

Eco-Initiatives and Emotional Bonds: The Impact of Environmental Sustainability on Brand Advocacy through Brand Love and Happiness

Abstract

This study uses the Stimulus-Organism-Response (S-O-R) framework and appraisal theory to examine how environmental sustainability initiatives (ESIs) function as external stimuli that trigger emotional reactions (brand happiness and brand love) as organism states. These emotional responses, in turn, lead to brand evangelism as the response. It also explores how time orientation (future, present, and past) moderates the emotional impact of ESIs. Survey data from 501 hotel customers were analyzed using structural equation modeling (SEM). Results show that ESIs significantly enhance both brand happiness and love, with brand love more strongly driving brand evangelism due to its deeper, more enduring passion and commitment compared to the momentary nature of happiness. Further, moderation analysis revealed that future orientation strengthened the effects of ESIs on both happiness and love, suggesting that forward-focused consumers more readily appraise ESIs as personally meaningful. In contrast, present orientation had a significant negative impact on these effects, indicating active resistance of future-oriented brand actions. Past orientation had no significant effect, reflecting appraisal detachment (i.e. neither reject nor embrace ESIs) rather than value conflict. The findings suggest that hotels should adopt a dual-pathway ESI strategy that engages both immediate experiential pleasure and deeper emotional connections and tailor messaging to customers' time orientations to maximize emotional impact and advocacy.

Keywords: Stimulus-Organism-Response (S-O-R), Brand Emotions, Time Orientation, Sustainable Hotels

Introduction

Hotels around the world are increasingly adopting environmental sustainability initiatives (ESIs) aimed at reducing their ecological footprint through measures such as conserving water and energy, minimizing waste, and reusing service items (Chen and Peng, 2023; Chi et al. 2022). Despite their environmental significance, these efforts often face customer skepticism, as customers may view them as cost-cutting measures that compromise comfort, value, or the overall hotel experience (Kim et al. 2023; Amatulli et al. 2021). Consequently, eco-friendly practices are frequently perceived as financially motivated rather than genuine commitments to sustainability (Kwon and Boger, 2020). This perception creates a practical challenge for hotels: how to pursue sustainability without diminishing customer satisfaction or brand value.

To address this challenge, prior research has examined cognitive and attitudinal responses to ESIs, such as perceived value, satisfaction, trust and personal norms (e.g., Karim and Rabiul, 2024; Shanti and Joshi, 2022). However, this perspective overlooks a key dimension of consumer response: emotions. Emotional reactions play a critical role in how customers form connections with a brand (Palusuk et al. 2019; Batra et al. 2012), yet few studies have examined brand-specific emotional responses directly elicited by ESIs. Existing research often focuses on general affective states (e.g., Hu and Dang-Van, 2023; Nanu and Rahman, 2023), which do not capture how consumers emotionally bond with sustainable brands. This creates a significant theoretical gap. That is, without understanding the emotional impact of ESIs, we lack insight into how these initiatives build deeper and lasting brand relationships.

This study addresses that gap by examining two brand-related emotional constructs: brand happiness, a moment-based emotional fulfillment during brand interactions (Schnebelen and Bruhn, 2018), and brand love, a long-term and emotionally intense connection akin to friendship

(Batra et al., 2012). Investigating both allows us to assess whether ESIs foster immediate gratification, deeper brand attachment, or both, thus offering a richer understanding of how hotels can emotionally engage skeptical customers.

However, emotional responses to ESIs may not be universally experienced. Prior research has reported mixed findings on the impact of ESIs on consumer behavior (Kim et al., 2017), suggesting the presence of moderating variables. While demographic moderators have been explored (e.g., Peng and Chen, 2019), psychological moderators, especially in the context of emotional brand responses, remain largely underexplored (TM et al., 2021). To address this, the current study introduces time orientation as a boundary condition. Time orientation is not a fixed trait but a cognitive frame (Kondo et al., 2024) that shapes how individuals interpret and emotionally value sustainability efforts (Wittmann and Sircova, 2018). As individuals vary in their focus on the past, present or future, time orientation has been shown to influence emotional experiences and evaluations (Herzog-Krzywoszanska et al. 2024; Vlasenko et al. 2024; Ishii, 2015; Stolarski et al. 2014). Accordingly, it is proposed as a moderating factor that affects how ESIs elicit brand happiness and brand love.

Finally, prior research has identified a persistent “value–action gap”, which is a disconnect between customers’ positive attitudes toward ESIs and their actual green purchasing behavior (Grunwald et al., 2025). For example, Rude (2024) observes that although Gen Z vocally supports social and environmental causes, they often hesitate to align these values with their purchase decisions. Yet, most prior studies link emotional brand responses primarily to transactional or passive attitudinal outcomes, such as visit intentions, green brand choice, or willingness to pay a premium (Chua et al. 2024; Han, 2020; Clark et al. 2023; Sun et al. 2022; González-Rodríguez et al. 2020). These outcomes, while valuable, do not capture the active, emotionally charged

behaviors that sustainable brands seek to inspire, nor do they clarify whether emotional attachment translates into non-transactional, advocacy-oriented behaviors. To address this gap, the study introduces brand evangelism as a focal outcome. It represents a high-intensity form of advocacy characterized by emotional fervor, conversion, and a missionary zeal to promote the brand (Purohit et al. 2023; Sashittal et al. 2023). It goes beyond word-of-mouth by involving public persuasion, emotional commitment, and active brand defense, making it a more impactful and meaningful indicator of sustainability-driven engagement (Sharma and Khandeparkar, 2025).

Using the Stimuli-Organism-Response (S-O-R) model as a theoretical lens, this research has two objectives. First, it examines the impact of ESIs on brand happiness and brand love and the impact of that on brand evangelism. Second, it assesses the moderating effect of time orientations on the relationship between ESIs and the brand-related emotional mechanisms (brand happiness and love). Given the emotional nature of brand love and brand evangelism, this study intentionally focuses on customers with repeated engagement with environmentally sustainable hotels. Emotional brand responses, especially those involving long-term attachment or advocacy, are not typically formed after a single brand interaction. Rather, they are more likely to emerge from accumulated experiences, where customers have been exposed to a brand's sustainable behavior over time (Palusuk et al. 2019; Batra et al. 2012). This aligns with prior research, which emphasized having a qualified sample with sufficient brand familiarity when studying emotional or experiential constructs (Shin and Back, 2020; Han and Hyun, 2018). Accordingly, this study targets a loyal customer segment to ensure that respondents have sufficient brand exposure to evaluate the emotional significance of ESIs. By contextualizing the study within this segment, we strengthen construct validity and position the findings to inform sustainability strategies aimed at fostering advocacy behaviors among a brand's existing customer base.

The rest of the paper is structured as follows. The next section introduces the theoretical framework underpinning the model used in the current study. This will be followed by a discussion on the differences between brand happiness, brand love and brand evangelism. The subsequent section presents the research hypotheses and outlines the methodology. Finally, the paper discusses the research findings, draws conclusions, and offers suggestions for future research.

Theoretical Framework

The present study adopts the S-O-R model (Mehrabian and Russell, 1974) as its theoretical foundation due to its emphasis on affective mediation and its capacity to model the sequential influence of environmental stimuli (S) on internal emotional states (O), which in turn drive behavioral responses (R). This model is particularly well-suited to the study's objective of examining how ESIs elicit brand-specific emotional responses (i.e. brand happiness and brand love) that ultimately lead to brand evangelism.

