ORIGINAL ARTICLE

Analysing the impact of green consumption values on brand responses and behavioural intention

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Abstract

Environmental sustainability is an increasingly important issue for many business and social actors. This has led many scholars to research the effects of this phenomenon from various points of view trying to understand whether green attitudes can influence consumer behaviours in sustaining consumer–brand relationships. Accordingly, this paper aims to explore the impact of green consumer values on consumer–brand relationships in driving intentional behaviour. The authors developed an empirical study based on a research framework with six latent variables and 43 manifest variables using a partial least squares-structural equation (PLS-SEM). A survey was given to a sample of Italian consumers ($n = 661$) to explore mobility choices from a sustainability perspective (i.e. car and motorcycle users). The main findings show that green consumption values positively impact offline and online brand responses. Moreover, the research outcomes are discussed and evaluated in terms of theoretical, managerial and policy implications. Finally, we present the main limits and future research opportunities.

KEYWORDS
behavioural intentions, brand experience, brand trust, *COBRAs*, green consumption values

1 | INTRODUCTION

In recent years, awareness of environmental pollution has increased, prompting policy-makers and consequently stakeholders to be more sensitive and environmentally friendly (do Paço et al., 2019; Halder et al., 2020; Shiel et al., 2020). Consumers flooded with information about pollution and related environmental issues have started to change their consumption habits to have less impact on the environment (Chan, 2001; Nguyen et al., 2019; Shiel et al., 2020). This increasing attention to search for less-polluting products and services has led scholars to define the new consumer as a 'green consumer' (Finisterra do Paço & Raposo, 2010; Groening et al., 2018; Marde & Verite-Masserot, 2018) and study their related behaviour (Aagerup

& Nilsson, 2016; Johnstone & Tan, 2015; Sharma, 2021). A green consumer can be considered an actor who thinks about and evaluates the environmental impact a product may have when making a purchase (Haws et al., 2014; Nguyen et al., 2019). Thus, although satisfying personal needs seems to remain a crucial factor, environmental conservation and reducing pollution have become primary concerns in more recent times (do Paço et al., 2019).

According to Haws et al. (2014), the Green Consumption Value (GCV) is when consumers strive to reduce pollution from their purchases by changing their habits. Hence, green consumers are expected to search for more ethical brands reflect their values (Huang et al., 2012; Markovic et al., 2018). Hence, a green consumer looks for a brand that embeds his or her values. This leads to the need for

marketing managers to adapt their strategies to show similar values to new consumers to establish green consumer–brand relationships (Papista & Dimitriadis, 2019; Wu et al., 2018). These consumer–brand relationships can be nurtured by creating favourable brand trust and unique brand experiences (Delgado-Ballester & Munuera-Alemán, 2005; Fournier, 1998; Hafez, 2021).

In offline channel management, companies consider relevant the role of some determinants of the consumer–brand relationship, such as brand trust and brand experience. Brand trust is a critical determinant and represents consumers' perception of the promises made by the brand are fulfilled (Chaudhuri & Holbrook, 2001; Kwon et al., 2020). On the other hand, creating a favourable brand experience is necessary for engaging consumers and sustaining consumer–brand relationships (Brakus et al., 2009; Iglesias et al., 2011, 2019). In fact, the relationship created results from the consumer's experiences with the brand at each point of contact (Morgan-Thomas & Veloutsou, 2013; Schamari & Schaefers, 2015). Rizomyliotis et al. (2021) analyse the relevance of GCV as a moderator variable in brand determinants. Some scholars emphasise the role of the environment in which these contacts occur and state that if a brand has an online presence, then it is more likely to reach consumers (Kim & Ko, 2012; Muntinga et al., 2011; Schamari & Schaefers, 2015).

In a digitalised world, it is important to consider that the creation and nurturing of consumer–brand relationships also takes place online due to the ease of contact (Kim & Ko, 2012; Tatar & Eren-Erdoğmuş, 2016). When a consumer engages with a brand, they are also inclined to participate in creating brand-related online content (Buzeta et al., 2020; Schivinski et al., 2021). Empirical evidence highlights the complementarity of online and offline channels to create and sustain profitable consumer–brand relationships based on hybrid consumer experience as a critical successful factor in marketing strategies. Hence, although there are studies analysing green consumer behaviour online, to the best of the author's knowledge, there is a lack of literature analysing the impact of GCV on Consumer Online Brand-Related Activities (COBRAs) (Barboza & Filho, 2019; Cheung et al., 2020; Haws et al., 2014). Previous studies used GCV only as a moderating variable (Rizomyliotis et al., 2021). Understanding consumer behaviour is a decisive factor for academics and companies to achieve cost reductions in meeting supply and demand (Jansson et al., 2010). In this vein, some studies analyse the relevance of brand trust (Becerra & Badrinarayanan, 2013; Chaudhuri & Holbrook, 2001; Delgado-Ballester et al., 2003), brand experience (Brakus et al., 2009; Risitano et al., 2017; Zarantonello & Schmitt, 2010), and COBRAs (Buzeta et al., 2020; Piehler et al., 2019) on intentional behaviours. Moreover, in the literature, there are few studies that analyse the relationship of GCV and branding jointly in digital and not digital environments, putting in evidence also the relevance of brand – as a critical asset in marketing strategies – to drive intentional behaviours.

Considering the enhancements in consumer habits, the paper analyses the green values and consumer–brand relationships in creating behavioural intentions (i.e. intent to buy, intent to word-of-mouth). Furthermore, the work the role of product category, age and gender as moderating variables. The categories under analysis were cars and motorcycle cars and motorcycles, as they are the focus of attention of policy-makers, brands and consumers from an environmental impact perspective. In addition, given increasingly restrictive regulations (e.g. restricted traffic zones) and new consumer values, car and motorcycle brands are prioritising sustainability as one of the main messages in their communication strategies. The original contribution of this paper is multiple: (a) providing a critical understanding of the relationship between green consumption values (GCV) and consumer–brand relationship determinants (offline and online); (b) analysing the role of the green consumer–brand relationships on future consumer decisions; (c) putting in evidence the relevance of GCV in purchasing people mobility offers (i.e. cars and motorcycles).

The paper is organised as follows: Section 2 provides the theoretical background of GCV, offline (brand trust and experience) and online (COBRAs) consumer–brand relationships and behavioural intentions and explains the hypothesis development. Section 3 presents the methods that we use to test our hypotheses and the main results. Section 4 provides the discussion and theoretical, managerial and policy implications. Finally, future research and limitations are presented.

