

## **Sustainable dining revisited: exploring consumer intentions towards green restaurants in Malaysia**

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### **ABSTRACT**

The global food sector is evolving greatly towards sustainability. This is primarily because more and more individuals are growing aware of environmental problems. Nonetheless, there is a scarcity of studies concentrating on green restaurants among consumers in Malaysia. To fill this gap, our study tries to clarify the elements influencing consumers' intentions to return to green restaurants. Using a survey method with purposive sampling, data on consumers' intentions to revisit green restaurants were collected. The study adopted a model based on the Value-Belief-Norm (VBN) theory and analysed survey data from 249 adults using SmartPLS version 4.1.1.4. The results indicate that green consumerism along with product pricing contributed to consumers' intentions to return to green restaurant. Conversely, perceived value and quality did not demonstrate a significant impact on revisit intention. These insights hold valuable implications for green restaurant managers and policymakers who are seeking to foster sustainability within the food service sector. Furthermore, the findings contribute to the advancement of theoretical understanding, offering an extension to the VBN theory.

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## **1. INTRODUCTION**

In recent years, heightened environmental consciousness among consumers and the pressing necessity for sustainable approaches have prompted a significant transformation within the global food industry. As integral components of the food service sector, restaurants are increasingly expected to implement green practices in response to the growing demand for environmentally responsible dining options. As restaurants increasingly integrate green initiatives into their operations, understanding the intricate dynamics of consumer behaviour towards these sustainable dining options becomes paramount for fostering long-term patronage and profitability (Han & Hyun, 2019).

The rapid economic growth in Malaysia has led to noticeable shifts in food consumption behaviour among consumers (Yasin et al., 2019). Nevertheless, the development of green restaurants is still in its early stages, with relatively limited adoption across the food service sector. Tan et al. (2018) highlighted that while restaurant operators acknowledge the significance of sustainable practices, challenges such as cost implications, lack of expertise, and

operational constraints hinder their implementation. Similarly, Langgat (2020) observed that green restaurants remain scarce in Malaysia, estimating that only a small number have been established. However, the figure is projected to grow gradually by 2025 as awareness and consumer demand increase. More recently, a study on the interiors of healthy restaurants in Penang reported that the incorporation of environmentally friendly practices is still in its infancy. This indicates that sustainability efforts are fragmented and lack uniform standards (Abdullah et al., 2023). As such, these findings suggest that although there is growing interest in sustainable dining, the number of green restaurants in Malaysia remains relatively low.

Despite the burgeoning interest in sustainable dining options, a notable gap remains in our comprehension of how consumer behaviour toward green restaurants influences their likelihood of revisiting. While previous research has explored various factors such as green perceived value, green consumerism, green perceived quality, and product price individually, there is a paucity of comprehensive studies that integrate these variables to elucidate their collective impact on green restaurant revisit intention (Lee et al., 2021; Chen &

Chang, 2023). Moreover, the existing literature often lacks up-to-date empirical evidence to address the evolving nature of consumer preferences and attitudes toward sustainability in the food service industry (Huang & Hsu, 2022).

Recent scholars have made significant strides in examining consumer behaviour towards green restaurants. (Huang et al., 2025; Gomes, Lopes, & Nogueira, 2023). Despite this, a critical gap persists in research that holistically examines the interplay between green perceived value, green consumerism, green perceived quality, and product price in influencing the intention to revisit a green restaurant (Kiran et al., 2020).

A green restaurant can be described as a food service establishment that integrates sustainable practices throughout its operations (Kim, Njite, & Hancer, 2013). These practices may include the use of locally sourced or organic ingredients, energy-efficient equipment, recycling and proper waste management, water conservation measures, and the use of sustainable furnishings or building materials, all aimed at reducing environmental impact (Teng et al., 2019; Suki, 2020).

The central aim of this research is to investigate, through empirical methods, the associations among green consumerism, green perceived value, green perceived quality, product price, and consumers' intentions to revisit green restaurants. Utilising quantitative analysis on data obtained from individuals who have dined at environmentally conscious eateries, the research aims to offer valuable insights that may inform sustainable practices and encourage customer loyalty within the food service sector.

