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Research Paper

Effects of Environmental Sustainability Awareness and Altruism on Green Purchase Intention and Brand Evangelism

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Abstract

Environmental destruction and the evident consumption of unsustainable goods and services are considered alarming concerns around the world. Grounded in the cognition-affect-behavior (CAB) model, this study investigates the effects of environmental sustainability awareness and altruism on green purchase intention and brand evangelism. The respondents were purposively identified as Filipino consumers of green products (n = 315). Predictive-causal research and path modelling via partial least squares (PLS) were utilized to gauge the hypotheses of the research. The results reveal that environmental sustainability awareness has a significant and positive influence on green purchase intention and altruism. In addition, altruism was found to have a positive influence on green purchase intention. Likewise, green purchase intention and green brand evangelism were significant and positively related. Finally, altruism was found to mediate the relationship between environmental sustainability awareness and green purchase intention. The utilization of the CAB model in the context of green consumer behavior, where environmental sustainability awareness (cognition) affects altruism (affect) and green purchase intention (behavior), which in turn results in green brand evangelism (behavior), is a manifestation of its relevance in various fields of marketing.

Keywords: Altruism, Environmental sustainability awareness, Green purchase intention, Green brand evangelism**.**

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Introduction

Environmental degradation and its negative outcomes are currently alarming concerns in different parts of the world. The increased economic activities of people, such as consumption of unsustainable goods and services, contributed to the collapse of the environment. With these negative impacts, more and more nations are clamoring for the need to protect and save the environment (Panda et al., 2020). The growth and expansion of economies led to the depletion of natural resources (Chen et al., 2018; Kumar et al., 2017) due to the damage brought about by economic outcomes and patterns of consumption (Haake & Seuring, 2009; Shao et al., 2017). The gains from economic and social activities, in most cases, result into detriment of the environment (Hanifah et al., 2020). With all these issues and concerns, consumers are getting more aware of the ecological consequences of their consumption behavior. Hence, sustainable consumption and inclination towards green purchase are now much evident (Kumar et al., 2018).

Environmental sustainability is considered an integral component of the fourth industrial revolution (IR 4.0). The United Nations even framed the 2030 Agenda for Sustainable Development composed of 17 sustainable development goals (SDGs). This agenda is a call for all countries to address poverty, protect the environment and ensure that all individuals will attain peace and prosperity. One of the 17 SGDs is ensuring responsible consumption and production (United Nations Department of Economic and Social Affairs, 2021). Arora (2018) posited that sustainability of the environment should not be neglected despite the rise of advanced technologies such as artificial intelligence. The interdependence of human beings and the environment is important because the environment is crucial to human survival. Therefore, individuals, particularly consumers, need to recognize how their decisions may affect the environment. It has been noted that consumers who are aware of environmental sustainability issues have lesser likelihood of purchasing products that may damage the environment (Aruga, 2020).

Kaufmann et al. (2012) and Rahman and Reynolds (2016) contended that altruism is a factor that forms the pro-environmental behaviors and attitudes of individuals. The level of environmental awareness is said to be an antecedent of altruistic attitudes of people (Aruga, 2020). Moreover, environmental sustainability awareness has been argued to have an influence on the purchase decision of a consumer (Ahmed et al., 2021). Consequently, there is a need to understand the preferences and examine green purchase decisions of consumers when firms want to promote and sell green products (Cherrier et al., 2011).

Prior studies have identified that green purchase intention of a consumer is influenced by green behavior (Gadenne et al., 2011; Ha & Janda, 2012; Panda et al., 2020; Prakash & Pathak, 2017). The level of awareness on green products has an impact when it comes to green purchase decision of a consumer (De Moura et al., 2012; Kumar & Yadav, 2021). When a consumer has exhibited favorable green attitude, intention to purchase green products increases, which, in the long run, translates into green brand evangelism (Prakash & Pathak, 2017; Smilansky, 2017). Precedent studies have utilized altruism in the context of environmental awareness, green behaviors, and green purchase intention (Aruga, 2020; Iyer et al., 2016; Li et al., 2020; Nguyen et al., 2020; Panda et al., 2020; Wang et al., 2020); in particular, altruism was identified to be an outcome of

environmental sustainability awareness and a variable that affects green purchase intention (Panda et al., 2020). There is a scarcity of study on how altruism can indirectly affect the relationship between environmental sustainability awareness and green purchase intention. To address this gap, the present study explores how awareness of environmental sustainability leads to altruistic behavior, which in turn affects green purchase intention. Additionally, this study investigates how the green purchase intention of consumers transforms into green brand evangelism, a phenomenon where individuals persuade other individuals to patronize a sustainable product or service. This research would provide green consumers a holistic picture of how pro-environmental behaviors translate into possible green consumption, which in turn results into green brand evangelism.

