



FACTORS AFFECTING GREEN PRODUCTS PURCHASING BEHAVIOUR: A STUDY ON BANGLADESHI CUSTOMERS PERSPECTIVE

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ABSTRACT

The aim of this study is to examine the influence of green attitude, green advertisement, and green product price on Bangladeshi green purchase behaviour. The study proposes a conceptual model, based on theory of planned behaviour (TPB). The theory is examining the relationship between attitude, subjective norms, perceived behavioural control and their impact on behaviour. Data was collected from 300 Bangladeshi customers. Structured questionnaires with purposive sampling method implemented to collect data mostly at famous shopping malls in Dhaka and Chittagong city area. The empirical finding of this research supported three out of three proposed hypotheses. The three dimensions that showed a positive and significant impact of green attitude, green advertisement and green product price on Bangladeshi green purchasing behaviour. Based on this research finding, the green attitude and green advertisement were the most influential factors impacting Bangladeshi green purchase behaviour. Theoretically the study supports the theory of planned behaviour proposes in which green advertisement considered as a subjective norm and green product price adopted as a planned behavioural control. The study has taken initiative for the future researcher and also marketers that they may conduct the result of this study for developing their marketing strategy in Bangladeshi context. The study will be a meaningful addition to the literature of the green attitude and green advertisement were the most influential factors impacting Bangladeshi green purchase behaviour. The finding also provides insight for knowledge seekers, by highlighting the Bangladeshi society green tendency and their green lifestyle.

Keywords: *Green products, Purchase intention, Green price, Green Attitude, Green Advertisement, Bangladesh.*

INTRODUCTION

The process of customers decision making is a very complicated process that impacts both external and internal factors, it will even become more complicated when consumers considering effects of their purchase on environment green purchase behaviour varies from common purchase behaviour, since common purchase behaviour is extracted from instant benefits, while green purchase behaviour is forthcoming benefit and influence the society in general. More green knowledge the consumers have, the more likely to behave pro environmental. He also believes that the Bangladeshi green market is still at its initial stage. This study is going to find out the impact of Choice of Intention on actual purchasing behaviour, of Bangladeshi customer. Therefor more studies need to be carried out to understand the impact of green marketing strategies on Bangladeshi customers green purchasing behaviour in Bangladesh, considerable amount already invested by both government and private sectors to promote environmentally friendly behaviour. Yet environmental Protection and process of environmental responsibility cannot be done over a night, resources and time are needed to impact positively the consumer`s behaviour (Reza et al., 2001). Green Marketing has a combination of different literature which impact consumer behaviour; Green marketing philosophy, sustainable consumption and sustainable development at a global level. Despite all of these items, when studying consumer behaviour, it is not suggested to generalize consumers, even when they share some common elements, because purchasing behaviour is very much impacted to consumer cultural background and their personal taste (Schutte, 1998). In another research, Peattie (1995) discovered that consumer`s attitudes toward green products, is basically different between different market segments and psychographic sections. It is important to marketers and business practitioners to know the result of previous research, in order to serve the customer appropriately.

By showing greater willingness to buy environmentally friendly products, customers can act as drivers of the green movement in Bangladeshi society. Therefore, it is important to identify those customers who exhibit more sustainable consumption behaviours. The main objective of this study is to discover the Green Purchasing Behaviour of Bangladeshi customers and find out whether Green Attitude, Green Advertisement as a subjective norm and Green Product Price as a Planned Behaviour Control, would lead to their Purchase Behaviour?

This study will play an efficient role in assisting marketers to develop their marketing strategies in Bangladesh. By studying Bangladeshi Consumers attitude and behaviour toward Green Products, marketers will be able to serve them much better. Further this study will provide marketers the tools which can enable them to make sound decisions on Green Strategies from Bangladeshi perspectives so that they could be served properly.

