

# Green marketing impact on youth purchasing: Bangladesh district-wise study on consumer intentions

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## Abstract

**Purpose:** In this comprehensive project, the primary objectives revolve around crafting an intricate model and delving into the intricate dynamics among key elements: green product (GPR), green price (GPI), green place (GPL), green promotion (GPO), and green perceived value (GPV), and their impact on customer purchase intention (CPI).

**Research Methodology:** This study was descriptive, and a convenience sampling technique was used to collect data. Primary and secondary data were used in this study. The empirical foundation is grounded in data collected from a robust sample of 235 young consumers. Rigorous analysis, employing SPSS version 26's descriptive, reliability, correlation, and multiple regression tools, was performed to extract meaningful insights.

**Results:** The findings reveal a positive correlation between green product (GPR), green price (GPI), green place (GPL), green promotion (GPO), and green perceived value (GPV) and customer purchase intention.

**Limitations:** It is worth noting that the study's demographic concentration in the Cumilla, Dhaka, and Chittagong districts may limit its generalizability to young consumers in Bangladesh.

**Contribution:** This study offers valuable recommendations for businesses, NGOs, governments, and other stakeholders to bolster their competitive positions and contribute to a sustainable environment.

**Novelty:** These insights underscore the need for nuanced strategies tailored to the diverse landscape of consumer behavior in Bangladesh.

**Keywords:** *Green Marketing, Customer Purchase Intention, Young Customers, Environmental Marketing, Green Bangladesh*

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## 1. Introduction

Since the demand for environmentally friendly products is growing, sustainability has become an integral part of all industries that practice business. The notion of 'green marketing,' first discussed in 1975, was derived from the idea of ecological marketing (Sohail, 2017). Green marketing refers to the promotion of environmentally friendly products and covers a wide range of actions such as product modification, production system changes, packaging system changes, and advertising system changes (Cherian & Jacob, 2012). There are five reasons why businesses should invest in corporate green marketing: to help protect the environment, gain an edge over competitors, improve their organization's reputation, find new markets to sell products, and make their products more valuable (Delafrooz & Goli, 2015). Customers are more likely to think favorably of a company's goods or services if they offer goods and services that address environmental concerns (Lin & Huang, 2012). The broad natural awareness

among shoppers demonstrates that companies focus more on their natural showcasing hones. In addition, the burgeoning popularity of eco-friendly products has led to acute competition among green producers, and numerous brands have started producing eco-friendly products to attract customers. The branding and brand management efforts of eco-friendly businesses are aimed at effectively differentiating between their goods and services. Environmental protection and consumer requirements are met through green marketing. In today's world, consumers are increasingly conscientious about their well-being and seek products and services that are environmentally friendly in the pursuit of ensuring a sustainable world. In recent decades, green marketing has emerged as a novel strategy for business expansion. It benefits both consumers and organizations by promoting the production and utilization of eco-friendly products and services. Green marketing involves the planning, promotion, and enhancement of tangible and intangible offerings that meet consumer needs without harming the environment or society. While green marketing initially focused primarily on ecological concerns, it has now evolved to place a greater emphasis on sustainability issues within marketing endeavors, with a central focus on socioeconomic and environmental considerations (Zaman, Miliutenko, & Nagapetan, 2010). At present, consumers prefer eco-friendly products and services because they are conscious of their health. Therefore, to fulfill their social responsibility and educate consumers about environmental issues, businesses are attempting to adopt the notion of green marketing.