Literature Review

The present study utilizes the cognition-affect-behavior (CAB) model which is applied in various fields, including marketing. The CAB model holds that the decision-making process starts with cognitions, such as consumer's beliefs, perceptions, attitudes, and followed by affect or the emotions or feelings of a consumer to a product or service, which in turn leads to behaviors, which may include intention or concrete action of a consumer (Babin & Harris, 2010; Hu & Tsai, 2009; Solomon, 2011). In consumer behavior studies, the sequence of cognition-affect-behavior in the CAB model has been noted to be widely used (Liu et al., 2017; Oliver, 1999). The CAB model is the appropriate theoretical underpinning as it highlights the importance of the intervening role of affect (emotions and feelings) on the link between cognition and behavior. In the present study, environmental sustainability awareness is the cognition aspect, while altruism is the affect. Moreover, green purchase intention and green brand evangelism are the behavioral aspects of the model.

Environmental Sustainability Awareness

Consumers are now becoming more aware and conscious of ecological issues because of the alarming impact of environmental problems on humans. The growing concerns on ecology necessitate consumers to search for products that are not harmful to the environment (Li et al., 2020). The demand for sustainable and green products can be attributed to the increased environmental awareness among buyers. Environmental sustainability is now given more emphasis because it concerns how people can attain healthy communities, clean air, natural resources (Daly, 1990) and how to improve the quality of life (Li et al., 2020).

Environmental sustainability is defined as a condition of equilibrium, interconnection and resilience that allows society to attain the satisfaction of its needs without harming the environment (Morelli, 2011). It aims to improve the quality of life through sustainable use of raw materials and it is considered as an antecedent of social sustainability (Goodland & Daly, 1996). It focuses on how to support the qualities that are vital in the physical environment (Sutton, 2004). When the level of awareness of consumers on environmental sustainability is high, green purchase intention on sustainable or green products is evident (Li et al., 2020).

Environmental sustainability awareness is vital as it helps in minimizing negative externalities such as pollution, climate change, and global warming. When the level of environmental awareness is high, it results to greater understanding of ecological protection for individuals' well-being (Darvishmotevali & Altinay, 2022; Gabarda-Mallorqui et al., 2018). Deep understanding of environmental issues and the awareness of people on the fagility of the environment lead to a more pro-environmental behaviors and attitudes (Darvishmotevali & Altinay, 2022).

Green Purchase Intention

The likelihood of a consumer to plan or to purchase a particular good or service in the future is referred to as purchase intention (Wu et al., 2011). Purchase intention is considered the foundation of the overall purchase process (Prentice et al., 2019). When the level of purchase intention is high, the probability of actual purchase is also high (Martins et al., 2019). Today, consumers tend to purchase green products or those that are less harmful to the environment (Liu et al., 2020; Sanchez & Lacap, 2021). Hence, in the present study, green purchase intention is the likelihood of a consumer to purchase products and services that are harmless to the environment.

Pro-environmental behaviors and green purchase intentions are getting more attention among research scholars. The environmental consciousness of consumers, or simply green purchase behavior, is evident in the level of awareness of individuals on ecological sustainability and the propensity to go for green products and services. With the heightened awareness, more and more consumers are participating in various green campaigns, and their intention to buy sustainable products are now more apparent (Mas'od & Chin, 2014). Prior studies have argued that the manifestation of pro-environmental intentions and green awareness leads to favorable purchase behaviors (Albayrak et al., 2013; Jaiswal & Kant, 2018; Jauhari, 2017).

The green purchase intention of consumers is affected by several factors, including environmental sustainability awareness. The awareness of ecological sustainability directly influences how consumers choose green products and services over conventional items (Alamsyah et al., 2020; Suki, 2013). The knowledge of consumers on environmental problems and issues is correlated to the purchase intention of consumers (Tjärnemo, H. & Södahl, 2015). When the environmental sustainability awareness is activated, the intention to buy environment-friendly items is a possibility (Chang, 2012; Jaiswal & Kant, 2018). Moreover, when consumers are conscious and moving towards green thinking, it may lead to an auspicious green buying decision (Ali et al., 2020). Heightened environmental awareness is therefore associated with green purchase intention. Hence, it is hypothesized that:

H1 Environmental sustainability awareness is significantly related to green purchase intention.

Altruism

Altruism is considered an essential variable in the context of pro-environmental attitudes and behaviors. It refers to an individual's selfless concern for others' well-being (Schwart, 1977). It indicates concern for society and others (Teng et al., 2013;

Rahman & Reynolds, 2016) and reflects how individuals will do something good to others without expecting anything in return (Teng et al., 2013).