Unlike prior studies that primarily focused on sustainable attitude, price sensitivity, or subjective norms as individual predictors of consumer behaviour (e.g., Kiran et al., 2020; Huang et al., 2025), the current research introduces a more integrative framework that combines these constructs with green perceived value, green consumerism, and green perceived quality. This integration enables a deeper understanding of how both psychological (attitudinal and normative) and evaluative (value- and quality-based) factors collectively influence revisit intentions. Furthermore, by applying this model to the Malaysian green restaurant context, where sustainable dining practices are still emerging, this study contributes contextual novelty through contemporary data that reflect post-pandemic shifts in consumer priorities toward sustainability and value perception. Thus, the study extends existing literature by bridging attitudinal and value-based perspectives to offer a holistic view of green restaurant patronage behaviour.

This paper explores the complex dynamics of

consumer behavior regarding green dining, emphasizing the key determinants that influence patrons' likelihood of returning. The hypotheses underpinning this investigation are outlined in the subsequent section.

### *Green Consumerism*

Green consumerism refers to consumers' intentional preference for and engagement in purchasing products or services that minimise environmental harm. This reflects their commitment to sustainability and environmental protection (Riva, Magrizos, Rubel, & Rizomyliotis, 2022). In recent years, there has been growing interest in products carrying health-related claims, as these are perceived to offer additional health benefits (Yasin et al., 2023). This trend aligns with findings in the literature, which indicate that consumers are becoming increasingly attentive to ecological factors when making purchasing decisions, particularly in the context of food and dining preferences (Cherian & Jacob, 2021). As consumers seek dining options that align with their environmental values, their inclination towards green consumerism may encourage them to revisit restaurants that adopt sustainable practices. Considering this gap, the following hypothesis is presented:

H1: Green consumerism has a positive effect on green restaurant revisit intention.

#### *1.1 Green Perceived Value*

Green perceived value refers to consumers' overall assessment of the net benefits of a product or service based on their perceptions of what is received versus what is given. This is considering the environmental desires, sustainable expectations, and green needs of customers (Riva et al., 2022). Prior research has demonstrated that many consumers are prepared to spend more on offerings that contribute to environmental protection or reflect their commitment to sustainable practices (Biswas et al., 2015). Within green dining establishments, patrons can assess value based on the quality of food and service, as well as the restaurant's visible environmental efforts and dedication to sustainable operations.

H2: Green perceived value has a positive effect on green restaurant revisit intention.

#### *1.2 Green Perceived Quality*

Green perceived quality represents consumers' views on the overall quality of environmentally friendly products or services (Chen & Chang, 2013). Research suggested that consumers associate environmental friendliness with higher quality, as environmentally sustainable practices often imply greater attention to detail and care in the production process (Huang & Hsu, 2022). In

the context of green restaurants, consumers may perceive higher-quality food and service offerings as those sourced sustainably and prepared with environmentally friendly practices.

H3: Green perceived quality has a positive effect on green restaurant revisit intention.

### 1.3 Product Price

Product price is vital in influencing consumer behaviour towards green restaurants. While consumers may express a preference for environmentally friendly options, their willingness to pay a premium for these offerings may be influenced by factors such as income level, perceived value, and competing alternatives (Cherian & Jacob, 2021). Thus, understanding the relationship between product price and consumer behaviour is essential for green restaurants seeking to balance sustainability objectives with financial viability. Therefore, considering this gap, the following hypothesis is presented:

H4: Product price has a negative effect on green restaurants' revisit intention.

### 1.4 Value-Belief-Norm (VBN) Theory

To understand consumer behaviour towards green practices and sustainable consumption, this study employed the Value-Belief-Norm (VBN) theory. This theory proposes that individuals' attitudes and behaviours toward the environment are shaped by their beliefs regarding environmental issues, personal values, and perceptions of social norms (Stern, 2000). In the context of green consumerism and green restaurant revisit intention, the VBN theory posits that individuals who hold pro-environmental values tend to participate more in eco-friendly actions, such as patronising green restaurants (Lee et al., 2021). These individuals believe in the importance of protecting the environment and feel a moral obligation to act in environmentally responsible ways. Accordingly, their environmental beliefs reinforce their intentions to support businesses that align with their values, leading to repeat patronage of green restaurants.

