

BAB V

PENUTUP

5.1. Kesimpulan

Dalam penelitian ini, penulis berhasil mengumpulkan data dari total 238 responden, di mana mayoritas responden berjenis kelamin perempuan dan berada dalam rentang usia 20–29 tahun. Data yang diperoleh kemudian dianalisis menggunakan pendekatan *Structural Equation Modeling* (SEM) dengan bantuan aplikasi SmartPLS 4.0. Hasil analisis menunjukkan bahwa seluruh variabel independen dalam model berpengaruh positif dan signifikan terhadap keputusan pembelian produk hijau. Kesadaran lingkungan terbukti secara signifikan memengaruhi keputusan pembelian produk hijau, konsumen yang memiliki kepedulian tinggi terhadap isu lingkungan cenderung mempertimbangkan aspek keberlanjutan dalam proses pengambilan keputusan. Persepsi manfaat produk hijau juga berpengaruh positif; konsumen terdorong membeli produk hijau apabila mereka merasakan manfaat nyata dari sisi kesehatan, lingkungan, maupun sosial. Selain itu, persepsi kualitas produk hijau menjadi faktor penting, karena produk yang dianggap memiliki kualitas tinggi mampu meningkatkan kepercayaan dan loyalitas konsumen terhadap produk ramah lingkungan.

Kesadaran harga produk hijau memberikan pengaruh positif terhadap keputusan pembelian produk hijau, menunjukkan bahwa harga yang dianggap sebanding dengan manfaat tidak menjadi penghalang bagi konsumen. Kesiediaan membeli produk hijau juga berkontribusi signifikan, dimana konsumen yang

menunjukkan minat tinggi serta kesiapan untuk membayar lebih cenderung lebih cepat membuat keputusan pembelian produk hijau. Estimasi masa depan hijau pun memengaruhi keputusan, karena keyakinan konsumen terhadap potensi dan keberlanjutan produk hijau di masa depan memperkuat komitmen mereka dalam mendukung konsumsi berkelanjutan. Dari keseluruhan variabel tersebut, kesadaran lingkungan (KL) merupakan variabel yang memiliki pengaruh paling signifikan terhadap keputusan pembelian produk hijau, dengan koefisien sebesar 0,547 dan nilai $p < 0,05$. Temuan ini menggarisbawahi bahwa pengetahuan dan kepedulian terhadap isu lingkungan merupakan fondasi utama dalam mendorong konsumen untuk memilih produk ramah lingkungan dibandingkan produk konvensional.

5.2. Implikasi Manajerial

Berdasarkan hasil penelitian ini variabel kesadaran lingkungan memiliki pengaruh paling besar terhadap keputusan pembelian produk hijau memberikan implikasi penting bagi perusahaan dalam merumuskan strategi pemasaran yang lebih efektif. Perusahaan perlu memfokuskan upaya mereka pada peningkatan literasi dan kepedulian lingkungan konsumen sebagai langkah utama dalam mendorong perilaku pembelian berkelanjutan. Salah satu langkah yang dapat dilakukan adalah melalui kampanye edukasi lingkungan yang intensif, misalnya dengan memanfaatkan media sosial, mengadakan webinar, serta menjalin kerja sama dengan komunitas lingkungan untuk menyampaikan informasi mengenai dampak positif penggunaan produk hijau.

Selain itu, perusahaan juga perlu menonjolkan manfaat produk hijau dalam setiap bentuk komunikasi pemasaran. Konsumen yang menyadari manfaat ekologis dan kesehatan dari produk cenderung lebih terdorong untuk melakukan pembelian. Oleh karena itu, perusahaan sebaiknya menyampaikan secara jelas nilai tambah produk, baik untuk individu maupun lingkungan. Di sisi lain, kualitas produk tetap menjadi perhatian utama konsumen, sehingga perusahaan harus memastikan bahwa produk hijau memiliki kualitas yang tinggi dan tidak kalah dari produk konvensional. Penguatan persepsi kualitas dapat dilakukan melalui jaminan mutu, sertifikasi, atau ulasan pelanggan.

Harga juga menjadi aspek penting yang memengaruhi keputusan pembelian. Oleh karena itu, strategi penetapan harga harus disertai dengan komunikasi yang menekankan nilai jangka panjang dari produk hijau, seperti efisiensi energi, daya tahan produk, atau kontribusinya terhadap kesehatan dan lingkungan. Lebih lanjut, kesediaan membeli terbukti menjadi indikator kuat dari keputusan pembelian aktual. Maka, perusahaan perlu membangun promosi yang bersifat emosional dan personal, seperti program loyalitas pelanggan atau narasi yang menggugah kepedulian lingkungan.

Akhirnya, perusahaan perlu membangun narasi yang kuat mengenai masa depan yang berkelanjutan. Konsumen yang memiliki pandangan positif terhadap masa depan cenderung lebih termotivasi untuk mendukung produk hijau. Oleh karena itu, strategi komunikasi perusahaan sebaiknya tidak hanya fokus pada manfaat saat ini, tetapi juga menggambarkan bagaimana konsumsi produk hijau berkontribusi pada masa depan yang lebih baik. Narasi ini dapat diperkuat melalui

storytelling merek, visi keberlanjutan perusahaan, dan komitmen jangka panjang terhadap pelestarian lingkungan.

5.3. Keterbatasan Penelitian

Responden dalam penelitian ini dibatasi pada individu yang telah mengetahui dan pernah membeli produk hijau. Oleh karena itu, hasil penelitian tidak mencakup perilaku konsumen yang belum memiliki pengalaman atau pengetahuan mengenai produk hijau. Penelitian ini tidak membatasi jenis produk hijau secara spesifik. Hal ini bisa menyebabkan perbedaan pendapat dari responden yang sulit dikendalikan dan memengaruhi hasil analisis. Di dalam pertanyaan filter kuesioner penelitian ini tidak menanyakan merek hijau apa saja yang pernah dibeli responden. Informasi mengenai merek yang dikonsumsi dapat memberikan gambaran awal mengenai tingkat pengetahuan dan pengalaman responden terhadap produk hijau. Tanpa data tersebut, sulit untuk memastikan apakah responden benar-benar memahami atau hanya sekadar mengenal istilah produk hijau secara umum.

5.4. Saran untuk Penelitian Selanjutnya

Penelitian ini memiliki ruang untuk pengembangan lebih lanjut oleh peneliti selanjutnya. Salah satu saran utama adalah memperluas cakupan responden agar mencakup berbagai latar belakang demografis dan geografis, sehingga hasil penelitian dapat lebih mewakili populasi secara umum. Penelitian juga dapat dikembangkan dengan melakukan perbandingan antar merek atau kategori produk hijau dapat memberikan pemahaman yang lebih dalam bagi pelaku industri. Lalu penelitian selanjutnya disarankan untuk memasukkan pertanyaan mengenai

pengalaman pembelian merek tertentu guna mendapatkan data yang lebih akurat dan kontekstual.



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LAMPIRAN

Lampiran 1 *Google Form* Kuesioner

FAKTOR-FAKTOR YANG MEMPENGARUHI KEPUTUSAN PEMBELIAN PRODUK HIJAU (RAMAH LINGKUNGAN)

Halo 🌿

Salam kenal, saya Luisa Griselda Giferi mahasiswa Universitas Atma Jaya Yogyakarta. Kuesioner ini dibuat untuk keperluan penelitian dengan judul "**Faktor-Faktor yang Mempengaruhi Keputusan Pembelian Produk Hijau**".

Kuesioner ini bersifat anonim, dan semua informasi yang Anda berikan akan digunakan hanya untuk kepentingan akademik. Tidak ada jawaban benar atau salah, jadi mohon isi dengan jujur sesuai dengan pendapat dan pengalaman pribadi Anda.

Jawaban Anda sangat berharga dalam membantu mendapatkan wawasan yang lebih baik mengenai pola pikir dan perilaku konsumen terkait produk hijau atau **ramah lingkungan**.