Several studies have been conducted in the context of green marketing from the consumers' point of view, since both consumers and businesses have begun to focus more on the consequences of their actions on the environment. If green producers can offer goods and services that adhere to environmental standards, customers may be persuaded to buy them. Companies should look for opportunities to enhance the environmental performance of their products in this new environmental era to boost their brand equity. For instance, green brands, labels, and advertisements for environmentally friendly items establish a favorable impression among consumers by spreading the idea that their products maintain a green standard. In addition, consumers feel better while using them because of their environmental well-being. The ever-increasing consumer perception of green products has made firms focus on environmental issues in a greater way. At present, environmental responsibility is considered to be a value shared by manufacturers with customers. Manufacturers should produce environmentally friendly products, use recyclable materials, and embrace cost-saving environmental practices to create a healthy world for future generations (Tamim & Hossain, 2022). Several companies have taken significant steps to go green and have adopted green marketing strategies. For example, Dauvergne and Lister (2012) stated that Unilever promised to get all of its agricultural ingredients in a way that was good for the environment by the year 2020, although they made it 81% in 2022. Patagonia has made a plan to reduce waste and use materials that have been recycled to be more sustainable. Similarly, Coca-Cola has implemented several sustainability initiatives, including reducing water usage and carbon emissions, and has committed to making 100% recyclable packaging by 2025 and using 50% recycled materials in its packaging by 2030 (Coca-Cola, n.d.).

Over the past few years, environmental concerns have grown significantly. Environmental concerns have increased dramatically in recent years. Worldwide, there is greater popularity for environmental movement. Owing to this popularity, many businesses use green marketing to enhance their green image. They were more inclined to choose environmentally friendly green products. Firms cannot easily convince consumers that they are green if they do not provide trustworthy information. Businesses are switching from managing brand equity to managing green brand equity as customer demand for environmentally friendly products grows and environmental challenges become more widely known. Companies are switching to managing green brand equity because of growing consumer demand for ecologically friendly products and increased knowledge of environmental challenges. Therefore, studying the green context is highly required in the context of Bangladesh, since a large number of people reside in this country and environmental imbalance is a common phenomenon.

In this study, a literature review and conceptual framework were formulated by studying previous research. The methods used in this study are explained in detail. After the analysis and findings section, the results and comments are provided. The conclusions and ramifications are discussed for the benefit

of interested parties such as corporations and researchers. Finally, constraints and potential for additional research are presented.

## **2. Literature Review**

### **2.1 Green Marketing**

Green marketing has become increasingly prominent in recent times because of the rising awareness of environmental concerns and the necessity for businesses to embrace sustainable approaches. It can be divided into two categories: encouraging the use of ecologically friendly goods and services and promoting sustainable business practices (Polonsky, 2011). The former involves the use of eco-labeling, green packaging, and other environmentally friendly practices, whereas the latter focuses on developing sustainable supply chains and reducing the environmental impact of business operations. Numerous studies and surveys have examined the factors that influence green marketing and customer purchasing intentions. Sonnenberg, Jacobs, and Momberg (2014) studied eco-friendly apparel in the context of South Africa. Delafrooz and Goli (2015) study green brand equity from the perspective of Iran. Nusraningrum, Mekar, Endri, and Ahmad (2023) stated that the green industry has affected how companies manage their operations in an environmentally friendly and sustainable way. They also add that eco-friendly marketing has a significant impact on green businesses. In a study in Indonesia, Pahala et al. (2021) found that green marketing has a positive impact on customer purchasing behavior. Few studies have been conducted from a Bangladeshi perspective. Therefore, this study assesses how Bangladeshi consumers evaluate the value of green products, prices, locations, promotions, and perceptions of green spaces.

### **2.2 Green Product**

Kumar and Ghodeswar (2015) defined an eco-friendly product as one made in a way that benefits the environment, uses ingredients free from harmful chemicals, and is approved by reputable companies. A "green product" or an "environmental product" usually refers to one that conserves power and resources and reduces or eliminates the exploitation of hazardous compounds in the production process (P. Singh & Pandey, 2012). According to Boztepe (2012), shoppers are now considering whether the items they purchase are good for the environment, not just how much they cost, and whether they are of good quality. They are more aware of issues such as pollution and global warming, and how they impact the environment. As more people care about the environment, businesses are changing how they produce and sell their products. However, companies are required to take into account both environmental sustainability and profit before developing green products and after looking for market opportunities after generating them (Albino, Balice, & Dangelico, 2009). In a study, J. Ottman and Mallen (2014) stated that the perception of green products is important because they perceive them as healthy, organic, and of superior quality, which contributes to environmental preservation. Research has found that green products have a significant impact on what consumers choose to buy (Siddique & Hossain, 2018).

