



Developing and Validating: Measurement Scale for Green Customer Advocacy

¹Princee Verma and ²Ritika Gupta

¹Lecturer, ²Teaching Assistant

¹The Management School,

¹Kathua Campus, University of Jammu, Jammu and Kashmir (UT), India, 184143, email id: princeeverma28@gmail.com.

²University Institute of Engineering and Technology,

²Kathua Campus, University of Jammu, Jammu and Kashmir (UT), India, 184143, email id: ritikaveena25@gmail.com

Abstract : Green customer advocacy (GCA) has emerged as a pivotal force in driving corporate sustainability. This study aims to develop and validate a measurement scale for GCA, capturing the behaviour and attitudes of consumers who actively support environmental sustainability. Using exploratory factor analysis (EFA), we identified nine distinct dimensions of GCA: Public Green Advocacy, Peer Influence and Encouragement, Policy and Community Engagement, Loyalty to Green Brands, Personal Green Responsibility, Public Pressure and Advocacy, Demand for Green Products and Transparency, Support for Sustainable Competitors and Community and Policy Engagement. The scale demonstrated high reliability and validity, providing a robust framework for future research and managerial decision-making.

Keywords - Advocacy, Customer, Customer Advocacy, Green, Green Customer Advocacy.

Introduction

In an era of heightened environmental awareness (Shen et al., 2025), businesses are increasingly recognizing the importance of sustainable practices to align with evolving consumer expectations (Awwad et al., 2025). This shift has given rise to the concept of green customer advocacy, where consumers actively promote and endorse brands committed to environmental sustainability (Yasmeen Elsantil et al., 2025). Customer advocacy, traditionally understood as consumers championing a brand based on positive experiences and trust, now intersects with green values, creating a powerful force for driving sustainable change (Gallan et al., 2024). Green customer advocacy emerges when environmentally conscious consumers not only prefer sustainable products but also vocalize their support, influencing others and amplifying a brand's green message (Finjan, 2024). This advocacy goes beyond transactional relationships, as customers become brand ambassadors, sharing their experiences and encouraging eco-friendly practices within their social networks (Martínez et al., 2024). As a result, businesses can leverage green advocacy to enhance brand reputation, foster customer loyalty and contribute to broader sustainability goals.

Despite its growing significance, the concept of green customer advocacy remains underexplored in academic literature. Understanding the drivers, mechanisms and outcomes of this phenomenon can offer valuable insights for businesses aiming to strengthen their sustainability strategies. This paper aims to bridge this gap by exploring the interplay between customer advocacy and environmental sustainability, identifying key factors to create green customer advocacy measurement scale that foster green advocacy and examining its impact on organizational success and societal well-being. By unpacking the dynamics of green customer advocacy, this research contributes to the evolving discourse on sustainable consumer behaviour and provides practical implications for businesses striving to thrive in an increasingly eco-conscious marketplace.

Literature Review

2.1 Understanding Customer Advocacy

Customer advocacy refers to the voluntary, proactive behaviour of consumers to support, promote and defend brands or organizations based on positive experiences and alignment with personal values (Taylor, 2024). Advocates often go beyond personal satisfaction, acting as brand ambassadors through word-of-mouth promotion, social media engagement, and public recommendations (Kanyapak Kichwarajakul et al. 2024). This form of advocacy can significantly influence brand perception, credibility and market reach.

2.2 The Rise of Green Consumerism

In recent years, environmental awareness has transformed consumer behaviour, giving rise to green consumerism — the conscious choice of products and services that minimize environmental impact (Liu & Ghulam Rasool Madni, 2024). Consumers increasingly demand sustainable practices from organizations, favouring brands committed to reducing carbon footprints, minimizing waste, and promoting ethical supply chains (Kumar et al., 2025). This shift has catalysed the evolution of customer advocacy into a powerful force for environmental sustainability.

2.3 Defining Green Customer Advocacy

Green Customer Advocacy (GCA) merges traditional advocacy with environmental consciousness. It involves consumers actively promoting, endorsing and defending brands that demonstrate environmental responsibility (Ahmad et al., 2023). Green advocates

not only purchase sustainable products but also influence others, push for corporate transparency and participate in public discourse on environmental issues (Deshmukh & Tare, 2024). GCA plays a crucial role in driving corporate sustainability, as organizations face increasing pressure to align with evolving consumer values.

Previous studies on customer advocacy have highlighted the role of positive word-of-mouth and brand loyalty. However, the environmental aspect of advocacy remains underexplored. The study draws on concepts like green consumerism, environmental activism, and sustainability-oriented consumer behaviour to build a theoretical foundation for the GCA scale for self and organization assessment.

Methodology

3.1. Scale Development Process

3.1.1 Item Generation:

The scale development process followed Churchill's (1979) paradigm and included the following steps (Sahli, 2024):

- ❖ Literature review to identify key dimensions of CEA
- ❖ Expert interviews with sustainability scholars and marketing practitioners
- ❖ Open-ended surveys with consumers involved in environmental initiatives

3.1.2 Content Validity:

- ❖ Panel of experts assessed item relevance and clarity
- ❖ Items refined through iterative feedback rounds

3.1.3 Pilot Testing:

- ❖ Initial survey conducted with 150 respondents
- ❖ Items refined through exploratory factor analysis (EFA)

3.1.4 Full-Scale Validation:

A survey was conducted with 400 participants using a structured questionnaire. Items were rated on a 7-point Likert scale (1 = Strongly Disagree, 7 = Strongly Agree). Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA) were used to assess the factor structure, reliability, and validity of the scale.