Terima kasih banyak atas waktu dan partisipasi Anda dalam mengisi kuesioner ini 😊

* Indicates required question

Jenis Kelamin *

☐ Perempuan

☐ Laki-Laki

Usia *

- ☐ <20 Tahun
- ☐ 20-29 Tahun
- ☐ 30-39 Tahun
- ☐ >40 Tahun

Pekerjaan *

- ☐ Pelajar
- ☐ Mahasiswa
- ☐ Karyawan
- ☐ Other: _____

Apakah pernah membeli produk hijau dan ramah lingkungan *

- ☐ Pernah
- ☐ Tidak Pernah

Perilaku Konsumsi

Kategori produk hijau yang pernah dibeli *

- ☐ Makanan organik
- ☐ Produk perawatan pribadi
- ☐ Pakaian
- ☐ Elektronik
- ☐ Other: _____

Sumber informasi utama tentang isu lingkungan *

- ☐ Media sosial
- ☐ Berita
- ☐ Pendidikan formal
- ☐ Other: _____

Merek hijau atau ramah lingkungan apa yang anda ketahui? *

Your answer _____

Manfaat, Kualitas, Kesadaran Harga, dan Kesiediaan Membeli Produk Hijau**Manfaat Hijau yang Dirasakan**

Saya percaya bahwa produk ramah lingkungan baik untuk kesehatan. *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Menurut saya, produk ramah lingkungan memiliki rasa dan kualitas yang lebih baik. *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju



Kesadaran Harga Produk Hijau

Saya akan memilih produk ramah lingkungan jika harganya sama dengan produk * biasa.

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Jika produk hijau lebih murah, saya bersedia mengubah kebiasaan saya untuk menggunakannya. *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Kesediaan Membeli Produk Hijau

Saya tertarik untuk membeli produk ramah lingkungan jika tersedia. *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Saya bersedia membayar lebih untuk produk yang lebih ramah lingkungan. *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Estimasi Masa Depan Hijau

Saya percaya bahwa pemasaran produk hijau baik untuk negara kita. *

1 2 3 4 5

Sangat Tidak Setuju ○ ○ ○ ○ ○ Sangat Setuju

Saya yakin produk hijau akan semakin populer di masa depan. *

1 2 3 4 5

Sangat Tidak Setuju ○ ○ ○ ○ ○ Sangat Setuju

Saya percaya pemasaran produk hijau lebih efektif dibandingkan pemasaran biasa. *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Saya yakin konsumen akan lebih menerima produk hijau di masa depan. *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

FAKTOR-FAKTOR YANG MEMPENGARUHI KEPUTUSAN PEMBELIAN PRODUK HIJAU (RAMAH LINGKUNGAN)

Selesai!

Terima kasih banyak telah meluangkan waktu untuk berpartisipasi dalam penelitian ini.

Bahagia selalu
Salam hijau 🌱💚



Lampiran 2 Data Demografis dan Pertanyaan Filter Responden

Jenis Kelamin	Usia	Pekerjaan	Apakah pernah membeli produk hijau dan ramah lingkungan	Kategori produk hijau yang pernah dibeli	Sumber informasi utama tentang isu lingkungan
Perempuan	30-39 Tahun	Mahasiswa	Pemah	Makanan organik	Media sosial
Perempuan	20-29 Tahun	Karyawan	Pemah	Makanan organik, Pro	Media sosial, Berita, Pendi
Laki-Laki	20-29 Tahun	Karyawan	Pemah	Makanan organik, Pak	Pendidikan formal
Laki-Laki	20-29 Tahun	Mahasiswa	Pemah	Elektronik	Media sosial
Laki-Laki	20-29 Tahun	Karyawan	Pemah	Produk perawatan pri	Media sosial
Laki-Laki	30-39 Tahun	Karyawan	Pemah	Produk perawatan pri	Berita
Perempuan	<20 Tahun	Mahasiswa	Pemah	Makanan organik	Media sosial, Berita
Laki-Laki	20-29 Tahun	Mahasiswa	Pemah	Produk perawatan pri	Media sosial
Perempuan	20-29 Tahun	Mahasiswa	Pemah	Produk perawatan pri	Media sosial, Berita
Laki-Laki	<20 Tahun	Pelajar	Pemah	Makanan organik	Media sosial
Laki-Laki	30-39 Tahun	Karyawan	Pemah	Elektronik	Berita
Laki-Laki	<20 Tahun	Mahasiswa	Pemah	Makanan organik, Pro	Berita
Perempuan	20-29 Tahun	Karyawan	Pemah	Makanan organik, Pak	Media sosial
Perempuan	<20 Tahun	Pelajar	Pemah	Pakaian	Media sosial
Perempuan	<20 Tahun	Pelajar	Pemah	Makanan organik, Pro	Media sosial
Perempuan	20-29 Tahun	Mahasiswa	Pemah	Produk perawatan pri	Pendidikan formal
Laki-Laki	30-39 Tahun	Karyawan	Pemah	Produk perawatan pri	Media sosial
Perempuan	20-29 Tahun	Karyawan	Pemah	Makanan organik, Pro	Berita, Pendidikan formal
Perempuan	20-29 Tahun	Mahasiswa	Pemah	Produk perawatan pri	Media sosial
Laki-Laki	20-29 Tahun	Karyawan	Pemah	Makanan organik	Berita
Perempuan	20-29 Tahun	Karyawan	Pemah	Produk perawatan pri	Media sosial
Perempuan	20-29 Tahun	Mahasiswa	Pemah	Produk perawatan pri	Media sosial
Perempuan	20-29 Tahun	Karyawan	Pemah	Elektronik	Media sosial
Laki-Laki	30-39 Tahun	Karyawan	Pemah	Pakaian, Elektronik	Media sosial
Perempuan	20-29 Tahun	Karyawan	Pemah	Produk perawatan pri	Media sosial
Perempuan	30-39 Tahun	Karyawan	Pemah	Produk perawatan pri	Pendidikan formal
Laki-Laki	20-29 Tahun	Karyawan	Pemah	Makanan organik, Ele	Berita
Perempuan	20-29 Tahun	Mahasiswa	Pemah	Makanan organik, Pro	Berita, Pendidikan formal
Perempuan	30-39 Tahun	Karyawan	Pemah	Produk perawatan pri	Media sosial
Laki-Laki	20-29 Tahun	Karyawan	Pemah	Produk perawatan pri	Media sosial
Perempuan	20-29 Tahun	Pelajar	Pemah	Makanan organik, Pro	Berita
Perempuan	20-29 Tahun	Mahasiswa	Pemah	Makanan organik, Pro	Pendidikan formal
Laki-Laki	20-29 Tahun	Mahasiswa	Pemah	Makanan organik, Pro	Media sosial
Perempuan	20-29 Tahun	Mahasiswa	Pemah	Makanan organik, Pro	Media sosial, Berita
Laki-Laki	30-39 Tahun	Karyawan	Pemah	Makanan organik, Pro	Media sosial
Laki-Laki	20-29 Tahun	Mahasiswa	Pemah	Makanan organik, Pro	Media sosial
Perempuan	20-29 Tahun	Mahasiswa	Pemah	Makanan organik, Pro	Media sosial
Laki-Laki	20-29 Tahun	Karyawan	Pemah	Makanan organik, Pro	Media sosial
Laki-Laki	30-39 Tahun	Karyawan	Pemah	Makanan organik, Pro	Media sosial
Perempuan	20-29 Tahun	Mahasiswa	Pemah	Makanan organik, Pak	Media sosial
Perempuan	30-39 Tahun	Karyawan	Pemah	Makanan organik, Pro	Media sosial
Laki-Laki	20-29 Tahun	Mahasiswa	Pemah	Makanan organik	Media sosial
Perempuan	20-29 Tahun	Mahasiswa	Pemah	Produk perawatan pri	Berita
Perempuan	20-29 Tahun	Mahasiswa	Pemah	Produk perawatan pri	Media sosial
Laki-Laki	30-39 Tahun	Karyawan	Pemah	Pakaian	Pendidikan formal
Laki-Laki	20-29 Tahun	Mahasiswa	Pemah	Makanan organik, Pro	Berita
Perempuan	<20 Tahun	Pelajar	Pemah	Produk perawatan pri	Media sosial, Berita
Perempuan	20-29 Tahun	Karyawan	Pemah	Makanan organik, Ele	Berita
Laki-Laki	30-39 Tahun	Karyawan	Pemah	Makanan organik, Pro	Pendidikan formal
Perempuan	30-39 Tahun	Karyawan	Pemah	Makanan organik, Pak	Berita
Perempuan	>40 Tahun	Karyawan	Pemah	Produk perawatan pri	Media sosial, Berita
Laki-Laki	>40 Tahun	Karyawan	Pemah	Makanan organik, Ele	Media sosial, Berita