Furthermore, the VBN theory posits that perceived social norms significantly influence individuals' environmental behaviours. Social norms refer to the perceptions individuals have regarding what is considered socially acceptable or expected behaviour within their social circles (Stern, 2000). In the context of green restaurants, individuals may be influenced by the behaviours and attitudes of their peers, family members, and other social networks. Positive social norms surrounding sustainable consumption and support for green businesses can encourage individuals to revisit green

restaurants. It can also contribute to the normalisation of environmentally friendly behaviours.

Additionally, the VBN theory emphasises the role of personal norms, which are internalised standards of behaviour based on individuals' values and beliefs (Stern, 2000). Individuals who prioritise environmental protection as a personal value are more likely to develop personal norms that guide their behaviours towards supporting green initiatives. This includes choosing green restaurants over conventional ones (Han, Hsu, & Sheu, 2010). These personal norms reinforce individuals' intentions to engage in environmentally friendly behaviours and contribute to sustainability in the food service industry.

By utilising the VBN theory, researchers can obtain a thorough comprehension of the underlying motivations and mechanisms driving consumer behaviour towards green restaurants and revisit intentions. This theoretical framework offers a comprehensive understanding of how personal values, environmental beliefs, and perceived social norms influence individuals' decisions to support sustainable dining options and contribute to the broader goals of environmental sustainability.

## 2. MATERIALS AND METHODS

### 2.1 Research Design

This research adopts a quantitative research approach to empirically assess the extended VBN theory within the context of green restaurants. A cross-sectional survey was conducted among consumers of green restaurants in Malaysia to explore the impact of factors such as green perceived value, green consumerism, green perceived quality, product price, and the intention to revisit green restaurants. Accordingly, data were gathered from selected respondents via an online survey platform, selected for its efficiency in gathering large volumes of data while minimising errors in the process (Green, 1991).

#### 2.2.1 Sample and Procedures

The target population for this study consisted of Malaysian households, focusing on individuals aged 18 and above. Considering the lack of a sampling frame available, purposive sampling was employed. Respondents were selectively selected based on their age (18 years and above) and had prior experience dining at green restaurants to ensure relevance and data quality. Prior to data collection, they were provided with a brief information sheet outlining the concept and key features of green restaurants to ensure a consistent understanding among all participants. Data collection was performed via an online survey created using Google Forms, with the questionnaire link shared via social media platforms.

Based on G\*Power 3.1 calculations, a minimum of 85 participants was estimated for a model with four predictors, assuming a medium effect size ( $f^2 = 0.15$ ),  $\alpha = 0.05$ , and statistical power of 0.80. The final sample size of 249 was considered sufficient for this research (Hair et al., 2018).

### 2.2.2 Survey Instrument

The questionnaire was provided in both English and Malay to accommodate respondents who may not be fluent in English, considering that Bahasa Malaysia is the official language. Aligned with the proposed extended VBN theory, the survey consisted of two parts. The first section collected demographic data, while the second part focused on assessing the factors affecting the revisit intention to green restaurants using a 5-point Likert scale. Correspondingly, the dependent variable, revisit intention, was assessed utilising a 7-point Likert scale to reduce common method bias. Green consumerism, perceived green quality, and perceived green value were measured with a five-item adapted scale from Riva et al. (2022). Meanwhile, product price was measured with a five-item adapted from Polas, Raju, Hossen, Karim, and Tabash (2021). Revisit intention was measured with a four-item adapted scale from Riva et al. (2022).

### 2.4 Data Analysis

Data analysis for this study was conducted using SmartPLS version 4.0. Structural Equation Modelling (SEM) is a widely recognised analytical approach. It is particularly beneficial for evaluating the dimensionality, reliability, and validity of latent constructs in behavioural and social science research. In this context, Partial Least Squares Structural Equation Modelling (PLS-SEM) was adopted due to its suitability for predictive modelling and theory extension. This technique enabled the systematic analysis of the dataset, effectively addressing the formulated research objectives and hypotheses.

