (de Toni et al., 2018; Konuk, 2019; Wang et al., 2020). TPB has been extended by many pro-environmental behavior studies in which different cognitive components have been added as the predictors of pro-environmental behavioral intention (Teng et al., 2018). Drawing on these prior studies, the present study aims to combine green consumerism with other two cognitive factors, *green perceived value* and *green perceived quality*, to investigate whether these factors also act as a predictor and moderator respectively for revisit intentions toward green restaurants. The intention to revisit a restaurant is defined as a customer's willingness or desire to make a decision to dine at the same restaurant again (Kim, Lee, & Fairhurst, 2017). According to Perugini and Bagozzi (2001), the most critical factor to explain the intention of a behavior is the desire to engage in that action. Therefore, intention to revisit dictates the decision of green restaurant customers to behave in environmentally friendly ways. Customer revisit intention has been explored in a plethora of areas and is especially prevalent in the tourism context (Stylos et al., 2016).

2.1 | Green consumerism and millennials' restaurant revisit intention

Consumers are increasingly concerned about the detrimental impact of business activities on the environment and are becoming strong advocates of socially responsible behavior (Warburg et al., 2021; Yeh

et al., 2021). Awareness about climate change crisis along with initiatives or movement from consumers to protect the environment and reduce the negative impact of consumption is termed as *green consumerism* (Chekima et al., 2016; Rizomyliotis et al., 2021). A review of previous literature shows an extensive number of studies have examined the impact of green marketing and green practices for restaurants (Atzori et al., 2018; Lin & Niu, 2018).

Millennials are more concerned about the environment and more likely to adopt sustainable consumption practices (Kim & Park, 2020). Environmental concerns lead to the formation of favorable attitudes among millennials in favor of green businesses. According to the underpinning theory (Perugini & Bagozzi, 2001), favorable attitudes can lead to behavioral intentions of consumers (Yadav & Pathak, 2017). Researchers generally assert that perceived effectiveness of eco-friendly behavior, green consumption practices in everyday life, environmental awareness, and the green reputation of any business guide consumers' purchase decisions (Han, 2021). The green image of a restaurant has a positive impact on consumers' behavioral intentions (Jiang & Wen, 2020). However, the factors that consumers consider when selecting a restaurant can vary according to different market segments as well as the nature of the restaurant (Han et al., 2019). Atzori et al. (2018) studied Generation Y perceptions of green restaurants and found that millennials do not focus on green design or on-site energy efficiency when choosing a place to eat, but they are interested in sustainable food consumption, in-store recycling bins, and bio-based materials, e.g., bio-plastics for food packaging, disposable cups, and reusable mugs. Studies also show that millennials are predisposed to pay more to support green practices (Nicolau et al., 2020). If businesses such as restaurants and hotels focus on sustainability, they can attract loyal green customers who revisit and/or repurchase (Han et al., 2019; Xu & Jeong, 2019). However, Generation Y are more passionate to experience new sites, to enjoy novel experiences, and they tend to have limited loyalty toward hotels or travel sites (reference). Researchers' efforts to increase loyalty by Generation Y consumers should be based on affective connection (Liu et al., 2020). Generation Y consumers' revisit intentions toward a restaurant are more likely, therefore, to be affected by the lifestyle identification with that service provider. Based on the above rationale, the following hypothesis is proposed.

> **Hypothesis 1.** Green consumerism is positively related with restaurant revisit intentions of millennials.

2.2 | Green perceived value and millennials' restaurant revisit intention

Perceived value is expressed as a consumer's total assessment of the net derived benefit of a specific product, service or market offering (Patterson & Spreng, 1997; Zeithaml, 1988). Consumer perceived value is a significant and noteworthy determinant for consumer satisfaction and post-purchase behavior (Teng & Wu, 2019). Customers' total appraisal of the received benefit of a market offering is based on their desires; expectations and needs that are environmentally