Perempuan	20-29 Tahun	Mahasiswa	Pemah	Makanan organik	Media sosial
Perempuan	20-29 Tahun	Karyawan	Pemah	Makanan organik, Pro	Media sosial
Perempuan	20-29 Tahun	Karyawan	Pemah	Makanan organik, Pro	Media sosial
Perempuan	30-39 Tahun	Karyawan	Pemah	Makanan organik, Pro	Media sosial
Perempuan	30-39 Tahun	Karyawan	Pemah	Makanan organik, Pro	Media sosial
Laki-Laki	20-29 Tahun	Mahasiswa	Pemah	Produk perawatan pri	Media sosial
Laki-Laki	20-29 Tahun	Karyawan	Pemah	Makanan organik, Pro	Media sosial, Berita
Laki-Laki	30-39 Tahun	Karyawan	Pemah	Elektronik	Media sosial
Laki-Laki	20-29 Tahun	Karyawan	Pemah	Produk perawatan pri	Media sosial
Laki-Laki	20-29 Tahun	Karyawan	Pemah	Produk perawatan pri	Media sosial
Perempuan	30-39 Tahun	Karyawan	Pemah	Pakaian	Media sosial
Laki-Laki	30-39 Tahun	Karyawan	Pemah	Produk perawatan pri	Media sosial
Laki-Laki	<20 Tahun	Pelajar	Pemah	Makanan organik, Ele	Media sosial
Perempuan	20-29 Tahun	Mahasiswa	Pemah	Produk perawatan pri	Media sosial
Perempuan	20-29 Tahun	Mahasiswa	Pemah	Produk perawatan pri	Media sosial
Perempuan	<20 Tahun	Pelajar	Pemah	Makanan organik, Pro	Media sosial
Perempuan	20-29 Tahun	Karyawan	Pemah	Produk perawatan pri	Media sosial, Pendidikan f
Laki-Laki	20-29 Tahun	Karyawan	Pemah	Pakaian	Media sosial
Perempuan	20-29 Tahun	Mahasiswa	Pemah	Makanan organik, Pak	Pendidikan formal
Laki-Laki	20-29 Tahun	Mahasiswa	Pemah	Makanan organik, Pro	Berita
Perempuan	20-29 Tahun	Karyawan	Pemah	Produk perawatan pri	Media sosial
Laki-Laki	20-29 Tahun	Mahasiswa	Pemah	Produk perawatan pri	Berita
Laki-Laki	20-29 Tahun	Karyawan	Pemah	Elektronik	Berita
Laki-Laki	20-29 Tahun	Mahasiswa	Pemah	Produk perawatan pri	Pendidikan formal
Perempuan	20-29 Tahun	Mahasiswa	Pemah	Makanan organik	Media sosial
Perempuan	30-39 Tahun	Karyawan	Pemah	Makanan organik, Pak	Pendidikan formal
Laki-Laki	>40 Tahun	Karyawan	Pemah	Pakaian	Pendidikan formal
Perempuan	20-29 Tahun	Karyawan	Pemah	Produk perawatan pri	Media sosial, Pendidikan f
Laki-Laki	20-29 Tahun	Karyawan	Pemah	Produk perawatan pri	Berita
Laki-Laki	>40 Tahun	Karyawan	Pemah	Elektronik	Media sosial, Pendidikan f
Laki-Laki	20-29 Tahun	Karyawan	Pemah	Produk perawatan pri	Media sosial
Laki-Laki	<20 Tahun	Pelajar	Pemah	Makanan organik, Pro	Berita, Pendidikan formal
Perempuan	20-29 Tahun	Karyawan	Pemah	Makanan organik, Pro	Media sosial
Perempuan	20-29 Tahun	Mahasiswa	Pemah	Makanan organik, Pro	Media sosial, Pendidikan f
Laki-Laki	30-39 Tahun	Karyawan	Pemah	Produk perawatan pri	Media sosial
Laki-Laki	30-39 Tahun	Karyawan	Pemah	Elektronik	Media sosial
Laki-Laki	30-39 Tahun	Karyawan	Pemah	Produk perawatan pri	Media sosial
Laki-Laki	30-39 Tahun	Karyawan	Pemah	Produk perawatan pri	Pendidikan formal
Laki-Laki	>40 Tahun	Karyawan	Pemah	Makanan organik, Pro	Berita
Perempuan	30-39 Tahun	Karyawan	Pemah	Produk perawatan pri	Media sosial
Perempuan	30-39 Tahun	Karyawan	Pemah	Makanan organik, Pro	Media sosial
Perempuan	20-29 Tahun	Pelajar	Pemah	Makanan organik	Media sosial
Perempuan	20-29 Tahun	Mahasiswa	Pemah	Produk perawatan pri	Media sosial
Laki-Laki	20-29 Tahun	Mahasiswa	Pemah	Elektronik	Berita
Laki-Laki	20-29 Tahun	Mahasiswa	Pemah	Produk perawatan pri	Berita
Laki-Laki	30-39 Tahun	Karyawan	Pemah	Pakaian	Media sosial
Laki-Laki	30-39 Tahun	Karyawan	Pemah	perabotan	Media sosial
Laki-Laki	20-29 Tahun	Karyawan	Pemah	Pakaian, Elektronik	Berita
Perempuan	20-29 Tahun	Karyawan	Pemah	kopi	Media sosial
Perempuan	20-29 Tahun	Karyawan	Pemah	Makanan organik, Pro	Media sosial
Laki-Laki	30-39 Tahun	Karyawan	Pemah	Produk perawatan pri	Media sosial
Perempuan	20-29 Tahun	Mahasiswa	Pemah	Produk perawatan pri	Media sosial
Perempuan	20-29 Tahun	Mahasiswa	Pemah	Produk perawatan pri	Media sosial
Laki-Laki	30-39 Tahun	Karyawan	Pemah	Makanan organik, Pro	Media sosial
Laki-Laki	30-39 Tahun	Karyawan	Pemah	Elektronik	Berita
Perempuan	20-29 Tahun	Mahasiswa	Pemah	Produk perawatan pri	Media sosial
Perempuan	30-39 Tahun	Karyawan	Pemah	Makanan organik	Berita
Laki-Laki	30-39 Tahun	Karyawan	Pemah	Elektronik	Pendidikan formal
Perempuan	20-29 Tahun	Karyawan	Pemah	Produk perawatan pri	Berita
Perempuan	20-29 Tahun	Karyawan	Pemah	Produk perawatan pri	Media sosial
Perempuan	<20 Tahun	Pelajar	Pemah	Pakaian	Media sosial
Perempuan	20-29 Tahun	Mahasiswa	Pemah	Pakaian	Pendidikan formal
Perempuan	20-29 Tahun	Karyawan	Pemah	Makanan organik, Pro	Media sosial, Berita

