What drives green persistence intentions?

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Abstract

Purpose – The purpose of this paper is to explore the structural relationship between green persistence intentions and their seven drivers – green authenticity, green perceptual evaluation, green co-creation, green experiential memorability, green experiential satisfaction, green passionate love and green need for cognition in a green hotel context.

Design/methodology/approach – The data used in this study were based on a sample of 589 customers staying at one green hotel in New Taipei City of Taiwan. The predicted relationship was tested using the structural equation modeling and the hierarchical regression analysis.

Findings – The results indicate that green perceptual evaluation, green co-creation and green experiential memorability influence green experiential satisfaction. Green passionate love is influenced by green experiential satisfaction. Green need for cognition moderates the effect of green experiential satisfaction on green persistence intentions. Green persistence intentions are influenced by green experiential satisfaction and green passionate love.

Practical implications – To increase green authenticity, green perceptual evaluation, green co-creation, green experiential memorability, green experiential satisfaction, green passionate love, green need for cognition and green persistence intentions, the study findings will help green hotels to develop and implement market-orientated product and/or service strategies.

Originality/value – This paper provides data that lead to a better understanding of the relationships among green authenticity, green perceptual evaluation, green co-creation, green experiential memorability, green experiential satisfaction, green passionate love, green need for cognition and green persistence intentions in a green hotel context.

Keywords Green experiential satisfaction, Green co-creation, Green need for cognition, Green persistence intentions

Paper type Research paper

Introduction

The World Commission on Environment and Development, and the International Hotels Environmental Initiative act as a catalyst for green practices (Tzschentke *et al.*, 2004). To respond to customers' environmental concerns, hotels today have evolved from few or sporadic green practices and initiatives to taking systematic steps toward a comprehensive greening approach (Manaktola and Jauhari, 2007). According to Chen and Peng (2012), the idea of green hotels is to provide natural accommodation and facilities, including eco-friendly services, products, and a fresh and comfortable environment. The green hotel industry is the sector where service quality plays an important role. Accordingly, green hotel management is required to identify the needs and demands of customers to attract and retain them without any compromise in service quality and comfort (Kasliwal and Agarwal, 2015). According to several studies (Grant, 2008; Green Hotels Association, 2010; O'Neill and Mattila, 2004), a green hotel is defined as a hotel that provides significant eco-advantages over its competitors and is able to attract customers who set a high priority on choosing eco-friendly accommodation. It also performs environmentally-friendly practices such as saving water/energy, using eco-friendly purchasing policies and reducing emission/waste disposal to protect the natural environment and reduce operational costs. In general, green products and/or services are those which are eco-friendly and save the environment from degradation. The aim of a green hotel is to satisfy customer needs without compromising quality

(Bastič and Gojčič, 2012). Environmental consideration has rapidly emerged as a mainstream notion owing to global warming nowadays, so more foresighted green hotels are attempting to take advantage of the green opportunities (Molina-Azorín *et al.*, 2009; Wu *et al.*, 2016). In the environmental context, green hotels need to pay more attention to green marketing in products and/or services (Gao and Mattila, 2014; Kalafatis and Pollard, 1999). However, not all green hotels have enough capability to implement green marketing strategies. If green hotels attempt to undertake green marketing successfully, they should integrate the concepts of green marketing into all aspects of routine marketing activities (Ottman, 1992; Wu *et al.*, 2016). If green hotels can provide products and/or services that satisfy their customers' environmental needs, then such products and/or services would find more favor with their customers. In this emergent environmental era, hotel management must find an opportunity to enhance the environmental performance of products and/or services to increase customers' intentions to persist in staying in the green hotel (Chen, 2010; Wu *et al.*, 2016).

Green marketing cannot only provide a differentiation strategy by creating environmental needs, but also reshape marketing rules in the market. Since customers are more willing to have intentions to persist in staying in the green hotel with sufficient trustworthy information, green hotels should provide reliable information for their customers in order to increase perceptions of experiential satisfaction and passionate love. It is hard for green hotels to convince their customers to have intentions to persist in staying in the green hotel without providing them with enough information. Green hotels need to reveal more information about the environmental performance of their products and/or services to obtain the trust of their customers. Ramkissoon (2015) argues that perceived authenticity positively influences satisfaction. Several researchers (Bruhn *et al.*, 2012; Fritz *et al.*, 2017; Wu, Cheng and Chen, 2017) propose that authenticity is a predictor of experiential satisfaction. Sohn *et al.* (2016) indicate that positive perceptual evaluation has a positive impact on satisfaction. Wu and Cheng (2018d) describe perceptual evaluation as a significant variable that enables the prediction of customers' experiential satisfaction in the hospitality industry. Vega-Vazquez *et al.* (2013) describe the customer's involvement in the value co-creation processes as probably having consequences from the point of view of assessing their satisfaction with the service. Accordingly, if consumers are considered to be active participants in the value co-creation process (Vargo and Lusch, 2008), their greater satisfaction must be a consequence of this (Grönroos, 2008). Vega-Vazquez *et al.* (2013) present that value co-creation behavior is a determinant of satisfaction with the service experience. Ali *et al.* (2016) and Campos *et al.* (2017) find that customer experience influences experiential memorability, which further shapes satisfaction. According to Fournier and Mick (1999), satisfaction is increased by social interactions during consumption as consumers recall their memories with others, satisfaction may be realized. Alnawas and Altarifi (2016) and Tsai (2014) present that satisfaction positively influences passionate love, which in turn leads to persistence intentions. Suhre *et al.* (2007) suggest that satisfaction plays a key role in increasing perceptions of persistence intentions. Gorky Sembiring (2015) identifies satisfaction as playing a role in increasing perceptions of persistence intentions. Hansen *et al.* (2013) and Joo *et al.* (2013) propose that the effect of satisfaction on persistence intentions is not only direct, but also moderated by the need for cognition.

This study would like to fill the following two research gaps. First, although previous studies have paid great attention to exploring relevant issues of authenticity, perceptual evaluation, co-creation, experiential memorability, experiential satisfaction, passionate love, the need for cognition and persistence intentions, none explores these factors linked to green issues or environmental concerns. This study attempts to fill the research gap and focuses on new ideas of green marketing in compliance with the environmental trends to help organizations enhance the performance of green marketing. This has resulted in the need for this research to propose the eight novel concepts – green authenticity, green perceptual

evaluation, green co-creation, green experiential memorability, green experiential satisfaction, green passionate love, green need for cognition and green persistence intentions – to develop a research framework and to discuss their managerial implications. This study would like to create a new framework of green persistence intentions in compliance with the prevalent green trends to enhance the green persistence intentions of green hotels. Second, Wu *et al.* (2016) propose that green experiential satisfaction focuses on customers' overall evaluation of environmentally-friendly content based on their experience in a green hotel. Although the concept of green persistence intentions remains unexplored, this study utilizes green experiential satisfaction to develop a new research framework which can help green hotels to enhance their green persistence intentions via their seven determinants: green authenticity, green perceptual evaluation, green co-creation, green experiential memorability, green experiential satisfaction, green passionate love and green need for cognition.