sustainable are known as *green perceived value* (Juliana et al., 2020). To maintain long-term customer relationships, green perceived value is considered an important component, and green perceived value also plays an important role in influencing customer satisfaction and green purchase intentions (Juliana et al., 2020). The existing literature on tourism indicates that perceived value acts as an antecedent of destination loyalty, and perceived value is derived from experience with products or brands (Teng & Wu, 2019). Furthermore, perceived value is also considered an important factor in understanding customers' actual behavior (Jiang & Hong, 2021). Many researchers have studied customers' behavioral intentions in terms of green marketing efforts in terms of eco-branding, green advertising, and the green practice initiatives of restaurants (Nicolau et al., 2020). The behavioral intentions of Taiwan's Generation Y are influenced by fast-food chain restaurant attributes (Ahn & Thomas, 2020; Teng & Wu, 2019). Extensive research posits that a positive relationship exists between perceived value and behavioral intention because perceived value provides cues for future purchase decisions by enhancing confidence in the product purchased. Post-purchase confidence in a product affects the consumer's future behavioral intentions (Chen & Chang, 2012). Building on cue utilization theory, our study postulates that green perceived value acts as a predictor of millennials' behavioral intention. In terms of the focus on personal experience and high environmental consciousness, millennials are quite different from any other population group (Gray et al., 2019), and such differences are obvious when they make consumption decisions related to eco-friendly products (Lavuri, 2021). The Indian subcontinent has the largest number of millennials in the world urges the necessity to reexamine the effect of well-established constructs influence on behavioral intention (Chaudhary & Bisai, 2018). Moreover, the behavior of millennials for sustainable consumption is more predictable when it is studied with perceived value for that consumption (Hwang & Griffiths, 2017). Based on the above rationale, they second hypothesis was developed as follows:

> **Hypothesis 2.** Green perceived value is positively related with restaurant revisit intention of millennials.

2.3 | The moderating effect of green perceived quality

Perceived quality is defined as consumers' overall judgment about a business's differences or dominance (Alamsyah et al., 2021; Wang et al., 2020). Most commonly, restaurant customers judge overall experience based on perceived quality (Agnihotri & Chaturvedi, 2018). *Green perceived quality* is defined as "the customers' overall judgment of a product's total environmental superiority or excellence" (Wasaya et al., 2021, p. 5) and is a distinct characteristics that often affects green consumers' evaluations of that offering (Alamsyah et al., 2021). Extensive literature confirms the effectiveness of green perceived quality—it not only stimulates positive responses from customers but also enhances purchase intentions (Wasaya et al., 2021). In

restaurants too, green consumers have been found to have higher revisit intentions if the perceived green quality is high (Ahn & Kwon, 2020; Yu et al., 2018). In the hospitality and tourism literature specifically, perceived green quality has been found to positively affect customer satisfaction (Rajaratnam et al., 2014). Moreover, perceived quality is a well-recognized construct in marketing, where studies have shown that it a holds positive relationship with customer loyalty. It is logical, therefore, to hold the view that green perceived quality acts as a predictor of customers' behavioral intentions. Moreover, direct relationship between perceived quality and behavioral intention of millennials is well established (Vuong & Nguyen, 2018).

However, yet not hypothesized indirect relationship may also exist. Previous literature has established the idea of green skepticism among consumers (Skarmeas & Leonidou, 2013) or their tendency to distrust the environmental benefits or performance of green products and services (Mohr et al., 1998). Skeptical consumers are more likely to search for further information and engage in negative word of mouth; moreover, they are less likely to purchase green product/ services (Leonidou & Skarmeas, 2017). We hypothesize that when perceived green quality is high, the link between green consumerism/ values and revisit intentions will be stronger. Moreover, perceived quality acts as a quasi-moderator between experience and value of the tourists (Ying et al., 2012); service quality enhances the effect of CSR activity on customer satisfaction (He & Li, 2011). Theoretically, evidence for this can be found in cue utilization theory, which suggests that green quality may be an intrinsic cue leading to more positive evaluations of a product/restaurant. When the food and service in a restaurant are perceived to be of a high quality, consumers will be more likely to overcome their skepticism and intend to revisit it. In other studies, perceived green quality has been shown to moderate the link between tourist experiences and perceived value (Ying et al., 2012); and the link between corporate social responsibility and customer satisfaction (He & Li, 2011). We therefore postulate that:

> **Hypothesis 3.** Green perceived quality moderates the relationship between green consumerism and the revisit intention of millennials to green restaurants.

