

Received: April 2024

Revised: May 2024

Accepted: June 2024

[Doi: https://doi.org/10.3126/jpd.v5i1.67567](https://doi.org/10.3126/jpd.v5i1.67567)

Determinants of Green Product Buying Intention: A Developing Country Case Study

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Abstract

People are now concerned more about environmental issues and desire to buy eco-friendly products. As awareness of green products has expanded, a growing focus has been on green product consumption. Therefore, this study aims to determine the factors influencing consumer buying intention towards green products in Bangladesh. In this regard, we developed a research model with the concepts of environmental awareness, green product awareness, green product price, green promotion, and health concerns. We collected empirical data through an online survey of 313 respondents interested in green product consumption. The suggested relationships in the proposed model were examined using the structural equation model. The data was analyzed using SPSS 25.00 and Smart PLS 3.0. The results of this study show that environmental awareness, green product awareness, and health concerns significantly influence the attitude towards green products, which, in turn, influences green product buying intention. The findings also indicate that health concern is the most significant factor in predicting users' attitudes towards green products. The findings suggest that this comprehensive model can improve green product purchase intention, boost sales, and influence this area favourably.

Keywords: Green product, purchase intention, developing country, structural equation model.

Introduction

Due to a variety of factors, including climate changes, global warming, health concerns, and environmental issues, consumers are becoming more "green" while making purchases (Barber, 2010; Do Paco & Raposo, 2009; Mina et al., 2010). The demand for eco-friendly products has increased significantly (Dangelico & Pontrandolfo, 2010). Coping with increased demands and growing trends in environmental protection, companies are introducing green products to consumers (Agyeman, 2014; Li et al., 2021). Green products

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are environment-friendly, do not pollute the environment, and are made from natural elements without any chemical process. Shamdasani et al. (1993) argued that green products are reusable and can be recycled. Green products are sometimes more expensive than alternative products (Laroche et al., (2001). However, green consumers are willing to pay extra for green products, which can be a remarkable opportunity for organizations (Litvine & Wüstenhagen, 2011; Mina et al., 2010). In this way, the increasing number of buyers who choose and are prepared to buy eco-friendly products creates an advantage for the companies (Agyeman, 2014). So organizations should produce and promote green products for their increased profit and reputation, to make the environment damage-free, and to fulfil the green customer's demands.

The previous study investigated the indicators determining consumer's knowledge, commitment, awareness, and consciousness about green products (Maniatis, 2015). It also explores how the indicators defining customers' knowledge, dedication, and general awareness are related to the attributes of green consciousness (Maniatis, 2015). Lestari et al. (2020) investigated the impact of attitudes toward green products and purchasing intention by looking at its antecedents. According to their findings, attitudes regarding green products are significantly positively impacted by eco-label, environmental concerns, and peer pressure. Furthermore, the buying intention of green products is positively influenced by attitude.

Similarly, Moslehpour et al.(2023) argued that environmental concern and environmental awareness significantly impact consumer attitudes in the Taiwanese context. Several marketing mix factors, i.e., green products, prices, and promotion, create positive attitudes toward the buying intention of green products (Kartawinata et al., 2020). According to Costa et al. (2021), attitude is an antecedent factor toward purchase intentions of green products. Price, high value and quality of green products drive positive attitudes towards green products among students in emerging economy contexts (Ansu-Mensah, 2021).

There is a growing awareness of global warming and negative climate conditions, and as a result, there is a driving interest towards environmental conservation and continuous improvement. This issue changes the customer's buying behaviour (Laddha & Malviya, 2015). Recent years have seen several problems with Bangladeshi food products, many connected to adulteration. Bangladesh Food Safety Authority (BFSA) in 2019 reported that 52% of food samples around the country were tainted. The Bangladesh Institute of Development Studies conducted a study that revealed that every year, almost 26 million individuals in the nation get food-borne illnesses. Children under five are included in this statistic since they are particularly vulnerable to the consequences of tainted food. According to the data, food-borne disease has affected Bangladesh's GDP by 2 percent (Muzakkeerul, 2023).