Nath et al. (2014) and Yadav and Pathak (2016) contended that altruistic value is an integral component of ecological safeguarding. Despite the fact that altruism is associated with environmental awareness, it has been noted that individuals who are aware of environmental sustainability are not automatically altruistic people. This can be attributed to the situation where individuals only care about environmental issues because they do not want their quality of life to worsen (Aruga, 2020). On the other hand, environmental sustainability awareness of consumers is more apparent today as manifested by their more significant commitment to environmental protection (Boggia et al., 2018; Missimer et al., 2017). Panda et al. (2020) even found that environmental sustainability awareness has a significant and positive influence on consumers' altruism. Aruga (2020) also argued that the level of environmental sustainability awareness predicts altruism. From these reviewed studies, it is therefore postulated that:

H2 Environmental sustainability awareness is significantly related to altruism.

Altruism is a factor that affects behavioral intentions (Rahman & Reynolds, 2017). Mostafa (2009) argued that altruism is a significant variable that influences pro-environmental behaviors, and it has been examined in environmental studies (Corbett, 2005; Gueguen & Stefan, 2014). In the milieu of green behaviors, altruistic consumers, since they are aware of environmental issues, will generally exhibit pro-environmental behaviors, such as green purchase intention (Nguyen et al., 2020). Guegen and Stefan (2016) asserted that altruistic consumers are concerned about the environmental benefits of their actions rather than personal gains. Bautista et al. (2020) and Davari et al. (2017) both noted that altruism plays a crucial role in the formation of green purchase intention. Therefore, it is hypothesized that:

H3 Altruism is significantly related to green purchase intention.

Green Brand Evangelism

When consumers form a strong bond with a particular brand, they become brand evangelists of that brand (Li et al., 2020). Brand evangelism is persuading other individuals to patronize a brand, and it is done through promoting the products and services of the said brand (Matzler et al., 2007). It is more than word-of-mouth (Samson, 2006) because brand evangelists become brand advocates due to the emotional connection that is formed between the consumers and the brand. Brand evangelists are considered brand defenders when the brand faces negative word-of-mouth (Park & MacInnis, 2006). The sturdy emotional relationship with a brand led consumers to exhibit pro-brand behaviors (Park et al., 2013).

Consumers with a robust connection with a brand tend to exhibit higher purchase intention compared to those non-brand evangelists (Collins et al., 2015). In the buying process, consumers' emotional experiences contribute to the formation of pro-brand behaviors, such as brand evangelism (Riorini & Widayati, 2016). In the context of green purchase decisions, consumers who have higher intent to purchase green products and services are inclined towards green brand evangelism (Panda et al., 2020). It has been noted that most brand evangelical behaviors happen on social media or online

platforms (Malthouse et al., 2013). Consequently, the likelihood of a consumer buying sustainable goods and services may lead to a strong connection with the brand, contributing to pro-brand behaviors (Panda et al., 2020). Thus, it is postulated that:

H4 Green purchase intention is significantly related to green brand evangelism.

The level of awareness of environmental sustainability is said to directly affect consumers' altruistic behavior (Aruga, 2020; Panda et al., 2020). Hahnel et al. (2014) contended that consumers assess the perceived benefits of sustainable products and services and whether these products and services are aligned with their motives to buy green products and services. As the level of environmental awareness rises, individuals tend to lean towards pro-environmental behaviors (Teng et al., 2013). The motivation to be altruistic can be explained by the individuals' desires to be engaged in green initiatives (Verhagen, et al. 2015).