A key strength of the S-O-R model lies in its emphasis on affective mediation. Models like the Theory of Planned Behavior (Ajzen, 1991) tend to emphasize cognitive factors (i.e. attitudes and intentions) while giving limited attention to emotional processes, which are central to the present study. Similarly, the Value-Belief-Norm theory (Stern et al., 1999) offers useful insights into moral drivers of pro-environmental behavior but lacks the nuance to capture the emotional dynamics specific to brand experiences. The Elaboration Likelihood Model (Petty and Cacioppo, 1986) helps explain how persuasion works, yet it focuses largely on attitude change and overlooks the role of emotion as a mediating force. Even brand attachment theory (Thomson et al., 2005), while relevant to constructs like brand love, centers more on the strength of pre-existing consumer-brand relationships than on how specific environmental brand initiatives give rise to emotional responses. In contrast, the S-O-R model explicitly addresses the external origin of emotional

reactions and supports the co-occurrence of short-term (brand happiness) and long-term (brand love) emotional responses.

To further clarify the emotional mechanisms within the "O" component, the S-O-R framework is complemented by Appraisal Theory (Lazarus, 1991). This helps understanding the internal processes through which ESIs lead to differentiated emotional outcome i.e. why particular emotions emerge in response to external stimuli. According to the theory, emotions are not reflexive responses to external stimuli but are generated through individual-level appraisals of those stimuli across key dimensions such as goal relevance and significance, motive congruence, standard compliance, coping potential, and novelty (Scherer et al., 2005). These appraisals determine not just whether an emotion is triggered, but which emotion arises. For example, if an individual perceives an ESI as deeply aligned with their self-concept or moral values, they are more likely to experience brand love, characterized by emotional depth, commitment, and passion. Conversely, if the initiative is seen as pleasant but less personally meaningful, it may elicit brand happiness, which is more immediate and context-dependent. The theory therefore does not just explain what emotions occur, but why one consumer feels transient joy while another develops a lasting emotional attachment.

The appraisal theory is also critical in understanding the role of time orientation as a moderator in the S→O link. While the S-O-R model provides the structural pathway connecting environmental stimuli to emotional responses, appraisal theory explains why individuals with different temporal orientations evaluate the same stimuli differently, thus giving rise to divergent emotional outcomes. Specifically, future-oriented individuals are more likely to appraise ESIs as congruent with their long-term goals, personal values, and moral convictions (Legohérel et al., 2009). These appraisals enhance the perceived significance and psychological relevance of the

initiatives, increasing the likelihood of both brand love (as a deep, enduring attachment) and brand happiness (as an immediate, positive emotional state). In contrast, present-oriented individuals are more attuned to short-term gratification (Corral-Verdugo et al., 2006) and may appraise ESIs as irrelevant or even inconvenient as they do not provide immediate, tangible benefits. This appraisal style can reduce the emotional salience of sustainability efforts, thus weakening their ability to elicit either brand love or brand happiness. Similarly, past-oriented individuals tend to evaluate new initiatives through the lens of tradition and familiarity (Merchant et al., 2014). As a result, they may appraise ESIs as disruptive or inconsistent with established norms, making them less likely to experience strong emotional connections with the brand. Through this lens, appraisal theory provides the psychological mechanism by which time orientation alters emotional reactions to the same external stimulus.

Taken together, the integration of S-O-R and appraisal theory offers a robust and layered framework. S-O-R supplies the structural model linking environmental cues to emotional and behavioral outcomes, while appraisal theory clarifies the evaluative processes that give rise to specific emotional states. Time orientation adds an essential layer of individual difference, shaping how ESIs are appraised and emotionally internalized. This combined approach moves beyond a descriptive account of emotions to a mechanistic explanation of how and why ESIs elicit differentiated emotional reactions, and how these reactions influence high-effort brand behaviors such as evangelism.

The Nature of Brand Love and Brand Happiness

While both brand happiness and brand love reflect positive affective responses toward a brand, they represent fundamentally distinct psychological constructs with unique characteristics across several dimensions: temporality, intensity, stability, and relational orientation. Brand happiness is a transient, context-specific emotional state triggered by discrete and positive brand-related experiences (Nobre et al., 2023). It manifests through immediate emotions such as excitement, joy, or contentment, and its intensity is closely tied to the arousal level of the specific encounter (Boisvert et al. 2023; Schnebelen and Bruhn, 2018). Critically, brand happiness is episodic and reactive, fluctuating based on the situational quality of individual brand interactions (Burhanudin, 2024). It functions primarily as a short-term affective reaction that does not inherently imply any lasting relationship with the brand.

In contrast, brand love represents a stable, long-term emotional bond rooted in a history of meaningful interactions (Pourazad et al. 2023; Batra et al. 2012). It is not tied to a single moment or transaction but instead reflects an ongoing and relational commitment characterized by feelings of intimacy, passion, and attachment (Song et al., 2022). Importantly, brand love transcends specific experiences and contributes to a sense of emotional unity and resilience in the consumer-brand relationship (Chiengkul and Junla, 2024). It is relational in nature, which reflect a deep psychological integration of the brand into the consumer's identity and value system (Batra et al. 2012). Therefore, while both constructs involve positive affect, brand happiness is momentary, reactive, and experience-driven, whereas brand love is enduring, relational, and identity-relevant.

The table below summarized the key differences between both constructs.

Table1: Brand Happiness vs. Brand Love

	Brand Happiness	Brand Love
Nature	Transient affective state	Relational bond
Trigger	Discrete positive interaction	Cumulative meaningful experiences
Temporal Scope	Momentary, episodic	Months/years (enduring)
Core Function	Hedonic reward signal	Identity integration system
Stability	Context-dependent; volatile	Trait-like; resilient
Emotional Intensity	Moderate to high (e.g., joy, contentment)	High (e.g., passion, emotional commitment)

For the purpose of the current study, and in line with prior research (Chiengkul and Junla, 2024; Mansoor and Paul, 2022), brand happiness is conceptualized as a unidimensional construct measured by aspects such as glad, cheerful, joyful, vigorous, and relaxed. However, we adopt a higher-order modeling approach to brand love, where intimacy, passion, and commitment are reflective dimensions of a single latent construct. This decision is supported by both theoretical and empirical reasoning. Theoretically, Sternberg’s (1986) triangular theory emphasizes the interdependence and synergy among these three dimensions, which together form a complete or “consummate” love. Treating the components independently would fragment the emotional bond and obscure the holistic intensity required for high-effort outcomes such as brand evangelism.

Empirically, prior branding studies have shown that the higher-order structure not only retains the multidimensional richness of brand love but also enhances the parsimony and stability of structural models (e.g., Bae and Kim, 2023; Sajtos et al. 2021; Batra et al. 2012). It reduces multicollinearity between dimensions and strengthens predictive validity by capturing the integrated emotional force that motivates consumers to engage in relational behaviors. In this study, brand love is viewed as an emotionally intense, high-investment behavior likely to arise not from isolated feelings of closeness, enthusiasm, or commitment alone, but from their convergent

interplay. Therefore, modeling brand love as a second-order latent construct offers a more theoretically coherent and empirically robust representation of its role in driving advocacy-oriented brand engagement.