### **2.3 Green Price**

Green product companies should set their prices in a way that will inspire customers to buy more green products (Yazdanifard & Mercy, 2011). A company's strategies with an ecological mindset are reflected in the green pricing point, which is governed by business standards (Hashem & Al-Rifai, 2011). Green products are priced according to their cost to consumers. It plays an important role in the marketing mix. Only if there is a perception of additional green product value will the majority of consumers be willing to pay a premium (Kalama, 2007). D'Souza, Taghian, Lamb, and Peretiatkos (2006) said that products that are being offered should be environmentally safe and essential to pay high prices for them. This involves specifying the price while considering a company's environmentally conscious approach. Determining green pricing, as it pertains to a company's ecological strategies, is a challenging aspect of environmental marketing. It is one of the trickiest conundrums in green marketing. Manufacturers are encouraged to produce more sustainably if the price offered to the consumer includes social and environmental costs, and the customer intends to pay that price. If they transfer the cost to pricing, there is a risk of being accused of defrauding consumers and an increased price in comparison with their competitors (Durning, 1992). Green pricing is a way of thinking that considers the well-being of people and the earth while also ensuring that businesses make enough money. It is important for workers and communities to be taken care of, and for businesses to be productive. It can be made more valuable by

altering its origin, mode of operation, and other qualities, among other things (Shil, 2012). Under certain circumstances, it may be more expensive than conventional alternatives. For certain customers, a premium price compared with the standard option can play a crucial role in assessing the practicality of the product's environmentally friendly features. Some choose an environmentally beneficial option without giving a price (Solvalier, 2010).

#### **2.4 Green Place/Distribution**

The concept of a "green place" revolves around managing logistics to minimize delivery emissions, with a focus on reducing the carbon footprint and mitigating ecological contamination (Shil, 2012). One of the fundamental environmental concerns for most organizations is the consumption of fossil fuels and energy to deliver products to customers. Imposing high tariffs on the utilization of fossil fuels can exert a substantial influence on the transportation sector, prompting businesses to favor regional and local companies and distribution channels over relying on their own internal distribution networks (Menon, Hansen, Nazarenko, & Luo, 2002). Location is not a problem for making money; there are many different things that can help us make money and have positive results. This marketing mix component concerns 'how to handle distance' (Awan, 2011). Green dispersal is a complex process. Customers must be reasonably confident about the problems, environmental implications, and nature of the product (Yazdanifard & Mercy, 2011). In environmental marketing, the delivery system, often referred to as the 'green place,' involves the establishment of mechanisms that facilitate the distribution process while ensuring that the operations are carried out under environmentally sustainable conditions (Hashem & Al-Rifai, 2011). Companies are searching for methods to lower raw material prices by altering their packaging, either directly or indirectly. Businesses allocate between five and ten percent of their total income to logistics (Yener, 2015). Due to heavy distribution costs, beverage companies use plastic bottles instead of recyclable aluminum cans and glass bottles, which have harmful environmental impacts (Simon, Amor, & Földényi, 2016). J. A. Ottman, Stafford, and Hartman (2006) found that the availability of green products in stores positively influenced consumers' purchase intentions.

#### **2.5 Green Promotion**

E. Singh (2015) looked into green marketing with the goal of learning about ecological processes, environmentally friendly practices, and green marketing techniques. The researcher conducted a study and discovered that many businesses use environment-friendly marketing strategies. He said that a big problem is that companies must ensure that they do not trick consumers when promoting environmentally friendly products. Companies must also clearly and completely describe their positive effects on the environment. Arseculeratne and Yazdanifard (2014) stated that in many commercial enterprises, green marketing actually represents an entirely novel strategy since it has changed the way that a company approaches client outreach, and the increasing environmental concerns of customers have compelled businesses to adapt their marketing techniques. They concluded that a good green marketing plan should focus on understanding the different types of customers, creating new eco-friendly products, deciding how to advertise products, and working with other businesses. This will help the company to stand out from its competitors.

