Green finance continuance behavior: the role of satisfaction, social supports, environmental consciousness, green bank marketing initiatives and psychological reactance

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Abstract

Purpose – The study aims to examine the green finance customers' post-usage continuance behavior based on an extended social support theory (SST). Remarkably, this study explores five indirect predictors of green

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finance continuance behavior (GFCB) (i.e. environmental consciousness (EC), green bank marketing initiatives (GBMI), informational supports, emotional supports (EST) and psychological reactance) and a mediator (i.e. customer satisfaction).

Design/methodology/approach – In this study data were collected from 362 respondents from Bangladesh using a purposive sampling method with a structured self-administrative questionnaire and analyzed by partial least square structural equation and modeling using SMART PLS 3.0 software.

Findings – The results depict that the five predictors, i.e. information supports ($\beta = 0.367$, t-statistics = 2.463, $p < 0.001$), EST ($\beta = 0.206$, t-statistics = 2.315, $p < 0.000$), EC ($\beta = 0.324$, t-statistics = 3.484, $p < 0.000$), GBMI ($\beta = 0.288$, t-statistics = 2.028, $p < 0.000$), psychological reactance ($\beta = 0.126$, t-statistics = 0.969, $p < 0.052$) influence GFCB while satisfaction is predicted by four predictors except psychological reactance ($\beta = 0.126$, t-statistics = 0.969, $p < 0.052$). In addition, customer satisfaction ($\beta = 0.638$, t-statistics = 6.317, $p < 0.005$) also has an impact on continuance behavior. Besides, the study understood that four predictors indirectly influence GFCB through satisfaction except psychological reactance ($\beta = 0.080$, t-statistics = 964, $z = 0.958p < 0.338$). Finally, the coefficient of determinations (R2) indicates that the five predictors explained 65.3% of changes in satisfaction, whereas 72.8% of changes are described by the five predictors and customer satisfactions.

Practical implications – Finally, this study highlights the social and managerial implications for the implementers of the green finance industry. It is recommended to emphasize green finance practice as it plays a crucial role in promoting environmental protection, ensuring social equity and driving economic growth. The green banking service providers, industry analysts, green consumers and respective government authorities can generalize green finance activities as an essential aspect of sustainable development to equalize the economic growth with a view to protecting environmental collapse and promoting renewable energy, energy efficiency, sustainable agriculture and other environmentally friendly activities.

Originality/value – The study will enormously contribute to the existing literature validating the proposed holistic framework applying SST along with EC, GBMI and psychological reactance in green finance continuance behavior.

Keywords Social supports, Environmental sustainability, Green bank marketing initiatives, Psychological reactance, Green product development

Paper type Research paper

1. Introduction

The financial and economic crises, combined with climatic and environmental changes, have increased the escalating significance of sustainability, modern marketing practices and novel approaches for a nation's development over the last few decades. In response, the banking industry has undergone a transformation in line with the current market demands for sustainability, creativity and contemporary marketing expertise. Furthermore, the credit crisis has also put into question the efficacy and stability of conventional banking, necessitating the full integration of ethical values and principles into banking practices (Lymperopoulos *et al.*, 2012; Kumar *et al.*, 2022). This practice, known as green finance (i.e. green banking, socially responsible banking, sustainable finance, climate finance, green investment, social banking or sustainable banking), which is defined as "banking in all its business components" (e.g. deposit-taking, credit disbursement, trade finance, leasing operations, mutual funds and custodian services among others) that is focused on environmental preservation (Zhelyazkova and Kitanov, 2015, p. 310). This notion of green finance has evolved into a well-established set of guidelines in the financial services sector (Zhelyazkova and Kitanov, 2015, p. 310).

The International Finance Corporation (IFC) defined green finance in 2009 as an investment strategy that not only protects the environment, but also promotes social equity, drives economic success and safeguards banks and society as a whole against potential future financial risks, such as global economic instability, climate change, social unrest and business scandals (Ziolo *et al.*, 2019; Yan *et al.*, 2022; Hasan *et al.*, 2022). Moreover, the World Bank has publicly stated its intent to stop supporting companies and nations that prioritize environmental protection and are responsive to the increasing demand for green financing (Zhang *et al.*, 2019; Ullah *et al.*, 2022). Consequently, most banks now emphasize green product development (GPD) that increases consumer environmental consciousness (EC) and green corporate social responsibility (GCSR) (Scholtens, 2009; Lymperopoulos *et al.*, 2012; Chen, 2010; Sharma and Choubey, 2021; Afzal *et al.*, 2022; Kumar *et al.*, 2022).

Since environment protection has become a significant issue, an increase in consumer EC has developed, encouraging environmental responsiveness to gain competitive advantages (Lymperopoulos *et al.*, 2012; Peattie and Charter, 1999; Ronaldo and Suryanto, 2022). To this end, green finance satisfies customers' EC and green needs, contributing to sustainable development and increasing a positive environmental image (Chang and Fong, 2010). To cope with this proposition, customers expect support (i.e. informational support (IST), and emotional support (EST) to get involved with green finance as an investment solution since this concern intends to protect the environment and shields banks against unexpected future economic issues (e.g. global financial instability) (IFC, 2009; Ziolo *et al.*, 2019). Additionally, customers are demonstrating a heightened level of cognitive effort and psychological involvement, deploying their cognitive resources such as judgment, memory and perception to determine how best to allocate their financial resources towards environmentally conscious initiatives like clean energy, green building, combating climate change and fostering social inclusion. This increased consideration is also attracting the attention of corporate executives as they make decisions (Portney, 2008), leading banks to implement environmental strategies and engage in green banking practices in order to stay ahead of current challenges, while investing significantly in enhancing green customer satisfaction and driving the continuation of green finance behaviors (GFCB) in various regions around the world (Scholtens, 2009; Lymperopoulos *et al.*, 2012; Khairunnessa *et al.*, 2021; Sharmeen *et al.*, 2018).

The previous studies explored the green customers' green bank loyalty based on socially responsible investment (SRI) and social Idientity theory (SIT) (Sun *et al.*, 2020; Ibe-Enwo *et al.*, 2019); intention to practice green banking based on the theory of planned behavior (TPB) and SIT (e.g. Taneja and Ali, 2020; Burhanudin *et al.*, 2020; Bukhari *et al.*, 2022), green banking sustainability based on sustainable business model and TPB (e.g. Khairunnessa *et al.*, 2021; Taneja and Ali, 2020; Gunawan *et al.*, 2021; Bose *et al.*, 2017); perceived cognitive effort or psychological reactance in using information system based applications (e.g. Yang and Yoo, 2004); top management supports and commitment in green banking usage (e.g. Bukhari *et al.*, 2022). Moreover, the researchers from developed countries, such as Greece (Lymperopoulos *et al.*, 2012) and France (Park and Kim, 2020), as well as developing countries, such as Bangladesh (Khairunnessa *et al.*, 2021; Sharmeen *et al.*, 2018), India (Bryson *et al.*, 2016) and Indonesia (Park and Kim, 2020), have interested to explore the consequences of green banking practices.