Furthermore, statistics show that every year, about 0.30 million people report having cancer, 0.20 million report having kidney illness, 0.15 million report having diabetes, and over 1.50 million children are born disabled as a result of physical issues arising from their expectant

moms (Express, 2023). Such a situation demands extensive research on the green movement towards green products. Therefore, several previous studies in Bangladesh showed how different factors such as green products attributes, price of green products, customer loyalty (RAHMAN, 2019), environmental concern, and willingness to pay (Chowdhury & Alamgir, 2021); perceived consumer effectiveness (Rahman et al., 2020); environmental responsibility, knowledge, quality, protection, social appeal, green advertisement influence the purchasing attitude and consequently intention of buying green product of Bangladeshi consumers (Uddin, 2020). Although there are some studies from a green product perspective, some other important factors are yet to be studied from this perspective. This study addresses the existing research gap by examining the influence of many factors, including health concerns, pricing, promotion, environmental awareness, and green product awareness, on consumers' attitudes towards green products. Additionally, the study looks at how these attitudes affect consumers' intentions to purchase green products.

Theoretical Framework and Hypothesis

The Theory of Reasoned Action (TRA) (Fishbein, 1980) and the Theory of Planned Behavior (TPB) (Ajzen, 1991) were utilized in this study to identify the factors influencing the intention to purchase green products. The TPB is a well-established theory for explaining the determinants and predicting the behaviour of people's decision-making (Armitage & Conner, 2001). The TPB demands intentions as the most important determinant of behaviour. Behavioural intentions are motivational factors that catch how people intend to attempt to perform a behaviour (Ajzen, 1991). The TRA model is a belief-attitude-behavioural intention model that suggests that attitude is a major predictor of behaviour and that intention affects how an individual interprets what others find important (Netemeyer et al., 1993). Several earlier researchers employed the Theory of Planned Behavior to investigate consumer attitudes and intentions around purchasing green products (Kamalanon et al., 2022). After extensive literature, we adopt environmental awareness, green promotion, green product awareness, green product price, health concerns on attitude towards green products and its subsequent impact on consumers' buying intention.

Attitude towards Green Product (ATGP)

According to Solomon et al. (2014), a customer's preference and overall assessment, which encompasses their likes and dislikes, impact their attitude toward a product. However, in a psychological sense, attitude is characterized as a "tendency expressed by assessing a specific entity with a certain degree of favour or disadvantage" (Eagly & Chaiken, 1993). Attitude is a permanent, general assessment of people's (including themselves) items or problems in a customer behaviour approach (Solomon et al., 2010). Customers' attitudes are crucial in predicting their motivation to purchase green products (Suki, 2016). An earlier study discovered a favourable correlation between attitudes toward green items and purchasing intentions for them (Singh et al., 2014). Furthermore, Costa et al. (2021) validated that attitude toward green products influences the consumers buying intention of green products. In light of the conversation above, we propose the following hypothesis;

H1: Attitude toward green products influences green product buying intention.

Environmental Awareness (EA)

Kaufmann et al. (2012) defined environmental awareness as understanding ecological protection-related facts, ideas, and connections. It can be understood as the results of human environmental activities (KUMAR & MURUGANANDAM, 2020). It always refers to a customer's awareness level of environmental issues (Hines et al., 1987). Moreover, awareness is one of the main cognitive measures to forecast customers' environment-friendly behaviour towards green products (Van Liere & Dunlap, 1981). It implies awareness and responsibility to protect the environment by purchasing a green product (Lee, 2008). Environmental awareness is an important factor that positively impacts attitudes towards green products (Khaola et al., 2014). Additionally, Pinto et al. (2023) investigated how environmental consciousness affected consumers' intentions to buy eco-friendly goods. Their findings suggest that environmental awareness is the relevant factor influencing consumers' attitudes toward green products. In light of the conversation above, we propose the following hypothesis;

H2: Environmental awareness influences attitudes towards green products

Green Promotion (GP)

Kotler & Keller (2009) defined promotion as "direct marketing, public relations, sales force, advertising, and promotion of sales". The term "green promotion" describes a particular kind of advertising that highlights promoting environmentally friendly practices, sustainable policies, green packaging, and environmental initiatives taken by businesses (Tekeli & Kasap, 2023). It distributes information among customers and raises awareness of products. Green advertising is a promotional activity that claims the advertised goods, services, or thinking are eco-friendly or that their manufacturing process protects resources and power. Promotion of green products helps increase consumer's awareness of green products. This is also helpful for the consumers to find where the green products are. Promoting green products as environmentally friendly affects the consumer's attitude towards purchasing green products (Singh et al., 2014). A previous study found a positive relationship between green promotion and attitude towards green products (Singh et al., 2014). In light of the conversation above, we formulate the following hypothesis.

H3: Green promotion influences attitudes toward green products.