This study summarizes the literature on green marketing and green hotel management into a new managerial framework. Accordingly, the main contribution of this study is to propose the seven novel constructs – green authenticity, green perceptual evaluation, green co-creation, green experiential memorability, green experiential satisfaction, green passionate love and green need for cognition – and to extend green persistence intention research into a green hotel context. Another contribution of this study is to provide a research framework to explore the relationship among green authenticity, green perceptual evaluation, green co-creation, green experiential memorability, green experiential satisfaction, green passionate love, green need for cognition and green persistence intentions, and to further undertake an empirical test. The study focuses on finding the correct standpoint for and evaluation of new concepts of green marketing in compliance with the environmental trends to increase green persistence intentions from seven drivers: green authenticity, green perceptual evaluation, green co-creation, green experiential memorability, green experiential satisfaction, green passionate love and green need for cognition.

Theory and hypotheses
Green marketing
Green marketing is a new and evolving concept in marketing (Sarkar, 2012). The term "green marketing" describes an organization's efforts at designing, promoting, pricing, and distributing products that will not harm the environment (Pride and Ferrell, 1993). Kotler and Keller (2012) simplify green marketing programs into three components: people, planet and profit. Ginsberg and Bloom (2004) broaden the aim of green marketing to include achieving an edge against hotel competitors. Welford (2000) defines green marketing as the management process responsible for identifying, anticipating and satisfying the requirements of customers and society in a profitable and sustainable way. According to Peattie (1995), green marketing describes the process of profitably identifying, anticipating and satisfying customer requirements for green products. More recent definitions of green marketing emphasize the relationship with customers while protecting the natural environment (Chamorro and Bañegil, 2006). All these definitions suggest a process of convincing customers to purchase green products to generate profit while at the same time, protecting the well-being of the environment. When greening the marketing strategy of a hotel business, El Dief and Font (2010) and Font and Carey (2005) state that a hotel needs to consider the influence of greening on branding, segmenting, targeting and product positioning, while green product opportunities must be incorporated into the management of the marketing mix. Because green marketing will be more important in the future, this study discusses the concept of green persistence intentions and proposes a research framework to explore their relationships with

seven drivers: green authenticity, green perceptual evaluation, green co-creation, green experiential memorability, green experiential satisfaction, green passionate love and green need for cognition.

The positive effect of green authenticity on green experiential satisfaction
The concept of authenticity defined as the interpretation of the genuineness and increased appreciation of the tourism object (Chambers, 2009) plays a significant role in destination competitiveness (Ramkissoon and Uysal, 2010, 2011). Lin *et al.* (2017) and Zhang and Merunka (2015) indicate that authenticity can serve as a boundary condition on customer evaluations and behaviors. Gaytán (2008, p. 315) argues that "consumption serves as a means through which authenticity becomes a measure of the quality, efficacy and legitimacy of one's experience in a particular setting." Lalicic and Weismayer (2017) focus on whether the authenticity of perceptions of whether to stay or not to stay at a hotel feel like "living the local life." Birinci *et al.* (2018) propose that perceived authenticity plays a key role in customer decision-making processes when determining accommodation and repurchase intentions. From the viewpoint of hotels, the authenticity of the business is more significant than the size (Firat *et al.*, 2014). To have a better understanding of whether customers enjoy an authentic eco-friendly accommodation experience provided by the green hotel, this study proposes a novel construct, green authenticity, and refers to Akbar and Wymer (2017) to define it as the extent to which an eco-friendly product and/or service is considered unique, legitimate, truthful in its claims and lacking falsity. Much of the prior work on perceived authenticity has concentrated on the developed economies (Ramkissoon, 2015; Richards, 2007). However, the concept of green authenticity remains sparse in the hotel industry.

According to Kao *et al.* (2008), experiential satisfaction is derived from the concept of service satisfaction, even though it extends beyond service satisfaction in that it focuses on consumers' overall evaluation of their experiences after consumption. Although experiential satisfaction is extended from the concept of service satisfaction, it focuses on the customers' overall evaluation of experiences after consumption. Accordingly, from an experiential perspective, experiential satisfaction reflects the satisfaction experienced from the service content associated with a specific transaction. Wu *et al.* (2016) identify that customers compare their eco-friendly experiences with their previous expectations, which cause positive or negative disconfirmation. With the eco-friendly rise, not only are customers more willing to purchase products and/or services that produce minimum impact, but also society is more concerned with the environment. Referring to several studies (e.g. Allameh *et al.*, 2015; Edward and Sahadev, 2011; Hussain, 2016; Kao *et al.*, 2008; Wu and Cheng, 2017; Wu *et al.*, 2016; Wu, Cheng and Chen, 2017; Wu, Cheng and Hong 2017; Wu, Cheng and Ai 2018a, b; Wu, Li and Li, 2018; Wu, Cheng, Chen and Hong, 2018; Wu, Wei, Tseng and Cheng, 2018), this study proposes a new construct, green experiential satisfaction, and defines it as customers' overall evaluations of eco-friendly content based on their accommodation experiences provided by hotels. However, several researchers (Sotheara *et al.*, 2016; Wu and Cheng, 2017; Wu *et al.*, 2016; Wu, Cheng, Chen and Hong, 2018) present that green experiential satisfaction related to products and/or services attracts little attention in the hospitality industry.

Robinson and Clifford (2012) describe the perceived authenticity of food as contributing to event satisfaction. Ramkissoon (2015) proposes that perceived authenticity is the main driver of place satisfaction. Novello and Fernandez (2016) find that the perceived authenticity of cultural and religious events is a determinant of event satisfaction. Hede *et al.* (2014) suggest that when consumers perceive their experience as authentic, they will be satisfied and their judgments of the authenticity of their consumption experience will positively influence their levels of satisfaction. Birinci *et al.* (2018) argue that perceived

authenticity is identified as a statistically significant satisfaction predictor for accommodation types. Several studies (Choi and Wu, 2018; Wu, 2013, 2014, 2017; Wu and Cheng, 2018d; Wu *et al.*, 2016; Wu, Cheng and Chen, 2017; Wu, Cheng and Hong, 2017) indicate that, even though the notion of experiential satisfaction has been analyzed in the hospitality literature, study on the relationship between green authenticity and green experiential satisfaction remains sparse. This provides an additional argument for further research into these influences. Accordingly, this study can advance the following hypothesis:

H1. Green authenticity leads to a positive effect on green experiential satisfaction.