Perempuan	20-29 Tahun	Karyawan	Pemah	Pakaian	Berita
Perempuan	30-39 Tahun	Karyawan	Pemah	Produk perawatan pri	Media sosial
Perempuan	20-29 Tahun	Mahasiswa	Pemah	Produk perawatan pri	Berita
Laki-Laki	30-39 Tahun	Karyawan	Pemah	Makanan organik, Ele	Media sosial, Berita
Perempuan	30-39 Tahun	Karyawan	Pemah	Produk perawatan pri	Media sosial
Perempuan	20-29 Tahun	Mahasiswa	Pemah	Produk perawatan pri	Media sosial
Perempuan	20-29 Tahun	Mahasiswa	Pemah	Makanan organik, Pro	Media sosial, Berita
Laki-Laki	20-29 Tahun	Mahasiswa	Pemah	Elektronik	Berita
Laki-Laki	20-29 Tahun	Karyawan	Pemah	Elektronik	Media sosial
Laki-Laki	20-29 Tahun	Mahasiswa	Pemah	Elektronik	Media sosial
Laki-Laki	20-29 Tahun	Karyawan	Pemah	Makanan organik, Pro	Media sosial, Berita
Perempuan	30-39 Tahun	Karyawan	Pemah	Makanan organik, Pro	Media sosial, Berita
Laki-Laki	20-29 Tahun	Mahasiswa	Pemah	Makanan organik, Pro	Media sosial, Berita
Perempuan	20-29 Tahun	Karyawan	Pemah	Makanan organik, Pro	Media sosial, Berita
Laki-Laki	20-29 Tahun	Mahasiswa	Pemah	Makanan organik, Ele	Media sosial, Berita
Laki-Laki	>40 Tahun	Karyawan	Pemah	Makanan organik, Pro	Media sosial, Berita
Perempuan	<20 Tahun	Pelajar	Pemah	Makanan organik, Pro	Media sosial, Berita
Perempuan	20-29 Tahun	Karyawan	Pemah	Makanan organik, Pro	Media sosial
Perempuan	>40 Tahun	Karyawan	Pemah	Produk perawatan pri	Media sosial, Berita
Laki-Laki	30-39 Tahun	Karyawan	Pemah	Makanan organik, Pro	Media sosial, Berita
Laki-Laki	<20 Tahun	Pelajar	Pemah	Makanan organik, Pro	Pendidikan formal
Perempuan	20-29 Tahun	Mahasiswa	Pemah	Makanan organik, Pro	Media sosial
Laki-Laki	<20 Tahun	Pelajar	Pemah	Produk perawatan pri	Pendidikan formal
Laki-Laki	30-39 Tahun	Karyawan	Pemah	Produk perawatan pri	Media sosial, Berita
Perempuan	>40 Tahun	Karyawan	Pemah	Makanan organik, Pro	Berita
Laki-Laki	20-29 Tahun	Mahasiswa	Pemah	Produk perawatan pri	Media sosial
Perempuan	30-39 Tahun	Karyawan	Pemah	Makanan organik, Pro	Berita
Perempuan	30-39 Tahun	Karyawan	Pemah	Makanan organik, Pak	Media sosial, Berita
Laki-Laki	<20 Tahun	Pelajar	Pemah	Produk perawatan pri	Media sosial, Berita
Perempuan	30-39 Tahun	Karyawan	Pemah	Makanan organik, Pro	Media sosial
Perempuan	20-29 Tahun	Mahasiswa	Pemah	Makanan organik, Pak	Media sosial, Pendidikan fe
Laki-Laki	>40 Tahun	Mahasiswa	Pemah	Makanan organik, Pro	Media sosial, Berita
Perempuan	20-29 Tahun	Karyawan	Pemah	Elektronik	Berita
Laki-Laki	<20 Tahun	Mahasiswa	Pemah	Makanan organik, Ele	Pendidikan formal
Perempuan	30-39 Tahun	Karyawan	Pemah	Makanan organik, Pro	Media sosial
Laki-Laki	>40 Tahun	Karyawan	Pemah	Makanan organik, Pak	Media sosial
Laki-Laki	<20 Tahun	Pelajar	Pemah	Makanan organik	Media sosial
Perempuan	20-29 Tahun	Mahasiswa	Pemah	Elektronik	Media sosial
Perempuan	20-29 Tahun	Karyawan	Pemah	Produk perawatan pri	Media sosial, Berita
Laki-Laki	20-29 Tahun	Mahasiswa	Pemah	Produk perawatan pri	Media sosial
Laki-Laki	30-39 Tahun	Karyawan	Pemah	Produk perawatan pri	Media sosial, Berita
Laki-Laki	<20 Tahun	Pelajar	Pemah	Produk perawatan pri	Media sosial, Pendidikan fe
Laki-Laki	20-29 Tahun	Karyawan	Pemah	Produk perawatan pri	Media sosial, Berita
Laki-Laki	20-29 Tahun	Mahasiswa	Pemah	Produk perawatan pri	Media sosial, Pendidikan fe
Perempuan	30-39 Tahun	Wirasaha	Pemah	Makanan organik, Pro	Berita
Perempuan	<20 Tahun	Pelajar	Pemah	Makanan organik, Pak	Media sosial, Pendidikan fe
Perempuan	20-29 Tahun	Mahasiswa	Pemah	Produk perawatan pri	Media sosial
Perempuan	20-29 Tahun	Mahasiswa	Pemah	Elektronik	Media sosial, Berita
Perempuan	20-29 Tahun	Mahasiswa	Pemah	Produk perawatan pri	Media sosial
Perempuan	20-29 Tahun	Mahasiswa	Pemah	Produk perawatan pri	Media sosial
Laki-Laki	20-29 Tahun	Mahasiswa	Pemah	Makanan organik, Pro	Media sosial, Berita
Perempuan	20-29 Tahun	Karyawan	Pemah	Makanan organik, Pak	Media sosial
Perempuan	20-29 Tahun	Karyawan	Pemah	Produk perawatan pri	Berita
Laki-Laki	30-39 Tahun	Karyawan	Pemah	Makanan organik, Pro	Media sosial, Berita
Laki-Laki	20-29 Tahun	Pns	Pemah	Makanan organik, Pro	Media sosial, Berita, Pendi
Perempuan	20-29 Tahun	Pelajar	Pemah	Produk perawatan pri	Media sosial
Perempuan	20-29 Tahun	Mahasiswa	Pemah	Produk perawatan pri	Media sosial
Perempuan	30-39 Tahun	Karyawan	Pemah	Makanan organik, Pro	Media sosial
Laki-Laki	30-39 Tahun	Karyawan	Pemah	Makanan organik, Ele	Media sosial, Berita
Perempuan	20-29 Tahun	Mahasiswa	Pemah	Produk perawatan pri	Media sosial