The Unique Nature of Brand Evangelism

Brand evangelism fundamentally differs from other related constructs. First, it differs from WOM in three key aspects: intentionality, emotional intensity, and behavioral scope. Evangelists demonstrate unwavering commitment through deliberate persuasion aimed at converting others, active recruitment, and passionate defense of the brand during threats (Matzler et al. 2007; Sashittal et al. 2023; Shang and Li, 2024). Elements related to passion, conversion, intentionality, and defense are largely absent in traditional WOM, which typically involves sharing of recommendations, referrals, evaluations, or experiences (e.g., Duhan et al. 1997; Wangenheim and Bayón, 2007). Additionally, whereas WOM often relies on sharing objective and rational information (Nyffenegger et al., 2015), brand evangelism is fueled by intense emotional bonds and a deep sense of brand identification that surpasses mere satisfaction (Becerra and Badrinarayanan, 2013) Words such as “zealots, militants, devotees and/or missionaries” are often used to describe brand evangelists (Swimberghe et al., 2014, p.2660). The emotional intensity and tone underpinning brand evangelism far surpass those found in standard WOM (Matzler et al., 2007). Therefore, what distinguishes brand evangelists is their intrinsic motivation and long-term emotional commitment. This contrasts sharply with WOM, often motivated by self-enhancement (Wojnicki and Godes, 2017).

Second, brand evangelism is distinct from brand influencers (Sashittal et al., 2023). Evangelists often engage with the brand in their everyday lives and are driven purely by their genuine passion for it. In contrast, brand influencers may not actually use or even like the brand.

They promote it primarily for financial gain, leveraging their popularity or credibility to persuade others to purchase or try it (Mvondo et al., 2022). Third, brand evangelism fundamentally differs from brand loyalty (Panda et al., 2020) across three key aspects: core distinction, motivational orientation, and behavioral focus. Brand loyalty is traditionally characterized by repeat purchase, resistance to switching (Oliver, 1999), and positive brand attitudes (Dick and Basu, 1994). This contrasts with brand evangelism, which is primarily concerned with active recruitment and conversion efforts (Matzler et al., 2007), thereby surpassing the boundaries of traditional brand loyalty (Cavadas and Moreira, 2025; Shang and Li, 2024). Furthermore, while brand loyalty is predominantly self-oriented, motivated by the consumer's own satisfaction, continued usage, and risk minimization; brand evangelism is intrinsically other-oriented, driven by the desire to convert non-users, defend the brand against criticism, and discourage engagement with competitors (Cavadas and Moreira, 2025). Finally, the core behavioral focus diverges: brand loyalty emphasizes personal brand adoption reflecting satisfaction, whereas brand evangelism prioritizes brand adoption coupled with passionate advocacy, reflecting prosocial motivation (Cavadas and Moreira, 2025; Purohit et al., 2023).

Hypotheses Development

The Effect of ESIs on Brand Happiness

Drawing on the S-O-R model, ESIs function as external stimuli that positively shape customer perceptions, triggering immediate emotional responses such as joy, happiness, and excitement. Initiatives like energy-efficient systems, eco-friendly furnishings, and waste management contribute to enhanced comfort, safety, and health during the stay (Dang-Van et al. 2023; Moise et al. 2021). For instance, energy-efficient technologies regulate indoor temperatures,

natural lighting and ventilation improve air quality, and waste management ensures a clean and hygienic environment (Demir et al. 2021; Assaker, 2020). These tangible, sensory-rich experiences are expected to directly contribute to customers' immediate emotional responses of happiness and joy with the hotel (Lee et al., 2021).

Appraisal theory complements the S-O-R model by explaining how specific emotional responses (i.e. brand happiness) are formed based on consumers' cognitive evaluations (Lazarus, 1991). When ESIs are appraised as fulfilling self-focused goals centered on the individual's immediate comfort, pleasure, convenience, and personal benefit, rather than broader moral or environmental ideals, they do not require deep value alignment or moral engagement. That is, ESIs are experienced as personally beneficial, functionally enhancing, and offering pleasurable and stress-free experiences. This cognitive pattern is, therefore, expected to elicit short-lived, immediate positive emotions such as contentment, pleasure, and relaxation (Schnebelen and Bruhn, 2018; Hosany, 2012). Brand happiness thus arises when ESIs are viewed as hedonic enhancements that satisfy immediate, self-centered needs with minimal psychological effort. In this context, happiness is not rooted in moral resonance but in perceived improvements to the consumption experience itself. These appraisals are typically surface-level and tied to the immediate service environment.

H1: ESIs are positively associated with brand happiness

The Effect of ESIs on Brand Love

Within the organism (O) stage of the S-O-R model, ESIs function as stimuli triggering internal processes that culminate in brand love. This occurs through two primary internal pathways. First, ESIs enhance customers' perception of the brand's goodness. When customers

internally process sustainability actions as signals of brand goodwill, benevolence, and moral integrity (Zaid et al., 2024; Choi et al., 2022), they are expected to foster the foundation for a lasting emotional connection (Yuan et al., 2024). Second, ESIs reinforce the customer's self-concept. By enabling customers to meet environmental expectations (Legere and Kang, 2020), ESIs facilitate the internal perception of contributing to ecological preservation (Ahn and Kwon, 2020) and fulfilling self-expressive goals through value alignment (Mishra et al., 2024). This internal satisfaction of psychological needs, which includes social approval, self-esteem, and ethical fulfillment (Olsen et al., 2014), strengthens green self-identity and perceived social worth (Mahasuweerachai and Suttikun, 2022). These combined internal processes within the organism stage are posited to generate the deep emotional bond of brand love.

Appraisal theory complements the S-O-R model by explaining how emotional responses (i.e. brand love) are formed based on consumers' cognitive evaluations. Specifically, brand love stems from complex, higher-order appraisals that go beyond immediate, surface-level judgments (Rauschnabel et al. 2024; Schmid and Huber, 2019). That is, when consumers evaluate ESIs in terms of personal relevance, moral alignment, and identity congruence (Upadhyay and Kamble, 2025; McNeill and Venter, 2019), the stimulus is no longer just pleasing, it becomes meaningful. These evaluations are tied to the consumer's long-term self-concept and values, and thus carry high motivational relevance. Because such appraisals reflect what the consumer deeply identifies with and cares about, they are expected to generate stronger, more enduring emotional bonds with the brand (Pontinha and Vale, 2020).

H2: ESIs are positively associated with brand love.

The Effect of Brand Happiness on Brand Evangelism

Drawing on the S-O-R model, brand happiness (the organism) can motivate brand evangelism (the response), where customers express their pleasurable experiences and joyful moments with the brand (Khandai et al., 2025) Prior research (Mansoor and Paul, 2022; Braxton and Lau-Gesk, 2020; Schnebelen and Bruhn, 2018) has identified three psychological reasons that motivate happy customers to evangelize the brand. Emotional self-reinforcement: happy customers enjoy sharing experiences to reinterpret, embellish, and relive joy, thus extending their positive affect. Affective persistence: evangelizing the brand allows customers to re-experience positive feelings through ongoing interaction with the brand. Prosocial amplification: happy individuals tend to be more prosocial and communicative by nature, which further increases their likelihood of engaging in brand evangelism. Collectively, these psychological reasons help explain how the affective state of happiness can be transformed into evangelistic behaviors toward the brand. Parallel to findings from prior research that has shown that brand happiness affects various loyalty outcomes including WOM (Niedermeier et al., 2019), brand advocacy (Purohit et al., 2023), willingness to pay premium prices (Boisvert et al., 2023), and attitudinal loyalty (Purohit and Radia, 2022) the following is hypothesised:

H3: brand happiness is positively associated with brand evangelism.