The positive effect of green perceptual evaluation on green experiential satisfaction
Perceptual evaluation can be understood as knowledge and trust in an object, and is a concept commonly discussed in the literature of consumer behavior and marketing (Sohn *et al.*, 2016). Sirianni *et al.* (2013) describe overall perceptual evaluation as determining consumers' affective responses to a product and/or service, such as liking, trust and desirability. Perceptual evaluation is based on the information processing conducted by consumers, as well as past and new information, with the objective of evaluating the product and/or service (Nurcahyo and Nur'ainy, 2011). Pham *et al.* (2001) present that consumers elicit reactions when they encounter the product and/or service. These reactions can be in the form of whether products and/or services are good, likable and favorable. Because environmental consciousness is more prevalent nowadays, this study proposes a novel construct, green perceptual evaluation, and refers to several researchers (Sohn *et al.*, 2016; Veloutsou, 2015; Wu and Cheng, 2018d) in defining it as knowledge, reputation, quality and trust in an eco-friendly product and/or service. It is an eco-friendly concept discussed in customer behavior and green marketing literature. Esch *et al.* (2006) and Pizzi *et al.* (2015) indicate that the way that the product and/or service is perceived and evaluated is one of the more important predictors of satisfaction. Wu and Cheng (2018d) find that perceptual evaluation is a predictor of experiential satisfaction in the hospitality industry. Sohn *et al.* (2016) and Veloutsou (2015) argue that the effect of the evaluation of the product and/or service on satisfaction is positive. According to the argument above, this study proposes the following hypothesis:

H2. Green perceptual evaluation leads to a positive effect on green experiential satisfaction.

The positive effect of green co-creation on green experiential satisfaction
According to Mathis (2013), co-creation is an upcoming topic and trend in today's hospitality industry. As competitors continue to compete for business, the fundamental importance of customer interaction is becoming noticed as a key aspect of maintaining an advantage in the market. In general, co-creation occurs when the customer and the organization are intimately involved in jointly creating value that is unique to the individual customer and sustainable for the organization (Prahalad and Ramaswamy, 2004). Co-creation has been considered as a platform for expanding and allowing connections between public, private and creative people. It becomes global and it is a seismic shift in thinking from the industrial age mindset to people's engagement mindset (Dhaka, 2015). Barroso (2016) proposes that organizations can start using co-creation in the development of green products and/or services to foster trust and sales. Based on the definitions above, this study proposes a novel construct, green co-creation, and refers to Prebensen *et al.* (2016) in defining it as the customer's interest in mental and physical participation in an eco-friendly activity and its role in the customer product and/or service purchase experience.

Grissemann and Stokburger-Sauer (2012) find that the degree of co-creation further positively affects satisfaction with the service organization. Pantoja Díaz *et al.* (2016) describe co-creation conducted as a marketing alternative to increase an organization's service satisfaction. Vargo and Lusch (2004) discuss the general positive influence of the co-creation process on satisfaction. A connection will be created through this relationship in which the benefits are mutual with an emotional attachment between both the organization and the customers (Randall *et al.*, 2011). The co-creation process underlines the relationship between an organization and its customers and aims to increase the creation of value and the satisfaction of the customer (Pera and Chéron, 2016). Accordingly, this study proposes the following hypothesis:

H3. Green co-creation leads to a positive effect on green experiential satisfaction.

The positive effect of green experiential memorability on green experiential satisfaction
Experiential memorability is an important aspect of an individual's experiences (Pikkemaat and Schuckert, 2007), as memories belong to the essence of an experience (Poulsson and Kale, 2004), and experiential memorability is likely to remain rich, vivid and detailed (Tung and Ritchie, 2011), and never age (Wright, 2010). Likewise, experiential memorability is connected to novelty, extraordinariness, spontaneity and unexpectedness (Andrades and Dimanche, 2014; Kim *et al.*, 2012), as experiences involve a temporary rupture of daily reality (Andrades and Dimanche, 2014) and are "in sharp contrast or opposition to the daily experience" (Quan and Wang, 2004, p. 300). Experiences can be both mentally and physically engaging and lead to focused attention, encoding and memorability (Kuhl and Chun, 2014; Mulongo, 2013). As a result of the rise in environmental trends, customers have more environmental consideration which will increase their experiential memorability. Accordingly, this study proposes a novel construct, green experiential memorability, and refers to Sachdeva *et al.* (2015), and defines it as the ease with which those casual customers, who are away from the experience of eco-friendly products and/or services for a certain amount of time, can remember the experience of such a product and/or service. According to Fournier and Mick (1999), satisfaction is increased by social interactions during consumption; as people recall their memories with others, satisfaction may be realized. Oh *et al.* (2007) propose that people's memories are positively associated with their satisfaction levels. Knutson *et al.* (2010) argue that customer experience influences memories, which further shape satisfaction. Hence, this study implies the following hypothesis:

H4. Green experiential memorability leads to a positive effect on green experiential satisfaction.

The positive effect of green experiential satisfaction on green passionate love
Berscheid (1983) explicitly treats passionate love as an emotion and, therefore, predicts that passionate love will follow the time course (and conform to other properties) of emotion. Hatfield and Rapson (1993, p. 5) consider passionate love to be a "complex functional whole including appraisals or appreciations, subjective feelings, expressions, patterned physiological processes, action tendencies and instrumental behaviors." Baumeister and Bratslavsky (1999) define passionate love as involving strong feelings of attraction for the other person. These feelings are typically characterized by physiological arousal and the desire to be united with the other person in multiple senses. Hatfield (1988) proposes that feelings of attraction are an important component of passionate love. Tsai (2014) finds that passionate love has increasingly received attention in the hotel industry. To have a better understanding of the degree of passionate emotional attachment, a satisfied consumer has

for a particular environmental product and/or service, this study proposes a novel construct, green passionate love, and refers to Hatfield *et al.* (2007) to define it as the set of eco-friendly emotions and behaviors associated with wanting to be with a particular product and/or service romantically.

In terms of satisfaction and love in general, many previous studies have proposed that satisfaction leads to love, and have also pointed out at the same time that the love of the product and/or service leads to satisfaction (e.g. Albert and Merunka, 2013). Sallam and Wahid (2015) present that satisfaction plays a role in forming love in the service industry. Carroll and Ahuvia (2006) argue that love, as an emotion, could be developed through high levels of satisfaction. Chinomona (2013) and Roy *et al.* (2013) find that there is a positive and significant effect of satisfaction on passionate love. Tsai (2014) proposes that hotel management is more enabled to breed passionate love while pursuing the elevation of functional, service and price fairness satisfaction. Gunaydin and DeLong (2015) present that when individuals experience greater satisfaction, their love for the product and/or service becomes more passionate. Liu *et al.* (2017) identify that satisfaction plays a critical role in influencing passionate love. Therefore, the following hypothesis is proposed:

H5. Green experiential satisfaction leads to a positive effect on green passionate love.

The positive effects of green experiential satisfaction and green passionate love on green persistence intentions

Tinto (1993) proposes that persistence intentions are known as the goal or intentions of persisting with something until it is completed. Although persistence intentions are frequently presumed to be synonymous with retention, in reality, the two terms are not identical. Persistence intentions are human activities or behavioral intentions, whereas retention is the subsequent outcome or result (Alemán and Renn, 2002). Persistence intentions are not directly measured outcomes, and indeed intentions may well change over time or abruptly, even though they have been shown to be predictive of actual persistence (Hatch and Garcia, 2017). Kennel and Ward-Smith (2017) describe someone who has persistence intentions as having grit, determination or commitment. To further understand whether a consumer would have intentions to persist in a particular product and/or service resulting from his or her environmental needs, this study proposes a novel construct, green persistence intentions, and refers to several studies (Bean, 1982; Belderbos *et al.*, 2012; Cabrera *et al.*, 1992; Renaud-Dubé *et al.*, 2015) to define them as the intentions to continue with eco-friendly engagement in a particular product and/or service until completion. The definition of persistence intentions is mainly chosen because most people do not tend to inform the organization when they switch to another (Vanthournout *et al.*, 2012). To enable customers to persist in their environmental organizations, green persistence intentions should not be ignored in the hospitality industry.