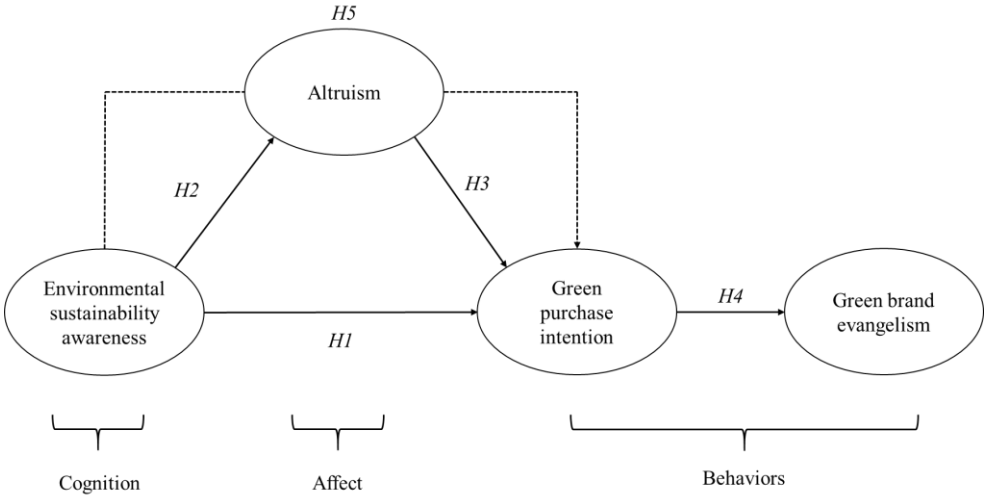
Moreover, altruism is a factor in the formation of green purchase intention (Bautista et al., 2020; Davari et al., 2017; Iyer et al., 2016; Wang et al., 2020). Altruistic consumers tend to exhibit pro-environmental intentions and behaviors (Mas'od & Chin, 2014; Teng et al., 2013). The presence of altruism among consumers is likely for individuals with genuine concern about the environment (Jaini et al., 2019).

Based on prior studies, it is evident that environmental sustainability awareness impacts altruism, and altruistic behavior is a crucial factor in the development of green purchase intention. Thus, it is hypothesized that:

H5 Altruism mediates the significant relationship between environmental sustainability awareness and green purchase intention.

Figure 1 presents the conceptual framework of the present study. In the CAB model, the relationship between environmental sustainability awareness (cognition) and green purchase intention (behavior) is mediated by altruism (affect). In the conceptual model, effects of environmental sustainability awareness and altruism on green purchase intention and the effects of green purchase intention to green brand evangelism will also be tested.

Figure 1: Conceptual Framework of the Study



Methodology

The present study employed predictive research design to gauge the hypothesized relationships. A predictive research approach focuses on prediction in approximating statistical models where the structure is examined to offer causal explanations (Sarstedt et al., 2017). Hair et al. (2019b) explained that prediction approach in research is the fundamental basis for establishing managerial implications.

In the present study, both direct and indirect relationships were measured. The direct effects include the measurement of the relationships between: 1) environmental sustainability awareness and green purchase intention (H1); 2) environmental sustainability awareness and altruism (H2); 3) altruism and green purchase intention (H3); and 4) green purchase intention and green brand evangelism (H4). As for the indirect effect, the study examined the intervening role of altruism on the relationship between environmental sustainability awareness and green purchase intention (H5).

Participants of the Study

The participants of the study were consumers of green products, and they were identified purposively. To set the parameter, these green consumers (male / female) must: 1) have at least bought one green product; 2) have purchased green products in the last 12 months; and 3) be at least college graduate and of legal age. These inclusion criteria are similar with the parameters set in the study of Panda et al. (2020).

Because of the COVID-19 pandemic where mobility is restricted, data collection was done online (via Google Form). The survey link was disseminated through target participants' email, Facebook messenger and Instagram. Since the data collection took place via online, participants with decent Internet access were considered. An informed consent was included in the online form. Each participant was asked to signify their voluntary participation in the said survey. Only those who are of legal age and expressed their intention to participate in the data collection were included in the said process. Approximately 7 to 10 minutes is required to complete the questionnaire. The informed consent assures the confidentiality of the responses and anonymity of the participants. Data collection was done from February 22, 2022 to March 15, 2022.

To identify the size of the sample, *a priori* power analysis using G*Power was used. Power analysis is used to calculate the minimum size of the sample by taking into consideration the largest number of predictors (represented by arrows in a proposed model) pointing to an outcome variable (Hair et al., 2014). Using a medium effect size (0.15), power level of 95%, alpha of 5% and two predictors, the suggested minimum sample size for the current study is 107.

To confirm whether the recommended minimum sample size is enough to justify the results of the hypothesis testing done, inverse square root and gamma-exponential methods were gauged (Kock & Hadaya, 2018). In the structural model (see Figure 2) the smallest path coefficient is 0.327. Using this value, power level of 80% and alpha of 5%, the sample size must be between 45 (gamma-exponential) and 58 (inverse square root).

The present study was able to obtain 315 valid responses out of 343 (response rate of 92%), more than the minimum recommend sample size of 107 from G*Power. Moreover, the total valid responses is greater than the calculated minimum sample sizes calculated through inverse-square root and gamma-exponential methods. Therefore, the results of the hypothesis testing robustly explain the structural model of the study.