LITERATURE REVIEW

At the present time consumers have more power over the way company`s operating business and it is emerged that there is a more demand for companies to act more responsible towards environment. The conventional marketing mix needs to be modified to fit the present trend of green marketing, the four Ps are now observed as the green four P`s: Green Product, Green Price, Green Place, Green Promotion. When it came to accompanying business in a green manner the list certified them to see the level of their product greenness at the colours extended from dark green to light green. He supposed that the greening of the company could be combined in any sort of business despite of the fact whether or not product being sold and to whom it was being sold (to customers or business).

Theory of Planned Behaviour

Theory of Planned Behaviour was introduced as a modification of the theory of Reason Action (Ajzen, 1988). The Theory of Planned Behaviour (TPB) has received considerable attention in this literature. In psychology, the Theory of Planned Behaviour (TPB) is a theory that creates a link between beliefs and behaviour. It is one of the most predictive persuasion theories. It also has been applied to studies of the relations between beliefs, attitudes, behavioural intentions and behaviour in various fields such as advertising, public relation, advertising campaigns and healthcare. The theory stated that attitude toward behaviour, subjective norms and perceived behavioural control, together shape an individual's behavioural intention and behaviour (Ajzen, et al 1988).

Purchase Behaviour

Kalafatis et al (1999) implemented the theory of planned behaviour to study consumer intention toward green products and found a notable relationship between consumers purchase intention and their purchase behaviour. Based on theory of planned behaviour (TPB) people's attitude can simplify or alter their behavioural intention, which lead to subsequent action behaviour (Ajzen, 1991). Applying this theme to consumer behaviour means that consumers' positive or negative attitude toward some products/services might considerably mediate their purchase intention. Several studies in consumer behaviour discovered a significant correlation between consumer attitude and their behavioural intention (Sheppard et al., 1988). Green Consumption (GC) study that implemented TPB had also affirmed that there is a correlation between consumers' attitude toward Green Products and Green intention of buying it in Europe and USA (Santillana, 2011). Similar result revealed in other studies done in China discovered that attitude relatively mediate the effect of consumer environment concern as well as consumer functional value perception on their purchasing behaviour (Tang & Lu, 2014). Ajzen (1991) proposed that an individual with positive attitude toward some particular behaviour has more intention or tendency to involve in such behaviour. In another study Bredahl et, al (2001) also affirmed this positive correlation between attitude and purchase behaviour. Accordingly, it has been discovered that consumers' positive attitude toward Green Products has a positive impact on their intention to buy Green Products.

Purchase Intention

The green purchase intention is seen as consumers' willingness to buy green products. Though definition of behavioural intentions might vary across the literature, researchers unanimously agree that behavioural intentions are of those of willingness/likelihood that result in a specific behaviour. Ajzen et al., 1991 believed that customer's intention can be established based on positive or negative behaviours, these behaviours reveals whether they will have willingness to offer recommendations (positive/negative), pay a premium price (willingness/unwillingness) and whether they will intend to buy/switch products. Philosophers concerned with the concept of intention since long ago, often trying to reduce it into two simple factors of belief and desire. Philosophers considered a distinction between future-directed intentions and present-directed ones. The former guide agents' planning and constrain their adoption of other intentions, whereas the later function causally in producing behaviour. For example, one's future-directed intentions may include cooking dinner tomorrow, and one's present-directed intentions may include moving an arm now. Intention has often been analysed differently from other mental states such as belief and knowledge. First of all, the concept of beliefs and knowledge is usually considered to be in the form of intention which is typically regarded as an action. (Cohen, 1990).