2 | THEORETICAL FRAMEWORK AND HYPOTHESIS DEVELOPMENT

2.1 | Green consumption values to achieve consumer–brand relationships

Excessive consumption and increased environmental pollution have become a worldwide problem for policy-makers, business managers and consumers (do Paço et al., 2019; Halder et al., 2020; Shiel et al., 2020). In this vein, consumers have begun to demand more sustainable products that have less impact on the environment (Chan, 2001; Nguyen et al., 2019; Varshneya et al., 2017), so businesses have had to invest to meet these new market demands (Paro et al., 2021). Whether their environmental concerns can justify their purchasing decisions makes green consumers an object of study for marketing studies (do Paço et al., 2019; Groening et al., 2018; Leal Filho et al., 2009). This contributes to the creation and development of a new market segment defined as the 'green consumers' who are likely to engage in green behaviours (do Paço et al., 2019; Finisterra do Paço & Raposo, 2010). Hence, there is a need to clarify and define the concept of the green consumer in the literature. Marde and Verite-Masserot (2018) define green consumer behaviour as '[purchasing] environmentally friendly products to minimise the potentially negative environmental impact of purchases'.

Several studies have analysed the relevance of green consumer behaviour (Aagerup & Nilsson, 2016; Gordon-Wilson et al., 2022; Straughan & Roberts, 1999). Some studies show how consumers are willing to pay more to buy environmentally sustainable products (Chan, 2001). Therefore, consumers start to consider not only their

individual needs but also the well-being of society in their purchasing decisions (Nguyen et al., 2019).

Green consumers are individuals whose consumption and purchase patterns reveal an interest in ethical issues and environmental protection (Haws et al., 2014). From this perspective, Haws et al. (2014) developed a 6-item scale that identifies GCV, which is defined as 'the tendency to express the value of environmental protection through one's purchases and consumption behaviours'. Evidence shows that consumers who embed green values are more concerned about environmental issues and are more inclined to buy green products (do Paço et al., 2019; Gordon-Wilson et al., 2022; Policarpo & Aguiar, 2020).

As consumer needs have changed, brands have to change their strategies to adapt to these new needs (Sarkar et al., 2019). In essence, it is apparent that brands reflect their customers (Coelho et al., 2018; Huang et al., 2012; Shepherd et al., 2015). Hence, a green consumer wants a green brand. Consequently, companies must transform their marketing strategies to establish consumer–brand relationships over time and respect green values (Papista & Dimitriadis, 2019). As a result, consumers who perceive brands to be environmentally conscious are more inclined to buy their green products (Huang et al., 2014). The relevance of a green attitude in consumer behaviour entailed changes in strategic brand management and the need to monitor the key determinants of customer-based brand equity (Batra & Keller, 2016; Keller, 1993, 2009) in both offline and online environments (Keller, 2016). We focus on two critical determinants of the consumer–brand relationship (i.e. brand trust and brand experience) in the offline channel.

2.2 | Brand trust and brand experience

The consumer must feel confident about the product and be able to develop what is referred to as brand trust. For firms, having high brand trust is crucial in establishing long-lasting consumer–brand relationships (Fournier, 1998; Hafez, 2021). According to Chaudhuri and Holbrook (2001), brand trust can be understood as the consumer's willingness to rely on the brand to keep its promises.

In the literature, brand trust is defined by Delgado-Ballester and Munuera-Alemán (2001) as 'a feeling of security held by the consumer in his or her interaction with the brand, such that it is based on the perceptions that the brand is reliable and responsible for the interests and welfare of the consumer'. Delgado-Ballester and Munuera-Alemán (2005) identified a brand trust scale based on two main subdimensions: (1) brand reliability, which has a technical or competency-based nature involving the ability and willingness to keep promises and satisfy consumers' needs and (2) brand intentions, which comprise the attribution of good intentions to the brand concerning the consumers' interests and welfare (Delgado-Ballester & Munuera-Alemán, 2005). In this vein, Chen (2010) proposed a research framework exploring the relationship between three drivers: green brand image, green satisfaction and green trust. In his study,

Chen (2010) found that green trust is an antecedent of green brand equity.

Bailey et al. (2016) found that GCV influences perceptions of green brand trust. According to the previous statement, we state the following hypotheses:

> **H1a.** Green consumption values (GCV) have a positive impact on brand trust (BT)

From other perspectives, the brand needs to create a unique green brand experience to engage consumers and sustain established relationships (Jung & Soo, 2012; Wu et al., 2018). In fact, building up a favourable brand experience enhances customer engagement and improves the quality of the brand–customer relationships (Brakus et al., 2009; Iglesias et al., 2011, 2019). It is essential to consider how the brand experience may vary over time in terms of strength and duration. According to Ramaseshan and Stein (2014), brand experiences shape the consumer's relationship with the brand and how this is positioned in the consumer's mind and can be either favourable or unfavourable. In this vein, the brand experience can be enhanced during the purchase decision (Moreira et al., 2017) or when the consumer talks about the products with other potential consumers (Zarantonello & Schmitt, 2010). From this perspective, some products, such as car and motorcycle brands, embed experiential and relational dimensions (Chiou & Droge, 2006) that allow owners to interact with other people.

Brakus et al. (2009) defined brand experience as 'sensations, feelings, cognitions and behavioural responses evoked by brand-related stimuli that are part of brand design and identity, packaging, communications and environments'. They also validated a brand experience scale for measuring consumer responses based on four subdimensions: (1) sensory, (2) affective, (3) intellectual and (4) behavioural (Brakus et al., 2009).

Several studies link green attitude and brand experience (Chen et al., 2020; Wu et al., 2018). In particular, Rizomyliotis et al. (2021) explored the relevance of GCV as a moderator in brand experience and brand personality.

Following this discussion, we hypothesise the following:

> **H1b.** Green consumption values (GCVs) have a positive impact on brand experience (BE)

2.3 | Consumer online brand-related activities (COBRAS)

In this digitalised and smart world, it is also important to consider how these consumer–brand relationships are moving into a digital environment (e.g., social media tools) where the consumer plays an active role (Dwivedi et al., 2021; Lamberton & Stephen, 2016; Ramaswamy & Ozcan, 2016). In fact, social media platforms allow the brand to be more customer-centric, increasing consumer participation (Kaplan & Haenlein, 2010) and engagement in brand activities (Schamari & Schaefers, 2015). It is also important to think

about the ease with which brands can reach consumers through social media with their marketing activities (Kim & Ko, 2012). By creating brand-related content, it is possible to drive consumers to social pages, nurturing the brand–customer relationship over time (Chang & Fan, 2017; Park & Kim, 2014; Rohm et al., 2013).