Despite the growing necessity of green banking or financing, the existing green finance studies have not yet provided a holistic view of green banking activities in Bangladesh. Particularly, to the best of the researcher's knowledge, *no existing literature examined the role of the customer psychological concern (*i.e. *perceived psychological reactance, PCR), customer sustainability perceptions (*i.e. *EC), green bank marketing initiatives (GBMI) (*i.e. *GCSR and GPD) and social supports (*i.e. *informational and EST) on green customers' satisfaction (CS) and green finance continuance behavior* (*GFCB)* in developing country perspective (i.e. Bangladesh) into a single framework, whereas the satisfaction and continuance intention of green customers play a crucial role in determining the success or failure of banks' and financial institutions' (FIs') green finance investments. Additionally, these also play a vital role in enhancing these institutions' environmental reputation and conscientiousness, which is increasingly imperative to remain competitive in the current financial industry. For example, Bangladesh Bank has recommended that banks and FIs allocate funding to environmentally-friendly endeavors, provide managerial support to clients and take steps to eliminate any hindrances to ensure the durability of the environment globally (Rahman, 2020; Rahman *et al.*, 2015) and foster customer satisfaction for financial stability. Thus, evaluating a holistic framework based on social support theory (SST) (Cullen, 1994) that incorporates psychological reactance, EC and GBMI has become indispensable in determining customer satisfaction and continuance behavior in the realm of green finance.

The current study aims to address the previously identified research gaps in the field by confirming two distinct research objectives: (1) to examine the relationship between post-use experience and continuance behavior in the context of green finance and (2) to analyze the influence of both direct and indirect determinants on customer continuance behavior in green finance. Furthermore, this study makes a significant contribution to the existing literature on green finance in three distinct ways. Firstly, it extends the SST (Cullen, 1994) by integrating three novel dimensions, specifically customer psychological concern, customer sustainability perceptions and GBMI in order to predict customer continuance behavior in green finance. Secondly, it investigates the mediating role of satisfaction as a crucial factor in determining GFCB. Lastly, this study sheds light on the perspective of an emerging economy, Bangladesh, which has not been extensively represented in the mainstream literature.

2. Literature review and conceptual framework

2.1 Previous literature

The extant literature has emphasized the examination of customer behavior in relation to green finance through the utilization of various well-established models, including but not limited to: SRI (Rehman *et al.*, 2021a, b; Ibe-Enwo *et al.*, 2019), SIT (Sun *et al.*, 2020), self-regulation theory (Burhanudin *et al.*, 2020), TPB (Burhanudin *et al.*, 2020; Taneja and Ali, 2020), theory of self-congruity (Bukhari *et al.*, 2019), sustainable business model (Khairunnessa *et al.*, 2021; Nosratabadi *et al.*, 2020), theory of change (Park and Kim, 2020), legitimacy theory (Sharmeen *et al.*, 2018) and institutional theory (Bose *et al.*, 2017). Accordingly, following the guidelines of Snyder (2019) we have conducted traditional narrative literature review which is summarized in Table 1 and considered those literature which mainly focused on green banking or green finance identifying the spectrum related to environmental or green finance, sustainability, social influence, emotional influence, psychological inference, green CSR and green banking marketing initiative. Among above-mentioned theories and models, the SST (Cullen, 1994) has been widely adopted to explain tourist behavior (Wang *et al.*, 2020; Horodnikova and Derco, 2015; Kim and Butler, 2015). SST posits that informational and EST reduces the probability of delinquency and crime. Some studies have extended the scope of SST to explore its impact on consumer behavior. For example, Hsu *et al.* (2018) and Al Amin *et al.* (2022) compared the behavioral intention patterns of students between traditional e-learning platforms and massive open online course participants and analyzed the relationships between behavioral intention and perceived social support. Similarly, Giao *et al.* (2020) emphasized the influence of social support on job-related behaviors in the Vietnamese banking industry. In concurrence with these findings, the present study focuses on two SST categories – EST and IST – and their impact on customer continuance behavior in green finance, as previous studies have suggested. However, this study excludes instrumental and appraisal support from SST, as these variables are primarily linked to reducing the likelihood of delinquency and crime, and it is argued that they are less likely to determine customer motives to continue using green finance, following the suggestions of Sheikh (2018) and Lin *et al.* (2018).

Despite of huge potentiality of green financing, no existing studies integrated the perception of psychological reactance, sustainability perception and GBMI (i.e. GCSR, and GPD) into SST in determining green customer satisfaction and GFCB from the perspective of Bangladesh. Whereas Yang and Yoo (2004) exerted perceived cognitive effort (i.e. psychological reactance) as an essential antecedent that is also considered in the previous studies (e.g. Russo and Dosher, 1983; Maes *et al.*, 1994) as the independent variable in determining technology adoption or banking use behavior. Besides, some studies also emphasized three GBMI (i.e. GCSR, GPD and green internal processing, GIP) (e.g. Lymperopoulos *et al.*, 2012; Sharma and Choubey, 2021). Consequently, the present study analogized the role of the two most crucial predictors of GBMI (i.e. GCSR and GPD) and discounted GIP since GIP aims at continuous improvement and

Sl NO	Author(s) and year	Theoretical basis	Country	Methods	Outcome variable and context	Study variables (independent variables)
1	Wang *et al.* (2019)	N/A		The potential respondents through the development of a self-administered survey questionnaire, statistical analysis, PLS-SEM	Social, environmental, and economic aspects of green financing	CSR-employees, customers, society and community, shareholders, and ethical and legal compliance, *Economic Dimension, Environment Dimension, Social Dimension, green finance*
2	Chen and Zhao (2022)	UTAUT	China	The national pilot cities for green finance (Ganjiang, Gui'an, Guangzhou, Huzhou, Quzhou, Changji, Hami and Karamay), China, the structural equation model	The willingness to use green financial security intelligence service and actual behavior	Performance expectancy, effort, social influence, facilitating condition, service quality, information quality, perceived advantage, perceived trust and perceived risk
3	Afzal *et al.* (2022)	N/A	Europe	4 countries in Europe and data collected on a large set of variables, for the years from 1990 to 2019, regression analysis	Green development or sustainable development	Financial development, institutional quality, environmental degradation, energy use, CO2 Emissions, greenhouse emissions, natural resource depletion, investment inflows, controls, income level, technology, population, urbanization, education
4	Kumar *et al.* (2022)	N/A	US UK	Bibliometric data on sustainable finance research for the corpus of 10,850 articles returned from the assembling stage, review paper, CAPM modeling, Carhart modeling, data envelopment analysis, mathematical modeling	Sustainable finance	Developing and diffusing innovative sustainable financing instruments, magnifying and managing the profitability and returns of sustainable financing, making sustainable finance more sustainable, devising and unifying policies and frameworks for sustainable finance, tackling greenwashing of corporate sustainability reporting in sustainable finance, shining behavioral finance on sustainable finance, and leveraging the power of new-age technologies
5	Ronaldo and Suryanto (2022)	N/A	Indonesia	The Indonesian government officials working on fund village and officers involved in the distribution of fund village and 220 valid responses, a survey questionnaire, smart-PLS	The role of green finance in SDGs through village funds in Indonesia	Green finance, green technology innovation, green micro-enterprise, environmental sustainability and economic sustainability