Table 1 presents the demographic characteristics of the respondents. Out of 315 respondents, 223 were female, and 77.5% were employed. Furthemore, 70.8% of the participants finished bachelor's programs and 18.4% obtained master's degrees. In terms of age, the distribution is mostly even – 16.2% were 16 to 25, 20.6% were 26 to 30, 14% were 31 to 35, 11.4% were 36-40, 13.7% were 41-45, 9.8% were 46-50, and 14.3% were more than 50 years old.

Table 1: Demographic Characteristics

Demographic Factors	n	%
Sex		
Male	92	29.2
Female	223	70.8
Employment		
Employed	244	77.5
Self-employed	25	7.9
Unemployed	32	10.2
Others	14	4.4
Education		
Bachelor's	223	70.8
Master's	58	18.4
Doctorate	9	2.9
Others	25	7.9
Age		
18-25	51	16.2
26-30	65	20.6
31-35	44	14.0
36-40	36	11.4
41-45	43	13.7
46-50	31	9.8
>50	45	14.3

Research Instrument

A self-administered survey was utilized in the study. The preliminary section of the questionnaire was questions on the inclusion/exclusion criteria for the respondents of the study. The second section deals with the demographic characteristics of the participants including their sex, age, employment type, and highest educational attainment. The third section itemizes the items for each of the latent constructs of the study. See Table 2 for items used for each latent variable and the corresponding sources. All constructs were measured using a 5-point Likert scale where 5 means strongly agree and 1 means strongly disagree.

Table 2: The Latent Constructs and their Corresponding Sources

Construct / Items	Source
Environmental sustainability awareness	Panda et al. (2020)
ESA1. I am aware of the environmental changes the world is going through.	
ESA2. I am aware of environmentally ethical products.	
ESA3. I am aware about the growing pressure to change the way of living to combat the deterioration of the environment.	
ESA4. I am aware about the personal responsibility towards environmental changes.	
ESA5. I am aware that individuals can influence the overall environmental awareness levels.	
ESA6. I am aware of that individual are making efforts to deal with environmental changes.	
ESA7. I am aware that societal influence can increase individuals' environmental awareness.	
Green purchase intention	Abdul-Muhmin (2017)
GPI1. I intend to purchase green products because of their environmental concern.	Zhang et al. (2018)
GPI2. I expect to purchase green products in the future because of their environmental performance.	
GPI3. I am glad to purchase green products because they are environmentally friendly.	
GPI4. I am willing to buy green products because of their environmental performance.	
GPI5. will be willing to pay higher prices for green products that are environmentally friendly.	
Altruism	Ferguson et al. (2008)
ALT1. By buying green products I would be fulfilling my duty to society.	
ALT2. By buying green products I would be doing something to help others.	
ALT3. By buying green products I would be saving someone's life.	
ALT4. I believe that the world would be a better place if everyone, who could, buy green products.	
Green brand evangelism	Becerra and Badrinarayanan (2013)
GBE1. I will spread positive word-of-mouth about the brand of the green products.	Harrigan et al. (2020)
GBE2. I will recommend brands of green products over non-green brands to my friends.	Javed et al. (2015)
GBE3. I will make people realize that brands of green products are better compared to other brands.	Kemp et al. (2012)
GBE4. I will be enthusiastic when recommending brands of green products to others.	

Data Analysis

Partial least squares – structural equation modelling (PLS-SEM), a variance-based SEM approach, was employed to estimate the parameters of the model. There are several reasons why PLS-SEM is an appropriate statistical test for the present study. First, PLS path modelling, as a second-generation statistical test, analyzes hypothesized

relationships simultaneously. Therefore, all the research hypotheses in the model can be tested at once. Second, when the research design is predictive-causal, PLS path modelling is appropriate. Third, PLS path modeling can measure both direct effects and mediating effects. In the present study, both direct and indirect (mediation) relationships were measured. Fourth, PLS-SEM is powerful for complex models. And lastly, normality of the data is not an issue when PLS-SEM is utilized (Hair et al., 2011; Hair et al., 2017).

The PLS path modeling is composed of two stages – measurement model assessment and structural model assessment. The measurement model assessment includes 1) gauging internal consistency test using Cronbach's alpha or composite reliability, 2) convergent validity test which covers the assessment of factor loadings and average extracted (AVE), and 3) discriminant validity test using Fornell-Larcker criterion or heterotrait-monotrait (HTMT) ratio of correlations (Hair et al., 2019a;). On the other hand, structural model assessment involves 1) the evaluation of path coefficients (including their effect sizes, significance level), 2) explanatory and predictive power, and 3) common-method bias test (Hair et al., 2019a; Kock, 2015; Kock, 2017).

Additionally, since the present study examines the intervening effect of altruism on the relationship between environmental sustainability awareness and green purchase intention, mediation analysis was employed. To measure all the hypothesized relationships, WarpPLS 8.0 (Kock, 2022) was utilized.