Gordon, Carrigan, and Hastings (2011) showed that business organizations design and advertise eco-friendly products without considering what customers think about environmental marketing strategies. They also discovered that, in order to achieve the goals of green marketing, consumers' willingness to alter their thinking and behavior is just as important as businesses' best efforts to pursue green marketing strategies. Alniacik and Yilmaz (2012) found that when companies use environmental interests in their advertisements, they make individuals watchful of green marketing initiatives. Marketing managers who want to be eco-friendly are concerned about the trustworthiness of green advertising for customers. They recommended that marketing managers and advertising professionals should excel at communicating environmental information and skillfully present accurate and relevant environmental data in their advertisements.

Sarkar (2012) described that going green is changing business activities in line with the trend of the corporate world. This relies on emotional brand advantages linked to feelings of well-being, utilization

of socially recognizable eco-friendly brands, and benefits associated with nature. Global evidence suggests that people are increasingly mindful of the environmental impact, and they adjust their behavior in response. Being green helps improve people’s thoughts about a brand and its reputation. Thus, when a brand effectively communicates its values and products to the market and customers, it can lead more people to buy green products (Hartmann, Apaolaza Ibáñez, & Forcada Sainz, 2005). Brands can make people think more about using environment-friendly products and where the brand stands in the market (Pickett-Baker & Ozaki, 2008).

### 2.6 Perceived Green Value

Perceived green value refers to the perceived benefit that consumers believe they receive from purchasing and using green products, in terms of environmental and social responsibility. According to the theory of planned behavior, perceived value is one of the main factors influencing consumers' purchase intentions (Ajzen, 1991). Therefore, understanding the impact of perceived green value on green product purchase intention is important for businesses seeking to effectively market their green products. Numerous studies have explored the connection between perceived environmental value and intention to purchase green products. For example, Chen and Chang (2013) found that perceived green value uplifts consumers' green buying intent. Similarly, Rana and Paul (2017) found that consumers' inclination to buy green items was significantly predicted by their perceptions of the benefits of going green. Other studies have examined the specific dimensions of perceived green value that are important for consumers. For example, Chen, Lin, and Chang (2009) found that perceived environmental benefit, perceived health benefit, and perceived economic benefit all positively influenced consumers' intention to purchase green products. Similarly, Lee and Shin (2010) found that consumers' perceived social responsibility and environmental benefits positively influenced their purchase intention for green products.

Overall, these studies suggest that perceived green value is an important factor in consumers' purchase intention for green products. Consumers who perceive that they receive environmental and social benefits from purchasing eco-friendly products are more inclined to buy. Future research could further explore the impact of specific dimensions of perceived green value on green product buying intent as well as the consequences of different types of green marketing initiatives.

### 2.7 Conceptual Framework and Hypothesis

The following section describes the philosophical framework of this study.