The Effect of Brand Love on Brand Evangelism

Drawing on the S-O-R model, brand love (organism) is expected to induce customers to engage in actions (brand evangelism) as a response. First, customers who develop deep emotional connections with a brand often integrate it into their identity (Carroll and Ahuvia, 2006) which extends their sense of self and fosters feelings of social acceptance and self-esteem (Loureiro et

al., 2017). That is, the brand becomes a tool for expressing and cultivating customers' identity, leading them to perceive it as embodying their values and beliefs (Kemp et al., 2012). These deep emotional connections motivate customers to actively and passionately advocate for the brand's cherished attributes and positive associations (Swimberghe et al., 2014) as they see it as an integral part of themselves (Wilk et al., 2018). Therefore, customers who love a brand for its sustainability initiatives would view their evangelism as a means to promote sustainable practices and inspire others to make environmentally responsible choices. By advocating for the brand's eco-friendly efforts, they reinforce their identity as environmentally conscious individuals who align with the brand's values and commitment to sustainability. Second, passionate consumers feel compelled to reciprocate by "giving something" to the brand in return for the emotional benefits they receive (Schnebelen and Bruhn, 2018). This reciprocity includes "preaching the brand's most loved aspects and all positive associations that come with it to people who have so far not acknowledged the wonder of it" (Matzler et al., 2007, p. 27). Therefore, when customers are emotionally moved by a brand's commitment to ESIs, they feel a strong desire to reciprocate these efforts. Part of this reciprocity involves passionately evangelising the brand's ESIs (Sohaib et al., 2022). Therefore, the following is hypothesised:

H4: brand love is positively associated with brand evangelism.

The Moderation Effect of Time Orientation

The Moderation Effect of Past Orientation

Past-oriented consumers value tradition, familiarity, and continuity, often seeking to preserve established routines and relive positive experiences (Merchant et al., 2014). This temporal orientation shapes how they appraise ESIs, which typically involve novelty, behavioral change, and disruption of familiar norms (White et al., 2019). From the perspective of appraisal theory, ESIs are likely to be perceived by these consumers as goal-incongruent and low in control potential, as they conflict with core values such as stability and predictability (Wang and Chao, 2020). These perceptions, which involve anticipating loss of routine or uncertainty, would give rise to negative affective responses such as discomfort, anxiety, or resistance (Smith and Lazarus, 1993), as ESIs are interpreted as threats to personal control and behavioral consistency. This reflects a psychological tension between the consumer's desire for continuity and the unsettling nature of initiatives that promote environmental change.

This defensive appraisal is intensified by the risk-averse and control-oriented decision-making style typical of past-oriented individuals (Kaynak et al. 2013). Their resistance to alternative consumption values (Polonsky, 2011), makes them more prone to interpret ESIs as threatening. Rather than offering opportunities for engagement, such initiatives would be appraised as violating standard compliance due to their introduction of unfamiliar expectations or technologies (White et al., 2019). Further compounding this effect is the close alignment between past-oriented consumers' identities and their established consumption patterns and cultural traditions (Zimbardo and Boyd, 1999). As ESIs call for lifestyle adjustments and behavioral change (UNESCO, 2023), they may be experienced as incompatible with these identity foundations. Such a discrepancy is expected to produce an identity-incongruent appraisal, which,

as theory suggests, elicits emotional dissonance rather than affection or joy as it may undermine their sense of self-consistency and social belonging. Together, these appraisal patterns clarify how past orientation negatively moderates the relationship between ESIs and emotional brand outcomes. Strong past orientation amplifies perceptions of disruption and threat, reducing the emotional benefits such as joy, pride, and shared values, which typically foster brand happiness and brand love. A ESIs are filtered through a defensive lens, it would trigger detachment or resistance, hindering emotional attachment and momentary emotional fulfillment. Therefore, we hypothesize:

H5a: Past orientation will negatively moderate the relationship between ESIs and brand happiness.

H5b: Past orientation will negatively moderate the relationship between ESIs and brand love.

The Moderation Effect of Present Orientation

Present-oriented consumers prioritize immediate gratification and emotional rewards over distant, long-term outcomes (Grühn et al., 2016). This temporal orientation fundamentally shapes how they appraise ESIs, which typically emphasize delayed, abstract, and collective benefits rather than immediate personal gains (Corral-Verdugo et al., 2006). According to appraisal theory, emotions are elicited not by objective events themselves but by individuals' evaluations of how those events align with their personal goals and motives (Lazarus, 1991). From this perspective, the goal and motive incongruence between present-oriented individuals and ESIs unfolds through three key aspects.

First, present-oriented individuals are characterized by temporal discounting, whereby delayed rewards and future benefits are devalued (Mamayek et al., 2017), which makes it cognitively challenging to appreciate the long-term rewards of ESIs. This devaluation reduces the

saliency of the benefits ESIs promise, as present-oriented individuals tend to rely on the immediate and perceptually prominent aspects of the stimulus when making decisions (Lu et al., 2016), thereby undermining their potential to elicit positive emotions (Steel et al., 2022).

Second, present-oriented individuals' pursuit of short-term comfort, pleasure, and convenience often clashes with the behavioral sacrifices required by ESIs (e.g., reducing water use, Corral-Verdugo et al., 2006; Arnocky et al., 2014). According to appraisal theory, such goal conflicts diminish the likelihood of experiencing positive emotions, or may even trigger negative emotions, as the initiative is perceived as misaligned with the individual's priorities (Steel et al., 2022). Third, present-oriented consumers lack the willingness to pay higher prices for sustainable products and services because their benefits are intangible or delayed (Joireman and Liu, 2014; Olsen et al., 2023). This economic consideration further diminishes the perceived value of ESIs. When taken together, these goal and motive-based incongruences lead present-oriented consumers to appraise ESIs as lacking immediate relevance or value, thus undermining the initiatives' capacity to elicit positive emotional responses. As a result, ESIs have a diminished impact on fostering brand happiness and brand love among this consumer segment. Therefore, the following hypotheses are proposed:

H6a: Present orientation will negatively moderate the relationship between ESIs and brand happiness.

H6b: Present orientation will negatively moderate the relationship between ESIs and brand love.

The Moderation Effect of Future Orientation

Future-oriented individuals prioritize long-term consequences, abstract goals, and a sense of personal and societal responsibility (Strathman et al., 1994). This temporal perspective creates a strong psychological congruence with ESIs, which emphasize delayed benefits and long-term environmental well-being (Wang and Chao, 2020). This congruence can be understood through

three key appraisal mechanisms: First, goal relevance and congruence. Future-oriented consumers appraise ESIs as highly relevant and aligned with their abstract, future-focused goals and values (Arnocky et al., 2014). This appraisal signals that ESIs fulfill personally meaningful objectives, thus eliciting positive emotions (Winterich and Haws, 2011). Second, appraisal of coping potential. These consumers perceive themselves as capable and willing to accept the short-term sacrifices or costs that ESIs demand, viewing such behaviors as worthwhile investments toward valued future outcomes (Wang and Chao, 2020; Keough et al., 1999). This appraisal mitigates negative affect linked to effort or inconvenience. Third, the appreciation of proactive commitment. Future-oriented individuals highly value proactive and preventive actions that signal responsibility and foresight (Strathman et al., 1994). ESIs serve as tangible evidence of a brand's commitment to sustainability and long-term welfare, which resonates deeply with this segment's evaluative criteria. In sum, future-oriented consumers are more likely to appraise ESIs as personally meaningful, congruent with their goals, and worthy of emotional investment. This appraisal process strengthens the positive affective responses toward the brand, increasing both happiness and love. Therefore, we hypothesize:

H7a: Future orientation positively moderates the relationship between ESIs and brand happiness.

H7b: Future orientation positively moderates the relationship between ESIs and brand love.