Green Attitude

Tanner and Kast (2003) discovered that, customers who have pro environmental attitude were more likely to purchase green products. As such in a study conducted by Kim and Chung (2011) found that attitude is a very strange predictor of customer purchase intention of organic personal care product. Kolkailahet al (2012) also support that if customers have a positive attitude toward the environment, then it will increase their positive intention to buy a green product. This was also noted in another research which conducted by Beckford et al (2010) in this study has been found that, customer`s attitude have a significant impact on their purchase behaviour. Hsu and Sheu (2010), conducted another study in hotel industry which found customer`s intention to visit green hotel was followed by their green attitude. In further study Mostafa (2009) explained how consumer`s green attitude impacts their purchase behaviour and their consumption pattern; he also believes that there is a significant relationship between customer`s attitude and their purchase behaviour. Contrary to those findings Chen and Chai, (2010) found that customer`s attitude toward green products or environmental protection did not affect their purchase behaviour. Hamid, Ghafoor, and Shah, (2012) conform with those findings when they use the same study in Pakistan and found that there is no significant relationship between customer`s green attitude and their purchase behaviour. Lee (2008) also discovered in Hong Kong, that attitude of respondents was not seen as a significant predictor of their green purchase behaviour. Tan and Chai Lau (2011) discovered that attitude did not have a considerable effect on Malaysian customers purchase behaviour. Moreover Cornelissen, Panselaere, Warlop and Dewitte (2008) observed that although, customers had a positive attitude toward recycling, but they still didn't recycle, because it is inconvenience to them. So many literatures already considered green attitude and its effects on customer`s pro environmental behaviour and intention; however, a gap still exists in relation to customers green attitude and its impact on their intention and purchase behaviour.

Subjective Norm

The theory of planned behaviour is consisting of three independent predictors of intention. The first is the attitude toward the behaviour and refers to the degree to which a person has a favourable or unfavourable of the behaviour. The second predictor is a social factor named subjective norm; SV basically refers to the perceived social force to perform or not to perform the behaviour. The third factor is the degree of perceived behavioural control which, refers to the perceived ease or difficulty of performing the behaviour and it is assumed to reflect past self-experience as well as expectation and obstacles. According to basic rule in TPB, the more favourable the attitude and subjective norms are with respect to a behaviour, the greater the perceived behavioural control is, and consequently the stronger intention to perform the behaviour (Ajzen, 1991).

Perceived Behavioural Control

Perceived behavioural control (PBC) is underwritten by specific beliefs, called control beliefs. Control beliefs can be measured as a result of other Sub-factors. In this study Product Price going to represent the PBC. PBC is included in the TPB as an element that has both a direct effect on behaviour and an indirect effect on behaviour through intentions. The indirect effect of PBC is based upon the assumption that PBC has motivational effects on behavioural intentions. In other words, Individuals who think they lack the necessary resources or opportunities to perform a particular behaviour are unlikely to form strong behavioural intentions despite the fact that their attitude and SN may be favourable (Kalafaties et al., 1999). In other study Bandura et al. (1980) suggested another evidence that individual`s behaviour is strongly influenced by the confidence that individual have in his ability to perform the behaviour. Thus, PBC is expected to contribute to the

prediction of intention beyond the effects due to the other major independent variables. At the same time its influence on behaviour will also be mediated by intention