Green Product Awareness (GPA)

A key factor in determining consumer attitudes toward green products is their knowledge of environmental sustainability. Awareness towards green products refers to the ability of the customer to select and repel the product with green acceptance. Green product recognition allows organizations to introduce new green products and boost existing product sales (Marwick & Fill, 1997). However, Ritter et al. (2015) suggest that labelling, packaging, and advertising efforts could increase customer awareness of green products. It implies that

customers pay more attention to those companies' products to be more aware of their green products' environmental benefits. An earlier study discovered a favourable correlation between attitudes toward and awareness of green products (Singh et al., 2014). In light of the discussion presented above, we propose the following hypothesis.

H4: Green product awareness influences attitude toward green products.

Green Product Price (GPP)

Green goods are frequently considered luxurious (Zhao & Zhong, 2015), and more expensive products regularly become a hurdle to the consumer (Scott & Vigar-Ellis, 2014). Price is the amount a customer must pay to get a product. It is important to buy green products (Llewellyn & Burrow, 2008). Green pricing capitalizes on consumers who contribute value to products by contributing to energy conservation and environmental preservation. It targets the market for green goods and services (Ahammad, 2012). According to Mahmoud (2018), green pricing is the term used to describe prices set by corporate policies for environmental consideration and based on the organization's organization's directives, policies, or initiatives. According to earlier studies, most consumers are willing to pay more for green products, provided they are of superior quality (RAHMAN, 2019). A prior study found that the price of green products and views toward them positively correlated (Singh et al., 2014). The following hypothesis is developed in light of the discussion above.

H5: The price of green items influences attitude towards green products.

Health Concern (HC)

Health-conscious people observe how others view health-related issues and how willing they are to take preventative measures for their safety (Jose, 2021). It inspires customers to make health-related decisions and actions (Jan et al., 2019). Health-concern consumers are attentive and conscious about their well-being. They are driven to engage in interesting health behaviours, be self-aware, improve or maintain their health and quality of life and prevent illness (Michaelidou & Hassan, 2008). Today, customers are more careful about their health and consider health issues when buying a product. In the previous study, health concerns were an important factor positively impacting attitudes towards green products (Khoiriyah & Suam Toro, 2018). In light of the conversation above, we propose the following hypothesis.

H6: Health concerns influence attitude towards green products.

Research Design and Methods

Measurement Instruments

The measurement items for the constructs in the research model were collected from earlier research to guarantee the validity of each measurement item. Table 1 demonstrates the details of each construct's measurement items and the corresponding sources.

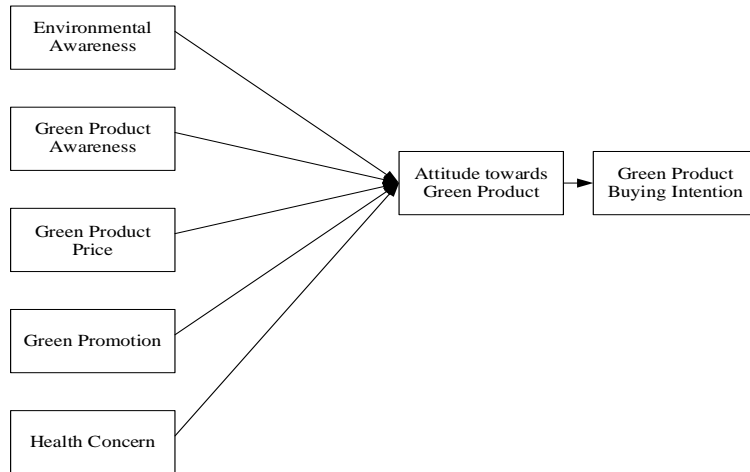
Table 1 Measurement Items

Figure 1: Research Model

Questionnaire Design and Data Collection

In this study, a structured questionnaire was developed to collect the empirical data. We collect the data from the respondents interested in green product consumption in Bangladesh. There are three parts to this questionnaire. In the first part, the respondents were informed about green products and why this study was conducted. A few demographic questions about the respondents—including gender, age, level of education, and monthly family income—were asked in the second section. The last part consists of measurement items for the different constructs presented in the proposed model. We used a five-point Likert scale, with one denoting "strongly disagree" and five denoting "strongly agree." A pilot test was carried out to evaluate the suitability and comprehension abilities of the participants. Ten students of the target population are selected for this pilot study. Data were collected from October 12, 2021, to November 8, 2021. A total of 313 responses were collected, on which statistical analyses were conducted.