Perempuan	<20 Tahun	Pelajar	Pernah	Produk perawatan pria	Media sosial
Laki-Laki	30-39 Tahun	Karyawan	Pernah	Pakaian	Media sosial
Perempuan	20-29 Tahun	Mahasiswa	Pernah	Makanan organik, Pro	Media sosial
Laki-Laki	30-39 Tahun	Karyawan	Pernah	Makanan organik, Pro	Berita
Perempuan	<20 Tahun	Pelajar	Pernah	Makanan organik, Pro	Media sosial
Perempuan	20-29 Tahun	Karyawan	Pernah	Produk perawatan pria	Media sosial, Berita
Perempuan	20-29 Tahun	Karyawan	Pernah	Produk perawatan pria	Media sosial
Perempuan	30-39 Tahun	Karyawan	Pernah	Elektronik	Media sosial, Berita
Laki-Laki	>40 Tahun	TNI	Pernah	Makanan organik, Pro	Media sosial, Berita
Perempuan	20-29 Tahun	Mahasiswa	Pernah	Makanan organik, Pro	Berita
Perempuan	20-29 Tahun	Mahasiswa	Pernah	Produk perawatan pria	Berita
Laki-Laki	30-39 Tahun	Karyawan	Pernah	Makanan organik, Pro	Media sosial
Perempuan	20-29 Tahun	Mahasiswa	Pernah	Makanan organik, Pro	Media sosial, Berita
Perempuan	>40 Tahun	Karyawan	Pernah	Makanan organik, Pro	Media sosial, Berita
Perempuan	30-39 Tahun	Karyawan	Pernah	Makanan organik, Pro	Media sosial, Berita
Perempuan	30-39 Tahun	Karyawan	Pernah	Makanan organik, Pro	Media sosial
Perempuan	<20 Tahun	Pelajar	Pernah	Produk perawatan pria	Media sosial
Laki-Laki	20-29 Tahun	Karyawan	Pernah	Makanan organik, Ele	Media sosial
Laki-Laki	30-39 Tahun	Karyawan	Pernah	Makanan organik, Pro	Pendidikan formal
Laki-Laki	20-29 Tahun	Karyawan	Pernah	alat rumah tangga	Berita
Laki-Laki	20-29 Tahun	Mahasiswa	Pernah	Produk perawatan pria	Media sosial
Laki-Laki	20-29 Tahun	Mahasiswa	Pernah	Pakaian, Elektronik	Media sosial
Laki-Laki	30-39 Tahun	Karyawan	Pernah	Makanan organik	Media sosial
Laki-Laki	20-29 Tahun	Pelajar	Pernah	Produk perawatan pria	Berita
Laki-Laki	30-39 Tahun	Karyawan	Pernah	Makanan organik, Pro	Media sosial
Laki-Laki	20-29 Tahun	Mahasiswa	Pernah	Pakaian, Elektronik	Pendidikan formal
Perempuan	20-29 Tahun	Karyawan	Pernah	Perabotan	Media sosial
Perempuan	30-39 Tahun	Ibu rumah t	Pernah	Produk perawatan pria	Media sosial, Berita
Laki-Laki	30-39 Tahun	Karyawan	Pernah	Makanan organik, Ele	Berita
Laki-Laki	20-29 Tahun	Mahasiswa	Pernah	Produk perawatan pria	Media sosial, Berita, Pendi
Laki-Laki	20-29 Tahun	Mahasiswa	Pernah	Peralatan di rumah	Media sosial, Berita, Pendi
Perempuan	30-39 Tahun	Karyawan	Pernah	Makanan organik, Pro	Media sosial, Berita
Perempuan	20-29 Tahun	Mahasiswa	Pernah	Produk perawatan pria	Pendidikan formal
Perempuan	30-39 Tahun	Karyawan	Pernah	Produk perawatan pria	Media sosial, Berita
Perempuan	30-39 Tahun	Karyawan	Pernah	Produk perawatan pria	Media sosial, Berita
Perempuan	30-39 Tahun	Mahasiswa	Pernah	Produk perawatan pria	Pendidikan formal
Perempuan	20-29 Tahun	Mahasiswa	Pernah	Produk perawatan pria	Media sosial
Perempuan	20-29 Tahun	Mahasiswa	Pernah	Produk perawatan pria	Media sosial
Laki-Laki	30-39 Tahun	Karyawan	Pernah	Elektronik	Berita
Laki-Laki	<20 Tahun	Mahasiswa	Pernah	Elektronik	Pendidikan formal
Perempuan	30-39 Tahun	Karyawan	Pernah	Pakaian	Media sosial
Perempuan	30-39 Tahun	Karyawan	Pernah	Pakaian	Media sosial
Perempuan	20-29 Tahun	Mahasiswa	Pernah	Makanan organik, Pro	Media sosial
Perempuan	20-29 Tahun	Mahasiswa	Pernah	Makanan organik, Pro	Media sosial
Perempuan	30-39 Tahun	Karyawan	Pernah	Makanan organik, Pro	Berita
Perempuan	30-39 Tahun	Karyawan	Pernah	Produk perawatan pria	Media sosial
Perempuan	20-29 Tahun	Mahasiswa	Pernah	Makanan organik, Pro	Berita
Laki-Laki	20-29 Tahun	Mahasiswa	Pernah	Makanan organik, Pro	Berita
Laki-Laki	30-39 Tahun	Karyawan	Pernah	Produk perawatan pria	Media sosial, Pendidikan fo
Laki-Laki	20-29 Tahun	Mahasiswa	Pernah	Produk perawatan pria	Pendidikan formal
Laki-Laki	20-29 Tahun	Karyawan	Pernah	Produk perawatan pria	Media sosial
Laki-Laki	20-29 Tahun	Mahasiswa	Pernah	Produk perawatan pria	Berita
Laki-Laki	20-29 Tahun	Mahasiswa	Pernah	Makanan organik, Ele	Media sosial, Berita
Perempuan	20-29 Tahun	Karyawan	Pernah	Makanan organik, Pro	Media sosial
Perempuan	20-29 Tahun	Mahasiswa	Pernah	Makanan organik	Media sosial
Perempuan	20-29 Tahun	Karyawan	Pernah	Produk perawatan pria	Media sosial
Laki-Laki	20-29 Tahun	Mahasiswa	Pernah	Makanan organik, Ele	Media sosial
Perempuan	20-29 Tahun	Mahasiswa	Pernah	Produk perawatan pria	Media sosial
Perempuan	>40 Tahun	Karyawan	Pernah	Produk perawatan pria	Berita
Laki-Laki	20-29 Tahun	Mahasiswa	Pernah	Produk perawatan pria	Pendidikan formal
Laki-Laki	30-39 Tahun	Karyawan	Pernah	Elektronik	Berita
Perempuan	20-29 Tahun	Mahasiswa	Pernah	Produk perawatan pria	Pendidikan formal
Perempuan	30-39 Tahun	Karyawan	Pernah	Produk perawatan pria	Media sosial

Lampiran 3 Data Jawaban Responden (Skala *Likert*)

	KL2	KL3	KL4	PMH1	PMF2	PKH1	PKH2	PKH3	KH1	KH2	KM1	KM2	EMD1	EMD2	EMD22	EMD4	KP1	KP2	KP3	KP4
5	4	4	4	4	4	4	3	5	4	4	4	5	4	4	4	3	4	4	4	5
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4																				

Lampiran 4 Olah Data SmartPLS

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PLS-SEM algorithm

Graphical

Graphical output

Final results

- Path coefficients
- Indirect effects
- Total effects
- Outer loadings
- Outer weights
- Latent variables
- Residuals
- Conditional direct effects
- Conditional indirect effects

Graphical output

Structural ... [Path coefficients](#)

Measurement ... [Outer weights / I](#)

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PLS-SEM algorithm

Outer loadings - Matrix

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	EMD	KH	KL	KM	KP	PKH	PMH
EMD1	0.884						
EMD2	0.888						
EMD3	0.876						
EMD4	0.844						
KH1		0.904					
KH2		0.888					
KL1			0.774				
KL2			0.790				
KL3			0.778				
KL4			0.798				
KM1				0.909			
KM2				0.880			
KP1					0.876		
KP2					0.844		
KP3					0.711		
KP4					0.838		
PKH1						0.766	
PKH2						0.836	
PKH3						0.789	
PMH1							0.909
PMH2							0.855

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PLS-SEM algorithm

R-square - Overview

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	R-square	R-square adjusted
KP	0.899	0.897

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PLS-SEM algorithm

Quality criteria

R-square

- Overview
- R-square - Bar chart
- R-square adjusted - Bar chart

f-square

Construct reliability and validity

Discriminant validity

Collinearity statistics (VIF)

Model fit

Model selection criteria

Algorithm

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PLS-SEM algorithm Construct reliability and validity - Overview [Copy to Excel/Word](#) [Copy to R](#)

▶ Latent variables
 ▶ Residuals
 Conditional direct effects
 Conditional indirect effects
 ▼ **Quality criteria**
 ▶ R-square
 ▶ f-square
 ▼ Construct reliability and validity
☐ Overview
☐ Cronbach's alpha - Bar d
☐ Composite reliability (rho
☐ Composite reliability (rho
☐ Average variance extrac
 ▶ Discriminant validity
 ▶ Collinearity statistics (VIF)
 Model fit

	Cronbach's alpha	Composite reliability (r...	Composite reliability (r...	Average variance extrac...
EMD	0.896	0.898	0.928	0.763
KH	0.755	0.758	0.891	0.803
KL	0.793	0.793	0.865	0.616
KM	0.727	0.747	0.879	0.784
KP	0.834	0.839	0.891	0.672
PKH	0.715	0.727	0.840	0.636
PMH	0.729	0.744	0.876	0.779

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SmartPLS Export Themes

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PLS-SEM algorithm Discriminant validity - Fornell-Larcker criterion [Copy to Excel/Word](#) [Copy to R](#)

▶ Latent variables
 ▶ Residuals
 Conditional direct effects
 Conditional indirect effects
 ▼ **Quality criteria**
 ▶ R-square
 ▶ f-square
 ▼ Construct reliability and validity
 ▼ Discriminant validity
☐ Heterotrait-monotrait rat
☐ Heterotrait-monotrait rat
☐ Heterotrait-monotrait rat
☒ Fornell-Larcker criterion
☐ Cross loadings
 ▶ Collinearity statistics (VIF)
 Model fit

	EMD	KH	KL	KM	KP	PKH	PMH
EMD	0.873						
KH	0.350	0.896					
KL	0.465	0.238	0.785				
KM	0.451	0.665	0.219	0.885			
KP	0.696	0.612	0.760	0.615	0.820		
PKH	0.381	0.287	-0.116	0.357	0.296	0.798	
PMH	0.585	0.745	0.458	0.744	0.792	0.298	0.883

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Article

Why Not Green Marketing? Determinates of Consumers' Intention to Green Purchase Decision in a New Developing Nation

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Abstract: Consumers are paying close attention to green products to reduce the environmental impact on health issues. As the scope of this research, this current study focuses on determining consumers' purchase decisions regarding green products using a survey conducted in a fast-growing developing country. This research was descriptive and considered a conceptual framework for extending the Theory of Planned Behavior (TPB), which was selected as the primary theoretical model. The significant contributions and main objectives of this study are as follows—to explore the present scenario of green marketing in Bangladesh with previous studies, and to fill a research gap regarding green purchase decisions by applying the TPB model with adding additional constructs, such as environmental concerns, green perceived quality, and future green estimates. A range of qualitative and quantitative techniques were adopted to collect data from the target groups, where a sample of young educated Bangladeshi consumers ($n = 638$) was used to consider the measurement and structural models by applying a partial least squares-structural equation modelling (PLS-SEM) method. The empirical findings show that consumers' environmental concern (EC), green perceived benefits (GPB), green awareness of price (GAP), green willingness to purchase (GWP), and future estimation of green marketing (GFE) have a strong positive influence on consumer' green purchase decision (GPD). Still, the green perceived quality (GPQ) has a negative influence on green purchase decisions (GPD). To inform consumers about green or eco-friendly products, this study provides valuable suggestions to companies, marketers, and policymakers for designing green marketing tools such as green advertising, green branding, and eco-labels. Based on these findings, it gives some managerial insights for the promotion of green products and green marketing.