In evaluating persistence rates, prior work has suggested that satisfaction is one of the many factors that contribute to persistence intentions (Kuh *et al.*, 2005, 2006; Suhre *et al.*, 2007). Suhre *et al.* (2007) recognize the significance of satisfaction as a positive factor in persistence intentions. Goodman (2011) argues that satisfaction appears to have buffered the impact of academic integration and social integration on learning persistence intentions. Krumrei-Mancuso *et al.* (2013) and Renaud-Dubé *et al.* (2015) suggest that people's satisfaction with their experience is considered to be crucial to persistence intentions. Garriott *et al.* (2017) and Gorky Sembiring (2015) identify that persistence intentions are visibly influenced by satisfaction. van Rooij *et al.* (2018) describe that satisfaction with the degree program predicts intentions to persist. Alnawas and Altarifi (2016) and Tsai (2014) present that there is a positive relationship between love and persistence intentions. According to Sallam and Wahid (2015), love is a recent marketing construct, which has been

shown to influence important marketing variables such as word of mouth and purchase decision making. Tsai (2014) describes that passionate love has been found to be a powerful driver of persistence intentions. Therefore, this study proposes the following hypotheses:

H6. Green experiential satisfaction leads to a positive effect on green persistence intentions.

H7. Green passionate love leads to a positive effect on green persistence intentions.

The moderating effect of the green need for cognition of the relationship between green experiential satisfaction and green passionate love

Cohen *et al.* (1955) define the need for cognition as a need to understand and make the experimental world reasonable. More recently, Cacioppo and Petty (1982) propose that the need for cognition in psychology is a personality variable reflecting the extent to which people engage in and enjoy effortful cognitive tasks. In general, individuals who have a high need for cognition are the ones who engage in discussions, assess the ideas and comprehend problems and solutions. These individuals by their very nature are more likely to involve themselves in intellectually demanding tasks. In contrast, individuals with a low need for cognition by their very nature are not really motivated to engage themselves in such tasks (Dole and Sinatra, 1998). Since this motivational tendency is dispositional, it means that people with a high need for cognition in general like to think more than those with a low need for cognition (Hansen *et al.*, 2013). To have a better understanding of whether the need for cognition currently plays a more important role in the environmental era, this study proposes a novel construct, green need for cognition, and refers to Baumeister and Vohs (2007) to define it as the degree to which customers tend to engage in effortful cognitive information processing of eco-friendly products and/or services.

Pilli and Mazzon (2016) and Wu and Li (2017) present that the need for cognition plays a moderating role between experiential satisfaction and behavioral intentions. Arquero *et al.* (2017) present that the need for cognition acts as a moderator between satisfaction and intentions. Hong (2014) and van Rooij *et al.* (2018) confirm the moderating effect of the need for cognition on the relationship between satisfaction and intentions to persist. Hansen *et al.* (2013) and Joo *et al.* (2013) expect that the need for cognition moderates the effect of satisfaction on persistence intentions. They also argue that the effect of satisfaction on persistence intentions is not only direct, but also moderated by the need for cognition. However, none of the hospitality studies focuses on examining whether the green need for cognition moderates the effect of green experiential satisfaction on green persistence intentions. Accordingly, this study proposes the following hypothesis:

H8. The green need for cognition leads to moderating the effect of green experiential satisfaction on green persistence intentions.

Research methodology
The measures
To avoid a central tendency in respondents' answers, a forced choice ranking scale was used for all eight constructs discussed in this paper. Respondents answered all questions on a seven-point Likert-type scale ranging from "1 = strongly disagree" to "7 = strongly agree." The final operational definitions and measures are described below.

Green authenticity. Following the definition of Akbar and Wymer (2017), green authenticity is defined as "the extent to which an eco-friendly product and/or service is considered unique, legitimate, truthful in its claims and lacking falsity." The measurement of green authenticity includes four items which were used in the research of Kolar and Zabkar (2010), Lu *et al.* (2015) and Ram *et al.* (2016).

Green perceptual evaluation. Green perceptual evaluation is defined as "knowledge, reputation, quality and trust in an eco-friendly product and/or service," with reference to other studies (Sohn *et al.*, 2016; Veloutsou, 2015; Wu and Cheng, 2018d). The measurement of green perceptual evaluation includes four items which were used in the research of Wu and Cheng (2018d).

Green co-creation. Following the definition of Prebensen *et al.* (2016), green co-creation is defined as "the customer's interest in mental and physical participation in an eco-friendly activity and its role in the customer product and/or service purchase experience." The measurement of green co-creation includes four items which were used in the studies of Campos *et al.* (2017) and Pantoja Díaz *et al.* (2016).

Green experiential memorability. This study follows the definition of Sachdeva *et al.* (2015) and defines green experiential memorability as "the ease with which those casual customers, who are away from the experience of eco-friendly products and/or services for a certain amount of time, can remember the experience of such a product and/or service." The measurement of green experiential memorability includes six items which were used in the research of Campos *et al.* (2017).

Green experiential satisfaction. Green experiential satisfaction is defined as "customers' overall evaluations of eco-friendly content based on their accommodation experiences provided by hotels," with reference to other studies (e.g. Kao *et al.*, 2008; Wu and Cheng, 2017, 2018a, b, c, d, e, f; Wu and Li, 2017; Wu *et al.*, 2016; Wu, Cheng and Chen, 2017; Wu, Cheng and Hong, 2017; Wu, Cheng and Ai, 2018a, b; Wu, Cheng, Chen and Hong, 2018; Wu, Li and Li, 2018). The measurement of green experiential satisfaction includes four items which were used in the studies of Kao *et al.* (2008), Jin *et al.* (2015) and Wu *et al.* (2016).

Green passionate love. Following the definition of Hatfield *et al.* (2007), this study defines green passionate love as "the set of eco-friendly emotions and behaviors associated with wanting to be with a particular product and/or service romantically." The measurement of green passionate love includes six items which were used in the study of Tsai (2014).

Green need for cognition. Following the definition of Baumeister and Vohs (2007), green need for cognition is defined as "the degree to which customers tend to engage in effortful cognitive information processing of eco-friendly products and/or services." The measurement of green need for cognition includes eight items which were used in the research of Arquero *et al.* (2017) and Hansen *et al.* (2013).

Green persistence intentions. Green persistence intentions are defined as "the intentions to continue with eco-friendly engagement in a particular product and/or service until completion," with reference to other studies (Bean, 1982; Belderbos *et al.*, 2012; Cabrera *et al.*, 1992; Renaud-Dubé *et al.*, 2015). The measurement of green persistence intentions includes five items which were used in the studies of Garriott *et al.* (2017), Guiffrida *et al.* (2013), Joo *et al.* (2011) and Pulido *et al.* (2014).