Muntinga et al. (2011) defined consumer online brand-related activities as "a set of brand-related online activities on the part of the consumer that vary in the degree to which the consumer interacts with social media and engages in the consumption, contribution, and creation of media content." They also identified a COBRA scale based on three main subdimensions that indicate the level of activeness needed: (1) consumption concerning consumer social media activities, which require a minimum level of effort (e.g., viewing brand-related videos, listening to brand-related audio, watching brand-related pictures, etc.), (2) contributing (e.g., rating products and/or brands, joining a brand profile on a social network site, commenting on brand-related weblogs, videos, audio, or pictures) and (3) creating, which requires a higher level of customer engagement with social media content (e.g., publishing a brand-related weblog, uploading a brand-related video, audio, pictures or images; writing product reviews). The three COBRA usage types reflect consumers' behaviour when engaging with brands (Liu et al., 2019), including behaviour related to referral intention and commitment (Piehler et al., 2019; Pinto & Yagnik, 2017). Cheung et al. (2020) state that COBRAs are significant predictors of consumers' ongoing search behaviour, implying that consuming, contributing, and creating brand-related content on social media platforms help shape consumers' motivation when searching for more brand-related information, thereby influencing their behavioural intentions. Several studies in the literature have focused on the role of green marketing strategies in social media (Kim et al., 2020; Pittman & Abell, 2021; Williams et al., 2014). Specifically, studies have analysed the role of GCV in mobile apps (Barboza & Filho, 2019) and how GCV can influence purchasing decisions via social media (Jain et al., 2020). In line with these statements, we postulate the following hypotheses:

> **H1c.** Green consumption values have a positive impact on consumer online brand-related activities (COBRAs).

The marketing literature also analyses the role of brand management in the online environment and how it can impact consumer behaviour (Ha, 2004; Cummins et al., 2014; Jung et al., 2014). Social media significantly affects brand trust, directly impacting consumer behavioural intention in nurturing the consumer–brand relationship (Pentina et al., 2013; Puspaningrum, 2020). For example, social media is viewed as a tool for creating trust and value for customers (Hafez, 2021). Consumers consider social media to be more trustworthy than traditional promotional material (Foux, 2006; Tatar & Eren-Erdoğmuş, 2016). This could be because social media allows for direct contact, immediate feedback and transparent user-generated content (Tatar & Eren-Erdoğmuş, 2016).

Several authors state that trust is a crucial dimension in obtaining advantages related to online environments (Cummins et al., 2014; Jung et al., 2014). According to Jung et al. (2014), brand trust represents an essential aspect of the online brand community to create and sustain relationships over time.

Moreover, a consumer with a high level of trust in a brand is inclined to participate in creating brand content on social media, which provides value to the brand (Buzeta et al., 2020; Chahal & Rani, 2017; Hafez, 2021).

In line with these statements, we have the following hypotheses:

> **H2a.** Brand trust has a positive impact on consumer online brand-related activities

In the literature, some scholars have emphasised how brand experience can vary depending on the context (Marmat, 2021; Schmitt et al., 2014; Zarantonello & Schmitt, 2010). In this vein, Chattopadhyay and Laborie (2005), highlighted in their study on brand experience how consumers' interaction with a given brand is influenced by the environment or context in which the experience takes place. Ha and Perks (2005) analysed the relevance of brand experience in website environments. The online environment is characterised by considerable information and continuous data sharing (i.e., a chaotic system). At the same time, its complexity opens up many possibilities for managers by creating real-time brand experiences where consumers are involved in value-creation processes (Morgan-Thomas & Veloutsou, 2013; Moynagh & Worsley, 2002). A consumer highly engaged with a certain brand will have a positive brand experience, which is more likely to occur when the brands have a high presence on social media platforms (Khan, 2022; Tafesse, 2016). In their online activities, consumers are immersed in a rational and emotional experience, which is even more true for car and motorcycle brands that also reflect a consumer's self-identity and status (Morgan-Thomas & Veloutsou, 2013).

Several authors have explored the impact of brand experience on the online environment (Hamzah et al., 2014) and social media (Beig & Khan, 2018; Zollo et al., 2020) to better understand this phenomenon's relevance.

According to this statement, we hypothesise the following:

> **H2b.** Brand experience has a positive impact on consumer online brand-related activities

2.4 | Behavioural intentions and moderating factors

Understanding the drivers that push consumers to turn their intentions into purchases is becoming increasingly important for companies and academics (Jansson et al., 2010). From the company's perspective, understanding consumer behaviour could reduce the cost of creating products and services that are more in line with new consumer needs. This is even more true in the mobility sector (i.e. cars and motorcycles), where green products are gaining

increasing attention. On the other hand, the consumer's attitude is a crucial factor in purchase behaviour for brand outcomes (Anselmsson et al., 2007; Peattie & Crane, 2005; Sharma, 2021). Some studies have argued that consumer green attitude is not a necessary condition for green purchase behaviour (Gupta & Ogden, 2009; Ha et al., 2022; Johnstone & Tan, 2015). According to Johnstone and Tan (2015), this phenomenon can be defined as the 'attitude behaviour gap' or the 'green gap'. Green purchases are also driven by individual factors (i.e. GCV; Haws et al., 2014), culture (Sreen et al., 2018) and contextual factors (Sharma, 2021). Moreover, Sharma (2021) states that green consumer behaviour could drive green purchase intention. From a branding perspective, the green brand literature confirms that green brand awareness has a favourable impact on attitudes and consumer intentions to buy green products (Suki, 2016; Zhou et al., 2021). In this vein, many studies analyse the impact of brand trust on behavioural intentions and the creation of purchase intention (Becerra & Badrinarayanan, 2013; Chaudhuri & Holbrook, 2001; Delgado-Ballester et al., 2003). Brand trust also reduces consumer insecurity in the purchase process, leading to a higher likelihood of executing the purchase or suggesting the brand to others (Chae et al., 2020; Delgado-Ballester & Munuera-Alemán, 2005; Ha, 2004). It is also essential to consider that brand trust can be achieved with a positive brand experience (Becerra & Badrinarayanan, 2013). This can be explained because prior favourable brand experiences drive future consumer brand-related activities (Becerra & Badrinarayanan, 2013; Iglesias et al., 2011). Moreover, brand experience has a significant effect on consumer purchase decisions (Brakus et al., 2009). This is also confirmed by the Risitano et al. (2017) study, in which they affirm that brand experience influences behaviour intention. A consumer who wants to have a role in the brand experience process can nurture a brand relationship and foster purchase intentions (Zarantonello & Schmitt, 2010). Brand experiences can take place offline and online, where the consumer plays an interactive role and feels part of the brand itself (Gabisch & Gwebu, 2011; Schivinski et al., 2021). Other studies that analyse the COBRAs that drive behavioural intentions include (Cheung et al., 2020; Muntinga et al., 2011; Piehler et al., 2019).

The behavioural intention in the study was conceptualised as a two-dimensional variable measured by two items for a variable.