> **Hypothesis 4.** Green perceived quality moderates the relationship between green perceived value and the revisit intention of millennials to green restaurants.

3 | METHODOLOGY

To test the hypotheses, a conceptual model was developed and tested with data collected from millennial restaurant customers. Generation Y restaurant customers were deemed an appropriate sample as they are more concerned about sustainable consumption and are willing to be connected with brands and companies that demonstrate sustainable practices (Atzori et al., 2018). Moreover, focusing on restaurants is important, as this industry exerts a heavy toll on the surrounding adjacent environment due to its predominantly unsustainable

practices. For example, the restaurant industry is not only responsible for organic food waste, but also approximately 40 billion units of spoons, forks, and other plastic cutlery are thrown away in oceans and landfills every year (TM et al., 2021). Moreover, due to the recent wave of green consumerism, millennials are becoming increasingly concerned about the detrimental impact of their own consumption and are trying to be more responsible in order to minimize the impact of their consumption on the environment (Awan, 2020). In terms of the research context, the context of Bangladesh was selected due to the lack of existing empirical evidence in emerging economies; while existing research implies that psychological benefits such as value, concern, and quality are the most critical factors to explain environmental intention in the context of developed countries (Jung et al., 2020), no such work has yet been undertaken in the context of a developing country.

3.1 | Sampling procedure

This study was cross-sectional. The population of the study was all restaurant customers in Dhaka, the capital city, and Chottogram, the main port city of Bangladesh. Dhaka and Chottogram were chosen as the sampling frame because more than 60% of Bangladesh's 18,000 restaurants are located in these two regions. The current study targeted the "Generation Y" (people born between 1976 and 2000) for the following reasons: (1) Gen Y make up more than 60% of the total population of Bangladesh (Bangladesh Bureau of Statistics [BBS], 2017); (2) this group of people are concerned about the environment and welcome change (Lo et al., 2020); (3) the beliefs of Generation Y are more similar to those of green consumers, and they are more concerned about green practices than the consumers who purchase without thinking about the detrimental impact of their consumption. Moreover, researchers have demonstrated that significant differences exist between past generations, and generation such as Generation Y prioritizes green attributes of any market offerings (Varah et al., 2020). Given the Bangladeshi research setting, the questionnaire was translated into Bengali in order to ensure that respondents fully understood the questions. A professional translator translated the questionnaire from English into Bengali. In order to double-check the accuracy of the translation, the translated survey was sent to an expert researcher in sustainable tourism. The questionnaire items were adapted from similar studies. The expert researcher was chosen to test the questionnaire's suitability, clarity, and length of time to complete. The respondent commented the questionnaires were reasonable, clear, and easy to grasp the meaning and objective. The initial scrutiny of the questionnaire by the experts from the field communicates the clarity and suitability of the adapted questionnaires used in the current research context (Hambleton, 2001). Moreover, a pilot study with a small group of selected people, comprising two academics and two potential customers of restaurants, was conducted. This pilot study confirmed that the questions were clear and straightforward to answer.

In the initial stage of the data collection, the researchers explained the research aims to 200 restaurants that fulfilled the following criteria:

(1) had prevalent green practices, such as motivating customers to be wise while using different types of resources like tissue paper or using different green statements, e.g., "use water and electricity carefully" and (2) the restaurants have been operating for more than 5 years. The researchers asked for restaurant managers' cooperation and shared relevant information about the objectives of the research. In total, 120 restaurants agreed to cooperate in the questionnaire survey. The researchers distributed 600 questionnaires to 120 restaurants in total. The data collection process was anonymous and took 2 months (January 2020 to March 2020). A drop-off/pickup approach was used to distribute the hard copy of the questionnaire. Judgmental sampling technique was used to select the restaurants due to lack of a complete list of green restaurants in Bangladesh (Sekaran & Bougie, 2011). In other words, the samples were selected according to certain criteria, namely, to identify Generation Y consumers. This approach was appropriate in the context of Bangladesh (Riva et al., 2021) as most of the cases sampling frame is not available to go for random sampling.