Results

Measurement Model Evaluation

To assess the mesurement model, the reflective latent variables used in the present study were subjected to internal consistency test using composite reliability (CR). According to Dillon and Goldstein (1984), and Peterson and Kim (2013), the value of composite reliability of each reflective construct should be at least 70%. Based on the results in Table 3, all latent variables – environmental sustainability awareness (CR = 0.911), green purchase intention (CR = 0.908), altruism (CR = 0.932), and green brand evangelism (CR = 0.946) – are within the acceptable threshold values for internal consistency.

Part of the measurement model evaluation is the analysis of average variance extracted (AVE) of every latent construct and its corresponding loadings of the indicators. The AVE coefficients and factors loadings are used to assess the convergent validity of the latent constructs. For AVE, the value must be at least 0.50 (Amora, 2021; Fornell & Larcker, 1981) and each indicator loading must also be at least 0.50 and significant (p-value must be be at most 0.05) to say that the latent constructs exhibit convergent validity (Hair et al., 2009; Kock, 2014; Kock & Lynn, 2012). As seen in Table 3, all reflective constructs are with the required thresholds for AVE and factor loadings; thus, convergent validity is evident.

Table 3: Reliability Measure and Convergent Validity

Item / Construct	Mean	SD	AVE	CR	Item loading
Environmental sustainability awareness	4.557	0.454	0.596	0.911	
ESA1					0.761
ESA2					0.796
ESA3					0.790
ESA4					0.828
ESA5					0.733
ESA6					0.703
ESA7					0.786
Green purchase intention	4.455	0.514	0.669	0.908	
GPI1					0.844
GPI2					0.894
GPI3					0.852
GPI4					0.859
GPI5					0.606
Altruism	4.506	0.530	0.773	0.932	
ALT1					0.872
ALT2					0.879
ALT2					0.896
ALT4					0.868
Green brand evangelism	4.436	0.566	0.814	0.946	
GBE1					0.888
GBE2					0.912
GBE3					0.897
GBE4					0.912

Note: ESA – environmental sustainability awareness; GPI – green purchase intention; ALT – altruism; GBE – green brand evangelism; SD – standard deviation; AVE – average variance extracted; CR – composite reliability. All item loadings are significant at $p < 0.001$.

Part of the assessment of the measurement model is gauging the discriminant validity of the latent constructs. Roemer et al. (2021) introduced an improved measure of discriminant validity using heterotrait-monotrait ratio of correlations 2 (HTMT2). Henseler et al. (2015) and Voorhees et al. (2016) recommneded that the value of HTMT must be at most 0.85. As reflected in Table 4, all latent constructs used in the present study are within the acceptable conservative threshold for HTMT; hence, discriminant validity was established.

Table 4: Discriminant Validity

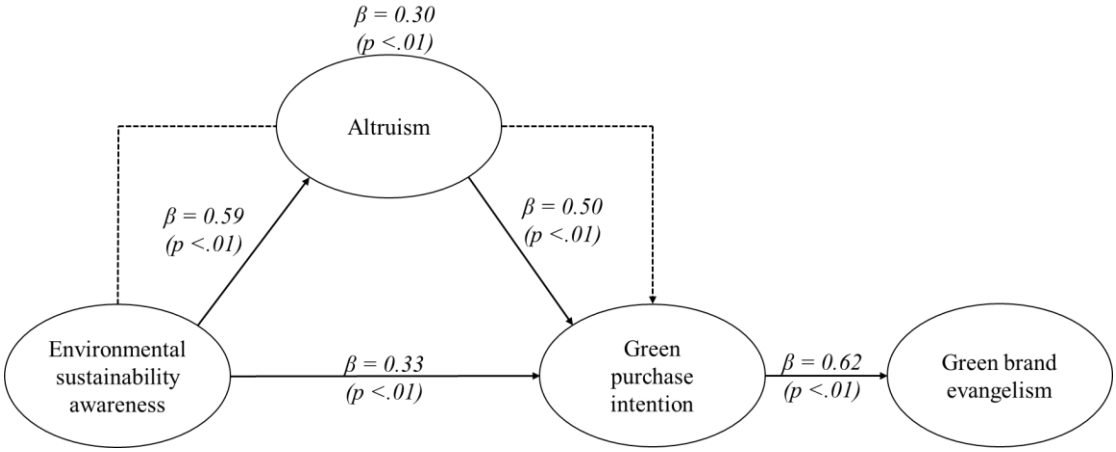
	ESA	GPI	ALT	GBE
ESA	-	-	-	-
GPI	0.655	-	-	-
ALT	0.633	0.746	-	-
GBE	0.529	0.680	0.732	-

Note: ESA – environmental sustainability awareness; GPI – green purchase intention; ALT – altruism; GBE – green brand evangelism.