According to the previous statement, we hypothesise the following:

H3a. Brand trust (BT) has a positive impact on intent to WOM (ITW)

H3b. Brand trust (BT) has a positive impact on intent to buy (ITB)

H4a. Brand experience (BE) has a positive impact on intent to WOM (ITW)

H4b. Brand experience (BE) has a positive impact on intent to buy (ITB)

H5a. Consumer online brand-related activities (COBRAs) have a positive impact on intent to WOM (ITW)

H5b. Consumer online brand-related activities (COBRAs) have a positive impact on intent to buy (ITB)

Furthermore, the second step in this study was carried out to examine the role of gender, age and vehicle choice (i.e. car or motorcycle) as moderating factors in the relationships.

In particular, gender is widely used as a moderating variable in marketing studies especially when analysing consumer behaviour (Kolyesnikova et al., 2009; Nysveen et al., 2005; Sultan & Wong, 2019). In fact, the differences that underline gender are reflected in final purchase choices (Das, 2014). Gender difference is reflected in how the process of managing and evaluating information occurs (Akbarov, 2020; Bhaduri & Ha-Brookshire, 2015). Some studies have pointed out that women spend more time evaluating the qualities and characteristics of a product/service than men (Das, 2014). In addition, men prefer to make purchases in the shortest possible time by minimising efforts in terms of time and research before making a purchase (Das, 2014). Moreover, there is evidence that women tend to be less trusting and are less likely to purchase a product that they are unfamiliar with and do not fully trust than men (Buchan et al., 2008). Men have been shown to be more likely to use technology to evaluate and research products than women (Dzogbenuku et al., 2022). Finally, it is important to consider that gender differences are also reflected in safeguarding the environment (Hwang & Kim, 2019; Leonidou et al., 2015). Another moderator variable very often used in marketing studies is age (Hazzam, 2022; Rather & Hollebeek, 2021; Sharma et al., 2012). Among the demographic variables, this modifies attitudes, behaviour, motivations and purchasing behaviour (Ajitha & Sivakumar, 2019). Sharma et al. (2012) state that differences and consumer behaviour decisions result from processes and experiences accumulated over time. Furthermore, it should be considered that the psychological needs behind a purchase vary according to age (Ajitha & Sivakumar, 2019). In fact, younger consumers feel more of the need to feel unique and highlight their social status (Rather & Hollebeek, 2021). The age difference is even more pronounced when considering consumer behaviour and relationships with online brands (Hazzam, 2022). All the above is even more true for product categories suitable for transport, such as cars and motorbikes (Baltas & Saridakis, 2013; Chiou et al., 2009).

In conclusion, some studies in the literature analyse the relevance of gender and age in the management of consumer–brand relationships (Kamboj & Rahman, 2016; Matzler et al., 2006; Risitano et al., 2017). Moreover, mobility and transport literature highlights the importance of vehicle choice (Brezovec & Hampl, 2021), age and gender differences (Chen, 2019) to analyse in-depth consumer preferences in adopting innovative and green mobility solutions (Jaiswal et al., 2021; Keszey, 2020).

According to the previous statement, we hypothesise the following:

H6. Gender differences moderate the relationships among the construct.

H7. Age category moderates the relationships among the constructs

H8. Vehicle choice moderates the relationships among the constructs

Figure 1 illustrates the research framework adopted in the paper and the hypotheses tested in the empirical study.

3 | METHODOLOGY

3.1 | Survey and measures

The survey considered six constructs measured using the item scales presented in the previous section and reported in Table 1. As seen from Table 1, we eliminated the negative items of the brand experience construct, as they were shown to be unrelated to the others in the data processing, which was supported by the tests of unidimensionality (i.e. factor analysis).

In addition, the responses were measured using a 5-point Likert scale, ranging from 'completely disagree' to 'completely agree'.

The data collection was conducted in Italy in a period that ranged from November 2021 to January 2022. It involved a non-probabilistic sample of respondents who freely chose to fill out the questionnaire online, including socio-demographic variables.

The data were collected on several occasions to ensure greater diversity in the profile of respondents; different digital platforms were used for this purpose (e.g. social networks, online specialist forums, etc.). Respondents were made aware of the purpose of the research and the confidentiality of the data and accepted informed consent. The research was performed following the 1964 Helsinki Declaration and later amendments or comparable ethical standards.

3.2 | Respondent profile

Table 2 summarises the profile of the respondents. More than half of the sample was men (58.9%). The sample was balanced in age, with 48.6% of respondents under 35 and 51.4% over 35. The residence was rather heterogeneous, with most respondents coming from the south of Italy (60.1%), followed by residents of the centre (23.9%) and small percentages of residents in the north and islands (10.9% and 5.1%, respectively). A slightly higher percentage were regular buyers of cars (53.9%), while the remaining 46.1% regularly purchased motorcycles.

3.3 | Data analysis

Structural equation modelling (SEM) was used to test the hypothesised relations in the model (see Figure 1). In the SEM framework, the relations among the constructs define the structural model, while those between each construct and its corresponding block of items define the measurement model. SEM has been widely used in different disciplines to estimate the network of causal relationships defined according to a theoretical model linking several constructs (Hair et al., 2019).

Partial least squares-structural equation modelling (PLS-SEM) was employed to analyse the proposed conceptual framework (Hair et al., 2019; Tenenhaus et al., 2005). PLS-SEM is a multivariate statistical method that estimates the direct (path coefficients) and indirect effects between constructs measured by sets of indicators (manifest variables or items). It is a component-based estimation method (Tenenhaus et al., 2005) that estimates the model's parameters through an iterative algorithm that minimises the residual variance of the latent constructs and that of the indicators. PLS-SEM first examines through the measurement model how well a linear combination of observed indicators specifies the corresponding latent construct. Then, it evaluates the significance of the relationships among the constructs. The path coefficients in the structural model show the validity of the hypothesised relationships. The bootstrapping procedure is used to assess the significance and relevance
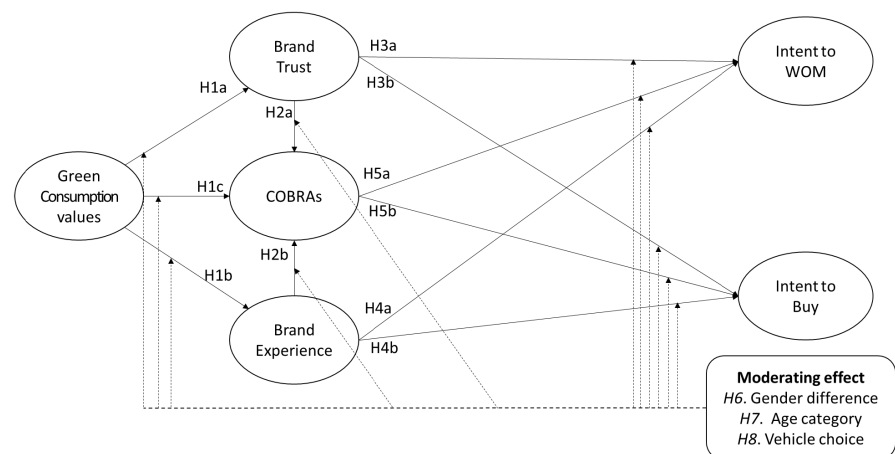

FIGURE 1 Research framework and hypothesis.