Three hundred twenty questionnaires were collected, and 280 (47% of 600) questionnaires were found usable for data analysis. The other 40 questionnaires were incomplete and could not be used. These 280 usable responses were considered sufficient to represent the target population. Previous research on customer revisit intention has also reported findings based on a sample of less than 300 (Wang et al., 2018). As a rule of thumb to determine minimum sample size, Hoe (2008) suggests a sample size of more than 200 as sufficient for data analysis. According to Hair et al. (2019), there is no specific requirement related to sample size when using partial least square (PLS) for structural equation modeling (SEM), and they suggest that 100 cases are sufficient to achieve acceptable levels of statistical power. In the context of Bangladesh, Rubel et al. (2021) had a 41% response rate among 750 respondents and found robust results. In the light of such studies, the response rate (47%) of the current study was considered acceptable for data analysis.

3.2 | Measures

The constructs in this study were measured using 5- and 7-point Likert scales adapted from previous literature. Green consumerism was measured with a five-item adapted scale (Tarkiainen & Sundqvist, 2009; Whitmarsh & O'Neill, 2010) with a reliability of .94. Green perceived value was measured with a five-item scale adapted from a previous study (Patterson & Spreng, 1997) with a reliability of .92. Green perceived quality was measured with a five-item scale, and the alpha value was .93 (Petrick, 2002). Revisit intention was measured with a five-item scale adapted from Teng and Kuo (2011), and the alpha value was .87. Although the data were collected through a self-reported questionnaire, there was a chance of common method variance (CMV) to appear. To minimize the chances of this, the Harman single-factor test was used (Podsakoff & Organ, 1986). The results of the un-rotated factor analysis reveals that the first factor explained 24.2% of the total variance (60.65%), and therefore, CMV was not a problem for the study.

3.3 | Analytical procedures

Partial least squares-structural equation modeling (SEM-PLS 3.0) and SPSS (statistical analysis package version 21) were used as statistical tools to conduct the analysis (Hair et al., 2019). The demographic profile of the respondents and descriptive study of the constructs were derived through SPSS. To avoid the complexities of normality assumption, PLS was used to assess the measurement and structural model, though survey research is hardly normally distributed (Chin et al., 2003). Accordingly, PLS was used to test the hypothesized moderation effect.

Generally, there are two approaches for estimating parameters of SEM: variance-based (VB-SEM) and covariance-based (CB-SEM). PLS-SEM seeks to maximize the variance of the endogenous constructs explained by the exogenous constructs rather than covariance (Haenlein & Kaplan, 2004). PLS-SEM is a robust estimator which applies to both theory testing/confirmation and theory development (Hair et al., 2019).

The measurement model, which indicates how latent variables are related with their indicators, was evaluated (Hair et al., 2019). Researchers use two different types of indicators, such as reflective and formative, in the measurement model to examine latent constructs. Reflective indicators are indicators that reflect, affect, or cause latent variables and are considered representations of the constructs (Hair et al., 2019). According to Urbach and Ahlemann (2010) as reflective indicators measure the same underlying concept, they are assumed to be unidimensionally correlated.

4 | RESULTS OF THE ANALYSIS

4.1 | Demographic profile

Seventy-three percent of the respondents were male. The age of respondents ranged from 25 to 40 years, and most were between 25 and 30 years old (52%). More than two thirds of the respondents (76%) were Muslim. The majority of the samples were married (78%). Forty-three percent of respondents were found to have an MBA degree, followed by 35% with a master's degree.