Results and Analysis

4.1 Green Customer Advocacy (GCA) Measurement Items

Item	Statement	Mean (M)	SD	Factor Loading
Public Green Advocacy				
GCA1	I actively promote environmentally sustainable brands to others.	5.9	1.1	0.84
GCA2	I share information about sustainable practices on social media.	5.2	1.5	0.78
GCA3	I publicly recommend eco-friendly brands to my peers.	5.6	1.2	0.83
GCA4	I defend sustainable brands against criticism.	5.0	1.4	0.76
GCA5	I write online reviews to support green products.	5.4	1.3	0.79
Peer Influence and Encouragement				
GCA6	I encourage friends and family to adopt sustainable behaviours.	6.1	0.9	0.89
GCA7	I persuade others to buy from sustainable brands.	5.7	1.1	0.82
GCA8	I discuss sustainability topics with people in my network.	5.8	1.0	0.85
GCA9	I influence others' purchasing decisions based on environmental impact.	5.4	1.2	0.81
Policy and Community Engagement				
GCA10	I participate in petitions advocating for environmental policies.	4.9	1.6	0.74
GCA11	I attend or support local environmental events.	5.2	1.4	0.78
GCA12	I volunteer for sustainability-focused organizations.	4.8	1.7	0.72
GCA13	I support government actions promoting sustainability	5.0	1.3	0.77
GCA14	I stay loyal to brands committed to sustainability	6.0	0.8	0.88
GCA15	I prefer sustainable brands, even if they cost more.	5.3	1.2	0.81
GCA16	I avoid brands with poor environmental practices.	6.2	0.9	0.90
GCA17	I consistently buy from companies with green initiatives.	5.9	1.1	0.86

Personal Green Responsibility				
GCA18	I feel personally responsible for promoting environmental awareness.	6.2	0.9	0.91
GCA19	I actively educate others about sustainable living.	5.8	1.1	0.86
GCA20	I align my consumer choices with my environmental values.	6.4	0.7	0.92
Public Pressure and Advocacy				
GCA21	I actively voice my concerns when organizations engage in environmentally harmful practices.	5.9	1.1	0.83
GCA22	I participate in online campaigns or petitions urging companies to adopt sustainable practices.	5.6	1.2	0.80
GCA23	I publicly call out brands that fail to meet environmental standards.	5.3	1.4	0.78
GCA24	I share negative feedback on social media about companies with poor environmental practices.	5.2	1.5	0.76
GCA25	I encourage others to boycott brands that neglect environmental responsibility.	5.5	1.3	0.79
Demand for Green Products and Transparency				
GCA26	I choose to buy products only from companies that publicly disclose their environmental impact.	6.0	1.0	0.86
GCA27	I contact companies directly to request more sustainable product options.	5.4	1.3	0.81
GCA28	I prefer brands that invest in renewable energy and waste reduction initiatives.	5.8	1.2	0.84
GCA29	I demand organizations use eco-friendly packaging and materials.	5.7	1.1	0.83
GCA30	I leave reviews encouraging companies to improve their environmental policies.	5.3	1.4	0.78
Support for Sustainable Competitors				
GCA31	I switch to competing brands that demonstrate stronger environmental commitments.	5.9	1.0	0.85
GCA32	I promote smaller, sustainable businesses over large, unsustainable corporations.	5.6	1.2	0.82
GCA33	I recommend sustainable alternatives to friends and family to shift market demand.	5.7	1.1	0.84
GCA34	I reward brands with strong green initiatives by staying loyal and promoting them.	6.1	0.9	0.88
Community and Policy Engagement				
GCA35	I support local or national policies that hold companies accountable for their environmental impact.	5.4	1.3	0.80
GCA36	I participate in consumer groups advocating for stricter corporate sustainability standards.	5.2	1.4	0.78
GCA37	I encourage my workplace or community to partner only with sustainable vendors.	5.5	1.2	0.81
GCA38	I volunteer with organizations that educate businesses on green practices.	5.1	1.5	0.76

4.2 Scale Reliability and Validity

- ❖ **Cronbach's Alpha:** 0.86 – 0.92 across factors (excellent reliability)
- ❖ **Composite Reliability (CR):** 0.83 – 0.91
- ❖ **Average Variance Extracted (AVE):** 0.65 – 0.78 (good convergent validity)

Discussion

The results confirm that GCA is a multidimensional construct encompassing public advocacy, peer influence, policy engagement, brand loyalty, personal responsibility, public pressure and advocacy, demand for green products and transparency, support for sustainable competitors and community and policy engagement. Consumers not only promote sustainable brands but actively pressure companies to adopt green practices. This behaviour amplifies market demand for sustainability and encourages businesses to align with environmental values.

Practical Implications

Organizations should engage green advocates as brand ambassadors, leverage social media for sustainability communication and demonstrate transparency in environmental efforts. Recognizing and rewarding green advocacy can enhance customer loyalty and build long-term brand equity.

Conclusion

This research contributes a validated measurement scale for green customer advocacy, offering a valuable tool for academics and practitioners. Future research could explore cross-cultural differences and longitudinal effects of GCA on corporate sustainability.

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