TABLE 1 Constructs and items used in the survey.

Constructs	Items	References(s)
GCV	It is important to me that the products I use do not harm the environment	Haws et al. (2014)
	I consider the potential environmental impact of my actions when making many of my decisions	
	My purchase habits are affected by my concern for our environment	
	I am concerned about wasting the resources of our planet	
	I would describe myself as environmentally responsible	
	I am willing to be inconvenienced in order to take actions that are more environmentally friendly.	
BT	With brand [X] I obtain what I look for in a [product]	Delgado-Ballester et al. (2003)
	Brand [X] is always at my consumption expectations level	
	Brand [X] gives me confidence and certainty in the consumption of a [product]	
	Brand [X] never disappoints me	
	Brand [X] would be honest and sincere in its explanations	
	I could rely on Brand [X]	
	Brand [X] would make any effort to make me be satisfied	
	Brand [X] would repay me in some way for the problem with the [product]	
BE	I find this brand interesting in a sensory way	Adapted by Brakus et al. (2009)
	This brand makes a strong impression on my visual sense or other senses.	
	This brand induces feelings and sentiments.	
	This brand is an emotional brand.	
	This brand stimulates my curiosity and problem-solving.	
	I engage in a lot of thinking when I encounter this brand.	
	I engage in physical actions and behaviours when I use this brand.	
	This brand results in bodily experiences.	

TABLE 1 (Continued)

Constructs	Items	References(s)
COBRAs	I view brand-related video	Muntinga et al. (2011)
	I listen to brand-related audio	
	I watch brand-related pictures	
	I follow threads on online brand community forums	
	I read comments on brand profiles on social network sites	
	I read product reviews	
	I play branded online videogames	
	I download branded widgets	
	I send branded virtual gifts/cards	
	I rate products and/or brands	
	I join a brand profile on a social network site	
	I engage in branded conversations, for example on online brand community forums or social network sites	
	I comment on brand-related weblogs, videos, audio, pictures, etc.	
	I publish a brand-related weblog	
	I upload brand-related videos, audio, pictures or images	
	I write brand-related articles	
	I write product reviews	
ITW	In the next four to 6 weeks, I will recommend to work/university, family and/or friends the purchase of [xxx].	Adapted by Arnold & Reynolds (2009)
	In the next 4/6 weeks, I will recommend on the internet/social networks/blogs the purchase of [xxx].	
ITB	In the next 4–6 weeks, I will purchase brand [xxx] for personal use.	Adapted by Bemmaor (1995)
	In the next 4–6 weeks I will purchase brand [xxx] for consumption by family/friends/relatives.	

of the structural relations. Through resampling with replacement from the original sample, the bootstrapping approach provides non-parametric confidence intervals indicating the stability of path coefficients.

Furthermore, permutation tests (Chin & Dibbern, 2010) were conducted to explore the moderating effect of some categorical

TABLE 2 Respondents' profile.

Variable	Levels	Frequency (661)	% (100)
Gender	Female	272	41.1
	Male	389	58.9
Residence	Centre	158	23.9
	Islands	34	5.1
	North	72	10.9
	South	397	60.1
Age	<35	321	48.6
	≥=35	340	51.4
Product	Car	305	46.1
	Motorcycle	356	53.9

socio-demographic variables (type of product, age, residence). The permutation test is a valuable distribution-free procedure when the moderator variable is a categorical variable that divides the entire sample into as many groups as there are levels (e.g. the gender variable divides the sample into two groups of males and females.) The permutation test determines whether the observed difference between the path coefficients is large enough to reject the null hypothesis that the groups can be considered identical.

4 | RESULTS

4.1 | Measurement model evaluation

The assessment of the measurement model aims to evaluate the six reflexive constructs (Henseler, 2021). We therefore assessed the reliability of the indicators through the analysis of the respective factor loadings, the reliability of the constructs through some well-known indices Dijkstra-Henseler's rho (ρ_A), Jöreskog's rho (ρ_c) and Cronbach's alpha (α), the convergent validity through the average variance extracted (AVE) index, and the discriminant validity through the HTMT criterion.

Table 3 shows that all factor loadings are above the 0.70 threshold. Furthermore, the values of the construct reliability indices are all higher than 0.70, while the AVE is always higher than the threshold value of 0.50 (Hair et al., 2017). This denotes satisfactory reliability of the individual items and adequate reliability and convergent validity of the respective constructs. Finally, Table 4 also shows a good discriminant validity of the constructs since all values fall within the threshold value of 0.85 (Henseler, 2021).

4.2 | Structural model evaluation

Table 5 reports the structural model's main results in terms of path coefficients and related bootstrap confidence intervals. The study identifies a positive and significant effect of GCV on BT, BE, and

COBRAs, thus confirming the three hypotheses from H1a to H1c. The greatest effect is on BT ($b=0.70$), followed by BE ($b=0.43$), and COBRAs ($b=0.17$). Furthermore, GCV explains 48% of the variability of BT and 18% of the variability of BE, while the three constructs GCV, BT and BE together explain 31% of the variability of COBRAs. These results broaden the literature on GCV by providing insight into how this dimension can affect the creation of online and offline consumer–brand relationships (Bailey et al., 2016; Chen et al., 2020; Rizomyliotis et al., 2021). Furthermore, this result explains the change in consumer behaviour towards the environment. Specifically, for a consumer with green values, it is important that what is communicated by brands is related to respect for the environment and reducing polluting practices (Hur et al., 2015). Even Hypotheses H2a and H2b are confirmed, as the effects of BT ($b=0.30$) and BE ($b=0.17$) on COBRAs are positive and significant. The result showed the relevance of creating a uniquely favourable and positive experience between the brand and the consumer (Moreira et al., 2017). Furthermore, creating a positive brand trust motivates consumers to participate in online activities with the brand by participating in the creation of value (Chaudhuri & Holbrook, 2001). These positive effects are reflected in the actions consumers take in the online channel with the brand, allowing them to co-create value for businesses (Hafez, 2021; Jung et al., 2014). The BT construct has a greater effect on ITB ($b=0.41$) than on ITW ($b=0.17$), but in both cases, it is significant, supporting Hypotheses H3a and H3b. The findings explain how decisive brand trust is in developing purchase intentions. Indeed, developing a positive brand trust prompts consumers to speak favourably about the product/service and stimulates their purchase (Becerra & Badrinarayanan, 2013; Chaudhuri & Holbrook, 2001). BE is a weak antecedent of ITW and ITB with a low effect on ITB ($b=0.11$) and not significant on ITW ($b=-0.05$). H4a hypothesis is therefore not confirmed, while the H4b hypothesis is. This analysis highlights how a brand experience can positively influence intentional behaviour (Risitano et al., 2017). Specifically, a favourable brand experience positively affects purchase intention but not WOM for the product category under analysis (Delgado-Ballester et al., 2003; Zhou et al., 2021). Finally, COBRAs are a good predictor of ITW ($b=0.48$) and ITB ($b=0.46$), thus confirming Hypotheses H5a and H5b. The antecedents BT, BE, and COBRAs explain 32% of the ITW variability and 69% of the ITB variability. The findings show that, in a digitised world where most interactions take place online, the consumer wants to be involved in creating value with the brand. Hence, COBRAs are a key dimension in creating WOM and purchase intentions (Chang & Fan, 2017; Muntinga et al., 2011). It should be emphasised that participation in creating online content can occur both before and after purchase, becoming a source of WOM for new potential buyers (Chang & Fan, 2017; Jung et al., 2014).