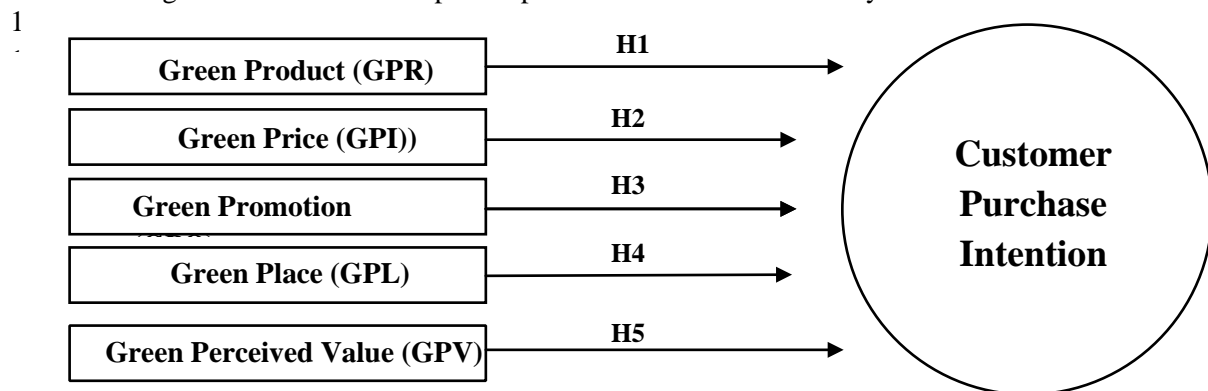


Figure 1: Proposed theoretical framework

The model has the following general equation.

$$\text{Customer Purchase Intention (CPI)} = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + e$$

Where, CPI = Customer Purchase Intention, X1 = Green Product, X2 = Green Price, X3 = Green Place, X4 = Green Promotion, X5 = Green Perceive Value and  $\alpha$  remains constant, while  $\beta_1$ ,  $\beta_2$ ,  $\beta_3$ ,  $\beta_4$ , and  $\beta_5$  represent the coefficients to be estimated, with e representing the error term.

The conceptual model led to the formulation of the following hypothesis:

H1: The association between GPR and Customer Purchase Intention (CPI) is positive.

- H2: The association between GPI and Customer Purchase Intention (CPI) is positive.  
H3: The association between a GPO and Customer Purchase Intention (CPI) is favorable.  
H4: The association between GPL and customer purchase intention (CPI) is favorable.  
H4: The association between GPV and Customer Purchase Intention (CPI) is favorable.

### 3. Methodology

We used a convenience sampling technique, which was more convenient for this study. The target population was Bangladeshi. The representative random sample size was 238 patients. Among them, 64% were male and 36% were female. A questionnaire survey method was used in this study. The survey was conducted between January and April, 2023. This research requires information that is directly collected from primary sources rather than secondary information. Primary data were obtained using a Google form with the help of a structured questionnaire, which was more convenient for us. This information is numerical. By contrast, the authors developed a literature review based on non-primary sources, providing an understanding of the stated objectives. In the questionnaire, there were a total of twenty-two questions under the heading of four green marketing mix elements (green product, green price, green place, and green promotion) and green perceived value. To conduct the study, respondents were asked to select an option appropriate for their circumstances. The dependent variable and each independent variable were evaluated on a seven-point semantic differential scale. The following statements were presented to the survey participants for their responses:

1= Strongly Disagree, 2 = Slightly Disagree, 3 = disagree, 4 = neutral, 5 = agree, 6 = Slightly Agree, 7 = Strongly Agree.

### 4. Result and discussions

Table 1. Descriptive Statistics

Profile	Characteristics	Frequency	Percent
<b>Gender</b>	Male	164	68.9
	Female	74	31.1
<b>Age</b>	Under 20	18	7.6
	21-25	162	68.1
	26-30	46	19.3
	Above 30	12	5
<b>Educational Qualification</b>	SSC	2	.8
	HSC	30	12.7
	Graduate	132	55.7
	Post-graduate	63	26.6
	Others	10	4.2
<b>Occupation</b>	Student	164	69
	Businessman	12	5
	Service Holder	51	21.4
	Others	11	4.6
<b>Income</b>	0-10000	119	50.7
	10001-20000	19	8
	20001-30000	6	2.7
	30001-40000	22	9.3

40001-50000	19	8
Above 50000	37.6	16

Table 1 provides the respondents' demographic breakdown. Men made up 68.9% of the respondents, whereas women made up 31.1%. Of the survey participant, 68.1% fell within the age group of 2– 25 years, while 19.3% were in the age range of 2– 30 years. 5.5% were over the age of 30 and 7.1% were under the age of 20 years. Regarding their level of education, 55.7% had a graduate degree, 26.6% had a postgraduate degree, 12.7% had an HSC, and 5% had a diploma or other professional or degree course.