4.2 | The measurement model

The measurement model was examined via convergent and discriminant validity. Before measuring these two factors (convergent and discriminant validity), the researchers examined the loading of the items. The current study used 0.7 as the cut-off value to justify the item loading, as suggested by Hair et al., 2019. One item was deleted from

TABLE 1 Measurement model

Constructs	Items	Loading	AVE	CR
Green consumerism	I search food that is locally grown or organic	0.775	0.631	0.895
	Always try to buy environment friendly products	0.818		
	I am interested to take part in any protest of my locality related to environmental issue	0.763		
	I use less water whenever possible	0.805		
	I am interested to buy products with less packaging	0.812		
Green perceived quality	I prefer to have a product with high environmental quality	0.885	0.79	0.949
	I always try to buy a product that is functionally reliable	0.901		
	I try to purchase green branded product	0.885		
	Prefer to have my dining at the restaurant that I experienced already	0.878		
	I like the providers who are dependable	0.893		
Green perceived value	The restaurant offers expected environment-friendly attributes	0.817	0.682	0.914
	The restaurant saves my time while I put order here	0.867		
	The effort needed to purchase from this restaurant is low	0.859		
	Recycling bins are available	0.829		
	The food that I purchase here is a good buy in terms of green attributes and my money	0.752		
Re-visit intention	Frequently I visit here	0.922	0.861	0.961
	I recommend to my friend and near ones to come here	0.933		
	I consider myself a loyal patron of this restaurant	0.925		
	The probability that I will use this restaurant in my next dining is high	0.932		

Source: Data analysis.

revisit intention (RVI 1 = 0.438) due to low loading. To assess the average variance extracts (AVEs) and composite reliability (CR), the cut-off values were 0.5 and 0.7, respectively (Hair et al. (2019). Table 1 reveals item loadings, CRs, and AVEs of all the constructs.

Discriminant validity was measured to establish to what extent items were justified to distinguish between constructs or measure different concepts. In the study, discriminant validity was measured using the heterotrait–monotrait (HTMT) technique, which is more acceptable than the conventional approach of the Fornell–Larcker criteria (Henseler et al., 2015). Henseler and colleagues suggest that HTMT values should be ≤0.85 (the stricter criterion) or ≤0.90 (the more lenient criterion). As exhibited in Table 2, the values of HTMT were all below ≤0.85. For this study, the results of the discriminant validity were also in the acceptable range (Table 2).

4.3 | Structural model

The structural model signifies the relationship of the proposed constructs developed for the research model (Santhanamery & Ramayah, 2015). The structural model was assessed as the coefficient of determination (R^2) and the significance of the path coefficient b, effect size (f^2) and cross-validated redundancy (Q^2) with 1,000 bootstrapping, as suggested by Hair et al. (2019). The bootstrapping techniques help to assess each path coefficient's significance, where a significant path empirically displays the hypothesized relationship that supports the proposed causal relationship and vice-versa (Hair et al., 2019). For interpreting the R^2 value, the current research follows the guideline suggested by Cohen (1992) as follows: 0.02–0.12, weak; 0.13–0.25, moderate; and 0.26 and above, substantial. This study explained 42.2% variance of customers' revisit intention on two dimensions, green consumerism, and green perceived value, which were considered substantial. Table 3 exhibits the result of the structural model. Both independent variables, green consumerism to revisit intention ($\beta = .218$, $p < .01$) and green perceived value to revisit intention ($\beta = .328$, $p < .01$), show a positive significant relationship (Table 3 and Figure 2). Therefore, both Hypotheses 1 and 2 are supported.

The current study examined green perceived quality as a moderator between both green consumerism and revisit intention and green perceived quality and revisit intention. It is assumed that a higher level of green perceived quality would influence the customer to visit again. Based on the moderation concept, green perceived quality combined with green consumerism and green perceived value would increase customers' intentions to revisit a restaurant. To scrutinize these hypotheses, we calculated the product terms "green consumerism*green perceived quality" and employed a mean centered method to decrease multicollinearity (Aiken et al., 1991). Based on
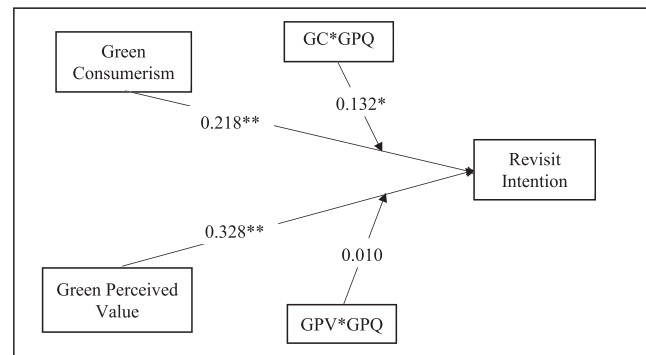