Before finalizing the survey, the study conducted a series of four in-depth interviews and a focus group with 20 participants to review and comment on measures from the hotel industry perspective and to reaffirm the validity of the chosen parameters. Both hoteliers and academics participated in the interviews and the aforementioned focus group. Finally, the study conducted a pre-test to ensure construct reliability and validity (including content, convergent and discriminant validity). As a result of this process, a pool of 41 items served as the final survey instrument. The measurement items used in this study are presented in Table I.

Sample and data collection
The questionnaire survey was conducted at one green hotel in New Taipei City of Taiwan between October 28 and December 28, 2017. This surveyed green hotel is the first green

Factor (Cronbach's α)	Items	Standardized factor loadings (λ)	AVE	CR	Mean	SD
Green authenticity ($\alpha = 0.77$)	GA1: during the stay I feel connected to the eco-friendliness of this hotel	0.82***	0.64	0.88	3.94	0.90
	GA2: I like the way this hotel is designed in an eco-friendly way	0.80***			3.82	0.86
	GA3: I really enjoy the authentic accommodation experience and eco-friendly products and/or services provided by this hotel	0.78***			3.79	0.89
	GA4: the overall eco-friendly settings and exterior design of this hotel look authentic to me	0.80***			3.26	0.92
Green perceptual evaluation ($\alpha = 0.75$)	GPE1: staying in this hotel is of good eco-friendly value	0.79***	0.59	0.85	3.59	0.94
	GPE2: this hotel tries to increase its eco-friendly competitiveness	0.77***			3.86	0.87
	GPE3: this hotel contributes to eco-friendly improvement in the minds of customers	0.76***			3.68	0.82
	GPE4: this eco-friendly hotel is good, likable and favorable	0.74***			3.34	0.96
Green co-creation ($\alpha = 0.77$)	GCC1: overall, I would describe my relationship with this hotel as involving a high level of eco-friendly co-creation	0.78***	0.60	0.86	3.59	0.87
	GCC2: I have had a great time with the eco-friendly products and/or services in the accommodation experience	0.78***			3.47	1.00
	GCC3: in the accommodation experience with this eco-friendly product and/or service, I have been physically active	0.76***			3.69	0.88
	GCC4: the final accommodation solution is arrived at mainly through the joint eco-friendly effort of this hotel and me	0.79***			3.45	0.80
Green experiential memorability ($\alpha = 0.80$)	GEM1: eco-friendly interaction with this hotel is something unforgettable	0.77***	0.64	0.92	3.61	0.87
	GEM2: I have strong images of my own eco-friendly behaviors and interactions that will persist	0.81***			3.52	0.84
	GEM3: the eco-friendly accommodation experience with this hotel will remain in my memory	0.83***			3.82	0.84
	GEM4: I can describe my eco-friendly sensations and the sensory stimuli in detail when staying in this hotel	0.79***			3.48	0.90
	GEM5: I will always remember my own eco-friendly emotions and thoughts when staying in this hotel	0.81***			3.43	0.97
	GEM6: the overall eco-friendly accommodation experience setting will be an everlasting memory	0.80***			3.59	0.88
Green experiential satisfaction ($\alpha = 0.81$)	GES1: staying in this hotel goes beyond my eco-friendly expectations	0.82***	0.68	0.90	3.59	1.23

(continued)

Table I.
Standardized factor loadings, average variance extracted (AVE) and composite reliability (CR)

Factor (Cronbach's α)	Items	Standardized factor loadings (λ)	AVE	CR	Mean	SD
	GES2: I really like the eco-friendly trip to this hotel	0.84***			3.89	0.95
	GES3: considering all my eco-friendly accommodation experiences, my choice to stay in this hotel is a wise one	0.83***			3.87	0.85
	GES4: I feel that staying in this hotel can contribute to the eco-friendly protection and sustainable development	0.81***			3.59	0.97
Green passionate love (α = 0.77)	GPL1: this eco-friendly hotel seems to be my loving eco-friendly partner	0.79***	0.64	0.90	3.71	0.88
	GPL2: I am passionate about the eco-friendly products and/or services provided by this hotel	0.83***			3.83	0.91
	GPL3: I have deep trust in the eco-friendly products and/or services provided by this hotel	0.81***			3.50	0.96
	GPL4: I have true intimacy with this green hotel	0.76***			3.62	0.93
	GPL5: I enjoy the aesthetic attraction of this green hotel	0.80***			3.90	0.92
	GPL6: this green hotel induces great delight in me	0.80***			3.68	0.91
Green need for cognition (α = 0.86)	GNFC1: I like to stay in this hotel that requires a lot of eco-friendly thinking	0.72***	0.61	0.93	3.61	0.87
	GNFC2: thinking about staying in this eco-friendly hotel is fun	0.82***			3.30	0.99
	GNFC3: I only think as hard as I have to stay in this eco-friendly hotel	0.83***			3.68	0.93
	GNFC4: I prefer to stay in this eco-friendly hotel which is filled with puzzles I must solve	0.79***			3.72	0.94
	GNFC5: the abstract notion of thinking about staying in this eco-friendly hotel is appealing to me	0.81***			3.93	0.97
	GNFC6: I feel relieved rather than satisfied after staying in this eco-friendly hotel that requires a lot of mental effort	0.73***			3.84	0.96
	GNFC7: I really enjoy this hotel that involves coming up with eco-friendly solutions to problems	0.80***			3.81	0.91
	GNFC8: I like this eco-friendly hotel that requires little thought once I have learned it	0.76***			3.49	0.88
Green persistence intentions (α = 0.79)	GPI1: I will intend to stay in this hotel no matter how eco-friendly it may be	0.82***	0.61	0.89	3.23	1.13
	GPI2: if I could, I would intend to stay in this green hotel again	0.77***			3.90	0.94
	GPI3: I sometimes consider staying in this green hotel	0.76***			3.82	0.98
	GPI4: I feel sure about staying in this green hotel year after year	0.78***			3.93	1.01
	GPI5: I am fully committed to getting my eco-friendly experience from this hotel	0.77***			4.01	0.98

Note: ***$p < 0.001$

Table I.

hotel that has indoor eco-walls. Customers can live in a building filled with sunlight, fresh air and water; they will be embraced in the environment surrounded by green eco-walls that stand alone among the metropolitan areas (Halaltrip, 2017). This green hotel has become the benchmark for environmental protection in the global hotel industry. Accordingly, it is suitable to measure green authenticity, green perceptual evaluation, green co-creation, green experiential memorability, green experiential satisfaction, green passionate love, green need for cognition and green persistence intentions based on customers' overall experiences of staying in a green hotel. Owing to limited time and manpower, a convenience sampling method was adopted. Customers who finished check-out at this green hotel were asked about their willingness to take part in the questionnaire survey. Before the customers started to fill in the questionnaire, they were told what the terms "eco-friendly," "environmentally-friendly" and "green" implied. According to the American Hotel and Lodging Association (2014), "eco-friendly," "environmentally-friendly" and "green" are marketing claims referring to goods and services, laws, guidelines and policies that inflict reduced, minimal or no harm at all, upon ecosystems or the environment. Having given a yes answer, they were then asked to complete the questionnaire. To ensure a usable response rate, the completeness of the questionnaire was checked onsite. To increase the response rate, coupons for a green hotel were given to the respondents who completed the survey.