Table 6 reports the results of the analysis of the moderating effect of some sociodemographic variables in terms of the path coefficients of each group, the difference between them and the respective p values based on permutation tests (Chin & Dibbern, 2010). The results show a significantly ($p <= .05$)

TABLE 3 Item descriptive and measurement assessment.

Construct	Items	Mean	SD	Loadings	Dijkstra-Henseler's rho (ρ_A)	Jöreskog's rho (ρ_c)	Cronbach's alpha (α)	AVE
GCV	GCV_1	3.68	1.23	0.95	0.98	0.99	0.98	0.92
	GCV_2	3.62	1.21	0.97				
	GCV_3	3.58	1.25	0.97				
	GCV_4	3.66	1.21	0.96				
	GCV_5	3.47	1.4	0.96				
	GCV_6	3.42	1.46	0.95				
BT	BT_1	3.79	0.91	0.77	0.96	0.95	0.94	0.72
	BT_2	3.79	0.88	0.76				
	BT_3	3.15	1.41	0.91				
	BT_4	3.81	0.83	0.75				
	BT_5	3.21	1.26	0.91				
	BT_6	3.05	1.26	0.87				
	BT_7	3.13	1.28	0.91				
	BT_8	3.09	1.29	0.92				
BE	BE_1	3.56	0.98	0.85	0.94	0.94	0.92	0.65
	BE_2	3.56	0.93	0.84				
	BE_3	3.62	0.95	0.83				
	BE_4	3.54	0.98	0.86				
	BE_5	3.57	0.97	0.86				
	BE_6	2.75	1.28	0.68				
	BE_7	3.24	1.11	0.75				
	BE_8	3.20	1.16	0.75				
COBRAs	COBRA_1	2.48	1.53	0.86	0.98	0.98	0.98	0.74
	COBRA_2	2.18	1.49	0.88				
	COBRA_3	2.68	1.50	0.85				
	COBRA_4	2.20	1.48	0.94				
	COBRA_5	2.50	1.43	0.89				
	COBRA_6	2.71	1.35	0.84				
	COBRA_7	1.42	0.87	0.56				
	COBRA_8	1.52	0.98	0.73				
	COBRA_9	1.56	1.08	0.78				
	COBRA_10	2.12	1.41	0.93				
	COBRA_11	2.14	1.43	0.94				
	COBRA_12	2.13	1.44	0.93				
	COBRA_13	2.15	1.43	0.93				
	COBRA_14	1.80	1.35	0.87				
	COBRA_15	1.90	1.42	0.92				
	COBRA_16	1.79	1.35	0.88				
	COBRA_17	2.32	1.39	0.82				
ITW	ITW_1	1.67	1.05	0.87	0.70	0.87	0.70	0.77
	ITW_2	1.94	1.24	0.88				
ITB	ITB_3	2.96	1.41	0.92	0.83	0.92	0.83	0.86
	ITB_4	2.58	1.47	0.93				

higher effect of GCV on BT ($b_{G1} = 0.26$, $b_{G2} = 0.63$) and of BT on COBRAs ($b_{G1} = 0.05$, $b_{G2} = 0.33$), ITW ($b_{G1} = 0.04$, $b_{G2} = 0.29$) and ITB ($b_{G1} = 0.19$, $b_{G2} = 0.41$) for the motorcycle product. On the other hand, for the car product, there is a significantly higher effect of BE on COBRAs ($b_{G1} = 0.43$, $b_{G2} = 0.16$) and ITB ($b_{G1} = 0.27$, $b_{G2} = 0.14$) and COBRAs on ITB ($b_{G1} = 0.52$, $b_{G2} = 0.31$) and ITW ($b_{G1} = 0.61$, $b_{G2} = 0.13$).

The age variable significantly moderates the relationships between GCV and COBRAs ($b_{G1} = 0.29$, $b_{G2} = 0.08$) and between BT and ITW ($b_{G1} = 0.26$, $b_{G2} = 0.10$), with higher path coefficients in both cases for the youngest (age <35).

Finally, the effect of GCV on COBRAs ($b_{G1} = 0.03$, $b_{G2} = 0.27$) and of BT on ITB ($b_{G1} = 0.34$, $b_{G2} = 0.47$) is higher for males, highlighting a significant effect of the gender moderator variable.

5 | DISCUSSION AND CONCLUSION

Respect for the environment and green issues is a topic of such importance that it is included in the UN 2030 Agenda. This has led several actors to adapt their branding strategies to communicate their commitment to sustainability and thus meet the demands of green consumers. Although there is this perceived importance of the topic, there are still few studies on the subject. This could be a disadvantage as talking about and analysing a phenomenon

in depth leads to the spread of knowledge for many and the implementation of strategies that can be increasingly widespread to safeguard the planet (Jamali et al., 2022). Our study contributes to the marketing literature by empirically examining the impact of green consumption values on consumer–brand relationships in the online and offline environment. In particular, the study focused on analysing the role of consumers' green values on brand trust, brand experience and COBRAs (Gordon-Wilson et al., 2022; Haws et al., 2014; Muntinga et al., 2011). Moreover, it tested how the previous dimensions can influence behavioural intentions. This study allows us to understand the extent to which green consumption values can determine the creation of consumer–brand relationships offline and online, thus defining new strategies for managers to consider (Koo & Loken, 2022) for supporting business performance from a sustainability perspective (Risitano et al., 2022). Creating strong and long-lasting brand–consumer relationships is of vital importance for companies to stimulate purchasing decisions.

Below, we discuss the implications of our findings for academics, managers and policy-makers.