(*continued*)

Table 1.
Relevant green finance literature

Sl NO	Author(s) and year	Theoretical basis	Country	Methods	Outcome variable and context	Study variables (independent variables)
6	Sreenu (2022)	N/A	India	Panel data from 28 states and 8 union territories between 2010 and 2020, India, text analysis approach, The semiparametric difference-in-differences model	Green finance on environmental quality protection	Fintech growth pays, sulfur dioxide emissions, environmental safety, investment enterprise, green finance, green consumption
7	Desalegn *et al.* (2022)	N/A		Explanatory research design and a quantitative research approach, Hungary, voluntary questionnaire survey, purposive sampling techniques, vector autoregressive analysis	Green Finance	Broad money supply, lending investment rate, outward foreign direct investment, inward foreign direct investment, domestic investment, greenhouse gas
8	Yan *et al.* (2022)	N/A	Bangladesh	351 employees of banking institutions, Bangladesh, convenience sampling method, IBM's SPSS	Sustainability performance (SP) of employees	Fintech adoption, green finance, green innovation
9	Zeng *et al.* (2022)	N/A	China	639 Enterprises	Haze pollution	Green finance, haze pollution, enterprise innovation output, enterprise innovation input
10	Ye *et al.* (2022)	N/A	China	30 provincial administrative regions, China	Green development	Green finance green technological innovation, special interaction effect, green development
11	Awawdeh *et al.* (2021)	N/A	Egypt	The 175 managers of energy sector enterprises in different cities of Egypt, questionnaire, SEM-PLS, Smart- PLS	Corporate environmental performance and technological innovation	Technological innovation, organizational factors and strategy, environmental factors, entrepreneur strategy and attributes toward sustainable practices
12	Wang *et al.* (2021)	N/A	China	The panel data of 30 provinces in China from 2013 to 2017	The level of regional green development through industrial structure upgrading	Industrial structural upgrade, green development, technological innovation ability, green finance pilot zone
13	Chen and Chen (2021)	N/A	China	30 provinces, China, a spatial dynamic panel model	Green financial development on carbon emission	Funding-oriented mechanism, policy guidance mechanism, risk-sharing mechanism, economic development level, energy structure, industrial structure, opening up, urbanization level, financing constraints, green technology innovation

Table 1. (*continued*)

Sl NO	Author(s) and year	Theoretical basis	Country	Methods	Outcome variable and context	Study variables (independent variables)
14	Zhang *et al.* (2021)	N/A	China	A panel dataset involving 945 A-share listed companies and 30 provinces for the period of 2004–2017, China, DID model	Green finance	Green credit policy, Environmental regulation, Investment and financing behavior, environmental effect, Porter hypothesis
15	Ullah *et al.* (2022)	The institutional theory	Pakistan	800 Pakistani SME sector supply chain-associated participants, a survey questionnaire, SEM model on SmartPLS and stata analysis	Business sustainability in the context of green finance	Green human capital, green structural capital, green innovation and business sustainability
16	Khan *et al.* (2021)	N/A	Asian region	26 economies in the Asian region, least squares baseline model, cross-sectional dependence, green finance as climate mitigation finance	Green finance on ecological footprint	Ecological footprint, carbon emissions, green finance, population, energy consumption, GDP per capita, trade openness
17	Akomea-Frimpong *et al.* (2021)	N/A		Forty-six (46) relevant studies, review paper, content analysis	Green finance of banks	Environmental and climate change policies, interest rates, religion, risks, social inclusion and social justice as well as banking regulation
18	Zhou *et al.* (2020)0	EKC	China	30 provinces and municipalities, China, the global principal component analysis	Economic development and environmental quality	Green finance, economic development, environmental quality
19	Xu *et al.* (2020)	Neoclassical theory		62,051, comprehensive meta-analysis software (CMA) 2.0	Enterprise green performance	Green finance, green credit, green investment, green subsidy, green bond, environmental performance, innovation performance, sustainability performance
20	Zhang and Wang (2021)	PSR model	China	25 provinces and municipalities in China are selected for empirical analysis	Sustainable energy development through the development of green finance	The economic development, financial development and environmental development

Note(s): PSR model = pressure-state-response model, EKC = theory of the environmental Kuznets curve, PLS-SEM = partial least square-structural equation modeling, DID = difference-in-difference model, SDID = The semiparametric difference-in-differences, SPSS = Statistical Package for the Social Sciences
Source(s): Authors' compilation

Table 1.

eco-friendly system solutions whose items are already included in EC construct. Therefore, after analyzing the previous literature, the current study postulated to validate a holistic model, unique till date, integrating customer psychological concern (i.e. psychological reactance), sustainability perception (i.e. EC), GBMI (combination of GCSR and GPD) and green customer satisfaction into SST in examining GFCB in a single theoretical model. The hypothesized relationships of the study are shown in Figure 1.

2.2 Conceptual framework

2.2.1 Social support theory. Individuals' perceptions of being cared for, receiving responses and receiving assistance from members of their social groups are measured by the idea of social

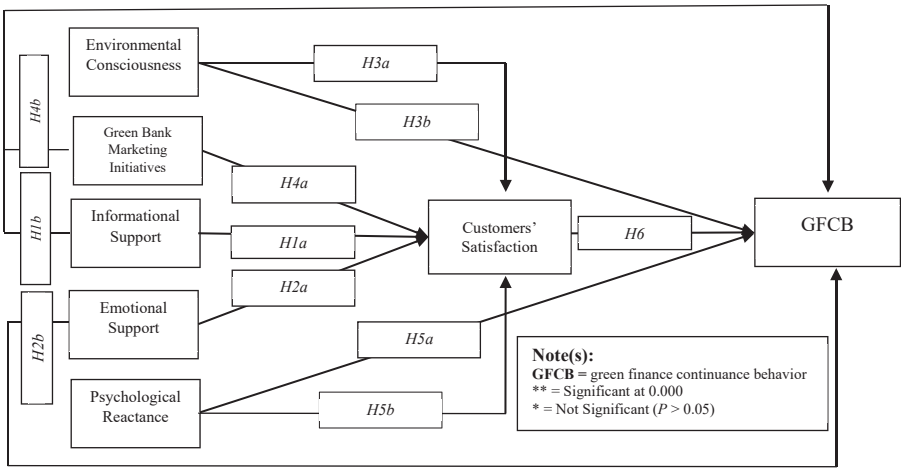


Figure 1.
The proposed conceptual framework

Source(s): Authors' construct

support in social science (Liang *et al.*, 2011). Human beings need social interactions to satisfy their social needs for belonging and support in determining the role of social commerce (Liang *et al.*, 2011). Among the four types of social supports (i.e. emotional, instrumental, informational and appraisal supports) following SST, two supports are essential for social engagement in the context of information system usage, and they are the most common support mechanisms to influence a user's behavior to use a particular technology (Liang *et al.*, 2011; Sheikh, 2018; Lin *et al.*, 2018). First, IST helps individuals solve problems, create new ideas or make good decisions by providing advice, guidance or helpful information. Many studies found IST influences customer satisfaction in the context of Internet banking, e-government service and online brand communities respectively (e.g. Santouridis *et al.*, 2009; Veeramootoo *et al.*, 2018; Zhu *et al.*, 2016; Al Amin *et al.*, 2021c, 2023) and continuance intention in using social networking sites (e.g. Bao, 2016). Hence, it is argued that IST might influence satisfaction by giving information and guidelines to create new ideas and knowledge in determining customer green finance behavior (GFCB). Thus, the study posited the following hypotheses.