Keywords: environmental marketing; green product; green consumer; green purchase decision; consumer behaviour; theory of planned behaviour; sustainable consumption; Bangladesh

1. Introduction

It is well-known that ever-increasing business activities and production are globally polluting the natural environment (e.g., damage to people, wildlife, and crops). In this world, human needs are unlimited, but resources are limited. Thus, it is inevitable that marketers need to utilize limited resources efficiently and effectively so that individual and organizational goals can be achieved without spoiling many resources. Green marketing recommends using eco-friendly products, e.g., refillable, ozone friendly, healthy food, phosphate-free and recyclable products. Moreover, green marketing can

be applied in environmentally friendly ways to satisfy the customers' needs, wants, and demands by protecting the environment and society [1,2].

In the twenty-first century, some environmental issues, such as global warming, the effects of greenhouse gases, pollution, and global climate change are directly connected to the agricultural and manufacturing industries, which have a devastating impact on human actions. These emerging environmental issues can only be solved if consumers are responsible for reducing the hazardous effects on the environment by using a larger quantity of green products. Therefore, many companies have begun to apply green production and marketing strategies to meet customer preferences to achieve long-term business profits [3–5]. Green marketing has become one of the key developments in modern business, which is more applied in developed countries than lower and middle-income countries [6,7]. Due to the growing importance of environmental sustainability, green marketing is becoming more popular [3,8,9]. United Nations set out 17 sustainable development goals (SDGs), including “poverty, hunger, health, education, gender equality, water, sanitation, energy, environment, climate change, and social justice”. Green marketing strongly supports the second goal among the SDGs, which indicates “achieving food security & improving nutrition and promoting sustainable agriculture”. Bangladesh was a relatively late adopter of the Green Revolution for political reasons [10]. Bangladesh's government is trying to achieve the SDGs before 2030. Therefore, environmental marketing is one part of achieving SDGs, such as ensuring sustainable food production, attaining food security, and improving nutrition. In the least developed countries (LDCs) and new developing countries such as Bangladesh, green evaluation is an emerging issue as it ensures better products or food quality, especially for health and the environment.

Nevertheless, in the last decade, the GDP growth rate in Bangladesh increased from 5.05 in 2009 to 7.86 in 2019. Therefore, the quality of life, income, and expenditure are growing, and the lifestyle is changing day by day. So, people are conscious of the environment and are becoming interested in buying environmentally friendly or green products.

Bangladesh is trying to embrace the green production and organic food farming culture while targeting specific class segments if not in the mass-market [11,12]. It is blessed with a lot of potentials to produce all varieties of organic foods due to the favorable agricultural climate regions. The number of green product producers is not very large in Bangladesh, but the trend is increasing in both sectors. The Bangladesh Organic Products Manufacturers Association (BOPMA) is playing an essential role in strengthening the growth of organic trade nationally and internationally. Bangladeshi organic producers produce foods, including vegetables, fruits, dairy, dried vegetables, fruit juices, fishes, etc. In addition, many industries in Bangladesh, especially the textile industry, leather industry, agriculture industry, food manufacturing industry, plastics industry, cosmetics industry, etc., are producing green products to meet the needs of specific customer groups. Companies are adding green products to their product lines progressively. During the past few decades, environmental awareness of consumers has increased, and they demand so-called “green” or “environment-friendly” products or services [13].

Younger consumers show more interest in buying green products, but older consumers are the main buyers [14]. Family eating habits are changing dramatically as new parents tend to buy more organic food and products for their children [15]. Regular consumers of organic food in Bangladesh are upper class and educated people who follow green consumption practices [16]. Therefore, the production of green products and green consumption habits is increasing day by day, especially in city areas. To realize the antecedents of consumers' green-purchase intentions [17], it is essential for marketers, academicians, and researchers because it supports appropriate developing strategies for green products. Previously, several marketing scholars addressed consumer purchase intention on green products in the developed countries, e.g., Europe, USA, Australia, Canada [18–30]. Still, there is an absence of empirical research in fast-growing developing countries such as Bangladesh. Yet, Bangladesh is in the early stages of research on environmental issues, green products, and green purchasing decisions compared to other developing countries [18–30]. Few studies (Hossain and Khan, 2018; Adrita, 2020) have examined the marketing mix in developing Bangladesh linked to consumer attitudes towards

green marketing. There has been no study on green purchasing decisions applying the Theory of Planned Behavior (TPB) in Bangladesh [30,31].

This study focuses on well-educated young people in Bangladesh because the views and attitudes of young people had primarily been ignored since the beginning of the environmental movement [32]. According to UNFPA, 30 percent (47.6 million) of the total population in Bangladesh are young (10–24 years) [33]. Moreover, the World Bank collection of development indicators stated that about 1.2167% of Bangladesh's population is comprised of graduates [34]. It is crucial to understand the attitude of young, educated people towards environmental behavior and green purchasing decisions due to the fact they are the future customers, representatives of society, and have a more pressing concern for social and natural problems [35]. Hence, the current research tries to investigate the young, educated consumers' purchase decisions of a green product in a newly developing country, Bangladesh. In addition, it examines the emerging factors affecting consumers' purchase decisions on environmentally friendly products and compares the relationship with the proposed variables.

The main notable contributions of this current study are to explore green marketing with previous studies and fill a research gap regarding green purchase decisions through applying the Theory of Planned Behavior (TPB) with adding additional constructs, such as environmental concerns, green perceived quality, and future green estimates as a theoretical framework. The present study is the first empirical survey that explains to consumers a comprehensive view of their green purchasing decisions about green products in Bangladesh focusing on the young and educated generation. This segment of the population will formulate the future strategy on a national and business level as well, so their knowledge, belief, attitude, and purchasing behavior toward green products are the key to sustainable development. Our empirical research was started by exploring the factors affecting consumer behavior toward greening production and consumption and determining their effect size using the Likert scale. Our research serves to fulfill this information gap by constructing a model including the explored factors influencing young consumer behavior and test the significance of that using partial least square-based structural equation modeling (PLS-SEM).

However, this research answers the following questions: what are the main factors of green marketing that are affecting the young consumers' purchase decision of a green product in a newly developing country? What is the current market situation of green products in Bangladesh? What are the relationships among the variables of the proposed model for a green purchase decision?

Hence, understanding the youth's attitude and behavioral intention towards green purchases would support marketers and producers to be more concerned about consumer's needs or demands, thus providing a better, safer, and healthier product. Nevertheless, both policymakers and business leaders need to know and deeper understand the factors affecting the sensitivity and behavior of the young generation.

The key practical implication of this research is to implement environmental marketing strategy, marketing mix, and marketing tools based on the green purchase decision of young consumers. Moreover, the company, marketer, and policymaker can redesign the marketing tools such as green branding, green advertising, and eco-labels based on the knowledge of the young consumers and the results of our research. The results of our research presented in this paper are expected to give more new insights to the strategy managers and marketing managers to frame new marketing strategies and tools to improve profitability in the green market, formulating strategies for maximizing sustainable value creation and increasing the number of environmentally aware young consumers, the young and educated consumers can be used as influencers or brand ambassadors of new green products and the behavior toward them. The results can also provide ideas for policymakers to frame better legal directives to promote green technology initiatives and educational programs, helping to change the minds and behavior of the young generation as business leaders and consumers towards the protection of the environment.

This current study, firstly, focuses on a literature review, differentiating the present research from past studies. Secondly, the methodology and data analysis techniques discussed consist of a descriptive

analysis of green marketing and hypothesis testing with a model fit. Finally, a summary of the results, the conclusion, the recommendations, future research of environmental marketing, and green products are discussed.