Table 2. Descriptive Statistics

Factors	Items	N	Min	Max	Mean	Std. Dev.
<b>Green Product (GPV)</b>	Green Product disposal is environment friendly	238	1.00	7.00	5.6080	1.141929
	Eco-friendly packaging is used in green products	238	1.00	7.00	5.6880	1.22829
	Green Products maintain all the environmental standards	238	1.00	7.00	5.8080	1.29687
	Green Product manufacturing consumes less energy	238	1.00	7.00	5.5880	1.38924
<b>Average</b>					5.6730	1.26408
<b>Green Price (GPI)</b>	Green brand's product charges premium price	238	1.00	7.00	5.5680	1.28842
	The quality of the green product matches with the price	238	1.00	7.00	5.6880	1.31461
	Green Products provide additional features than the non-green Products.	238	1.00	7.00	5.7000	1.45963
<b>Average</b>					5.6520	1.35422
<b>Green Promotion (GPO)</b>	The Eco-labels used in Green Products provide me the right information about the product	238	1.00	7.00	5.6600	1.31361
	Green advertisements increase my understandings about green brand's product	238	1.00	7.00	5.6280	1.38321
	Green advertisements are reliable to me	238	1.00	7.00	5.4800	1.26808
	Green advertisement encourages me to purchase green product	238	1.00	7.00	5.6880	1.18840

	<b>Average</b>				5.6140	1.28833
<b>Green Place (GPL)</b>	Green distribution use environment friendly transportation	238	1.00	7.00	5.7070	1.18844
	Green distribution decreases use of greenhouse gas and fossil fuel	238	1.00	7.00	5.7320	1.13157
	The storage of green product is safe	238	1.00	7.00	5.7880	1.48319
	<b>Average</b>				5.7423	1.26773
<b>Green Perceived value (GPV)</b>	I believe green products use sustainable environmental resources	238	1.00	7.00	5.5680	1.28842
	I would prefer green products rather than other products due to environmental promises	238	1.00	7.00	5.5880	1.38294
	I believe green products are user friendly	238	1.00	7.00	5.8080	1.29687
	I can identify the particular brand's Eco-friendly activities in comparison with other brands	238	1.00	7.00	5.6080	1.41929
	<b>Average</b>				5.6430	1.34688
<b>Customer Purchase Intention (CPI)</b>	If other brand's products ensure same specifications, I will choose the green one	238	1.00	7.00	5.7880	1.48319
	While purchasing, I will search for green product	238	1.00	7.00	5.7320	1.31571
	Between green and non-green product, I will purchase the green one	238	1.00	7.00	5.7080	1.18844
	If the other brand's products provide the same quality as green does, I will prefer the green one	238	1.00	7.00	5.6880	1.18840
	<b>Average</b>				5.729	1.29393

Table 2 displays all the aspects of green marketing that influence consumers' purchase intentions. According to the mean and standard deviation scores, the green place, with a mean score of 5.7420 and standard deviation of 1.26773, was the most important factor in this study. This indicates that a green environment positively and significantly influences a client's purchasing intentions. The green price is an important aspect that is considered based on the mean and SD values. Green pricing, which has a mean score of 5.6730 and standard deviation score of 1.26408, is regarded as the next-level factor that influences customers' willingness to buy. Green promotion, which had a mean value of 5.6140 and standard deviation of 1.28833, was another factor in this study. The last aspect to consider is the green



perceived value, which has a mean score of 5.6430 and a standard deviation of 1.34688. Most respondents concur that certain factors influence customers' purchase intentions.

Table 3. Reliability Statistics

Cronbach's Alpha	N of Items
.857	6

Cronbach's alpha is a measure of the reliability statistics used in Table 3 to verify the construction's internal consistency. If the Cronbach's alpha values are higher than 0.700, none of the constructs will have any problems in reliability analysis (Hair, Black, Babin, Anderson, & Tatham, 2010). In this context, Cronbach's alpha value was 0.857, suggesting that all factors met or exceeded the required level of reliability. 0.700 (70%). Hence, the survey is free from errors and is reliable for measuring all factors.