H1. Information supports positively influence (a) CS and (b) GFCB.

Second, EST is defined as the perceived utility obtained from a combination of different feelings, emotions and states of reality when choosing alternative products (Kashif *et al.*, 2016). In green financing, EST is referred to as the perceived ability of the underlying product to convene positive or negative feelings in the customers (Kushwah *et al.*, 2019). Gelbrich *et al.* (2020) and Zhu *et al.* (2016) found the direct influence of EST on users' satisfaction in the context of technology-mediated services and online brand communities, whereas Bao (2016) explored that social networking site users' continuance intention. Particularly, since EST deals with the interpersonal transactions of messages, the customer might take suggestions from their nearest one before making any financial transactions aligned with the EC. However, the relationships are yet to explore in the context of green finance. Thus, the present study posited the following hypotheses.

H2. EST positively influence (a) CS and (b) GFCB.

2.2.2 Environmental consciousness (EC). The assumptions to save the environment by consuming environment-friendly products to keep the ecological balance a prerequisite for

human welfare are known as environmental sustainability; thus, customers are raising EC to keep the balance of nature (Van Loo *et al.*, 2017). Sustainability is the approach that assists a business firm "to meet its current requirements without compromising its ability to meet future needs" (World Commission Report on Environment and Development 1987, p. 41). Lee *et al.* (2020) used the term sustainability as a crucial antecedent since it identifies three aspects of stockholder-centric sustainability (i.e. strength, magnitude and mobilizability). Some other studies have discovered the influence of EC on customer satisfaction in defining mobile services continuance intention (e.g. Wang *et al.*, 2018) and continuance behavior in determining customers' green product purchase decisions or behavior (e.g. Kautish and Sharma, 2018; Cheung and To, 2019; Mishal *et al.*, 2017). Similarly, it is posited in this study that if banks and FIs can fulfill the customers' environmental needs (e.g. ecological balance, green needs etc.), they might satisfy the customers' behavior to continuously use same organizations for their financial service needs. Thus, the study posited:

H3. EC positively influences (a) CS and (b) GFCB.

2.2.3 Green bank marketing initiatives (GBMI). Peattie and Charter (1999) defined green marketing as "the holistic management process responsible for identifying, anticipating and satisfying the requirements of customers and society in a profitable and sustainable way". Whereas Evangelinos *et al.* (2009) argued that green marketing refers to the creation of new, "eco-friendly" financial products, such as loans to fund cleaner technologies, as well as sustainability tactics, such as energy efficiency and waste management programs, that help banks continuously improve and credibility. The present study has considered two elements of GBMI from the three suggested elements of (Lymperopoulos *et al.*, 2012). First, GCSR consists of factors associated with the living standards, moral apprehensions about marginal groups and the environment, cause-related marketing programs (Donaldson and Dunfee, 2002) and socially responsible banking to finance environmentally sound projects (Scholtens, 2009; Lymperopoulos *et al.*, 2012) in the context of bank or finance marketing study. Second, GPD are defined by Sharma and Choubey (2021, p. 14) as "development of business loans for green logistics and waste management, renewable energy sources, loans granted to produce organic products, green mutual funds, stimulating purchase of hybrid cars and other green products, installing photovoltaic systems and investing in production of eco-friendly products (Lymperopoulos *et al.*, 2012), green mortgages and green bonds (Kumar and Prakash, 2018) and climate fund". Consequently, the present study argues that GCSR and GPD are directly linked with green CS and GFCB. Hence, the study deposited the following hypotheses:

H4. GBMI positively influence (a) CS and (b) GFCB.

2.2.4 Perceived psychological reactance (PCR). According to the psychological reactance theory (Brehm and Hamilton, 1996), any attempt to influence and control someone's present attitude or behavior may be perceived as a danger to their autonomous agency and, thus, their freedom. In the context of offline shopping freedom restoration and pro-environmental normative appeals, several researchers have discovered a negative influence of psychological reactions on continuance intention and CS (e.g. Kavvouris *et al.*, 2020). Moreover, PCR involves an antecedent consisting of cognitive resources (e.g. judgment, memory and perception required for task completion) (Russo and Dosher, 1983). Accordingly, it is assumed that CS and behavior are predominantly influenced by how customers use their cognitive resources. A series of studies investigated decision-makers' strategy selection and choice behavior when assisted by decision support systems (Todd and Benbasat, 1991, 1992). In addition, many studies find that cognitive effort influences attitudes (Yang and Yoo, 2004) in revisiting the technology acceptance model. Moreover, cognitive efforts also influence GFCB. According to Yang and Yoo (2004), the affective and cognitive dimensions are independent variables that affect behavioral intention. Thus, it is postulated that PCR

significantly influences attitudes in explaining *customer satisfaction and GFCB*. Therefore, the current study developed the following hypotheses:

H5. PCR positively influences (a) CS and (b) GFCB.

2.2.5 Customers' satisfaction and green finance continuance behavior. According to Oliver (1981), customer satisfaction is defined as the summary of the psychological state that occurs when emotion on the confirmation of expectations connects with consumers' priority feelings about the consumption experience. A satisfied user is more likely to strengthen the relationship with a given service provider, whereas a dissatisfied user is more likely to redefine the existing relationship and look for alternatives (Anderson and Srinivasan, 2003; Cao *et al.*, 2013). Prior studies in the contexts of IS based services (Bhattacherjee, 2001; Lee, 2010), mobile payments (Cao *et al.*, 2013; Franque *et al.*, 2021; Singh and Chauhan, 2020; Al Amin *et al.*, 2023) and mobile fintech payment services (Lim *et al.*, 2019) have evidence that satisfaction promotes continuance intention since satisfied users held favorable attitude toward the service provider and considered switching to the alternatives less worthwhile. However, the empirical evidence related to the impact of customer satisfaction on GFCB is yet to be validated. Hence, the present study has posited the following hypotheses:

H6. The CS positively influences GFCB.