Questionnaires were distributed to 659 customers staying at the surveyed green hotel. A total of 589 used questionnaires were returned, representing a response rate of 89.37 percent. The gender ratio of the respondents was 54.33 percent male to 45.67 percent female. The respondents were mostly single (59.59 percent). Most were aged between 30 and 39 years (43.46 percent) and held at least a college degree (44.14 percent). Of all the respondents, 39.93percent indicated that they worked full time, while 42.49 percent reported household incomes between NT$30,001 and $50,000 (roughly between US$1,000 and $1,667).

Empirical results

In addition to hierarchical regression analysis (HRA) using SPSS 21.0, this paper utilizes the structural equation modeling (SEM) to verify the research framework and hypotheses, and applies AMOS 7.0 to obtain the empirical results. The SEM of this study examines the two levels of analysis, the measurement model and the structure model, and their results are shown in the following.

The results of the measurement model

Following the recommendations of Armstrong and Overton (1977), non-response bias was assessed. In this study, 214 responses were received during the period October 28 to November 28, 2017, and the last 213 questionnaires were received during the period of November 29 to December 28, 2017. The underlying assumption is that later respondents are in some way more like non-respondents. No statistically significant differences ($p > 0.10$ in all cases) exist between the two groups on the means for the eight constructs of this study. These results suggest that non-response bias is not an issue in this study.

Missing data imply that information is not available for a respondent (or case) for which other information is available (Hair *et al.*, 2010). Missing data often occur in a situation in which a respondent cannot respond to one or more questions in a survey (Hair *et al.*, 2010). Non-responses for the pertaining items were less than 1 and 1.8 percent for two items only. To provide all cases with complete information, mean values for each group were substituted for the missing values within the group, as recommended by Hair *et al.* (2010).

During the questionnaire survey, when the responses to the items are completed by the same respondent, the issue of common method variance (CMV) bias may occur (Gorrell *et al.*, 2011). The common approach for resolving this issue is Harman's single-factor test, which is a factor analysis on all of the items of the questionnaire (Podsakoff and Organ, 1986).

The principal component obtained from the un-rotated matrix can reflect the result of CMV (Chen *et al.*, 2015). This study performed the exploratory factor analysis on all of the items in the research conceptual model. The first principal component obtained from the un-rotated matrix explained 29.79 percent of the variance, which did not exceed 50 percent. Accordingly, there was no significant common method bias in the research model. A variance inflation factor (VIF) value greater than 10 is usually considered problematic (Hair *et al.*, 2010). In this study, the VIF values for the eight constructs ranged between 1.05 and 2.16. Accordingly, the data can be assumed to be free of the problem of multi-collinearity. Using LISREL 8.7, a confirmatory factor analysis was used to confirm the factor loadings of the eight constructs in this study and assess the model fit (see Table I). In general, the minimum requirement of Cronbach's α coefficient is 0.70 (Hair *et al.*, 2010). Cronbach's α internal consistency reliability coefficients were calculated in this study. Cronbach's α values for the eight constructs ranged between 0.75 and 0.86, i.e., beyond the common threshold value of 0.70, indicating that the measurement of this study is acceptable for reliability. The other measure of the reliability is to examine the loadings of each of the constructs' individual items. With respect to the quality of the measurement model for the sample, the factor loadings (λ) of items of the constructs are significant. To verify whether the validity of the measurement in this study was acceptable, this study applied the Fornell and Larcker measure of average variance extracted (AVE) to access the discriminant validity of the measurement (Fornell and Larcker, 1981). In terms of each construct, the AVEs were larger than the threshold value of 0.5 (Fornell and Larcker, 1981). Hair *et al.* (2010) indicate that the minimum of the value of composite reliability (CR) should be higher than 0.70. The CRs for the eight constructs ranged between 0.85 and 0.93. Fornell and Larcker (1981) identify that if the shared variance is larger than the squared correlations between constructs, discriminant validity is established. All eight pairs of squared correlations were smaller than the shared variance of the respective constructs. Table II displays the results from the measurement model. The data reveal strong evidence of the construct validity and reliability in terms of the conceptual model.

The results of the structural model
The overall fit measures of the full model in the SEM indicate that the fit of the model is acceptable (χ^2/df = 2.66, RMSEA = 0.04, CFI = 0.96, GFI = 0.93, IFI = 0.96, NFI = 0.96, AGFI = 0.86).

To test the hypotheses in the conceptual research model using SEM and HRA, the results are given in Tables III and IV. *H1*–*H4* postulate that green authenticity, green perceptual evaluation, green co-creation and green experiential memorability positively influence green experiential satisfaction. The path coefficients from green perceptual evaluation ($\beta = 0.32$, $p < 0.01$), green co-creation ($\beta = 0.17$, $p < 0.05$) and green experiential memorability

Variables	M	SD	1	2	3	4	5	6	7	8
1. Green authenticity	3.70	0.64	1							
2. Green perceptual evaluation	3.62	0.65	0.45	1						
3. Green co-creation	3.55	0.64	0.52	0.45	1					
4. Green experiential memorability	3.58	0.58	0.51	0.41	0.52	1				
5. Green experiential satisfaction	3.73	0.64	0.03	0.34	0.20	0.53	1			
6. Green passionate love	3.78	0.68	0.30	0.31	0.37	0.32	0.48	1		
7. Green need for cognition	3.67	0.42	0.19	0.32	0.14	0.25	0.11	0.36	1	
8. Green persistence intentions	3.71	0.49	0.52	0.47	0.42	0.49	0.57	0.61	0.23	1

Note: Squared correlations of paired constructs are on the off-diagonal

Table II.
Descriptive statistics
and correlation of
study variables

Hypothesized path	Standardized estimate	t-value	Hypothesis supported
H1: green authenticity → green experiential satisfaction	0.02	0.31	No
H2: green perceptual evaluation → green experiential satisfaction	0.32**	6.78	Yes
H3: green co-creation → green experiential satisfaction	0.17*	2.28	Yes
H4: green experiential memorability → green experiential satisfaction	0.44***	9.96	Yes
H5: green experiential satisfaction → green passionate love	0.38***	8.23	Yes
H6: green experiential satisfaction → green passionate love	0.58***	12.24	Yes
H7: green passionate love → green persistence intentions	0.65***	14.61	Yes
Notes: $*p < 0.05$; $**p < 0.01$; $***p < 0.001$			

Table III.
Hypothesis
test results

Independent variable	Green persistence intentions	Model 1
Green experiential satisfaction[a]		0.52***
Green need for cognition[b]		0.29**
Green experiential satisfaction × Green need for cognition		0.13*
Intercepts		3.78
R^2		0.38
F-value		26.12
Notes: [a]Independent variable; [b]moderating variable. $*p < 0.05$; $**p < 0.01$; $***p < 0.001$		