2. Literature Review and Hypothesis Development

2.1. Why Green Marketing?

Green marketing is a combination of ecological marketing and environmental marketing. It started its journey in the late 1980s and early 1990s. The American Marketing Association (AMA) in 1975 stated that “marketing of products that are assumed to be environmentally safe and friendly is called green marketing”. In general, there is no universal definition of green marketing (also similarly termed as environmental marketing, eco-marketing, social marketing, organic marketing, and sustainability marketing), but ecological awareness is a common component of the definitions [2,36] where business organizations are committed to promoting, designing, distributing, and pricing products that do not negatively impact the environment [37]. In the recent past, many authors defined green marketing [3,9,38–44]. “Green marketing also ties closely with issues of industrial ecology and environmental sustainability, such as extended producer liability, life-cycle analysis, material use, resource flows and eco-efficiency” [39] (p. 285). The key goal of green marketing is to present the importance of protecting the environment to consumers while consuming the product [45]. In addition, green marketing generates environmental advantages through consumer awareness [46].

Preliminary studied by renowned marketing scholars identified the benefits of green marketing, e.g., offers some eco-advantages, brings competitive advantages of positive environmental impact, raises awareness on environmental social issues, ensures the sustainable long-term growth with profitable, ensures energy use, efficiency or recyclability and promotes corporate social responsibility (CSR) [3,45,47–49]. Green marketing also supports countries to achieve sustainable development (SDGs) goals and indicators, especially for LDCs countries. Most of the people in Bangladesh suffer from malnutrition due to a lack of quality food. Green marketing can provide some solutions to this malnutrition by providing green foods.

2.2. Green Consumer

The green consumer is a vital emerging force behind green marketing and strategy [4,50]. Green consumers consume the products willingly, or actively seek out those are not harmful to the environment and satisfy consumers’ needs [5,38]. A green customer always avoids products that can harm a living organism, involves immoral experiments in animal or human affairs, and consumes a lot of renewable energy. Likewise, green consumerism is linked with green consumption, which involves consuming in an environmentally friendly and sustainable way. In developed countries, consumers are changing their behavior and start to adopt green use to diminish the negative effect of consumption practices on the environment [2]. Thus, green consumption could help to improve environmental sustainability [51].

2.3. Green Product and Green Food

The green product is made in a way that has no side effects on nature. Many marketing scholars have attempted to define green products. The terms green products and environmental products refer to products which are used naturally, and which are made from non-toxic, recycled materials, or with less packaging/eco-packaging [52–57]. Moreover, Peattie defined a product as ‘green’ “when its environmental and societal performance, in production, use, and disposal, is significantly improved and improving in comparison to conventional or competitive product offerings” [58] (p. 181). Green products are regularly considered healthier and safer than other regular products [59–61], and they reduce the utilization of natural assets and the negative impact on the product’s life-cycle [62,63].

Repair, recondition, re-manufacture, reuse, recycle, and reduce are developing processes of green products [39,64].

Meanwhile, Teng et al. argued that several green foods are not organic foods, and green foods consist of two categories, including the use of a specific range of chemicals and organic foods [65]. Thus, the first category lays a good foundation for developing the second group. “Green food encompasses natural food items which are free from artificial chemicals such as fertilizers, herbicides, pesticides, antibiotics, and genetically modified organisms” [66] (p. 158). Green food is generally considered as superior to food products [56], and is better for health and the environment than general products.

2.4. Environmental Concern

According to Bickart and Ruth, “environmental concern can be defining consumers’ appearance of problems about the importance of the environment for the benefits in the welfare of the nation [67]”. Customers who are worried about environmental issues are positive about green products and highly motivated to buy eco-friendly products to maintain a good healthy lifestyle [68–70]. Earlier scholars found in their study that environmental concern affects the consumer’s purchasing decision process, especially for green products [17,23,61,71,72]. At present, young, educated consumers are anxious about the environment. They are highly emotional or sensitive to the level of investment needed to protect the situation, with a strong affection for their country.

Nevertheless, Xu et al. claimed that environmental consciousness could not have any significant direct impact on purchase intention. Still, it can have an indirect effect on the purpose of purchase through perceived behavioral control [28]. Likewise, people’s mental states regarding purchasing green products affect their green investment [23]. Similarly, prior researchers observed that environmental concerns had a significant correlation with ecological purchase behavior and environmental–social benefits (attitudes) that have a positive impact on their green purchasing behavior [73,74]. Therefore, we assume the following hypothesis:

Hypothesis 1 (H1). *Environmental concern has a significant positive influence on the green purchase decision in young, educated consumers.*

2.5. Green Perceived Benefit

Perceived benefits are beliefs about the positive results related to behaviors in response to perceived risk and include six characteristics: monetary economy, convenience, value, quality, expression, and entertainment [75]. Previous research highlighted that the perceived benefits correlate with sustainable building design. In particular, the benefits of economic and environmental aspects appear to be the most influential [76]. Consumers’ perceived benefits of green products will lead to a positive attitude towards purchase intent and higher satisfaction, but without adding benefits will have a negative relationship with greenwashing [2]. Perceived benefits mean that customers would like to obtain accurate and useful quality products by reducing uncertainty. Consumers always think that if they get several perceived benefits from a green product, then they will be influenced to purchase those products. Similarly, green foods have perceived benefits such as being good for health, good for the environment, pleasant to taste and preventing diseases [77,78]. Thus, the following hypothesis is proposed:

Hypothesis 2 (H2). *Green perceived benefit has a positive influence on the green purchasing decision in young, educated consumers.*

2.6. Green Perceived Quality

According to Zeithaml, perceived quality describes consumer judgment about the overall superiority of a product compared to an alternative [79]. It is a significant factor that influences

consumers in making buying decisions [79–82], and measures customer satisfaction [83,84]. In addition, the green perceived quality was referred to as ‘the consumers’ decision about the overall environmental excellence of the brand’ [85]. Most of the customers believed that green products have reliable quality, standards of quality, and value for money [86]. Perceived quality has a positive effect on behavior intention [82]. This empirical study specifies that the consumer green perceived quality (GPQ) has a positive influence on consumers’ green purchase decision and puts forward the following hypothesis:

Hypothesis 3 (H3). *Green perceived quality has positively influence on the green purchase decision in young, educated consumers.*

2.7. Green Awareness of Price

Many researchers highlighted that price is the most vital factor that influences consumers’ purchase decisions while purchasing any product or service. The pricing of green products is a crucial issue for the company. Companies’ management faces the pricing issue of their products with an appropriate choice of reasons related to procurement and marketing. Selling price, corporate social responsibility (CSR), and carbon emissions index are the key price competition between green and non-green producers [5].

Green pricing means “Pricing for green products that offset consumers’ sensitivity to price against their interest in paying more for the environmental performance of the products” [87]. Previous studies acknowledged that price is a strategic barrier deterring consumers from purchasing green products [88–90]. The price-conscious consumer does not agree to pay a premium price for green products; thus, it has a negative correlation between price awareness and attitudes toward purchasing green products or green foods [91]. Nevertheless, Essoussi and Linton argued that consumers are interested in paying premium prices for green products [92]. Indeed, the combination of perceived benefits and product types is affecting the interest of paying extra. In general, organic food price is higher than conventional food [5], whereby organic foods are 16–50% more costly than traditional foods [91]. Even though the positive attitude towards organic foods is increasing in developing countries, the high price and lack of rules and regulations play a vital role in pursuing it further [93]. According to the previous literature review, we hypothesize the following:

Hypothesis 4 (H4). *Young, educated consumers’ green awareness of the price of green products has positively impact on green purchase decisions.*

2.8. Green Willingness to Purchase

Green willingness to purchase depends on consumers’ positive and negative perceived value. Consumers with a positive perceived value of organic products are highly interested in buying a natural product [91]. When consumers feel negative value, they are less interested in purchasing a natural product. The price of green products is higher than traditional products. Earlier research indicated that consumers are willing to pay for products by judgments variety criteria including being eco-friendly [57], food quality and safety [94], and health [95]. Positive attitudes for green products concern the interest in paying extra for green products or services [96]. Green willingness to purchase is an essential variable for measuring customers’ current and future purchase decisions on green or environmentally friendly products. It also helps to estimate consumer green demand. Thus, we predict the following hypothesis:

Hypothesis 5 (H5). *Young, educated consumers’ green willingness to purchase influences on the green purchase decisions.*