Table 4. Descriptive Statistics and Correlation

Variable	Mean	SD	1	2	3	4	5	6
<b>Green Product</b>	5.71	.63676	1					
<b>Green Price</b>	5.64	.6099	.575**	1				
<b>Green Place</b>	5.53	.74936	.630**	.514**	1			
<b>Green Promotion</b>	5.41	.76399	.575**	.497**	.561**	1		
<b>Green Perceived Value</b>	5.54	.64427	.590**	.640**	.624**	.480**	1	
<b>Customer Purchasing Intention</b>	5.91	.65023	.323**	.457**	.412**	.305**	.379**	1

Descriptive statistics and correlations between the variables are shown in Table 4. According to our analysis of the mean scores of the independent variables, the majority of the components had a mean score above 5 but below 6. The GPR received the highest mean score of 5.71. GPI, GPL, GPO, and GPV comprised the remaining four variables. The mean scores were 5.64, 5.53, 5.41, and 5.54, respectively. The results indicate that GPR exerts the most substantial influence on CPI, followed by GPI as the second-most significant factor affecting CPI. GPV is the third most influential element and has a significant impact on CPI. GPL ranks as the fourth most influential factor with a significant impact on CPI. The average CPI score is 5.91, indicating that consumers prefer green brands. The correlations between different variables ranged from .480 to .575. Therefore, there was a positive correlation between all the variables.

Table 5: Regression Analysis

Variables	R	t-value	Coefficient	F-value	P-value
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<b>Green</b>	323a	5.201	.323	27.047	.000b
<b>Product</b>					
<b>Green Price</b>	.457a	7.851	.457	61.634	.000b
<b>Green Place</b>	.412a	6.911	.412	47.765	.000b
<b>Green</b>	.305a	4.882	.305	23.838	.000b
<b>Promotion</b>					
<b>Green</b>	.379a	6.258	.379	39.167	.000b
<b>Perceived value</b>					

Regression analysis was employed to examine the influence of each independent variable on the dependent variable; the results are detailed in Table 5.

Hypothesis 1 posits that green products have a substantial impact on customer purchase intention (CPI). 32.3% of the variation in green product can be attributed to customer purchase intention, as evidenced by the R value of 0.323 and an associated F value of 27.047, which is statistically significant with a p-value of 0.000, indicating the model's validity. Furthermore, the t-value of 5.021 provides strong evidence of a significant and positive relationship between green products and customer purchase intention. Based on these findings, we confidently state that the first hypothesis has been confirmed.

Hypothesis 2 posits that the green price has a substantial impact on customer purchase intention (CPI). A total of 45.7% of the variation in green price can be attributed to customer purchase intention, as evidenced by the R value of 0.457 and an associated F value of 61.634, which is statistically significant with a p-value of 0.000, indicating the validity of the model. Furthermore, a t-value of 7.851 provides strong evidence of a significant and positive relationship between green price and customer purchase intention. Therefore, based on these findings, it can be confidently stated that the second hypothesis has been confirmed.

Hypothesis 3 posits that green places have a substantial impact on customer purchase intention (CPI). 41.2% of the variation in green place can be attributed to customer purchase intention, as evidenced by the R value of 0.412 and an associated F value of 41.765, which is statistically significant with a p-value of 0.000, indicating the model's validity. Furthermore, the t-value of 6.911 provides strong evidence for a significant and positive relationship between green places and customer purchase intention. Based on these findings, we confidently state that the third hypothesis has been confirmed.

Hypothesis 4 posits that green promotion has a substantial impact on customer purchase intention (CPI). 30.5% of the variation in green promotion can be attributed to customer purchase intention, as evidenced by the R value of 0.305 and an associated F value of 23.838, which is statistically significant with a p-value of 0.000, indicating the model's validity. Furthermore, the t-value of 4.882 provides strong evidence of a significant and positive relationship between green promotion and customer purchase intention. Therefore, based on these findings, it can be confidently stated that the fourth hypothesis has been confirmed.