Table IV.
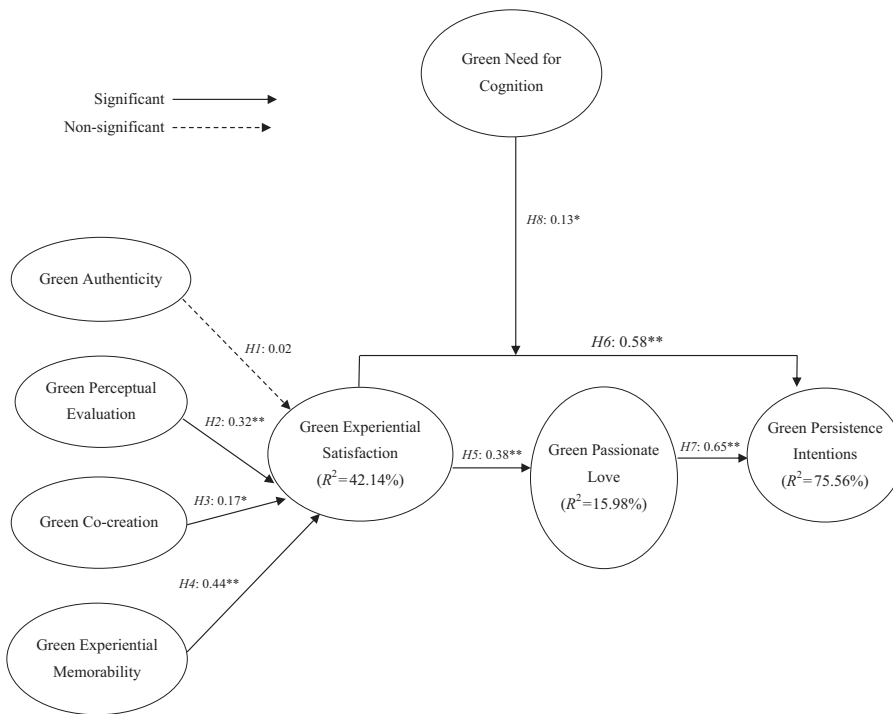Results of a
hierarchical regression
analysis for H8

($\beta = 0.44$, $p < 0.001$) to green experiential satisfaction were statistically significant at the 0.1, 1 and 5 percent levels, indicating that green experiential satisfaction was significantly positively influenced by green perceptual evaluation, green co-creation and green experiential memorability. However, the path coefficient from green authenticity ($\beta = 0.02$, $p = $ ns) to green experiential satisfaction was statistically insignificant. These four variables explain 42.14 percent of the variance in green experiential satisfaction.

H5 assumes that green experiential satisfaction positively influences green passionate love. The path coefficient from green experiential satisfaction ($\beta = 0.38$, $p < 0.001$) to green passionate love was statistically significant at the 0.1 percent level, indicating that green passionate love was significantly positively influenced by green experiential satisfaction. Therefore, H5 is supported. This variable explains 15.98 percent of the variance in green passionate love.

H6 and H7 presume that green experiential satisfaction and green passionate love significantly positively influence green persistence intentions. The path coefficients from green experiential satisfaction ($\beta = 0.58$, $p < 0.001$) and green passionate love ($\beta = 0.65$, $p < 0.001$) to green persistence intentions were statistically significant at the 0.1 percent level, indicating that green persistence intentions were significantly positively influenced by green experiential satisfaction and green passionate love. As a result, H6 and H7 were supported. Both of these variables explain 75.56 percent of the variance in green persistence intentions.

H8 postulates that the green need for cognition moderates the effect of green experiential satisfaction on green persistence intentions. Many researchers agree that one of the clearest ways to test a moderating effect is to use HRA (Aiken and West, 1991). The interacting variable (green experiential satisfaction × green need for cognition) is significantly and positively correlated with green persistence intentions ($\beta = 0.13$, $p < 0.05$). Accordingly, H8 is supported.

This study adopted SEM and HRA to test the hypotheses. The paths of the relationship among green authenticity, green perceptual evaluation, green co-creation, green experiential memorability, green experiential satisfaction, green passionate love, green need for cognition and green persistence intentions are shown in Figure 1.

Notes: *p<0.05; **p<0.01; ***p<0.001

Discussion and conclusions

Customer environmentalism has increased in the last three decades as environmental protection has become a hot issue in the world. Accordingly, customers have become more concerned about purchases that could impact the environment. Green hotels need to change their business models to comply with the green trends that are now more popular. Green marketing is one of the inevitable trends for green hotels, and its concept has been widely accepted and applied in recent years. In addition, green hotels that often develop new green products and/or services allow themselves to access new markets, to increase their profitability and to enjoy competitive advantages over the organizations that are not concerned about environmental issues (Chang and Kuo, 2008; Wu *et al.*, 2016).

The purpose of this study is to propose eight new concepts – green authenticity, green perceptual evaluation, green co-creation, green experiential memorability, green experiential satisfaction, green passionate love, green need for cognition and green persistence intentions – and to develop a research framework to discuss their relationships. The consequence of the research framework in this study is that green persistent intentions, green perceptual evaluation, green co-creation and green experiential memorability are antecedents of green experiential satisfaction, which in turn lead to green passionate love. In addition, the green need for cognition moderates the influence of green experiential satisfaction on green persistence intentions. Moreover, both green experiential satisfaction and green passionate love are determinants of green persistence intentions. First, the empirical finding indicates that the positive effect of green authenticity on green experiential satisfaction is insignificant. One possible reason is that there are competing influences in green authenticity on the same green experiential satisfaction. The other

possible reason for this discrepancy is that green authenticity is a necessary but not sufficient condition for forming green experiential satisfaction. This result contradicts the propositions of earlier studies (DiPietro and Levitt, 2017; Lu *et al.*, 2015; Wang and Mattila, 2015; Wu *et al.*, 2016; Wu, Cheng and Chen, 2017; Wu, Cheng, Chen and Hong, 2018) that perceived authenticity should make customers enjoy the trip to the green accommodation organization. Second, the result shows that green perceptual evaluation leads to a positive effect on green experiential satisfaction. Wu and Cheng (2018d) identify that experiential satisfaction is reflected in customers' evaluative perceptions of service experience. This finding is consistent with several researchers (Min and Min, 2006; Wu and Cheng, 2018d; Wu *et al.*, 2016; Wu, Cheng, Chen and Hong, 2018), suggesting that to achieve total satisfaction, a hotel needs to build a system, which allows customers to evaluate the green products and/or services. Third, the finding shows that green co-creation positively influences green experiential satisfaction. This result concurs with earlier research (Barroso, 2016; Oyner and Korelina, 2016; Vega-Vazquez *et al.*, 2013), indicating that co-creation activities and customer engagement in green products and/or services are geared toward increasing satisfaction in the hotel industry. Fourth, the result displays that green experiential memorability leads to a positive influence on green experiential satisfaction. This finding is similar to that of several researchers (Ali *et al.*, 2016; Campos *et al.*, 2017; Sthapit, 2018), who suggest that tourists' memorable hotel experiences can be linked to their levels of satisfaction. Fifth, the finding reveals that green experiential satisfaction positively influences green passionate love, which in turn leads to green persistence intentions. This result is consistent with the proposition of Tsai (2014) that service satisfaction is a powerful driver of enduring passionate love, which is proved to increase perceptions of intentions to persist in staying in the hotel. Sixth, the result shows that green persistence intentions are positively influenced by green experiential satisfaction. This finding concurs with the research of Cullen and McLaughlin (2006) and Schreiner and Nelson (2013) who propose that the satisfaction driving customers' persistence intentions may become a managerial value in hotels. Finally, the finding reveals that the green need for cognition moderates the effect of green experiential satisfaction on green persistence intentions. This result agrees with earlier studies (Ali *et al.*, 2016; Arquero *et al.*, 2017; Hansen *et al.*, 2013; Joo *et al.*, 2013), suggesting that, although hotel customers' satisfaction is a good predictor of persistence intentions, the need for cognition plays a moderating role in influencing the strength of the effect of satisfaction on persistence intentions.