FIGURE 2 Structural model

TABLE 2 Discriminant validity (HTMT$_{0.85}$)

	GC	GPQ	GPV	RVI
GC				
GPQ	0.487			
GPV	0.828	0.511		
RVI	0.624	0.499	0.651	
Mean	3.76	3.81	3.91	3.79
SD	0.81	0.72	0.69	0.76

Abbreviations: GCRM, green consumerism; GPQ, green perceived quality; GPV, green perceived value; RVI, revisit intention.

TABLE 3 Structural model (direct path)

Direct path								
Hypotheses	Std. beta	Std. error	t value	p values	f^2	95% LL	95% UL	Decision
GC > RVI	0.218	0.053	4.073**	0	.035	0.115	0.330	S
GPV > RVI	0.328	0.063	5.215**	0	.076	0.201	0.448	S

**Significant at $p < .01$ (based on one-tailed). *Significant at $p < .05$ (based on one-tailed).

TABLE 4 Structural model (indirect path)

Moderating path							
Hypotheses	Std. beta	Std. error	t value	p values	95% LL	95% UL	Decision
GC*GPQ > RVI	0.132	0.063	2.092**	.037	0.011	0.259	S
GPV*GPQ > RVI	−0.010	0.068	0.14	.889	−0.137	−0.134	NS

**Significant at $p < .01$ (based on one-tailed). *Significant at $p < .05$ (based on one-tailed).

these results, the specific product term "green consumerism*green perceived quality" ($\beta = .133$, $p = .01$) showed a significant relationship with revisit intention. However, the other aspect, the interactive effect of "green perceived value*green perceived quality" ($\beta = -.01$) showed an insignificant influence on revisit intention (Table 4 and Figure 2). Thus, the data analysis results support Hypothesis 3, but Hypothesis 4 is rejected.

5 | DISCUSSION

In this study, the influence of green consumerism and green perceived value on revisit intention with the moderating effect of green perceived quality was examined. We found that green consumerism has a significant positive impact on revisit intention, which confirms the findings from existing research (Hojnik et al., 2020; Lin & Niu, 2018; Xu & Jeong, 2019). However, previous studies that examined the relationship between consumers' perceptions about environmental practices and intentions to support green businesses by paying more, exhibiting loyalty and distributing positive word of mouth remain inconclusive (González-Rodríguez et al., 2020). Millennials are not interested in spending too much time to make sustainable consumption decisions and their behavior does not always reflect their positive attitudes toward environmental protection and sustainable consumption (Bernardes et al., 2018).

Our study's outcomes confirm a significant positive influence of green consumerism on restaurant revisit intention. This has various implications. Environmentally conscious consumers require eco-friendly products and services and put pressure on restaurants to initiate green practices to protect the environment (BBS, 2017; Nicolau et al., 2020). Drawing upon TPB, our theoretical framework suggests that green values and the green consumerism of millennials are the best predictors of behavioral intentions (Hojnik et al., 2020; Sreen et al., 2018). Our participants consider perceived values to be a critical factor that help shape their preferences for green restaurants and ultimately their revisit intentions. As value is associated with cognitive appraisals that lead to behavioral intention, green perceived value affects revisit intention. The current study's findings agree with previous literature that has shown green perceived value and behavioral intention, such as exhibiting loyalty, are positively related (Singh & Alok, 2021; Yoo et al., 2020). In other words, restaurants' green practices and services enhance perceived value in their customers' minds and this increase in value perception leads to a higher level of repeat visit intention.