## 3. RESULT AND DISCUSSION

### 3.1 Respondent's Profile

The majority of respondents were female (62.4%), while the remaining 37.6% were male. In terms of age, the respondents ranged from 18 to 46 years and above. The largest group was aged 18 to 25 years (38.8%), followed by those aged 26 to 35 years (35.6%), 36 to 45 years (20.4%), and 46 years and above (5.2%). In terms of ethnicity, most were Malay (36.8%), followed by Chinese (36.4%), Indian (26.0%), and others (0.8%). The marital status of 249 respondents revealed that singles comprised the majority (58.0%) compared to married respondents (42.0%). Regarding the highest level of education, more than half of the respondents held a degree (52.4%), followed by those with a

diploma (24.4%), SPM (12.8%), and STPM (10.0%). Only a small proportion of respondents had a Master's degree (0.4%). Regarding occupational status, most of the respondents who revisited intention in the green restaurant were employed (44.0%), followed by students (30.8%) and self-employed (22.0%), and only 0.4% were unemployed (0.4%). Lastly, the descriptive analysis revealed that for most of the respondents' household income, over half of the respondents reported monthly earnings below RM1,000 to RM2,000 (46.6%), with 26.8% having monthly incomes from RM2,001 to RM3,000. Fewer respondents had a monthly income of more than RM5,001, which was 10.4%.

**Table 1:** Respondents' profile

Characteristics	Frequency, n	Percentage (%)
<b>Gender</b>		
Male	94	37.6
Female	156	62.4
<b>Age, years old</b>		
18-25	97	38.8
26-35	89	35.6
36-45	51	20.4
46 and above	13	5.2
<b>Race</b>		
Malay	92	36.8
Chinese	91	36.4
Indian	65	26.0
Others	2	0.8
<b>Marital Status</b>		
Single	145	58.0
Married	105	42.0
<b>Highest Education</b>		
SPM	32	12.8
STPM	25	10.0
Diploma	61	24.4
Degree	131	52.4
Masters	1	0.4
<b>Occupation</b>		
Student	77	30.8
Employed	110	44.0
Self-employed	55	22.0
Unemployed	8	3.2
<b>Household Income (per month)</b>		
<1000	6	4.0
RM1000 – RM2000	104	41.6
RM2001 – RM3000	67	26.8
RM4001 – RM5000	43	17.2
>RM5001	26	10.4

### 3.2 Measurement Model Analysis

The assessment concerning the measurement model in the study, as displayed in Figure 1, was conducted through an examination of construct reliability and convergent validity. Construct reliability was assessed using key indicators such as item loadings and Cronbach's Alpha (CA). Meanwhile, convergent validity was evaluated to determine whether multiple indicators effectively represent the same latent construct. As presented in Table 2, all item loadings varied from 0.790 to 0.950, surpassing the minimum threshold

of 0.5 (Hair et al., 2017). Additionally, CA coefficients for all constructs were above the recommended level of 0.700, demonstrating internal consistency. The Composite Reliability (CR) values, which range from 0.905 to 0.947, also surpassed the 0.7 benchmark, affirming construct reliability. Regarding convergent validity, the Average Variance Extracted (AVE) values ranged from 0.719 to 0.853, exceeding the minimum acceptable threshold of 0.5. Collectively, these results, as summarised in Table 2, demonstrate that the constructs utilised in the study possess robust reliability and acceptable convergent validity.