Research method

Data collection and sampling procedures

An online survey was used in a cross-sectional design to gather data from UK panellists, consistent with previous sustainability studies (D'Souza et al. 2021; Alnawas et al. 2024). Responses were gathered via Qualtrics through a research firm (Dynata) using purposive sampling to target individuals with direct experience of ESIs in hotels. This sampling approach was

necessary given the study's focus on emotional brand constructs, which require respondents to have recent, sufficient familiarity with and adequate exposure to the brand and its sustainability practices. Moreover, since ESIs are not yet uniformly implemented across all hotels, the general population would likely include many respondents without relevant experience. This is consistent with previous research that emphasizes the importance of qualified samples when measuring experience-based or affective constructs (e.g., Shin and Back, 2020; Kang, 2018). Therefore, the following qualifying questions were used:

- “Have you stayed in an environmentally friendly hotel in the past six months for at least three nights?” (Casado-Díaz et al., 2022; González-Rodríguez et al. 2020).
- “Do you stay at the above mentioned hotel at least one time per year?” (Han and Hyun, 2018).

The research firm's database includes around 65000 panelists. It then filtered this population based on the panelists' travel activities over the past 12 months. This screening was possible due to the firm's access to the most current profiles of the panelists. Nearly 13% of the total panelists had traveled in the past 12 months, making them the sampling frame for the current study. To aid comprehension, participants were provided with a definition of environmentally friendly hotels at the start of the survey. Email invitations were sent to eligible participants. Out of 797 participants who accepted the invitation, 501 qualified to complete the survey. The participants' demographic profiles are presented in Table 2.

INSERT TABLE 2

Measurements

We operationalised items from well-established measurement scales (see Table 2) to assess the study's constructs. Because the duration of the relationship with the brand positively affects advocacy behaviours (Shaikh et al., 2018) and brand love (Nyffenegger et al., 2015), 'the length of the relationship' was measured as a covariate to take into consideration the potential influence on brand evangelism. Two questions were used to evaluate the length of the relationship: (1) "How often do you visit this hotel per year?" and (2) "How long have you been visiting this hotel?".

Common method bias

First, various descriptions for scale anchors were employed such as "Very uncharacteristic" to "Very characteristic" (for future, present and past orientation), "Strongly disagree" to "Strongly agree" (for brand evangelism and brand love), "Poor performance" to "Excellent performance" (for sustainability initiatives) and "Not at all" to "To a large extent" (for brand happiness). Second, all sections and the items within them were randomised for each participant. Third, we performed Harman's single factor test and the analysis showed that the first factor in the measurement model accounted for 38% of the total variance, which is less than the 50% threshold, indicating that common method bias was not a significant concern. Fourth, we applied a Common Latent Factor (CLF) approach by estimating and comparing models with and without the CLF. The comparison revealed that the largest difference in standardized regression weights was 0.105, which is well below the commonly accepted cutoff of 0.200 (Archimi and Bhatti, 2018). This suggests that common method bias does not significantly affect our results.

Measurement model validation

We used AMOS 28 to assess the reliability and validity of the measurement model which contains 6 first-order constructs (future, present and past orientation, brand evangelism, brand happiness and ESIs) and one higher-order construct (brand love). All model fit indices are

acceptable: CMIN/DF (2.10), IFI (.91), TLI (.91), CFI (.91) and RMSEA (.047, Kline, 2005). In addition, evidence of reliability, discriminant validity, and convergent validity is available in Table 3. The results show that $CR \geq .80$, item loadings $\geq .70$, and $AVE \geq .50$, meaning that reliability and convergent validity are satisfactory (Hair et al., 2019). Discriminant validity is achieved since the AVE square root for each variable is higher than the correlations with all other variables (Fornell and Larcker, 1981).

INSERT TABLE 3

Hypotheses testing

Direct relationships

AMOS 28 was utilised to test the hypothesised relationships between the study variables. All fit indices of the estimated structural model are satisfactory: CMIN/DF (1.87), IFI (.90), CFI (.90), RMSEA (.049). As seen in Table 4, the effect of ESIs on brand happiness is significant ($\beta = .58$, $p < .001$) supporting H1, the effect of ESIs on brand love is significant ($\beta = .65$, $p < .001$) confirming H2, the effect of brand happiness on brand evangelism is significant, though weaker, ($\beta = .27$, $p < .001$) supporting H3 and the effect of brand love on brand evangelism is significant ($\beta = .64$, $p < .001$) confirming H4.

To further explore the role of brand happiness and brand love in translating the impact of ESIs into brand evangelism, we examined their indirect effects. The indirect effect of ESIs on brand evangelism via brand happiness was 0.16, calculated as the product of the direct effect of ESIs on brand happiness ($\beta = 0.58$) and the effect of brand happiness on brand evangelism ($\beta = 0.27$). Using the Sobel test, the indirect effect was significantly positive ($Z = 5.98$, $p < 0.001$).

Regarding the indirect effect of ESIs on brand evangelism via brand love, it was 0.42, calculated as the product of the direct effect of ESIs on brand love ($\beta = 0.65$) and the effect of brand love on brand evangelism ($\beta = 0.64$). Using the Sobel test, this indirect effect was also significantly positive ($Z = 9.57, p < 0.001$)

INSERT TABLE 4

Moderation Effect

We modelled the interaction terms using the single indicator method suggested by Ping (1995). To reduce multicollinearity, we first standardised the variables. Then, we applied the estimates from the measurement model and Ping's formula to compute the loadings and measurement errors for each interaction term. These loadings and errors were subsequently incorporated as inputs into the structural equation model.

Using these procedures, the moderation effect of past orientation on the relationship between ESIs and brand happiness was found to be insignificant ($\beta = .07, p > .05$), and the effect on the relationship between ESIs and brand love was also not significant ($\beta = .02, p > .05$). Thus, both H5a and H5b were rejected. The moderation effect of present orientation showed a significant negative impact on both the relationship between ESIs and brand happiness ($\beta = -.19, p < .01$) and between ESIs and brand love ($\beta = -.22, p < .01$). Therefore, both H6a and H6b were supported. Concerning the moderation effect of future orientation on the relationship between ESIs and brand happiness, the results showed a significant positive effect ($\beta = .11, p < .05$). Similarly, the effect on the relationship between ESIs and brand love was significantly positive ($\beta = .17, p < .001$). Therefore, both H7a and H7b were supported.

INSERT TABLE 5

Discussions and conclusions

This study examined how ESIs influence brand happiness and brand love, and how these emotional responses, in turn, drive brand evangelism. Additionally, we explored how time orientation moderates the emotional impact of ESIs. Guided by the S-O-R framework and cognitive appraisal theory, our findings offer several key insights. First, our results support the sequential process outlined in the S-O-R model: ESIs (stimulus) trigger internal emotional states (organism), which then lead to brand evangelism (response). We operationalized the organism stage through two distinct emotional pathways: brand happiness and brand love. While both are activated by ESIs, they emerge from fundamentally different types of appraisal processes. Brand happiness reflects a hedonic, experience-based appraisal that emphasizes immediate emotional gratification. In contrast, brand love stems from a deeper, value-based appraisal, involving alignment with personal ethics and long-term self-concept relevance. This dual emotional impact explains why consumers may feel both happy and deeply connected to a brand based on the same ESI engagement, though through distinct cognitive pathway.

The observed effect of ESIs on brand happiness aligns with previous research showing that green practices enhance customers' immediate affective responses and satisfaction (Hu and Dang-Van, 2023; Ahn and Kwon, 2020; Wu et al., 2016). These studies confirm that the experiential benefits of sustainability efforts foster transient positive emotions such as joy and contentment. Similarly, the effect of ESIs on brand love is supported by studies highlighting how alignment with customers' personal and ethical values strengthens consumer-brand bonds (Li et al. 2024; Yu et al. 2024). This suggests that ESIs resonate with consumers' moral frameworks and self-identity, thus fostering a deeper and more enduring emotional connection.