This study is the first to focus on millennials' revisit intention through the lens of cognitive appraisal namely green perceived value in the context of a developing country (Chaudhary & Bisai, 2018). Recognizing green perceived value as a determinant of customers' revisit intention and loyalty gives a more comprehensive picture of the complete hospitality experience for marketers who are interested in adopting green practices. DiPietro et al. (2013) found that green initiatives act as an important determinant restaurant selection that includes the use of local products and the presence of recycling bins. Such factors correspond to customers' green perceived value. Therefore, green perceived value is an important predictor that prompts the revisit intention. We confirm that perceived value attributes increase reliability and trust, along with purchase intention. Our study contributes to the existing literature on restaurant revisit intention by demonstrating a psychological commitment from millennials through the lens of green perceived value (Nicolau et al., 2020). Based on cue utilization theory, our findings suggest that green perceived value provides signals or cues for future decisions as millennials have less time to make their consumption decisions (Dash et al., 2021). The present findings explain that when millennials find that restaurants approach their products and services in ways that assure green expectations, the outcome will be their long-term involvement, in other words, revisiting these restaurants.

The results show a significant moderating effect (Figure 3) of green perceived quality on the relationship between green consumerism and customers' revisit intention. Previous studies have demonstrated that perceived green quality acts as a predictor for restaurant customers' revisit intentions (Assaker et al., 2020; Konuk, 2019). Moreover, green perceived quality increases green trust, which leads to satisfaction and loyalty (Chen et al., 2014). Furthermore, service quality moderates the relationship between customer experience and value (Ying et al., 2012), and our results confirm previous findings that millennials are enthusiastic to judge the green quality of restaurants when making dining decisions (Shapoval et al., 2018). Millennials who are concerned about environmental issues exhibit positive attitudes and their behavioral intentions are strengthened by many other factors such as price, restaurant location, green image, and eco-serve (Assaker et al., 2020; Bedard & Tolmie, 2018).

Lack of information on a restaurant's green initiatives might be an important reason for customers' inability to assess a restaurant's green credentials or its green quality (Xu & Jeong, 2019). Therefore, restaurants should communicate their green qualities to their target customers. Proper communication of green marketing might be a good option for restaurants, as messages related to green practices enhance
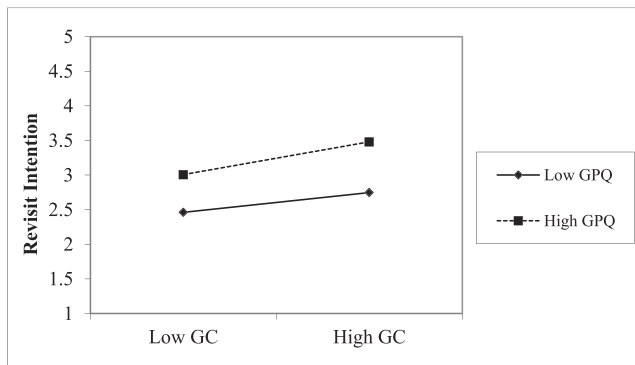
FIGURE 3 Moderation result

customers' awareness, quality perceptions, and ultimately, behavioral intentions. Although green perceived quality acts as a significant moderator between green consumerism and revisit intention, our findings also suggest that green perceived quality acts as an insignificant moderator between green perceived value and revisit intention of millennials. As green perceived quality has recently been considered as a precondition for green perceived value (Pooya et al., 2020), one explanation for this finding is that green perceived quality is a sub-dimension of green perceived value. However, in this study, green perceived quality was considered as a separate entity that could enhance the overall service experience and behavioral intention of customers and may result in insignificant moderator for the relationship between green perceived value and behavioral intention. Considering the inconclusive nature of the relationship between green perceived quality and green perceived value, the study might draw the attention of further researchers.