Analysis

Using the Smart PLS 3.0 software, we performed a partial least squares (PLS) analysis of the research model (Ringle et al., 2015). PLS is suitable for predicting the intention of green product users because it is a variance-based structural equation model (Hair, Ringle, & Sarsted, 2013). We followed the two-step procedure (Anderson & Gerbing, 1988) suggested. We first examined the measuring model (measure validity and reliability) and then looked at the structural model (testing the proposed relationships). The significance of the path coefficients was tested using a bootstrapping technique (Hair et al., 2014).

Results

Demographic Profile of Respondents

Table 2 shows that most respondents (59.50%) are men. Most of them are in the 20–30 age range, the majority of respondents (84.00%) are students, the majority (69%) are enrolled in graduate school, and the majority of respondents (85.00%) have family incomes under \$25,000.

Table 2 Demographic Profile of Respondents

Measurement Model

Convergent validity, indicator reliability, discriminant validity, and construct reliability criteria were all measured using the measurement model. The Cronbach's alpha for each construct is evaluated to assess internal consistency and reliability; however, recent research suggests using composite reliability (CR) as an alternative. Hair (1995) states that a valid Cronbach's alpha threshold for assessing internal consistency is 0.70. However, a smaller alpha is acceptable for constructs with fewer measurement items (Hull & Nie, 1981; Nunnally & Bernstein, 1978). The constructs should have a CR of 0.70 or higher; however, 0.60 or higher is acceptable for exploratory research with an AVE of 0.50 or higher (Bagozzi & Yi, 1988).

Moreover, a factor loading of 0.70 or greater is acceptable, but for exploratory study, 0.4 or higher is considered appropriate (Hulland, 1999).

Additionally, Table 3 demonstrates that the AVE range (0.500–0.761) and CR range (0.800–0.864) were within an acceptable range, demonstrating strong convergent validity and internal consistency. Comparing the square root of AVE for each concept and looking for relationships with other dimensions are ways to quantify discriminant validity (Fornell & Larcker, 1981). Table 4's estimated square roots for AVE are larger than other variables, indicating excellent discriminant validity.

Table 3 Measurement Model

Table 4 Correlation Matrix and Square Root of the AVE

Structural Model

The structural model evaluates the path linkages between the constructs employed in the research model. Bootstrapping analysis (resampling = 5000) was used to assess the hypotheses at a 5% significance level. We identified that ATGP and GPBI ($t=14.078$, $\beta=0.603$, $p<0.05$), EA and ATGP ($t=2.503$, $\beta=0.150$, $p<0.05$), GPA and ATGP ($t=3.708$, $\beta=0.218$, $p<0.05$), and HC and ATGP ($t= 8.124$, $\beta= 0.460$, $p<0.05$) were significant. As a result, H1, H2, H4, and H6 were supported.

Table 5: Structural Model**Predictive Relevance**

In Table 6, the value of R square is (ATGP= 60.8% and GPBI= 36.3%). Both are more than 30%. These indicate that these constructs process an acceptable predictive capacity.

Table: 6 Predictive Relevance**Discussion and Implications**

This study examined the impacts of environmental awareness, green product awareness, price, promotion, and health concerns on attitudes towards green products and their subsequent effects on buying intention. We collect empirical data from people interested in green product consumption and analyze it using SmartPLS following SEM.

The study's findings demonstrate a favourable and significant relationship between buying intentions for green products and attitudes toward them. This result implies that consumers' intentions to purchase green items rise in proportion to their improved attitudes regarding green products. This finding is consistent with (Suki's (2016), where attitude was the most important factor in predicting consumers' interest in green products. Further, this result strengthens the findings of (Singh et al., 2014) and (Costa et al., 2021). Environmental awareness always refers to a customer's awareness level of environmental issues. The results show that views toward green products and environmental awareness correlate positively. This result suggests that a favourable attitude toward green items can be fostered through environmental understanding.

Consequently, environmental consciousness and the obligation to preserve the environment produce a favourable attitude toward green products. The results of Pinto et al. (2023) and Khaola, Potiane, and Mokhethi (2014) agree with this study's conclusions. They maintained that developing favourable attitudes toward eco-friendly items requires understanding the environment. Furthermore, a statistically significant correlation has been shown between the attitude towards and awareness of green products. A favourable attitude toward green products is formed by product awareness. Consumers who think a company's products benefit the environment might give them more attention. According to Ritter et al. (2015), labelling, packaging, and advertising could increase customer awareness of green products. The results of this association are consistent with those of Singh, Singh, and Thakur (2014), who discovered a positive correlation between attitudes toward and awareness of green products.