Second, while previous studies have explored the roles of brand happiness (Mansoor and Paul, 2022; Schnebelen and Bruhn, 2018) and brand love (Amani, 2023; Hussain et al., 2023) in driving brand evangelism separately, our research is among the first to examine both simultaneously. Our findings demonstrate that brand love has a significantly stronger impact on brand evangelism compared to brand happiness, highlighting an important distinction: not all positive emotions equally influence advocacy behaviors. Brand happiness represents a fleeting, pleasant response to a specific brand experience, lacking the deep, enduring emotional investment required to fuel true brand evangelism. Conversely, brand love is a powerful, relational emotion grounded in the integration of the brand with one's self-concept (Batra et al., 2012; Carroll and Ahuvia, 2006). From the S-O-R framework perspective, this implies that deeper, more self-relevant organismic states—such as brand love—are more effective in motivating sustained and deliberate actions than transient emotional states. Hence, brand evangelism is less about momentary positive feelings and more about a profound, lasting emotional commitment. This deep emotional connection transforms temporary pleasure into ongoing loyalty and active advocacy, prompting consumers to become passionate promoters, defenders, and converters of the brand. This aligns with Matzler et al. (2007, p. 27) who observed that “consumers who evangelize are passionate about their brand and feel the need to share their emotions with others.” This perspective is also supported by Scarpi (2010), who found that psychological and emotional attachment are the main drivers of brand evangelism.

Third, time orientations had different moderating effects on the ESIs–emotion links. Specifically, future orientation amplified the emotional effect of ESIs on both happiness and love. This finding is not surprising as future-oriented individuals intrinsically value sustainability as a means to protect the planet for future generations. Therefore, ESIs appear to be well-aligned with

their long-term goals, which results in stronger brand-related emotions. In contrast, present orientation had a significant negative moderating effect on the ESIs-brand love/happiness relationships. This finding aligns with prior research demonstrating that present orientation negatively influences pro-environmental behaviors, such as water conservation (Corral-Verdugo et al., 2006). Present-oriented individuals tend to prioritize immediate gratification, convenience, and tangible rewards. Because ESIs emphasize long-term benefits and often require short-term personal sacrifices, they can create a motivational conflict for these consumers. Specifically, the ethical appeal of ESIs clashes with the desire for instant comfort, which leads to psychological tension. This tension arises because the delayed and abstract rewards of ESIs are less salient than their immediate costs or inconveniences. As a result, present-oriented consumers experience unresolved goal conflict that suppresses positive affect, as ESIs fail to satisfy their core preference for immediate rewards.

The analysis revealed that past orientation did not significantly moderate the relationship between ESIs and brand love or happiness. Prior research has shown that past orientation did not exert a significant effect on pro-environmental behaviors (Corral-Verdugo et al. 2006; Milfont et al. 2012). While past-oriented individuals typically value stability, familiarity, and continuity, this non-significant result may indicate that ESIs do not strongly engage or challenge these values. Unlike innovations that disrupt cultural rituals or identity-based traditions, ESIs, though future-focused, do not appear to demand a rejection of traditional norms or identities. Consequently, it is possible that past-oriented individuals may perceive ESIs as relatively low in personal relevance or emotional salience. However, we emphasize that this interpretation is speculative and not directly supported by our data, which did not measure perceived threat, emotional disengagement, or value conflict.

Theoretical Contributions

The current study contributes to the literature in several ways. First, prior research has linked the effect of ESIs with cognitive (e.g., Karim and Rabiul, 2024; Shanti and Joshi, 2022), attitudinal (e.g., Shanti and Joshi, 2022), and normative factors (e.g., Han, 2020), as well as with general affective states (e.g., Hu and Dang-Van, 2023). This research builds on these studies by linking ESIs with brand-specific emotional factors namely; brand happiness and brand love, and showing that ESIs can elicit both immediate experiential gratification (brand happiness) and enduring emotional bonds (brand love). This dual pathway enriches the emotional dimensions of consumer responses to sustainability efforts, and moves beyond general affective states to brand-specific emotional responses.

Second, the current study extends prior research that has examined transactional behaviors (e.g., Chua et al. 2024; Clark et al. 2023) or passive attitudinal responses (e.g., Sun et al., 2022) as final outcomes of ESIs by investigating a non-transactional, advocacy-oriented behavior known as brand evangelism. The specificity of this construct is that it captures the active and emotionally intense ways consumers may engage with sustainable brands. Further, our research shows how different types of brand-specific emotions motivate evangelic behaviors by emphasizing the role of enduring emotional bonds (brand love) rather than transient feelings (brand happiness) as a key driver of brand evangelism. Third, the current study responds to calls for examining boundary conditions that shape the effects of ESIs beyond demographic moderators (T.M et al., 2021). Thus, it examined the boundary conditions of three types of time orientations that govern the impact of ESIs on brand-specific emotions and verified the distinct moderating effects of each type. By doing so, we demonstrate how temporal cognitive frames shape emotional brand responses to sustainability efforts.

Practical Implications

This study offers hotel managers several practical implications. First, it demonstrates that ESIs affect consumers emotionally through two distinct mechanisms: hedonic gratification (brand happiness) and identity reinforcement (brand love). As such, hotels should adopt a dual-pathway sustainability strategy that differentiates how ESIs are framed and communicated. To activate the first path, hotels should emphasize visible, experiential, and comfort-enhancing ESIs during hedonic consumption moments (e.g., check-in, room entry, in-stay interactions). Some of the ESIs mechanisms that could trigger brand happiness are: smart energy-saving systems that improve comfort (adaptive lighting, temperature optimization, improved air quality); AI-enabled personalization that makes sustainable adjustments “effortless”; and gamified prompts for small pro-environmental choices (towel reuse, recycling, mindful water use). Thus, ESIs messages should be framed around comfort, effortlessness, and instant gratification, rather than abstract sustainability ideals. They should also be delivered through in-the-moment touchpoints such as room entry, mobile app interactions, elevators and bathroom signage, using micro-messages (“tap once for optimal comfort”) rather than value-heavy narratives.

However, to activate the second path, ESIs should enable guests to express values, contribute to a cause, or integrate the brand into their long-term self-concept. Some of the ESIs mechanisms that could trigger brand love are: cause-linked stays (e.g., reforestation, wildlife protection), ethical sourcing programs (e.g., local farms, fair trade suppliers), community-based sustainability activities (e.g., cleanups, tree planting), and co-creation platforms for guests to propose or design green initiatives. Thus, ESIs messages should be framed around shared values, purpose, long-term impact, and identity alignment. They should also be delivered through identity-relevant touchpoints, such as pre-stay communications (e.g., booking confirmations, pre-arrival

emails, loyalty and membership programs, and storytelling channels (e.g., websites, in-room magazines, brand videos).

Second, our results indicate that brand love is more effective in driving brand evangelism compared to brand happiness. As such, hotels need to design communication and engagement strategies that directly convert emotional connection into evangelistic behavior. One approach is to develop targeted segments within the CRM that identify emotionally attached guests based on behavioral and sentiment indicators such as repeat stays and emotionally expressive review. This segment can then be engaged through personalized campaigns that explicitly invite them to share their brand love. Additionally, hotels should create emotionally themed content that guests can easily share such as short-form videos, curated memory reels, or quote cards, thus enabling brand lovers to express their connection publicly with minimal effort.