2.2.6 Role of satisfaction as mediator. In behavioral adoption research, it is crucial to comprehend the indirect role of CS in shaping customers' behavior to take repeated services from a particular organization. For example, Khatoon *et al.* (2020) explored that customer satisfaction mediated the relationship between electronic-banking service quality and customer purchase intentions. Moreover, Sung and Hu (2021) comprehended the indirect influence of satisfaction between internal branding and work outcomes from the perspective of the airline industry. Consequently, the present study argued that customer satisfaction might mediate the relationship between psychological reactance, sustainability perception, GBMI, informational and EST and GFCB. Hence, we posited the following hypotheses:

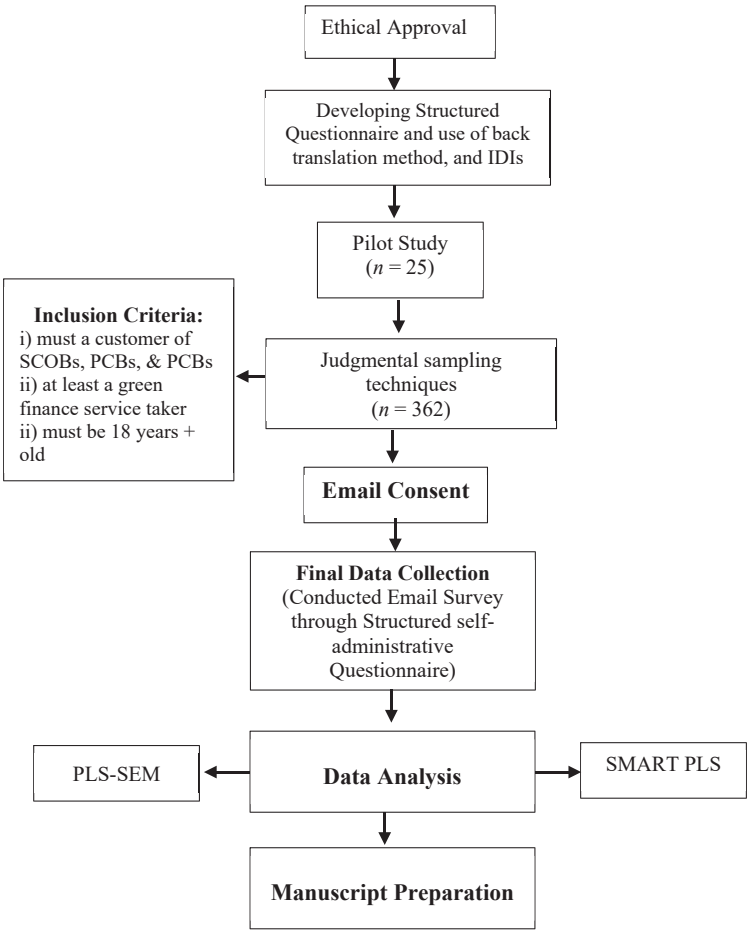
H7. Green fiancé customer satisfaction mediates the influence of (a) EC, (b) GBMI, (c) IST, (d) EST and (e) psychological reactance on green fiancé continuance behavior.

3. Methodology

3.1 Research design

The data were collected from individuals in Bangladesh, and the criteria for inclusion in the sample were as follows: (1) respondents must be customers of state-owned commercial banks (SOCBs), private commercial banks (PCBs) and FIs, (2) they must have used at least one green service offered by these institutions in the past year and (3) they must be at least 18 years old. The purposive sampling method (i.e. judgmental sampling method) was used to select participants, as it was deemed a better fit for this study than convenience sampling due to the unknown nature of the population and sampling framework as suggested by prior research (e.g. Hair *et al.*, 2017; Saunders *et al.*, 2009). A broad range of respondents were selected to better represent the general population. The research process is depicted in Figure 2.

A structured questionnaire was developed. It consists of three parts: an overview of the objectives and consent, demographic and measurement items extracted from existing literature. Following Brislin's (1976) back-translation method, the questionnaire items were translated into Bangla, the official language of Bangladesh, so that the respondents could easily comprehend the meaning of the questions (Al Amin *et al.*, 2021d). Two veteran professors who teach consumer behavior at the university level were employed to examine



Source(s): Authors' construct

Figure 2.
Research method of study

the translated version. Besides, a pilot study of 25 respondents and several in-depth interviews (IDIs) were performed. Accordingly, minor amendments were made in languages.

Subsequently, the questionnaire was disseminated in March and April 2022 in Bangladesh. The potential respondents were sent an invitation email with a cover letter and a survey questionnaire's link asking them to return the completed questionnaire within two weeks. After the completion of two weeks, a follow-up email was communicated to those who had not responded yet. A total of 635 invitations were made, and 387 feedbacks (a response rate of 60.94%) were received. Upon the elimination of incomplete questionnaires, 362 complete responses remained. The profile of the respondents is depicted in Table 2.

3.2 Research measures

The present study has adopted the scales and measurement items from previous literature. A seven-point Likert scale, ranging from 1 (strongly disagree) to 7 (strongly agree) was used to measure the seven contracts. To measure green finance continuance intention, four

Variables	Number	Percentage
Gender		
Male	209	0.54
Female	178	0.46
Age		
18–25	37	0.1
25–40	165	0.45
40–55	121	0.33
Above 55	44	0.12
Educational level		
Secondary school	77	0.21
Higher secondary	66	0.18
Graduation	176	0.48
Other	48	0.13
Geographical region		
Capital city	187	0.51
Divisional level	66	0.18
District level	62	0.17
Upozilla	51	0.14

Table 2.
Respondent profile

Source(s): Primary research data

measurement items (e.g. *"I intend to use green finance for financial transaction")* adopted from Alalwan (2020) and Faraoni *et al.* (2019) were utilized. Likewise, five items adopted from Alalwan (2020) and Anderson and Srinivasan (2003) were used to measure satisfaction (e.g. *"I am generally pleased to use green finance for financial transaction").*

To measure five predictors, a total of 22 measurement items were utilized: EC (Kautish and Sharma, 2018; Mishal *et al.*, 2017) was evaluated using five items (e.g. "*I believe consuming green product, e.g. green finance is really good for environment*"); GBMI, consisting of two factors (i.e. GPD and GCSR) adopted from Sharma and Choubey (2021) and Lymperopoulos *et al.* (2012) were measured using four items (e.g. "*My bank indulges in sectors of green development (*e.g. *loans renewable energy sources, green logistics, waste management etc.")*; PCR (Dabholkar and Bagozzi, 2002; Wang and Benbasat, 2009) was measured using three items (e.g. "*I believe it will be difficult to learn how green finance transaction works");* EST (Sheikh, 2018; Lin *et al.*, 2018; Zhu *et al.*, 2016) was measured using four items (e.g. "*When I encounter difficulties related to green finance continuance intention, my friends and family members stand with me on the same side"); and* IST (Sheikh, 2018; Lin *et al.*, 2018; Zhu *et al.*, 2016) was measured using three items (e.g. *"My friends and family members would offer suggestions when I needed help regarding green finance continuance intention".*

3.3 Statistical analysis

Structural equation modeling (SEM) was used to analyze the study's primary data. SEM can test the complex model with a series of dependent variables, causal models, or equations simultaneously (Al Amin *et al.*, 2021c). Particularly, partial least square SEM (PLS-SEM) was used in this study to assess the degree to which endogenous constructs are affected by a set of exogenous constructs, to measure structural correlations among the research constructs and to test confirmatory factor analysis (CFA) (Al Amin *et al.*, 2021a, c, 2022; Al Amin, 2022) using SmartPLS 3.0 software (Al Amin *et al.*, 2021a, b, c, 2022). The study has used a listwise deletion procedure due to its simplicity, generality and default in Statistical Package for the Social Sciences (SPSS) (Allison, 2003) to treat missing data before formal data analysis. The study also confirmed the normality of data testing Skewness and Kurtosis. The findings depict that the values of Skewness are between −1.825 and + 1.472 while the values of kurtosis are

between −0.721 and + 1.691. Since these values are within the recommended limit of Skewness and Kurtosis: ±3 and ± 10 by Kline (1998), thus, the data are normally distributed.