Structural Model Assessment

The second phase of PLS-SEM analysis is the structural model assessment. Figure 2 and Table 5 present the results of the hypothesis testing conducted using PLS path modelling. The results show that environmental sustainability awareness has a significant and positive influence on green purchase intention (β = 0.327; p < 0.001) and on altruism (β = 0.590; p < 0.001). Therefore, H1 and H2 are supported.

Figure 2: The Study's Structural Model



Moreover, the findings also reveal that alturism has a singificant and positive influence on green purchase intention (β = 0.501, p < 0.001). Also, green purchase intention was found to have a significant and positive influence on green brand evangelism (β = 0.623, p < 0.001). Hence, H3 and H4 are supported as well.

The effect sizes of each of the hypothesized relationships were also measured using the threshold set by Cohen (1988) – 0.02 (small), 0.15 (medium), and 0.35 (large). Based on the findings, ESA → GPI exhibits medium effect size (f^2 = 0.193), ESA → ALT shows large effect size (f^2 = 0.348), ALT → GPI magnifies medium effect size (f^2 = 0.337), and GPI → GBE reflects large effect size (f^2 = 0.389).

Table 5: Direct and Mediating Effects

Hypothesis	β	p	SE	f^2	Decision
Direct effects					
H1. ESA → GPI	0.327	<0.001	0.054	0.193	Supported
H2. ESA → ALT	0.590	<0.001	0.051	0.348	Supported
H3. ALT → GPI	0.501	<0.001	0.052	0.337	Supported
H4. GPI → GBE	0.623	<0.001	0.051	0.389	Supported
Mediating effect					
H5. ESA → ALT → GPI	0.295	<0.001	0.038	0.174	Supported

Note: β – path coefficient; p – p-value; SE – standard error; f^2 – effect size. ESA – environmental sustainability awareness; GPI – green purchase intention; ALT – altruism; GBE – green brand evangelism.

The intervening effect of altruism between environmental sustainability awareness and green purchase intention was also measured. The results show that altruism has a mediating role on the relationship between environmental sustainability awareness and green purchase intention ($\beta = 0.295$, $p < 0.001$), with a medium effect size ($f^2 = 0.174$).

Discussion

The current undertaking aims to measure the effects of environmental sustainability awareness on green purchase intention and green brand evangelism. It has been found that environmental sustainability awareness significantly and positively influences green purchase intention. The finding indicates that the level of consciousness of individuals on conserving the natural resources and protecting the environment from degradation results to consumers' likelihood to buy goods and services that are harmless to the ecology. The level of environmental awareness among consumers translates into pro-environmental behaviors such as consumption of green products. In has been argued by Liu et al. (2020) that consumers today are becoming mindful of their buying decisions. More and more individuals today are looking for goods and services that do not harm the environment. Mas'od and Chin (2014) even emphasized that with the greater awareness of consumers on ecological destruction and the consequences associated with it, green campaigns are yielding favorable consumer behaviors, including consumption of green products.

The results also show that environmental sustainability awareness has a significant influence on altruism. The finding suggests that, as their level of consciousness on conserving the environment increases, consumers tend to become genuinely concerned on the well-being of others and may exhibit sincere concern for the community. This proves that awareness on environmental sustainability leads to attitudes that are pro-environment, such as altruistic acts. Teng et al. (2013) underscored that those altruistic individuals perform activities that will be beneficial to others, and they do not expect anything in return for doing such acts. Boggia et al. (2018) and Missimer et al. (2017) further noted that consumers who are truly concerned with the environment are more committed in protecting the natural resources. Likewise, Aruga (2020) and Panda et al. (2020) found that altruistic behaviors are due to greater degree of environmental sustainability awareness.

Altruism was found to have a significant and positive effect on green purchase intention. The result indicates that the selfless act of individual to do good for others without expecting anything in return may yield into pro-environmental behaviors such as likelihood to consume products and services that are not harmful to the ecology. Rahman and Reynolds (2017) and Mostafa (2009) also noted that altruistic attitude is a factor that influences behavioral intentions, and Corbett (2005) and Guéguen and Stefan (2016) further argued that altruism is a vital indicator that translates into pro-environmental behaviors. Prior studies established that altruism significantly leads to green purchase intention among consumers (Bautista et al., 2020; Davari et al., 2017).