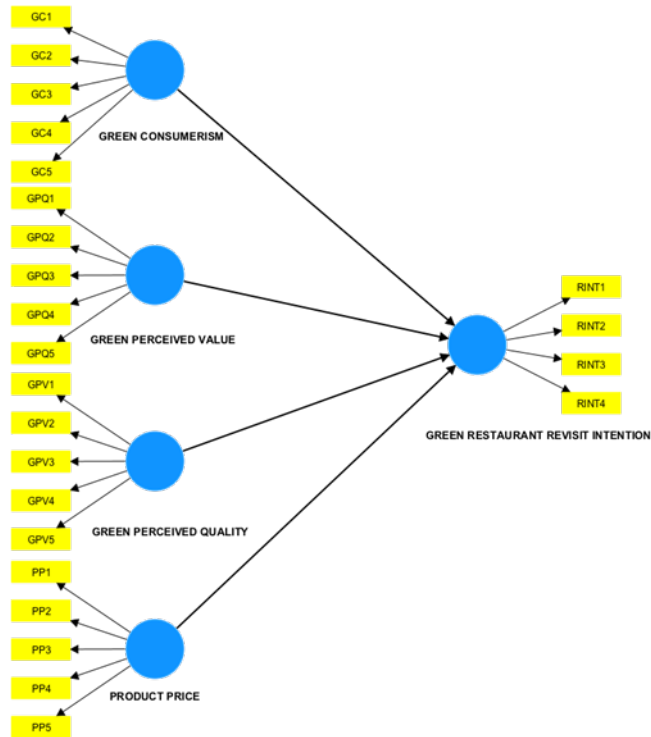


Figure 1: Measurement model

Table 2: Convergent Validity

Characteristics	Items	Loadings	AVE
Green Consumerism	I look for locally grown or organic food.	0.844	0.734
	I always make an effort to purchase environmentally friendly products.	0.892	
	I am interested in participating if there is any green program in Malaysia.	0.868	
	I use less water whenever possible.	0.823	
	I'd like to buy products with less packaging.	0.854	
Green Perceived Quality	I prefer a product that is environmentally friendly.	0.891	0.763
	I always look for products that are functionally reliable.	0.889	
	I try to buy green-branded products.	0.878	
	I prefer to dine at a restaurant that I have previously visited.	0.804	
	I like the providers who are dependable.	0.902	

Green Perceived Value	The green restaurant has all of the expected environmentally friendly features.	0.865	0.719
	While I place my order, the restaurant saves me time.	0.882	
	The effort needed to purchase from this restaurant is low.	0.855	
	Recycling bins are available.	0.825	
	The food I buy is a good investment for the green attribute and money.	0.810	
Product Price	This restaurant's prices are reasonable.	0.843	0.754
	It tastes good for the price.	0.915	
	The restaurant experience was priceless.	0.908	
	This restaurant offers me a lower price than others.	0.880	
	Green restaurants offer me a lower price than others.	0.790	
Green Restaurant Revisit Intention	I come to green restaurants frequently.	0.882	0.853
	I recommend that my friends and family come here.	0.950	
	I consider myself a royal patron of this restaurant.	0.949	
	I am very likely to return to this restaurant for my next meal.	0.912	

Discriminant validity is assessed utilising the Heterotrait-Monotrait Ratio of Correlations (HTMT) criterion, where values should ideally stay below 0.9 (Franke & Sarstedt, 2019). The results of the discriminant validity, outlined in Table 3, confirm that all values are under 0.9. This suggests that respondents were able to distinguish between the provided constructs. As a result, the measurement items are considered both valid and reliable for this research.

Table 3: Discriminant Validity Utilising the HTMT Criterion

Construct	1	2	3	4	5
1. Green Consumerism					
2. Green Perceived Quality	0.788				
3. Green Perceived Value	0.756	0.822			
4. Green Restaurant Revisit Intention	0.689	0.532	0.528		
5. Product Price	0.718	0.821	0.748	0.552	

### 3.2 Structural Model Analysis

Before examining the structural model, it is imperative to confirm that multicollinearity is not a concern. The Variance Inflation Factor (VIF) was employed to evaluate the presence of collinearity among the predictor variables (Hair et al., 2017). Table 4 shows that all of the constructs had VIF values below the allowed limit of 3.3 (Diamantopoulos & Siguaw, 2006). This means that multicollinearity is not a

problem in this model. This finding confirms the appropriateness of advancing with hypothesis evaluation.

In SEM, the acceptance or rejection of hypotheses was determined by examining the standardised beta ( $\beta$ ) values, t-values, and their corresponding p-values, as well as the 95% confidence interval limits (Lower level and Upper level) (Hair et al., 2017). A hypothesis was considered supported when the p-value was below the conventional significance thresholds ( $p < 0.05$ ,  $p < 0.01$ , or  $p < 0.001$ ), and when the confidence interval did not cross zero (Hair et al., 2017). Furthermore, support for hypotheses can be affirmed when the estimated path coefficients lie within the confidence intervals' Lower Limit (LL) and Upper Limit (UL) (Hair et al., 2017). A bootstrapping technique involving 10,000 replications was utilised for hypothesis testing. For the first hypothesis, green consumerism demonstrated a positive influence on intention to revisit green restaurants ( $\beta = 0.545$ ,  $t = 6.648$ ,  $p = 0.001$ ). Conversely, the second and third hypotheses, which examined the influence of green perceived quality ( $\beta = -0.054$ ,  $t = 0.501$ ,  $p = 0.308$ ) and green perceived value ( $\beta = 0.039$ ,  $t = 0.397$ ,  $p = 0.346$ ), did not yield significant relationships. Lastly, the fourth hypothesis revealed that product pricing had a positive relationship with revisit intention ( $\beta = -0.175$ ,  $t = 1.699$ ,  $p = 0.003$ ).