Implications
Implications for academic research
There are five academic attributions in this study. First, we combine the concepts of green marketing and green consumption behaviors to propose a research framework about the effects of green factors on green persistence intentions. Second, when customers are forced to face a trade-off between product and/or service quality and product and/or service greenness, they will not sacrifice their desire for product and/or service quality just to be green. To deal with this dilemma, this study develops a framework, which considers product and/or service greenness and both experiential satisfaction and passionate love to enhance green persistence intentions in a green hotel context. Third, this study demonstrates that the relationship between green persistence intentions and their three determinants – green perceptual evaluation, green co-creation and green experiential memorability – is moderated by green need for cognition and mediated by green experiential satisfaction and green passionate love. Fourth, this paper extends the research of authenticity, perceptual evaluation, co-creation, experiential memorability, experiential satisfaction, passionate love, need for cognition and persistence intentions into the field of green marketing. Fifth, increasing perceptual evaluation, co-creation and experiential memorability about product

and/or service greenness can help green hotels to increase perceptions of green experiential satisfaction, which in turn lead to green passionate love. The main purpose of this paper is to demonstrate the relationship between green persistence intentions and their three antecedents – green perceptual evaluation, green co-creation and green experiential memorability – and to identify the moderation effect of the green need for cognition and the mediation effects of green experiential satisfaction and green passionate love. Green hotels should invest more resources in increasing their green perceptual evaluation, green co-creation and green experiential memorability, and enhancing their green experiential satisfaction, green passionate love and green need for cognition to promote their green persistence intentions in the environmental era. A useful starting point for marketers is to develop strategies for raising perceptions of green perceptual evaluation, green co-creation and green experiential memorability, and for helping potential customers to develop sufficient green experiential satisfaction, green passionate love and green need for cognition to build up a longer-term relationship in a green hotel context.

Practical implications
Nowadays, green hotels exploit popular concerns about environmental issues to position their products or services to obtain new differentiation advantages in new markets. Accordingly, the ideas of greening can become a new way in product and/or service positioning. Although some green hotels attempt to formulate long-term strategies to carry out their green marketing, the huge challenge for them is incorporating their environmental vision into their corporate strategies rather than seeking to promote their green products and/or services alone. The main purpose of this study is to verify the structural relationship between green persistence intentions and their seven drivers – green authenticity, green perceptual evaluation, green co-creation, green experiential memorability, green experiential satisfaction, green passionate love and green need for cognition. Moreover, this study has also identified the positive influences of green perceptual evaluation, green co-creation and green experiential memorability on green experiential satisfaction. If green hotels try to increase perceptions of green experiential satisfaction, they should incorporate the ideas of green perceptual evaluation, green co-creation and green experiential memorability into their long-term environmental strategies in the stage of strategy planning. However, the positive effect of green authenticity on green experiential satisfaction is insignificant. There are three reasons to explain this result. First of all, customers may not consider green authenticity to be an important factor in influencing perceptions of experiential satisfaction in a green hotel. Second, most customers may not agree that the overall eco-friendly settings and exterior design of the hotel look authentic to them. They may be more concerned about whether they can gain an environmental experience in a green hotel. Therefore, green authenticity may not be a key determinant of green experiential satisfaction. Third, the majority of customers may not really enjoy the authentic accommodation experience and eco-friendly products and/or services provided by the hotel. To increase perceptions of green experiential satisfaction, green hotel management should use some strategies to motivate customers to feel that overall the eco-friendly settings and exterior design of the hotel look authentic to them. Also, the study result shows that green passionate love has a positive effect on green persistence intentions. To make customers enjoy the aesthetic attraction of a green hotel, green hotel management should increase customers' expectations by providing them with better eco-friendly products and/or services. Furthermore, the study finding shows that the green need for cognition moderates the effect of green experiential satisfaction on green persistence intentions. This result indicates that customers may have high intentions to persist in staying in green hotels when they feel satisfied with environmentally-friendly lighting and design. If perceptions of green experiential satisfaction are high, customers will come back to stay in the green hotel again. In addition,

if customers really enjoy staying in the green hotel that involves coming up with environmental solutions to problems, it may contribute to a positive influence on green persistence intentions. Green persistence intentions may not only depend on green experiential satisfaction, but also on high levels of satisfaction, if customers believe that perceptions of the green need for cognition are enhanced. Therefore, green management should be aware that the green need for cognition plays a key role in moderating the strength of the influence of green experiential satisfaction on green persistence intentions. Moreover, the study findings indicate that green experiential satisfaction and green passionate love positivisely influence green persistence intentions. Under the popularity of green trends in the world, green persistence intentions play a more important role in the field of marketing. If green hotel management attempts to improve the green passionate love of customers, it should improve green experiential satisfaction and green passionate love, which are considered to be the main drivers of green persistence intentions.

Limitations and future research

Although this paper significantly contributes to the literature, it has several limitations. First, non-probability convenience sampling was utilized. Future replications and testing of the model of this study should incorporate, where possible, probability sampling techniques. Second, this study analyzes customers at one green hotel in New Taipei City of Taiwan. To enhance the model's generalizability, replication of this study for targeting other kinds of accommodation environments and settings should be taken into consideration to increase the proposed model's generalizability. Third, it is appropriate to recognize that the proposed model may not capture all of the relationship quality processes and constructs that influence green hotel customers' perceptions. Future studies should consider the potential for expanding upon the proposed nomology. For example, it may be worthwhile to investigate additional frameworks such as cultural adaptation, marginalization, self-efficacy, outcome expectations and sense of belonging (Garriott *et al.*, 2017; Hausmann *et al.*, 2007; Ojeda *et al.*, 2014). Such frameworks may provide additional insight into how green hotels can attend to the factors that contribute to perceptions of green passionate love. Finally, the researchers hope that the research results are helpful to managers, researchers, practitioners and governments, and provide useful contributions to relevant studies and future research as reference.

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