Green purchase intention and green brand evangelism were found to be significantly related. This result signifies that the formation of green purchase intention translates into the establishment of a strong bond between a consumer and a particular brand. The level of awareness of individuals about environmental conservation and the

consequences of buying products that harm the environment is a contributory factor in the likelihood to consume green goods and services. Panda et al. (2020) contended that higher intention to buy green products leads to inclination towards green brand evangelism. Due to technological advances, most consumers who had favorable experiences from purchasing sustainable products form sturdy connection with green brands, thus exhibiting green evangelical behaviors on virtual platforms such as the social media (Malthouse et al., 2013).

Lastly, altruism was found to be a mediator of the relationship between environmental sustainability awareness and green purchase intention. The result suggests that altruism indirectly affects the environmental consciousness of the consumers and of their likelihood to buy sustainable products. The awareness of individuals on environmental sustainability pushes them to become altruistic, which then results into propensity to consume green products. Jaini et al. (2019) pointed out that altruism is a major factor; this is where consumers tend to express genuine concern about the environment. Verhagen et al. (2015) similarly noted that the desires of people to engage into green initiatives are fundamentally due to altruism.

Theoretical Implications

The utilization of the CAB model in the context of green consumer behavior where environmental sustainability awareness (cognition) affects altruism (affect) and green purchase intention (behavior), which in turn results into green brand evangelism (behavior) is a manifestation of its relevance in various fields of marketing. The present study also emphasizes how affect factor (altruism) indirectly affects cognition (environmental sustainability awareness) and behavior (green purchase intention). Therefore, the CAB model has been used in the study to provide a new way of looking at this model, in particular, how it can still be employed even in the aspect of green consumerism.

Practical Implications for Asian Business

The current undertaking highlights how environmental sustainability awareness greatly influences altruism and green purchase intentions of individuals. Furthermore, it uncovers how altruism significantly affects green purchase intention, which in turn translates into green brand evangelism. Thus, the study proves the importance of green thinking through pro-environmental attitudes and behaviors. The concepts of green production and consumption should be scrutinized in two lenses – the perspective of the firms and the viewpoint of the consumers. Greening both the production and consumption dimensions necessitates for deeper understanding and promotion of green attitudes and behaviors. For instance, when consumers put emphasis on sustainable environment, it augments their altruistic attitude and they lean towards consumption of green products. Thus, firms must thoroughly understand how to ignite the consciousness of the consumers on environmental sustainability. To augment green behaviors such as green purchase intentions, firms need to extensively evaluate consumers' green behaviors, in particular, the aspect where these consumers put value on the relevance of protecting the future generation by taking care of the environment.

The current study advances how environmental sustainability awareness results into green purchase intention, which in turn results into green brand evangelism. The green consciousness of consumers has the tendency to result to favorable green behaviors. Green consumers have the capacity to be green ambassadors of green brands and products. Therefore, firms need to find ways on how to encourage green consumers in promoting positive feedbacks and evangelizing the importance of green consumption, may it be online or offline. This green brand evangelism can be amplified by firms by making sure that their green initiatives (such as green production and green marketing) are authentically orientated towards helping and sustaining the environment, and not purely motivated by profit.

The importance of green production and consumption has been given emphasis not only in the Philippines but also worldwide. The call for sustainable production of goods and services and the consumption of green products have been the battle cry of many environmentalists and environmental groups (Mitra et al., 2019; Ali et al., 2020). Thus, firms need to address this challenge by putting premium on various green ingenuities, from green production to green marketing, to yield green attitudes and behaviors among consumers. They need to establish marketing policies and strategies that will reinforce the importance of buying green products. Furthermore, they need to empower green consumers since the present study found that environmental sustainability awareness results to altruism and green purchase intention, which in turn leads to green brand evangelism. When green consumers are empowered, it increases their propensity to evangelize green products. Therefore, firms need to integrate sustainable green programs in their overall operations. Consumers are more driven when they perceive companies as entities with genuine concern for the environment.

The present undertaking has limitations as well. First, it only covers Filipino respondents. Second, only two predictors of green purchase intention were identified – environmental sustainability awareness and altruism. And third, only green purchase intention was factored in as an antecedent of green brand evangelism. To address these limitations, future researchers may want to consider cross-country comparative study on environmental sustainability awareness and green purchase intention to provide better understanding of these concepts. Additionally, scholars may also want to examine other variables that may contribute to green purchase intention and green brand evangelism such as motivational factors (e.g., intrinsic motivation, extrinsic motivation, introjected motivation). And finally, others may want to study other indirect (e.g., green purchase attitude, green values) and interaction variables (e.g., generational cohorts, gender) to investigate the complexity of green consumerism.

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