**Table 4:** Result of Direct Hypotheses

Hypotheses	Standard Beta	Standard Error	t-value	p-value	Confidence Interval		VIF	Decision
					LL	UL		
H1: Green Consumerism → GRR	0.545	0.082	6.648	0.001	0.410	0.681	2.397	Supported
H2: Green Perceived Quality → GRR	-0.054	0.107	0.501	0.308	-0.230	0.123	3.240	Not Supported
H3: Green Perceived Value → GRR	0.039	0.098	0.397	0.346	-0.104	0.214	2.644	Not Supported
H4: Product Price → GRR	-0.175	0.108	1.699	0.003	0.009	0.363	2.591	Supported

Note: GRR = Green Restaurant Revisit Intention; LL = Lower Limit; UL = Upper Limit; VIF = Variance Inflation Factors

Furthermore, the study implemented PLSpredict, a procedure that employs a tenfold method to evaluate predictive relevance, in accordance with the recommendation of Shmueli et al. (2019). This procedure is based on a holdout sample and is designed to generate case-level predictions for items or constructs. Differences between items that are less significant. The predictive power of the Partial Least Squares-Linear Model (PLS-LM) is robust, while the predictive relevance of higher differences is not confirmed. While a lower majority exhibits moderate predictive power, the minority exhibits minimal predictive power (Shmueli et al., 2019). Table 5 illustrates that the PLS model generates fewer errors than the LM model. This serves as confirmation of the research model's robust predictive capabilities.

**Table 5:** PLS-Predict

Item	PLS	LM	PLS-LM	Q <sup>2</sup> _predict
RINT1	1.125	1.185	-0.060	0.271
RINT2	0.925	0.973	-0.048	0.354
RINT3	0.980	0.992	-0.012	0.342
RINT4	0.869	0.911	-0.042	0.399

The discussion below examines the hypotheses about current scholarly insights while identifying critical research gaps for future exploration. The results suggest that green consumerism positively influences customers' intention to revisit green restaurants. This supports earlier research that emphasises the significance of pro-environmental attitudes in forming sustainable consumption behaviours (Chen & Chang, 2023; Cherian & Jacob, 2021). Essentially, individuals who value environmental sustainability tend to favor establishments that actively uphold eco-friendly practices. Their inclination to revisit such restaurants signifies a desire to ensure their purchasing behaviours reflect their environmental beliefs (Lee et al., 2021). Nonetheless, a notable gap remains in understanding how green consumerism interacts with sociodemographic variables such as income level, urban-rural context, and cultural orientation in shaping revisit behaviors, especially in emerging economies such as Malaysia.

Regarding the second hypothesis, green perceived quality did not significantly predict the intention to revisit. This unexpected outcome suggests that patrons' evaluations of a restaurant's environmental practices or the perceived excellence of its food may not heavily influence their return decisions (Huang & Hsu, 2022). Although perceived green quality often encompasses considerations such as freshness, health benefits, and environmentally responsible practices, these factors may be outweighed by other determinants, including service efficiency, location, or the overall dining experience (Huang & Hsu, 2022). This reveals a gap in the literature concerning the multidimensional role of perceived quality in green consumption, where affective, symbolic, and hedonic components of quality are yet to be fully incorporated into the green dining context.

The third hypothesis revealed that green perceived value also lacked a significant relationship with revisit intention. This implies that customers' recognition of benefits derived from supporting eco-friendly dining may not necessarily encourage repeat visits (Kiran et al., 2020). Despite acknowledging the environmental and social contributions of green restaurants, diners may still base their decisions on practical concerns, such as convenience, pricing, or menu variety. This exposes a gap in understanding how consumers cognitively evaluate trade-offs between

sustainable benefits and personal utility in dining decisions. This area remains under-theorised in the application of value-based consumer behavior models within the green context.