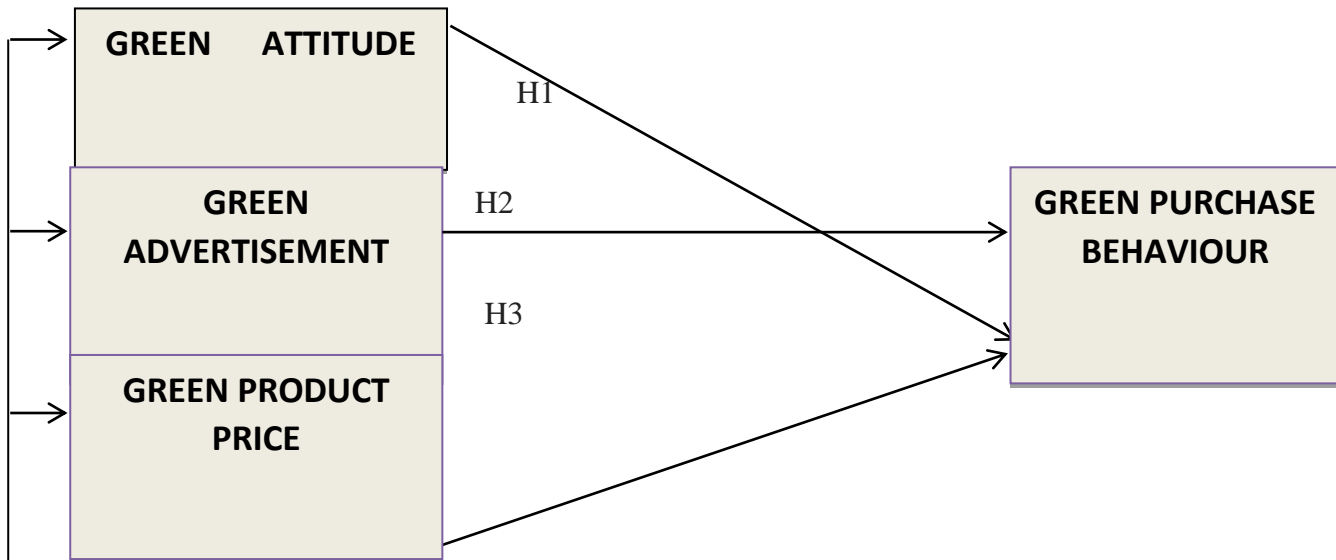


Figure2.1 Conceptual framework of the Study.

H1: Green Attitude has a positive impact on Green Purchase Behaviour.

H2: Green Advertisement has a positive influence on Green Purchase Behaviour.

H3: Green product Price has a positive effect on Green Purchase Behaviour.

METHODOLOGY

The study was settled following a quantitative research methodology and sought to understand more about influence of green attitude, green advertisement and green product price on Bangladeshi green purchase customers. Hence, the target population of this study consists of customers of various customers of green products in respective countries. Data was collected from 300 customers of green products purchasing behaviour in Dhaka and Chittagong by distributing self-administered questionnaire. The actual reason for choosing these two locations is that they are the most important cities with the majority of green purchasing products in the country. Data was collected following a purposive sampling method to save time and cost. For the purpose of data collection, a self-administered questionnaire was developed. Respondents were asked to complete the questionnaire on a 5-point Likert type rating scale from 1 to 5 where value 1 indicates strong disagreement with the statement, on the other hand, value 5 represents a strong agreement with the account. The survey included five sections, whereby, the first four sections were dedicated to each variable and the last section contained questions about the demographic characteristics of the respondents. The questionnaire was developed by adopting items from previous research to ensure convergent, construct and face validity issues (Zainuddin, 2012). After collecting the primary data required for the study, they were analysed using one statistical tool, namely, SPSS version 22.

ANALYSIS AND RESULTS

Reliability analysis

A well-structured questionnaire was prepared to collect the data. There have been 300 sets of questionnaires randomly distributed to the employees who are currently using the green products in

Bangladesh. SPSS test is important to ensure the reliability of the survey conducted as well as to improve the questionnaire quality before the actual survey has taken place. The first section of the questionnaire described about the aims of the study. A brief description of green product purchasing behaviour was discussed to obtain the proposition about the topic. Cronbach alpha score has calculated to assess the reliability of the data. The reliability of the questions in the questionnaire is tested with Cronbach's Alpha (table 1). Generally, Cronbach's Alpha coefficient value of a scale should be .7 or higher (Pallant, 2010).