6 | IMPLICATIONS

The present research contributes to the existing literature in the following ways. First, this study combines the TPB with cue utilization theory to examine revisit intention of millennials. By integrating these two theories, we advance knowledge of the behavioral outcomes of the millennials. The study yields an in-depth understanding of pro-environmental behaviors of millennial consumers' shows the importance of treating millennials as a separate group. The current study shows that green consumerism and green perceived value are predictors of revisit intention for Generation Y consumers. In line with the moderator role of green perceived quality, restaurant managers should aim to enhance the green perceived quality that ultimately enhances the revisit intention of millennials. In the context of hospitality industry, perceived quality is considered an important factor in choosing products or services. Through this study, the body of literature on green perceived quality has been extended, as green perceived quality has been shown to act as a moderator. Furthermore, this research expands the existing literature on the environmental management of the restaurant industry by analyzing the interactive effect of the specified constructs. Second, the literature on green

purchase intentions of millennials in a developing country context as well as in the hospitality industry is still fragmented. So, the literature contributes in both fields. The research area of millennials' perceptions regarding green marketing and sustainable consumption is still inconclusive and waiting for a consensus in regard to whether or not millennials make any planned decision for their dining and outing in an eco-friendly restaurants (Al-Swidi & Saleh, 2021; Nicolau et al., 2020), and our paper contributes to this research.

The findings of the current research have further significant practical and managerial implications for restaurants. From a practical point of view, the study explored the practices of green restaurants and their customers' preferences in an emerging economy and provides a fresh understanding with respect to sustainable consumption, environmental sustainability, and sustainable development goals (SDG). Our study's results suggest focusing on factors—cues—of green product quality. Clear and specific policies regarding the sourcing of material, transparent and authentic green marketing campaigns, and green human resource management policies might also increase the perceived green quality of products and services offered and help to bridge the gap between the intentions and behavior of restaurant patrons. Previous studies have found that the most imperative challenges faced by the restaurant industry in employing green practices concern human resource constraints, lack of proper policy guidelines, minimum awareness of green concepts and their application, low knowledge of environmentalism, and appropriate marketing strategies (Moon, 2021), so this should be a priority for restaurant managers.

As the hospitality and tourism industry is a significant driver of the economy in the context of developing countries (Oriade et al., 2021), policymakers should provide subsidies and incentive schemes to stimulate green practices because the adoption of such strategies may support the sustainable development of a country. This paper hopes to contribute to government efforts in environmental management, sustainability, and overall SDG in developing countries. Policymakers should consider the motivations for young people to purchase green products and patronize green firms. The effectiveness of environmental management and the achievement of SDG largely depend on how sustainability initiatives and policies are executed and integrated into broader economic policies. Understanding the motivational factors for patronizing green firms should prompt policymakers to set proper guidelines for the hospitality industry to deal with environmental degradation. Finally, our findings also contribute to the development of hospitality infrastructure and facilities to achieve SDG in the context of Bangladesh.

7 | CONCLUSION

This paper examines how customers perceive actions implemented by restaurants toward environmental management and sustainability. Based on the result of a survey of millennials in a developing country, it hypothesizes that restaurant customers revisit intentions are affected by green consumerism and green perceived value and are moderated by green perceived quality. To enhance the environmental

stance of participants in the hospitality and tourism industry, it is clear that green practices can encourage repeat visits (Assaker, 2020; Han et al., 2019). In summary, customers' revisit intention for green restaurants is most significantly affected by green consumerism and green perceived value, and this impact is moderated by green perceived quality. This study proposes a framework to identify the factors that influence restaurant customers' revisit intentions. We validated this model by studying over 100 green restaurants. Our conclusions confirm the effect of TPB and cue utilization theory on the revisit intentions to green restaurants by millennials.

Despite its contributions, the current study has some limitations. First, this study concentrates on the revisit intention of restaurant customers specially millennials, and it is difficult to generalize these results to the whole hospitality industry. Therefore, future research could focus on other participants of the same industry and millennials of different industries in regard to sustainable consumption. Second, the participants only came from large urban areas of Bangladesh, and this may limit the generalizability of the findings to rest of the country. Future research could incorporate different categories of respondents such as Generation Z and could extend to other major cities of Bangladesh or in any other developing country. Finally, it is suggested that future research focuses on a longitudinal study to explore the time effect of these relationships.

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