In contrast, the fourth hypothesis revealed a significant negative relationship between product price and the intention to revisit green restaurants. This suggests that as product prices increase, consumers' likelihood of returning decreases, indicating that affordability remains a crucial factor in shaping revisit intention (Kiran et al., 2020). Even consumers who hold strong environmental values may be discouraged from revisiting if they perceive prices to be high. This finding highlights that competitive and reasonable pricing is essential for encouraging repeat patronage, as perceived value for money plays a vital role in customer decision-making (Lee et al., 2021). Nevertheless, a gap remains in the literature regarding price elasticity in green dining, particularly among low- and middle-income consumer segments, and how perceptions of fairness and transparency in pricing influence long-term loyalty.

In conclusion, the study enhances the understanding of factors that contribute to repeat patronage in eco-friendly food service settings. The findings provide practical guidance for restaurants seeking to align their offerings with the values of sustainability-minded customers while maintaining economic viability. However, this research also paves the way for future studies to explore moderating effects such as ethical identity, environmental involvement, and lifestyle orientations in shaping green revisit behavior. Therefore, by integrating environmentally responsible practices with competitive pricing and a satisfactory dining experience, green restaurants can better meet consumer expectations and foster long-term loyalty.

## 4 CONCLUSION

### 4.1 Limitations of the Study

This study, although offering meaningful contributions to the understanding of green restaurant revisit intentions, is constrained by several limitations. Initially, the cross-sectional design complicates the formulation of definitive assertions regarding the variables' relationships. The observed associations reflect relationships at a specific moment in time and do not capture temporal changes or directional effects.

Secondly, the data collection relied solely on self-reported responses, which opens up the potential for biases such as social desirability and common method variance. Although measures were taken to reduce such bias, such as ensuring participant anonymity and emphasising confidentiality, these methods do not eliminate the limitations

inherent in self-reporting.

Thirdly, the scope of this study was geographically and demographically narrow, potentially limiting the generalisability of the findings. The responses reflect consumer behaviour within a specific context and therefore may not represent broader population trends or perspectives from diverse cultural or regional backgrounds.

### 4.2 Contribution to Theoretical and Practical Perspectives

Even with certain flaws, this paper makes important contributions to both theoretical discourse and real-world applications. From a theoretical perspective, the study extends current knowledge by integrating key constructs, namely perceived value, green consumerism, and perceived quality, as well as product pricing, within a unified analytical framework to assess their collective impact on revisit intention to green restaurants. The empirical findings contribute to refining conceptual models that explain environmentally responsible consumer behavior, particularly within the context of sustainable dining.

Practically, this research's findings offer crucial insights for industry practitioners, particularly green restaurant operators and sustainability-oriented policymakers. By identifying the determinants that significantly influence consumers' intention to revisit, this study informs the development of targeted strategies aimed at enhancing customer retention. For instance, implementing pricing policies that strike a balance between affordability and ecological responsibility, and communicating environmental values, may strengthen market positioning and foster deeper engagement with sustainability-conscious clients.

### 4.3 Recommendations for Future Study

Building upon the findings, future investigations are encouraged to explore the underlying psychological and contextual mechanisms that mediate or moderate the observed relationships. Specifically, constructs such as environmental trust, green attitudes, and perceived risk could be examined to uncover the cognitive and affective pathways through which green behaviours are enacted. Furthermore, additional research could examine how external influences such as organisational attributes, branding strategies, and regulatory frameworks shape consumer behaviour toward sustainable food services. Additionally, contextualising green consumption within broader socio-environmental and institutional settings may yield a more holistic understanding of consumer decision-making processes, especially in emerging markets.



## 4. CONCLUSION

To sum up, this study provides a deeper insight into green restaurant patronage by investigating the interplay between green consumerism, perceived value, product quality, and pricing in shaping revisit intentions. The findings revealed that among these factors, green consumerism and product price demonstrated significant relationships with revisit intention. In contrast, green perceived quality and green perceived value did not demonstrate significant effects. While offering actionable insights for industry stakeholders, the study also underscores several methodological and theoretical constraints. As such, addressing these limitations through longitudinal and cross-cultural research designs and expanding the conceptual scope of inquiry would strengthen the evidence base and inform more robust strategies to promote sustainability in the food service sector. Ultimately, these findings reinforce the strategic importance of aligning consumer values with sustainable business practices in fostering repeat patronage and supporting long-term environmental goals.

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