As the present study collected data for dependent and independent variables from a single source (i.e. from the customer side only), the common method bias (CMB) is considered to ensure both statistical and practical remedies before and after collecting the data. Before data collection, the study confirms the confidentiality of respondents and guides the respondents to avoid any ambiguity in the questionnaire. Moreover, the measurement items were ordered differently, and the headings were evaded to reduce the biased responses. After data collection, the study followed Podsakoff *et al.* (2003) the cut value (first factor <50% of the total variance explained for Harman's single-factor test. The principal component analysis (PCA) illustrates those seven distinguished factors having greater than 1.00 eigenvalues explained 79.29% variance. The first factor is responsible for only 31.39%, within the cut-off value shown in Table 3. Hence, data revealed that the CMB was not a problem for the current study.

4. Results

4.1 Measurement model

The validation of the measurement model was carried out using three methods: 1) reliability, 2) convergent validity and 3) discriminant validity. The construct reliability was assessed

Constructs	Items	Loadings	Cranach's alpha	ro_A	CR	AVE
Environmental consciousness (EC)	EC1	0.705	0.758	0.716	0.846	0.523
	EC2	0.719				
	EC3	0.704				
	EC4	0.785				
	EC5	0.701				
Green bank marketing initiatives (GBMI)	GBMI1	0.815	0.718	0.726	0.908	0.586
	GBMI2	0.784				
	GBMI3	0.726				
	GBMI4	0.791				
	GBMI5	0.728				
	GBMI6	0.731				
	GBMI7	0.779				
Perceived psychological reactance (PPR)	PPR1	0.825	0.813	0.805	0.825	0.611
	PPR2	0.743				
	PPR3	0.775				
Emotional supports (EST)	EST1	0.703	0.910	0.885	0.814	0.530
	EST2	0.772				
	EST3	0.709				
	EST4	0.726				
Informational supports (IST)	IST1	0.791	0.851	0.892	0.800	0.571
	IST2	0.746				
	IST3	0.729				
Satisfaction (SAT)	CS1	0.745	0.742	0.795	0.879	0.592
	CS2	0.784				
	CS3	0.727				
	CS4	0.856				
	CS5	0.728				
Green finance continuance behavior (GFCB)	GFCB1	0.814	0.884	0.846	0.853	0.594
	GFCB 2	0.801				
	GFCB 3	0.712				
	GFCB 4	0.750				

Source(s): Primary Research Data

Table 3.
Measurement model assessment outcomes

using the coefficient alpha (Cronbach's alpha), composite reliability (CR) and rho_A. According to Hair *et al.* (2017), for the model to be considered reliable, the CR, Cronbach's alpha and rho_A values must be greater than 0.70. The results in Table 3 show that the reliability of the model was confirmed as all the required criteria were met.

The study has also measured the convergent validity using average variance extracted (AVE) and cross-loading. According to Hair *et al.* (2017), the AVE value should be larger than 0.5 and each item's factor loadings should be greater than 0.7. Table 3 shows that the factor loadings ranged from 0.701 to 0.856 whereas AVE was greater than 0.5. Hence, the convergent validity was met in this study.

Moreover, the discriminant validity was rigorously evaluated through the examination of the Fornell and Lacker criteria and the heterotrait-monotrait (HTMT) correlation ratio, adhering to the methodologies prescribed by Hair *et al.* (2017). Table 4 presents the results of the Fornell and Lacker criterion analysis, which demands that all the diagonal values (representing the square roots of the AVE) are greater than the off-diagonal values (representing the correlations between variables). Additionally, Table 5 displays the HTMT correlation ratio, which must fulfill the requirement of being less than 0.85 (HTMT0.85) as stipulated by Hair *et al.* (2017) and Henseler *et al.* (2015). Consequently, the discriminant validity was established as the required criteria were fully satisfied.

4.2 Structural model

The present study has assessed through the coefficient of determination (R^2), the strength of the effect (f^2), blindfolding-based cross-validated redundancy (Q^2) and the significance level of the path co-efficient the structural model following the suggestions of Hair *et al.* (2017). Moreover, the bootstrap with 5,000 resample was used to test the proposed hypotheses and assess t-statistics for examining the path coefficient, as Henseler *et al.* (2016) suggested.

Table 4.
Fornell and Lacker criteria

	EC	GBMI	PPR	EST	IST	CS	GFCB
EC	*0.723*						
GBMI	0.267	*0.766*					
PPR	0.227	−0.254	*0.782*				
EST	0.023	0.109	0.537	*0.728*			
IST	0.097	0.359	0.554	0.479	*0.756*		
CS	0.451	0.691	0.265	0.208	−0.154	*0.769*	
GFCB	0.620	0.761	0.138	0.087	0.337	0.576	*0.771*
Eigenvalues	9.475	5.937	5.189	2.847	2.488	1.644	1.308
% of Variance	24.56%	15.39%	13.45%	7.38%	6.45%	4.26%	3.39%
Cumulative %	23.17%	39.95%	53.40%	60.78%	67.23%	71.49%	74.88%

Source(s): Primary Research Data

Table 5.
Heterotrait-monotrait ratio (HTMT)

	EC	GBMI	PPR	EST	IST	CS	GFCB
EC	–						
GBMI	0.748	–					
PPR	0.459	0.362	–				
EST	0.087	−0.365	0.547	–			
IST	−0.590	0.190	0.287	0.427	–		
CS	−0.367	0.805	0.692	0.649	0.287	–	
GFCB	0.238	0.295	0.776	0.816	0.233	0.492	–

Source(s): Primary Research Data

Table 6 shows that the coefficient of determinations (R^2) of satisfaction was 0.653, and GFCB was 0.728. This indicates that the five predictors (i.e. EC, GBMI, IST, EST and PCR) explained 65.3% of changes in satisfaction, whereas 72.8% of changes are described by the five predictors (i.e. EC, GBMI, IST, EST and PCR) and satisfactions.

Moreover, the strength of effect sizes (f^2), shown in Table 6, was tested to know the representative influence of different constructs in one single model (Henseler *et al.*, 2015). Chin (2001) and Henseler *et al.* (2015) suggest the strength of effect sizes (f^2) value of 0.02 as a small effect, 0.15 as the medium effect, and 0.35 as a larger effect. Table 6 illustrates that f^2 was ranging from 0.015 to 0.795. In addition, the study also assessed the predictive capability of given parameters in PLS-SEM based on blindfolding-based cross-validated redundancy (Q^2). According to Hair *et al.* (2017), the Q^2 value should be greater than zero (0) for a specific endogenous construct that shows the overall path model's predictive relevance. Results of the Q^2 shown in Table 6 satisfied the criteria.