Table 1. Cronbach's Alpha

<i>Component</i>	<i>Cronbach's Alpha</i>	<i>No. of items</i>
Green Attitude	.845	5
Green Advertisement	.882	6
Green Product Price	.855	6
Green Purchase Behavior	.855	4

Green attitude scale assesses that if customers have a positive attitude toward the environment, then it will increase their positive intention to buy a green product. Cronbach alpha is measured for testing the reliability of the scale and the score of more than 0.70 is considered as acceptable. Here, since the score for this variable is 0.845 so it will be considered as acceptable or reliable. Green advertisement is a factor to promote green lifestyle, in a way that motivates more consumers to enhance more environmental responsibility and greener life style Cronbach alpha is measured for testing the reliability of the scale and the score of more than 0.70 is considered as acceptable. Here, since the score for this variable is 0.882 so it will be considered as acceptable or reliable. This scale is another factor that also impacts the customer's green purchase behaviour. It is suggested that consumers are willing to pay premium price for organic food despite the higher price. Cronbach alpha for this variable is 0.855 and which is more than the acceptable value of 0.70. So, it will also be considered as acceptable or reliable. This scale assesses the intention of the customers to choose products based on their environmental effect. Cronbach alpha is measured for testing the reliability of the scale and the score of more than 0.70 is considered as acceptable. Here, since the score for this variable is 0.838 so it will be considered as acceptable or reliable.

After running EFA in SPSS using principal component analysis, it can be seen that from the rotated component matrix 21 items (Table 2) have been derived and all the details are considered to be significant as they managed to load with a value higher than 0.50 as any loading above this value is considered to be practically substantial by Hair et al. (2009).

Table 2. Rotated Component Matrix

Item	(F1)	(F2)	(F3)	(F4)
Green Attitude (GA)				
GA1	.709			
GA2	.849			
GA3	.819			
GA4	.753			
GA5	.841			
Greenadvertisement (GAD)				
GAD1		.724		
GAD2		.878		
GAD3		.842		
GAD4		.792		
GAD5		.787		
GAD6		.737		
Green Product Price (GPP)				
GPP1			.676	
GPP2			.800	
GPP3			.737	
GPP4			.770	
GPP5			.786	
GPP6			.795	
Green Purchase Behavior (GPB)				
GBP1				.856
GBP2				.869
GBP3				.781
GBP4				.788

Correlation analysis has been conducted to measure the interrelationships among three independent (Green Attitude, Green Advertisement, Green Product Price) and one dependent variable (Green Purchase Behavior).

Correlation Analyses among associated variables:

Correlations	GA	GAD	GPP	GBP
Green Attitude (GA)	1			
Green Advertisement (GAD)	.327**	1		
Green Product Price (GPP)	.443**	.625**	1	
Green Purchase Behavior (GBP)	.411**	.508**	.708**	1

** . Correlation is significant at the 0.01 level (2-tailed).

The relation showed a significant positive correlation among associated variables. The highest significant positive correlation ($r = 0.443$) has been found between Green Product Price and Green Attitude. Green Purchase Behavior showed a strong positive correlation with Green Attitude ($r =$

0.411). Green Advertisement also showed a positive relationship with Green Attitude that is ($r=0.327$).

The main result of any study is coefficients. It shows the relationship between dependent and independent variable. This study measures linear regression to identify which of the hypothesis is accepted and null or rejected. Any score which is less than 0.10 is considered here as accepted value. The result of this table shows that all the independent variable such as green attitude, green product price and green advertisement are highly related with dependent variable green purchase behavior that means any customers will show green purchase behavior if they have high score on green attitude, green advertisement and green product price.

Results of regression analysis among associated variables
Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	.601	.191	3.142	.002
	GA	.110	.039	.114	.006
	gad	.099	.048	.097	.040
	GPP	.654	.055	.597	<.001
a. Dependent Variable: GPB					

CONCLUSION

At present, the financial world scenario is changing as a result of financial crisis few years back. Many financial institutions or organizations shut down because they couldn't cope with the financial crisis. So, for every organization, their prime concern is to cope with this problem as well as to gain competitive advantage. Likewise, the organization that produce green products to sell in the market to create demand as well as to keep good environment in country. Therefore, this study will focus on the attitude of the customers, price of the green product's green advertisement in Bangladesh. As the market is very competitive, so the green products have to provide better service and minimum price facilities in order to gain competitive advantage. Because green product factors influence the purchase intention to the customers in Bangladesh.

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