Third, hotels are strongly encouraged to conduct time-orientation segmentation, as our findings indicate that the effectiveness of ESIs differs across customers with different time orientations. Specifically, future-oriented customers are appreciative of the long-term value of ESIs. Therefore, they will be more responsive to marketing messages that emphasize the future impact of ESIs, and sustainability goals with future milestones. However, although our analysis has shown that present orientation negatively moderated the impact of ESIs on brand love/happiness, hotels need to understand that customers in this group are driven by immediate gratification and tangible rewards. Therefore, traditional ESI marketing messages that emphasize abstract future outcomes will not appeal to them. Hotels are strongly encouraged to experiment with framing ESI marketing messages that highlight how ESIs offer experiential pleasure, and personally relevant and enjoyable moments to see if this approach can foster stronger emotional connections with this group. Similarly, although our results have shown that past orientation has

insignificant moderation effects on the ESIs-brand love/happiness relationships, hotels need to understand that customers in this group value tradition, familiarity, and often seeking to preserve established routines. Therefore, hotels are strongly encouraged to experiment with framing ESI marketing messages that emphasize preservation of cultural heritage, long-standing values, and conservation practices to see if this approach can better engage past-oriented consumers.

Limitations and further research

The current study has a number of limitations. First, the sample was purposively limited to customers with repeated experience with sustainable hotels (i.e. a loyal customer segment). This approach was theoretically justified, as emotional brand constructs such as brand love and evangelism require sufficient exposure to the brand and its sustainability efforts. However, this sampling strategy limits the generalizability of the findings to the broader population of hotel guests, especially first-time or infrequent customers who may have different emotional responses to ESIs. Future research could compare emotional responses between loyal and non-loyal guests to better understand how the length of the relationship influences reactions to ESIs. Second, the study used cross-sectional survey data that were collected at a single time point, which limited the ability to apply advanced procedural remedies for CMB, such as temporal or psychological separation. Although we used varied scale formats, randomized item order, and statistical tests (Harman's test and Common Latent Factor analysis) indicating CMB is unlikely to bias results, the possibility of self-report bias cannot be fully dismissed. Future research should consider longitudinal or experimental designs to better address CMB. Third, although the current study found present orientation to negatively moderate the relationship between ESIs and brand love/happiness, future studies could experimentally test whether message framing of ESIs that

emphasizes immediate gratification or personal enjoyment would enhance emotional engagement among present-oriented individuals. Similarly, while past orientation had an insignificant moderating effect, future research could examine whether ESI messages that highlight cultural preservation or traditional values would resonate strongly with past-oriented consumers. Fourth, the interpretation of the non-significant moderating role of past orientation remains speculative. Although this result aligns with prior research suggesting that past orientation is not a strong predictor of pro-environmental behavior (Corral-Verdugo et al., 2006; Milfont et al., 2012), our proposed explanation, that ESIs do not meaningfully challenge the stability or continuity valued by past-oriented individuals, is not directly supported by empirical evidence. The study did not include measures of emotional disengagement, perceived value conflict, or psychological distance, which could clarify the mechanisms underlying this null effect. However, the absence of these constructs limits the explanatory power of our interpretation. Therefore, future research needs to incorporate these variables to better understand how and why past orientation shapes emotional responses to sustainability initiatives.

Fifth, another important avenue that may potentially shape the effect of ESIs on brand love/happiness is moral licensing vs moral consistency. The former occurs when a guest performs one pro-environmental act; it creates a sense of momentary moral earned credits (Blanken et al., 2015). Therefore, guests who are prone to moral licensing would relax their standards and reduce subsequent sustainable behaviors. As short-term emotions are reinforced, ESIs are expected to amplify brand happiness more than brand love. In contrast, moral consistency occurs when sustainable initiatives activate an eco-friendly self-concept, which would motivate guests exhibiting moral consistency to repeat sustainable choices (Joosten et al., 2014). Such repeated engagements would deepen value alignment with the hotel's ESIs, thus amplifying brand love,

which is rooted in identity and long-term self-congruence. However, it is important to note that moral licensing and moral consistency may not operate as single-moment reactions, as their influence may increase or decrease over time. A longitudinal study, therefore, could reveal whether repeated exposure to ESIs would enhance moral consistency, thus deepening brand love, or would trigger moral licensing after initial pro-environmental acts, thus amplifying brand happiness.

Sixth, another boundary condition that may shape emotional reactions to ESIs is regulatory focus (i.e. promotion-focus vs. prevention focus). Promotion-focused guests, who tend to be motivated by aspirations, ideals and long-term gains (Lee and Oh, 2014), may respond more strongly to ESIs that emphasize future benefits, innovation, or societal impact, thus strengthening brand love. In contrast, prevention-focused guests, who prioritize safety, responsibility and avoidance of losses, may be more responsive to ESIs framed around efficiency, comfort, or risk reduction, which could enhance brand happiness, a short-term affective state. Accordingly, future studies are encouraged to examine ESI message framing (gain vs. loss; aspirational vs. safety-oriented) to test how it shapes emotional responses to sustainable hotels.

Seventh, another boundary condition is emotion regulation strategies: cognitive reappraisal and expressive suppression. The former refers to changing a person's interpretation of a situation, which in turn alters the emotion it elicits, while the latter is concerned with hiding or minimizing the outward expression of emotion (Gross and John, 2003). As such, guests who tend to exhibit cognitive reappraisal are more likely to change the way they think about ESIs by focusing on their positive or value-based aspects, which makes the initiatives feel more personally meaningful and self-relevant, thus strengthening both brand happiness and love. Conversely, those who rely on expressive suppression tend to hold back their emotional reactions, which limits how strongly they feel in the first place. Because their emotions are restrained, suppression is like to dampen the

extent to which ESIs generate positive emotional responses. Investigating emotion regulation as a moderator would therefore provide a more nuanced understanding of how ESIs translate into distinct brand-related emotions.