Furthermore, a crucial evaluation of the potential presence of lateral collinearity was conducted by calculating the variance inflation factor (VIF). Hair *et al.* (2017) recommend that VIF values higher than 5 indicate a significant issue of lateral multicollinearity among the constructs, with an optimal value being lower than or close to 3.00. The results displayed in Table 6 indicate that the VIF values for casual relationships are situated between 0.183 and 2.516, thereby negating the occurrence of any collinearity concerns in this study. Finally, the fit indices of the structural model were meticulously examined, encompassing the standardized root mean square residual (SRMR), RMS_theta, and the normative fit index (NFI). The outcome of the examination (SRMR = 0.058, RMS_theta of 0.073 and NFI = 0.982) was consistent with the structural model as outlined by Hair *et al.* (2019) and Hu and Bentler (1999), thereby endorsing the robustness of the model.

4.3 Result of the proposed hypotheses

Table 6 showed that IST significantly influenced CS ((β = 0.367, t-statistics = 2.463, p < 0.001) and GFCB (β = 0.418, t-statistics = 3.732, p < 0.001). Hence, the results supported H1a and H1b. EST has a positive influence on both CS (β = 0.206, t-statistics = 2.315, p < 0.000) and GFCB (β = 0.235, t-statistics = 1.975, p < 0.001). Hence, H2a and H2b were supported. In addition, EC positively influences CS (β = 0.324, t-statistics = 3.484, p < 0.000) and GFCB (β = 0.413, t-statistics = 3.413, p < 0.000).

Hypotheses		Path coefficient	*Standard Deviation*	t-statistics	p values	VIF	f^2	Remarks
H1a	IS → CS	0.367	0.149	2.463	0.001	1.558	0.344	supported
H1b	IS → GFCB	0.418	0.112	3.732	0.001	2.516	0.092	supported
H2a	ES → CS	0.206	0.089	2.315	0.000	1.282	0.269	supported
H2b	ES → GFCB	0.235	0.119	1.975	0.001	0.932	0.012	supported
H3a	EC → CS	0.324	0.093	3.484	0.000	0.842	0.355	supported
H3b	EC → GFCB	0.413	0.121	3.413	0.000	1.191	0.231	supported
H4a	GBMI → CS	0.288	0.142	2.028	0.000	1.282	0.015	Supported
H4b	GBMI → GFCB	0.199	0.052	3.827	0.002	2.817	0.335	Supported
H5a	PCR → CS	0.126	0.130	0.969	0.052	0.183	0.795	Not supported
H5b	PCR → GFCB	0.328	0.144	2.278	0.001	1.282	0.018	supported
H6	CS → GFCB	0.638	0.101	6.317	0.005	0.907	0.352	supported

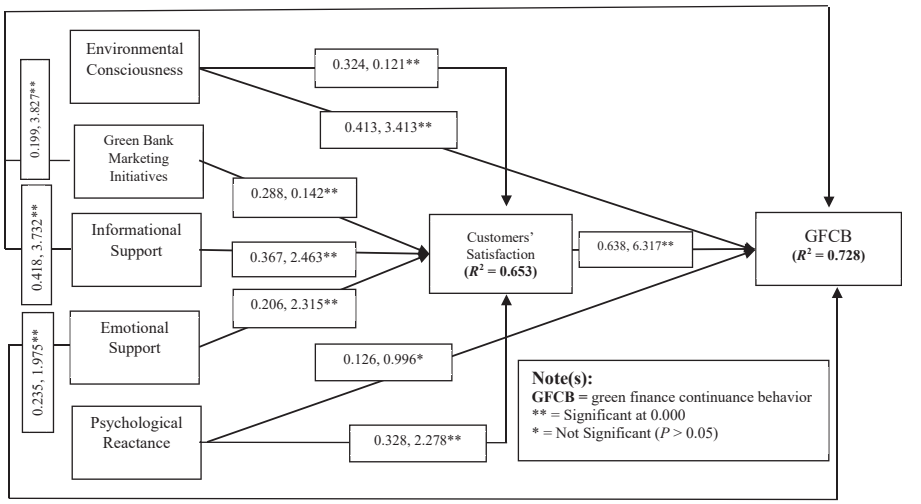
Note(s): N.B. coefficient of determinations (R^2), CS = 0.653, GFCB = 0.728; blindfolding-based cross-validated redundancy (Q2), CS = 0.432, GFCB = 0.584
Source(s): Primary research data

Table 6. Path coefficient and hypotheses test results

Hence, H3a and H3b were supported. In H4a and H4b, the test statistics found that GBMI positively influenced CS ($\beta = 0.288$, t-statistics = 2.028, $p < 0.000$) and GFCB ($\beta = 0.199$, t-statistics = 3.827, $p < 0.002$). Thus, H4a and H4b were also supported. Although PCR did not influence CS ($\beta = 0.126$, t-statistics = 0.969, $p < 0.052$) not supporting H5a, it did influence GFCB ($\beta = 0.328$, t-statistics = 2.278, $p < 0.001$) supporting H5b. Finally, H6 showed that CS has positive influence on GFCB ($\beta = 0.638$, t-statistics = 6.317, $p < 0.001$). Thus, H6 was also supported. Finally, the structural model of study is depicted in Figure 3.

4.4 Mediation analysis

The research examined the indirect effects with 5,000 bootstrap samples and the Sobel test (Sobel, 1982) to check the mediation effect of satisfaction. Moreover, the mediation effect was estimated with asymmetric confidence intervals (CI) by the procedure suggested by Baron and Kenny (1986). Table 7 illustrates the mediation analysis and depicts the significant



Source(s): Authors' construct

Figure 3.
The structural model of study

	Indirect path	b	Standard error	*t-statistics*	*p* values	Sobel test (Z)	CI	Remarks
H7a	EC → CS → GFCB	0.207	0.048	4.307	0.000	4.393	(0.032, 0.048)	Significant
H7b	GBMI → CS → GFCB	0.184	0.088	2.088	0.000	2.179	(0.008, 0.052)	Significant
H7c	IS → CS → GFCB	0.234	0.106	2.209	0.001	2.295	(0.075, 0.043)	Significant
H7d	ES → CS → GFCB	0.131	0.061	2.155	0.000	2.173	(0.039, 0.028)	Significant
H7e	PCR → CS → GFCB	0.080	0.083	0.964	0.338	0.958	(−0.084, 0.0315)	Insignificant

Source(s): Primary Research Data

Table 7.
Indirect effects and mediation results

indirect influence of EC, IST, green banking marketing initiatives and EST on green finance continuance intention through customer satisfaction since these don't contain zero value. However, the indirect influence of PCR on green finance continuance intention through customer satisfaction was insignificant.