5.1 | Theoretical contributions

In recent periods, the literature about green consumption has been growing rapidly due to the increased awareness of consumers and brands about environmental concerns. This is even true in the transportation sector in which car and motorcycle brands try to meet new market and consumer demands (i.e. green mobility). In fact, consumers are increasingly looking for brands that are more sensitive to environmental issues (Bailey et al., 2016; Chen et al., 2020). Furthermore, it is important to consider that brands have shifted to new environments (i.e. online) to create more favourable consumer experiences. Starting with previous statements, this study investigates the relevance of GCV in creating consumer–brand relationships in digital and traditional channels that can drive intentional

TABLE 4 Discriminant validity using HTMT.

Construct	GCV	BT	COBRA	ITW	ITB	BE
GCV						
BT	0.71					
COBRAs	0.44	0.52				
ITW	0.40	0.47	0.66			
ITB	0.60	0.80	0.77	0.71		
BE	0.41	0.66	0.40	0.30	0.60	

TABLE 5 Structural model results.

Hypothesis	Direct effect	Path coefficient	95% CI		Interpretation
			2.5%	97.5%	
H1a	GCV→BT	0.70	0.66	0.74	Supported
H1b	GCV→BE	0.43	0.37	0.48	Supported
H1c	GCV→COBRAs	0.17	0.09	0.24	Supported
H2a	BT→COBRAs	0.30	0.21	0.39	Supported
H2b	BE→COBRAs	0.17	0.10	0.24	Supported
H3a	BT→ITW	0.17	0.09	0.25	Supported
H3b	BT→ITB	0.41	0.35	0.47	Supported
H4a	BE→ITW	−0.05	−0.13	0.03	Not supported
H4b	BE→ITB	0.11	0.05	0.17	Supported
H5a	COBRAs→ITW	0.48	0.39	0.57	Supported
H5b	COBRAs→ITB	0.46	0.41	0.52	Supported

TABLE 6 Results of the moderator variables.

Direct effect	Group1	Group2	|Difference|	*p* value	Interpretation
Product	Car	Motorcycle			
GCV→BT	0.26	0.63	0.37	.01	Supported
GCV→BE	0.36	0.36	0.00	.97	Not supported
GCV→COBRAs	0.13	0.19	0.06	.48	Not supported
BT→COBRAs	0.05	0.33	0.27	.01	Supported
BE→COBRAs	0.43	0.16	0.26	.01	Supported
BT→ITW	0.04	0.29	0.25	.01	Supported
BT→ITB	0.19	0.41	0.22	.01	Supported
BE→ITW	−0.05	0.03	0.07	.40	Not supported
BE→ITB	0.27	0.14	0.13	.02	Supported
COBRAs→ITW	0.61	0.13	0.48	.01	Supported
COBRAs→ITB	0.52	0.31	0.21	.01	Supported
Age	<35	≥=35			
GCV→BT	0.68	0.70	0.02	.60	Not supported
GCV→BE	0.41	0.42	0.01	.87	Not supported
GCV→COBRAs	0.29	0.08	0.21	.01	Supported
BT→COBRAs	0.28	0.29	0.01	.94	Not supported
BE→COBRAs	0.20	0.23	0.03	.61	Not supported
BT→ITW	0.26	0.10	0.16	.05	Supported
BT→ITB	0.39	0.39	0.00	.95	Not supported
BE→ITW	0.01	−0.05	0.06	.43	Not supported
BE→ITB	0.08	0.13	0.06	.38	Not supported
COBRAs→ITW	0.46	0.46	0.00	.98	Not supported
COBRAs→ITB	0.49	0.46	0.02	.74	Not supported
Gender	Female	Male			
GCV→BT	0.68	0.72	0.04	.41	Not supported
GCV→BE	0.38	0.50	0.12	.06	Not supported
GCV→COBRAs	0.03	0.27	0.23	.01	Supported
BT→COBRAs	0.27	0.33	0.06	.58	Not supported
BE→COBRAs	0.22	0.10	0.12	.10	Not supported
BT→ITW	0.11	0.20	0.09	.39	Not supported
BT→ITB	0.34	0.47	0.13	.04	Supported
BE→ITW	−0.05	−0.06	0.01	.85	Not supported
BE→ITB	0.14	0.06	0.08	.23	Not supported
COBRAs→ITW	0.41	0.53	0.13	.17	Not supported
COBRAs→ITB	0.47	0.46	0.01	.83	Not supported

behaviour, making several contributions to the theory (Chang & Fan, 2017; Haws et al., 2014; Muntinga et al., 2011).

First, there is scarce literature analysing the impact of GCV in establishing consumer–brand relationships (Bailey et al., 2016, 2018; Rizomyliotis et al., 2021). The results of our study highlight the impact of GCV on brand trust in line with the studies of Chen (2010) and Bailey et al. (2016). Furthermore, the findings of a positive relevance of the GCV on brand experience is in line with Rizomyliotis et al. (2021) in driving consumer behaviour towards environmentally friendly products. Our study also explored the impact of GCV on online environment activities (Jain et al., 2020). The results show that the brand must create new and aligned online brand-related content to satisfy and include the green consumer to feel part of the value creation process (Bailey et al., 2018; Buzeta et al., 2020; Ha, 2004; Jain et al., 2020). In their study, Hur et al., 2015 analysed the role of GCV in hybrid car sales, which sheds light on the need for marketers to increase communication strategies regarding environmental issues. Hence, this work enlarges the literature about GCV in offline and online environments, clarifying the impact on brand trust, brand experience, and COBRAs.

Second, this work contributes also to the literature on COBRAs by providing valuable empirical evidence for understanding how green consumers create consumer–brand relationships. The study also analysed the impact of brand trust and brand experience on consumers' online brand-related activities, showing a positive effect and confirming our hypotheses. Our results align with previous literature, which highlights the role of brand trust in social media for achieving advantage (Hafez, 2021; Jung et al., 2014). Deeply, a consumer who participates in creating brand-related content is expected to have a higher brand trust (Buzeta et al., 2020; Chahal & Rani, 2017). This also creates an experience for the consumer who is connected with the brand. Consistent with findings in the literature, brand experience has a favourable impact on driving participation in COBRAs (Morgan-Thomas & Veloutsou, 2013; Muntinga et al., 2011; Tafesse, 2016). Consequently, high brand trust can increase a consumer's online brand-related activities (Khan, 2022; Tafesse, 2016). Our findings are also driven by the category product that we analyse. In fact, cars and motorcycles incorporate status symbols that enhance consumers' perception of themselves and the image that they want to communicate to the outside world (Eastman et al., 1999).