Finally, based on the study's findings—which show a positive correlation between attitudes toward green products and health concerns—H6 is also statistically significant. A positive outlook on health issues demonstrates that consumers are conscious of health risks while purchasing eco-friendly products. It inspires customers to make health-related decisions and purchase green products. Similar findings were suggested by Khoiriyah and Suam Toro

(2018) in their study. They argued that health-conscious people know their health and have positive attitudes towards green products.

Surprisingly, H3 and H5 of this study have found no significant relationship. Hence, the relationship between green promotion and green product price on attitude is not positively correlated. One possible explanation may be that promoting green products does not influence them to buy a green product. Consumers are aware of their health and environment and are conscious of buying green products by themselves. Here, promotion does not have any influence on them. Singh, Singh, and Thakur (2014) found a positive relationship between green promotion and attitude towards green products, which needs to be supported in our study. As a result, we reject H3.

Moreover, the price of green products has no significant impact on consumers' attitudes toward buying green products. It implies that price has no effect in the case of green products. Consumers are willing to pay more for green products than traditional ones as they are concerned about their health and environment. They believe paying extra for green products rewards them by providing a healthy lifestyle and environment. Singh, Singh, and Thakur (2014) found a positive relationship between green product prices and attitudes towards green products, which needs to be supported in our study.

Theoretical and Practical Contribution

This study provides several theoretical and practical implications for researchers and practitioners. First, this study clarifies that the theory of perceived behaviour and the theory of reasoned action can explain the buying intention of green products with health concerns and other relevant variables. Secondly, the unified study of the impact of environmental awareness, green product awareness, green product price, green promotion, and health concerns on attitudes towards green products and further the impact of attitudes towards consumers buying intentions of green products is unique to the literature. Besides, green product prices and promotion were found insignificant towards attitudes, which is also new in this domain. The research findings are significant for business managers and policymakers who want to create green marketing plans and encourage Bangladeshi consumers to choose environmentally friendly products.

The results show that environmental awareness has a favourable impact on Bangladeshi consumers' attitudes towards green products. Therefore, to launch additional initiatives to raise and boost consumer environmental consciousness, government officials and private business owners can collaborate with other non-governmental organizations. These programs should be created to promote a thorough and accurate awareness of the need to adopt environmentally friendly products from an economic and environmental standpoint.

In addition, marketers should emphasize developing a program to raise consumer awareness of green products and effective communication strategies highlighting their environmental and social benefits. This will encourage consumers to have positive attitudes toward green

products and purchases. Additionally, marketers may successfully propagate the message by highlighting the environmental values of products within society.

Lastly, marketers ought to draw attention to societal health concerns. This program aims to increase the number of people in the community who are concerned about their health and who will purchase eco-friendly goods. The pricing and marketing of environmentally friendly products should be engagingly presented to customers to encourage consideration.

Limitations and Future Research

Despite some strong theoretical and practical implications, this study has some limitations. First of all, we collect responses by using an online questionnaire. Then, a maximum of our respondents were students; therefore, we cannot generalize the result of this study. Because the study is restricted to Bangladesh, its findings might not be applicable elsewhere. These statistics may not accurately reflect Bangladeshi customers. The result is obtained based on the opinions of the respondents. The study is proposed to be included in future research to compare its effect on consumer perceptions of green goods with personal norms. Because the current research is usually limited to the investigation of a green product, future studies should focus on the attitude and perception of customers about the green label, the green packaging and the green value or service of a particular type of green product on the market. Finally, the fields of green purchasing and green purchasing commitment should be included in the future study.

Conclusion

This study examined how several factors affected consumers' intentions to purchase green products. A customer's intention to purchase a green product is a predictor and influences the purchasing process directly. This study found that consumers have a positive attitude towards green product purchasing and environmental awareness, green product awareness, and health concerns. From this study, consumers want to purchase green products when considering ecological benefits, health issues, product quality, price, and promotional activities. They do not think about cost when purchasing green products. Consumers are willing to pay extra when they find the product is environmentally friendly. In Bangladesh, the companies should produce green products at reasonable costs so that consumers can buy green products, and the companies should change their promotional system and promote it massively. So that we can make the environment damage-free.

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