5. Discussion

The current investigation has devised and rigorously confirmed a comprehensive framework to comprehend the customer's propensity to persist in availing green finance services (GFCB). The research outcomes have substantiated the SST (Cullen, 1994) by incorporating novel dimensions such as the customer's psychological apprehensions, their sustainability cognizance and the green bank's marketing endeavors as crucial predictors of customer satisfaction with regard to green financing. Furthermore, the study provides significant theoretical and managerial implications, including social implications that have the potential to shape future research and decision-making in the field as below.

5.1 Theoretical implication

First, *the two predictors of SST epitomize an essential determinant of green finance continuance behavior*. That information and EST influence green finance customers is apparent from the study findings, consistent with the previous studies (e.g. Zhu *et al.*, 2016). This denotes the necessity for suggestions, comfort, encouragement and concerns from their friends and family members for CS toward green finance. The positive analogized relationship between information supports and EST, and GFCB is in line with the analysis of Bao (2016). This also accentuates customers' emotional and informational domains and recommends that friends and family members stand beside customers and up-to-date information related to green finance is crucial to determine GFCB.

Second, *customer sustainability perceptions (*i.e. *EC), GBMI (*i.e. *GCSR and GPD) and customer psychological concern (*i.e. *psychological reactance) provide a meaningful extension to the SST in the green finance context.* The current study discovered a correlation between environmental awareness and green banking practices and customer satisfaction and GFCB, as confirmed by prior research (Wang *et al.*, 2018; Kautish and Sharma, 2018; Cheung and To, 2019; Mishal *et al.*, 2017). This connection can be attributed to the fundamental role that ecological balance plays in human well-being. Furthermore, green banking marketing initiatives were found to have a positive effect on both customer satisfaction and GFCB. In addition, eco-friendly financial products and services offered by FIs, including environmental protection sponsorships and educational programs, drive customer satisfaction with green finance and lead to increased GFCB. These findings highlight the importance of sustainable banking practices in driving customer satisfaction and GFCB. It is imperative for FIs to implement environmentally conscious initiatives in order to meet customer demands and contribute to a greener future. *Yet, counter to expectations, the impact of psychological reactance on satisfaction and GFCB.* The findings indicate that psychological reactance does not significantly impact satisfaction, but it does impact GFCB. This suggests that green finance is a user-friendly and secure financial service that is easy to understand and use.

Finally, *green finance customer satisfaction is an important instrument for determining the continued use of green finance.* The proposed relationship aligns with prior research in information systems-based services (such as those explored by Bhattacherjee in 2001 and Lee in 2010), mobile payments (as demonstrated by Cao *et al.* in 2018, Franque *et al.* in 2021, and Singh in 2020), and mobile financial technology payment services (as studied by Lim *et al.* in 2019). This discovery further enhances previous studies by directly assessing customer

satisfaction and exploring mediating effects. A satisfied customer is more likely to establish a stronger bond with their green financial institution, whereas an unsatisfied customer is more likely to do the opposite.

In conclusion, the findings support the hypothesis of a link between psychological reactance and satisfaction in green finance and mobile financial technology payment services. The research aligns with prior studies in the field and provides new insights by directly examining customer satisfaction and its mediating effects. The results suggest that a satisfied customer is more likely to maintain a strong relationship with their green financial institution, whereas an unsatisfied customer may have the opposite effect. These findings have important implications for green finance providers, as they highlight the importance of addressing customer satisfaction in their operations for confirming their continuance behavior.

5.2 Managerial implications

As a result of this study, the potential benefits of green finance practices and their effect on banks' performance will be illuminated, providing valuable insights for analysts and investors to evaluate the future prospects of sustainable environmental management and financial performance. Furthermore, the implications of this research extend to the realm of banking sector compliance and legislation, with managerial significance for green finance usage behavior and its theoretical contributions. At the institutional level, policymakers must undertake efforts to foster an environment conducive to the long-term viability of sustainable green finance practices, with a particular emphasis on transparency. All banks listed under the Bangladesh Securities and Exchange Commission should be mandated to report their green finance plans, thereby increasing stakeholder awareness of these practices. Additionally, the Central Bank of Bangladesh must provide a comprehensive strategic framework to guide banks towards environmentally conscious practices. The government should strive to comprehend the attitudes, feelings and motivations of bankers and provide necessary commitments and support to increase awareness of green finance practices. Corporate governance regulations should also encompass green finance practices for FIs, thereby strengthening the legitimacy of banks' environmentally responsible operations and enhancing their performance in terms of environmental sustainability.

Furthermore, the practical green banking motivation should be ensured as values through which explanation is cognitive, needs-based, value-focused and goal-oriented. Thus, practical motivation individuals tend to be more rational, and implementers must carefully comprehend the customers' psychological concerns. For example, research has shown that the affective meaning of images, such as schematic faces, improves perceived enjoyment. Therefore, the management can use affective meanings of images such as "thumb-up" or "like"; customers might be more likely to perceive enjoyment when practicing green behavior. Besides, active green finance customers can motivate new ones as they always attend to the recommendations from their colleagues, friends and family members to comply with a particular task. Hence, these customers should be taken care of primarily by giving extra facilities (e.g. mental support, financial rewards and other support).

Additionally, the findings can be utilized by banks to develop and implement effective green marketing strategies that increase customer engagement and satisfaction, ultimately leading to increased adoption and usage of green finance practices. This can be achieved through education and awareness campaigns to highlight the benefits of green finance, creating a sense of urgency and necessity to adopt such practices, and creating opportunities for customers to take part in these initiatives. Banks can also collaborate with local organizations and communities to promote environmental sustainability and support their green finance practices, further increasing their reputation as environmentally responsible organizations. Finally, banks can create green financial products and services that meet

customer needs, such as eco-friendly loans, green mortgages and sustainable investment options, to further incentivize customer adoption and usage of green finance practices.

6. Limitations and future study

While the current study constitutes a significant contribution to the field of green finance, it is nonetheless subject to certain limitations, chief among which is the geographical specificity of the data collected, being sourced solely from a developing country in Bangladesh, which may constrain the generalizability of its findings to other regions and time frames. To mitigate this issue, future research should incorporate participants from other culturally diverse locations. Additionally, due to the cross-sectional nature of the study, causality between variables can only be speculative and may be subject to methodological biases. To establish a more definitive relationship, a longitudinal follow-up study would be necessary. Furthermore, considering the nascent state of green finance in Bangladesh, it remains imperative for further research to be conducted to gain a deeper understanding of this emerging sector, for instance by exploring the motivations, barriers and intentions of both customers and bankers in order to gain a comprehensive understanding of the GFCB.

7. Concluding remarks

To end, this study utilizes an extended SST and presents the initial evidence of postexperience social supports, EST, satisfaction and continuance behavior of green finance customers in a low-income country, which has been overlooked in the predominant literature. The study combines the SST with EC, green banking marketing initiatives and psychological reactance providing a direction for both researchers and marketers on how to increase green customer satisfaction and continuance behavior with green financial institutes. To fully realize the potential of green finance, stakeholders must work together to increase awareness and support its implementation. Accordingly, these insights might contribute both theoretically and practically to the field.

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