Third, the paper explores how GCV and consumer–brand relationships impact behavioural intentions. Our result is in line with a previous study and shows that brand trust impacts the intention to buy (Chaudhuri & Holbrook, 2001; Delgado-Ballester et al., 2003; Zhou et al., 2021) and the intention to use WOM (Chae et al., 2020; Ha, 2004). These results align with what we expected since the products under analysis are specialty goods in which the price is still to be considered high, and therefore, a high level of brand trust can make consumers feel more confident in purchasing. Moreover, our findings on brand experience align with previous studies that study the relationship between the intention to buy as an outcome (Brakus et al., 2009; Risitano et al., 2017; Zarantonello & Schmitt, 2010). In contrast to Klein et al. (2016), brand experience was not found to impact intention to WOM in our study. This result can be explained by the characteristics embedded in the product. Indeed, a high perceived risk of buying a car or motorcycle can not always be mitigated by a positive brand experience, and as a result, there may not necessarily be WOM (Park & Lee, 2009). In the online environment, our findings show that consumers are more inclined to use WOM and to show their intention to buy the product (Buzeta et al., 2020; Piehler et al., 2019).

Finally, this study explores the moderating role of product category, age and gender following previous research (Gutman, 1982; Khan & Rahman, 2016; Risitano et al., 2017). The results show that product category can moderate the relationship between GCV and brand trust with a higher effect for the motorcycle product; according to Hur et al. (2015), this result is due to the consumer looking at different characteristics when buying cars due to their expensive cost (e.g. engine performance, dimension, fuel consumption). Moreover, a positive brand experience moderates car product COBRAs because the consumer is inclined to join the conversation in an online environment and talk about their experience. This is

also true of the COBRA relationship on both intentional behaviours for car products. The age variable moderates the relationship between GCV and COBRAs for the younger consumer. This result is consistent with the Rizomyliotis et al. (2021) study, in which they affirmed that younger consumers need to change their quality of life by buying green products. Moreover, age also moderates the relationship between brand trust and intention to WOM, which is higher for younger consumers who are more connected with their peers (Wallace et al., 2014). Finally, gender moderates the relationship between GCV on COBRAs and BT on intention to buy, with a higher effect for males.

5.2 | Managerial implications

The findings of this study also have some important managerial implications. First, the brand manager should adapt their strategies to meet innovative trends in green consumer behaviour. Companies could define offline and online communication strategies that evidence the critical role of sustainability in the mobility industry coherently with green consumer attitude (Hur et al., 2015; Jung et al., 2014). This is even more true in people's mobility solutions, as cars and motorcycles are constantly under scrutiny for their pollution and environmental impact. Indeed, in a hyper-competitive industry (D'Aveni, 1994), marketing positioning should be defined to meet consumer value differentiating the brand using a green perspective (Markovic et al., 2022). By developing these brand promises, managers would increase brand trust and improve a unique brand experience for sustaining long-lasting consumer–brand relationships. Furthermore, new market demands must be satisfied with innovative products that are increasingly environmentally friendly. Consistent with the work results, creating a relationship with the brand can lead to developing intentional behaviours. Hence, managers need to adopt marketing strategies to satisfy new green needs and provide innovative value propositions in the people mobility market (e.g. car-sharing, e-scooter, micro-mobility, etc.).

Second, managers should focus on creating green brand content and managing digital platform (e.g. social media, forum, etc.) that allows consumers to participate and feel part of the brand community. In the online environment, consumers can be centrally consuming, creating and contributing to brand-related content, thereby co-creating value for the firms (Prahalad & Ramaswamy, 2004; Ramaswamy & Ozcan, 2016). Moreover, the consumer—having a proactive role in the value creation and co-creation processes—can increase brand trust and create a favourable brand experience (Gabisch & Gwebu, 2011; Schivinski et al., 2021).

Third, managers should focus heavily on the possibility of WOM creation among consumers in the online environment, which can lead to more engagement and attract new potential buyers. In fact, especially with regard to cars and motorcycles, consumers want to pride themselves in their purchases when they have a positive brand experience and often do so on social networks. Furthermore, it should be emphasised that people spend a lot of time on social

media platforms, creating digital content by companies that can easily reach potential buyers. Therefore, the costs of marketing strategies could be optimised thanks to the proactive role of the consumers who become co-creators of value for their consumption experience and in the acquisition processes of new customers.

5.3 | Policy implications

The analysis presented has several policy implications that underline the critical role of business corporations in adopting valuable practices for supporting societal goals through CSR and marketing strategies (Chia et al., 2020). In particular, the work helps to understand people's changing values and how these may influence their purchasing choices towards less environmentally polluting products. Therefore, the paper is focused on consumer habits and preferences related to people's mobility and transport (i.e. urban and extra-urban contexts), one of the most relevant industries in terms of high environmental impact. In this regard, governments could encourage the choice of less polluting products, even for 'resistant' consumers, by favouring their purchase with tax breaks. This could also meet the goals of the UN 2030 Agenda, which aims to reduce pollution and product waste and adopt sustainable energy (Hák et al., 2016; Jamali et al., 2022). The policy-makers could also consider rules and laws to support these needs, such as through limited traffic zones for less-polluting cars and motorbikes. In the specifics of empirical research present in the study—based on these product categories—governments should consider facilitating the scrapping of obsolete and more polluting vehicles to encourage the entry of greener vehicles. The findings show the role of green brand relationships in shaping consumers' intentional behaviour and supporting value creation from a triple-bottom-line perspective (Jamali, 2006; Norman & MacDonald, 2004). Government actors could have a double role at the national and regional/local levels. In particular, national policy-makers should define tax breaks to incentivise the production and usage of green vehicles. Indeed, regional/local governments could implement free traffic zones and dedicated parking areas accessible only to green vehicles. The paper's finding also highlights how relevant digitalisation is for the modern green consumer (Gordon-Wilson et al., 2022). Coherently, policy-makers could consider adopting communication strategies through digital channels (i.e. social media, website, dedicated app, etc.) to raise awareness of sustainable practices among local people.

5.4 | Limitations and future research

Despite its theoretical and managerial contributions, there are also some limitations to this study. First, the reference sample of the disclosed questionnaire is restricted to Italian people, resulting in the non-generalizability of the results. Moreover, the data were collected through a survey. In the future, different data collection techniques could be used to triangulate data and obtain useful insights. Second, the product categories under analysis referred to the transport industry (i.e. cars and motorcycles). It may be useful to examine different industries and/or product categories in the future (e.g. cruise services), especially considering that these categories are both influenced by various factors (e.g. cultural, infrastructural, social). Accordingly, it could be helpful to perform similar analyses in different countries to understand cultural differences. In fact, consumers' green values may also be related to cultural values, which could influence the study results. Third, only two dimensions of consumer–brand relationships were analysed in this paper. Other determinants of customer-based brand equity (e.g. brand personality, brand attachment, etc.) can be studied in the future to evaluate their impact on green consumer behaviours.

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