Hypothesis 5 posits that GPV has a substantial impact of Green Perceived Value on customer purchase intention (CPI).

37.9% of the variation in green perceived value can be attributed to customer purchase intention, as evidenced by the R value of 0.379 and an associated F value of 39.167, which is statistically significant with a p-value of 0.000, indicating the validity of the model. Furthermore, the t-value of 6.258 provides strong evidence of a significant and positive relationship between green perceived value and customer

purchase intention. Based on these findings, we confidently state that the fifth hypothesis has been confirmed.

## **5. Conclusion**

The conclusions, limitations, and recommendations of this study are as follows:

### ***5.1 Conclusion***

Bangladesh is a developing country, so green ideas have great potential to influence consumer behavior. Environmental issues are rapidly worsening. The environment, infrastructure, and nation's natural resources are being strained by Bangladesh's growing economy, rapid population increase, and expansion of its businesses. Furthermore, the land is becoming less fertile, soil is washed away, trees are being cut down, more factories are being built, cities are growing, and pollution from factories is increasing. Environmental degradation is a major concern affecting both humans and other life forms worldwide. Green marketing suggests that consumers are willing to invest more in a cleaner and more environmentally friendly world.

The importance and relevance of green marketing have become particularly pronounced in countries with limited economic development, such as Bangladesh. Green marketing not only addresses environmental concerns but also has the potential to contribute to sustainable development, economic growth, and improved living conditions in these nations. By promoting eco-friendly products and practices, green marketing can help mitigate environmental issues, create job opportunities, and enhance communities' overall well-being. As such, it plays a crucial role in fostering positive change and sustainability in underdeveloped regions, such as Bangladesh. We conclude from this study that factors such as green product, price, promotions, location, and perceived value significantly affect customers' intention to make a purchase. Therefore, businesses should implement practical measures to develop green brands that consumers remember. A sustainable future depends on influencing consumers to make environmentally friendly purchases as well as on businesses, reputable governments, NGOs, and green concerns.

### ***5.2 Limitations and Future Research***

Despite the significance of this study in determining how green marketing affects customer purchase intentions, there are still some limitations. First, as this study was restricted to Bangladesh, its results might not apply to other countries. Second, because only young individuals were among our intended respondents, the scenario did not apply to all demographic groups. The sample size is only 238; it may be larger to make it more representative, which is the third constraint. Finally, the research is not sponsored; the authors have covered all expenses with their meager resources. Future research should increase sample numbers and conduct surveys in various geographic locations to increase their significance. In this study, researchers sought to ascertain the strength of the association between customer purchase intention and green products, price, promotions, place, and perceived value. However, there are several research fields that can impact customer purchase intentions. Regression analysis, descriptive analysis, and reliability were used to analyze the study's findings. Therefore, the links between variables can be measured or altered using more sophisticated statistical approaches.

### ***5.3 Recommendations***

The number of green products produced by companies to gain profits by selling to domestic and international customers is increasing; however, there are some issues that should be addressed to enjoy better competition and further improvement. Therefore, the following suggestions are made for green manufacturers who need to focus more on the following: (1) More green information should be disseminated by green manufacturers to raise awareness of the value of the environment. (2) To build a strong brand image for their products, businesses should collaborate with environmental NGOs and activists in environmental action projects. (3) Businesses should execute perfect green product performance, as this will help them carve out a distinct niche for themselves in the industry. (4) Periodic modification of high-tech characteristics. (5) More advertising, showcasing, giving away products, selling, and spreading around need to be created by marketers to make green understanding more widely accessible and raise recognition. (6) For better persuasion, one must properly train their own sales team. (7) Businesses can advertise their eco-friendly initiatives on social media sites such as Facebook,

Instagram, Twitter, and YouTube to establish their digital green brand. (8) Businesses should offer professional services, which give them a competitive edge over rivals. (9) There is insufficient information and advice on the product package regarding the benefits or applications of turning green. To boost consumer awareness and brand perception, firms should include a letter with additional green information within the product, or add additional green information to the box.

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