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Figure1: The Study's Model

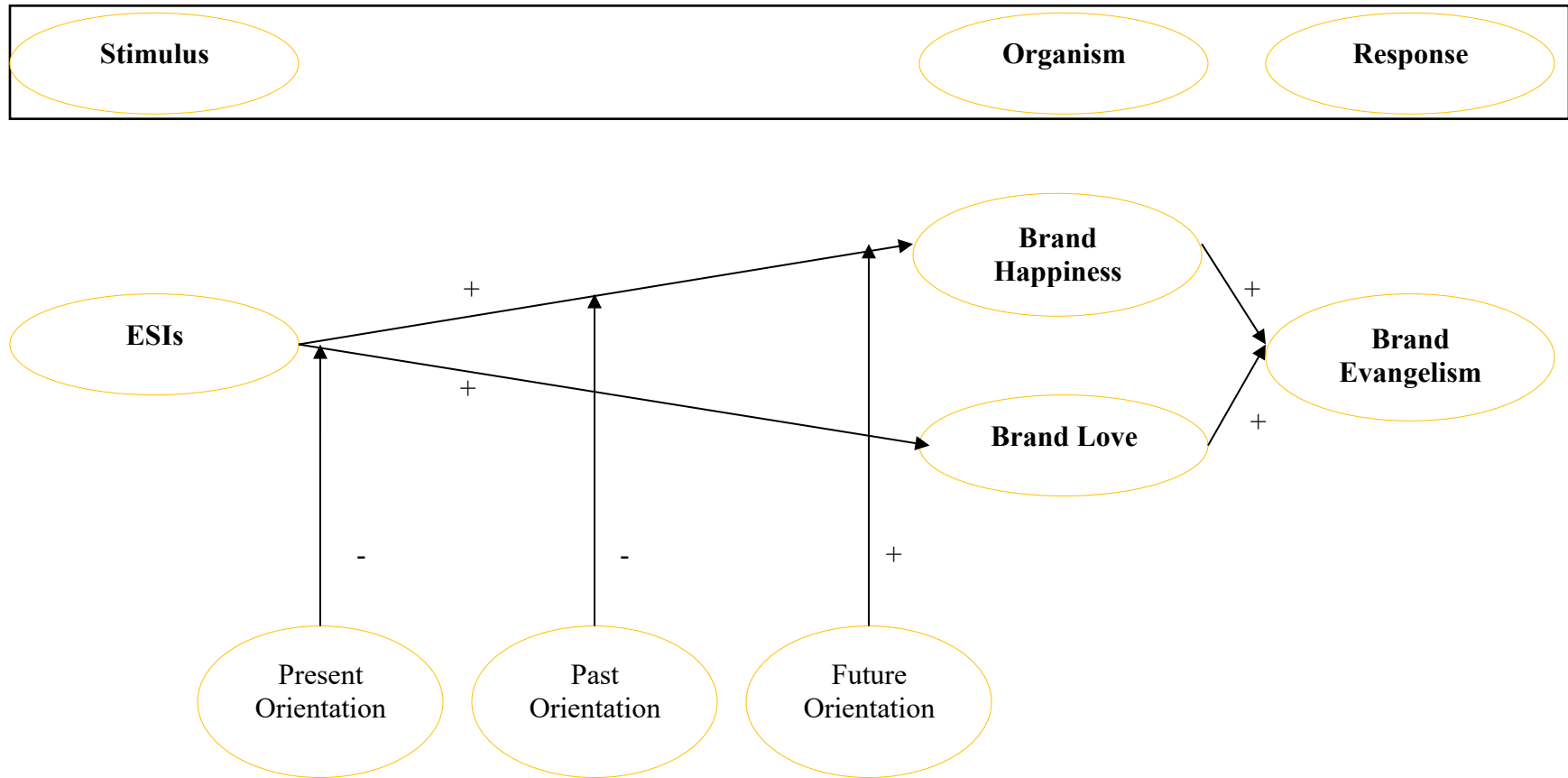


Table 2. participants' profile	
Characteristics	Percentage
<i>Gender</i>	
Male	52
Female	48
<i>Age</i>	
18-24	3.4
25-34	19.1
35-44	16.1
45-54	17.9
55-64	23.5
65 or older	20.1
<i>Income</i>	
<£25,000	12.5
£25,000-£40,000	27.9
£40,001-£55,000	26.9
£55,001-£70,000	10.6
£70,001-£85,000	7.4
>£85,000	14.7
<i>Purpose of stay</i>	
Business	5.0
Leisure	75.3
Business and leisure	19.7

Table 3: Construct Reliability and Validity

Variables	Regression Weights	CR	AVE
Future orientation		.91	.52
I believe that a person’s day should be planned ahead each morning.	.706		
When I want to achieve something, I set goals and consider specific means for reaching those goals.	.73		
Meeting tomorrow’s deadlines and doing other necessary work comes before tonight’s play.	.752		
I meet my obligations to friends and authorities on time.	.705		
Before making a decision, I weigh the costs against the benefits.	.704		
I complete projects on time by making steady progress.	.728		
I am able to resist temptations when I know that there is work to be done.	.732		
It upsets me to be late for appointments.	.717		
I keep working at difficult uninteresting tasks if they will help me get ahead.	.714		
Present orientation		.90	.56
I do things impulsively.	.769		
I make decisions on the spur of the moment.	.74		
It is important to put excitement in my life.	.719		
Taking risks keeps my life from becoming boring.	.785		
I take risks to put excitement in my life.	.819		
I find myself getting swept up in the excitement of the moment.	.705		
I prefer friends who are spontaneous rather than predictable.	.702		
Past Orientation		.87	.55
Familiar childhood sights, sounds, smells often bring back a flood of wonderful memories.	.844		
It gives me pleasure to think about my past.	.764		
I enjoy stories about how things used to be in the “good old times.”	.708		
Happy memories of good times spring readily to mind.	.746		
I get nostalgic about my childhood.	.722		
Brand evangelism		.91	.65
I have proselytized several of my friends to visit XYZ	.772		
I try to convince as many people as possible to visit XYZ	.857		

If someone tries to decry XYZ, I will tell him off unmistakably	.755		
I feel the need to tell the world that XYZ is the most appealing hotel in the world	.846		
I would make a perfect salesperson for this hotel	.82		
Brand love		.93	.83
<i>Intimacy</i>			
I give considerable emotional support to this hotel brand.	.869		
I have a relationship of mutual understanding with this hotel brand.	.793		
There is a certain intimacy between me and this hotel brand.	.869		
I feel emotionally close to this hotel brand	.863		
I experience intimate communication with this hotel brand.	.857		
<i>Passion</i>			
I am passionate about this hotel brand.	.833		
I adore this hotel brand.	.806		
This hotel brand makes me feel great delight.	.83		
I cannot imagine another hotel making me as happy as this hotel brand does.	.758		
I enjoy the aesthetic attraction of this hotel brand.	.726		
Just seeing this hotel brand is exciting for me.	.852		
<i>Commitment</i>			
I am committed to maintaining my affection with this hotel brand.	.866		
I have confidence in the stability of my relationship with this hotel brand.	.841		
I view my relationship with this hotel brand as a good decision.	.779		
I view my commitment to this hotel brand as a solid one.	.833		
I could not let anything get in the way of my commitment to this hotel brand.	.795		
Brand happiness		.93	.58
Glad	.789		
Cheerful	.832		
Joyful	.822		
Lively	.726		
Vigorous	.721		
Proud	.759		
Superior	.761		

Worthy	.765		
Relaxed	.718		
At ease	.711		
Sustainability practices		.93	.61
The availability of seasonal or organic food for breakfast	.771		
Implementing water and energy saving practices	.829		
Avoiding disposable or single-dose products	.732		
The availability of separated waste collection	.776		
Informing guests about the good environmental practices implemented	.833		
Providing guests with information on how they can contribute to reduce the hotel's environmental impact	.754		
Providing guests with information on the environmental and cultural activities available in the area	.792		
Providing information on public transportation	.702		
Using environmental certified or green labeled products (e.g. toiletry products, paper)	.836		

Variables	Correlation						
	1	2	3	4	5	6	7
1. Sustainability Initiatives	.77						
2. Future orientation	.49	.73					
3. Present orientation	-.18	.02	.75				
4. Past orientation	.30	.28	-.16	.75			
5. Brand love	.66	.55	-.29	.27	.91		
6. Brand happiness	.58	.54	-.25	.33	.68	.75	
7. Brand evangelism	.62	.53	-.06	.32	.71	.60	.81

Table 5: Hypothesis Testing

Hypothesis	Regression Weight	P-value	R ²
Direct Effects			
H1: Sustainability→Brand happiness	.58	P<.001	.39
H2: Sustainability→Brand love	.65	P<.001	.51
H3: Brand happiness→Evangelism	.27	P<.001	.66
H4: Brand love→Evangelism	.64	P<.001	
Control Variables			
Length of relationship→Brand love	.09	P<.05	
Length of relationship→Brand evangelism	.01	P>.05	
Number of visits→Brand love	.17	P<.001	
Number of visits→Brand evangelism	.11	P<.01	