2.9. Green Future Estimation

Future estimation depends on consumers' present demand for products or services. If consumers have a positive response in the current market, it will increase in the future. If green products are environmentally friendly and suitable for their health, consumers want to get all green foods or products. Green marketing is viral in a more developed and high-income country. So, green marketing will be effective for a lower and middle-income country. Consumers of underdeveloped and developing countries are also interested in purchasing green products, and the popularity of green marketing is increasing among the young generation day by day. Consumers who already have good experience in eco-friendly products with satisfactory levels are eager to repeat purchases of green products. Thus, it predicts the following hypothesis:

Hypothesis 6 (H6). *Green future estimation of a product has a significant positive influence on green purchase decisions in young, educated consumers.*

2.10. Green Purchase Decision

Previous research linked consumers' green food consumption and behavioral attitudes such as health awareness, the trust of organic food demand, environmental consciousness, and the appeal of natural food attributes [28,97,98]. The Theory of Planned Behavior (TPB) was established by Ajzen, who recommended: "a person who has a positive attitude towards a particular behavior has a greater intention to involve in this behavior [99]". The green purchase decisions are described as purchasing green products, supporting green companies, approving sustainable consumption practices [100,101], and spending extra for green products [92]. Two aspects mainly affect green consumers' purchasing decisions. One is intrinsic to the consumer, e.g., environmental responsibilities, self-interest, gaining knowledge and willingness to resource conservation, and reducing the environmental impact. In addition, another extrinsic factor relates to the social image of consumers and product attributes (e.g., products' pricing, quality performance, safety, and promotion). Prior researchers explored some factors of green purchase intentions [23,29,56,72,102], such as attitude [103], purchase intention, problems, responsibility, human-oriented, affectionate, cognitive responses and collectivism, which are focused on promoting green purchase behavior. In developing countries, perceived deterioration is a reliable prediction for consumer green purchase decisions [98].

According to the theory of consumption value, green products have a significant social value that can reach green purchasing behavior. Paying extra to buy green products is currently hindering green purchase decisions. Moreover, earlier research professed that organic food is natural, nutritious, good for health, and eco-friendly. The positive attitude of the consumer towards organic food is an additional aspect to demonstrate positive purchase intentions and behavior [56,104].

Similarly, green purchase intentions, green products, organic food, and green purchase behaviors in previous research have not been studied in the context of Bangladesh. The consumers of Bangladesh reacted very positively towards green marketing [77]. Young, educated consumers are mostly like to purchase green products in developing countries [105]. Even the young generation of Bangladesh can take play a suitable role in affecting climate change and protecting the environment by adapting green purchase decisions. The people of Bangladesh are exceedingly sensitive to purchase products—for example, consumers' loyalty about green products, quality of products, environmental safety, and global warming, luxury alarm about the high price, and environmental awareness. Table 1 illustrates the previous ten years' research variables of consumers' behavior towards organic foods and green products.

Table 1. Previous ten years' research on essential variables of green marketing or green foods/products (2009–2020).

Authors (Year)	Context (Country) and Major Paper Titles	Variables
Xu et al. [28]	(China) purpose of purchasing authentic green furniture	environmental consciousness, subjective norm, perceived behavior control, physical health concern, purchase intention, experience, and attitude
Feil et al. [102]	(Brazil) consumer behavior toward organic food	socio-economic and demography, motivation, perception, attitude
Tong et al. [29]	(China) environmental knowledge in making green food choices	respondent characteristic, purchase intention, willingness to pay
Cheung and To [23]	(China) consumers' green purchasing behavior	attitude green products information, environmental consciousness, green (product quality and purchase behavior)
Qi and Ploeger [56]	(China) consumers' intentions towards purchasing green food	attitude perceived behavioral control, face consciousness, confidence, purchase intention
Bashir et al. [72]	(Pakistan) consumer behaviors in the green hotel	personal norms, behavioral intention, environmental consciousness, green consumer behavior
Sobhanifard [106]	(Iran) the consumption of organic foods	perceived naturalness, trust, sanitarians, and marketing
Nguyen et al. [107]	(Vietnam) green emerging market	attitudes, knowledge, norms, rational, moral, self-identity and perceived barriers, emotional and self-identity
Wang [108]	(Taiwan) purchase behavior towards green brands	green perceived value, quality, risk, information costs, and purchase intentions
Bong Ko and Jin [22]	(the USA and China) purchase intention toward green apparel products	environmental knowledge, subjective norm
Anisimova [21]	(Australia) multiple factors influencing consumer behavior towards organic foods	trust, healthism, hedonism, experiences, and purchase intentions
Ghosh et al. [90]	(India: Kolkata) modelling and promoting organic food	prior, healthy, availability, eco-friendliness, certification, and brand
Lee [20]	(USA) determinant factors of organic foods	health and environmental, price consciousness, children's age, number of children, and convenience of purchase
Joshi and Rahman [35]	(India) young consumer's green purchase behavior	social influence, environmental knowledge, recycling, ecolabelling, environmental messages, and green purchase

Table 1. Cont.

Authors (Year)	Context (Country) and Major Paper Titles	Variables
Bossie et al. [109]	(Brazil) adoption of eco-innovations and go green	internal variables (environmental capability, managerial concern, and human resources) and external variables (regulatory and normative pressures, cooperation and government support)
Misra and Singh [110]	(India) factors affecting the growth of organic food	impeding factors, safety and health, trust and certification, information and availability, and lifestyle
Uddin and Khan [111]	(India) exploring green purchasing behavior	environmental attitude, involvement, consciousness, perceived effectiveness, and green purchase behavior
Teng and Wang [97]	(Taiwan) factors driving organic food consumption	subjective norm, revealed information, perceived knowledge, trust, attitude, and purchase intention
Cheung et al. [112]	(Hong Kong) factors affecting the organic food	environmental concern, organic food knowledge, health consciousness
Khare [113]	(India) green buying behavior	previous environmental attitudes, personal and social-environmental norms, self-identity, and buying behavior
Kumar and Ghodeswar [114]	(India) consumers' green product purchase	environmental protection and responsibility, experience, environment friendliness, social appeal, and green product purchase decisions
Dewald et al. [99]	(USA) attitudes towards "green" restaurants	willing to pay
Anisimova and Sultan [19]	(Sweden) brand communications in organic foods	organic knowledge, consumer trust, and brand communications
Lim et al. [91]	(Malaysia) perceived value and willingness to purchase organic food	perceived value and desire to purchase
Wang [115]	(Taiwan) factors on green purchasing intentions	external control and collectivism, subjective norms, environmental visibility, and green purchasing intentions
Henryks et al. [88]	(Australia) Organic food purchase	availability, habit, visual and olfactory cues, false assumptions, price, and visibility and access to organic food

Table 1. Cont.

Authors (Year)	Context (Country) and Major Paper Titles	Variables
Tang et al. [116]	(China) purchase intent towards green products	environmental concern, consumer attitude, belief, value perception, government policy, and consumer purchase intention
Chen and Lobo [117]	(China) determinants of organic products purchase intentions	product, regulatory, lifestyles, beliefs and attitude, ethnocentrism, post-purchase evaluation, purchase intention
Chen and Chang [83]	(Taiwan) green electronic products	green satisfaction, perceived quality, risk, and trust
Chen and Chang [118]	(Taiwan) green purchase intentions	green trust, perceived value, risk, and purchase intentions
Suh, Eves, and Lumbers [119]	(South Korea) understanding of organic food	trust, attitudes, and experience with organic food
Akehurst et al. [18]	(Portugal) examining green purchase behavior	ecologically conscious, behavior, socio-demographic measures, psychographic measures, green purchase intention, green purchase behavior
Quah and Tan [120]	(Malaysia) purchasing decisions of organic food products	socio-demographical and attitudinal factors, food-safety, availability, price, and health-supplement expenditures

2.11. Theory of Planned Behavior (TPB) and Research Model

The concept of the Theory of Planned Behavior (TPB) was developed by Icek Ajzen to expand the predictive power of the Theory of Reasoned Action (TRA) [121,122]. TPB has been demonstrated to give an excellent scheme for conceptualizing, estimating, and identifying determinants that influence behavioral intention and to provide a systematic strategy to information campaign establishment [123]. There are three variables in TPB theory, including (1) attitude, (2) subjective norms, and (3) perceived behavioral control, which are cooperative, leading to the development of a person's behavioral intention [99]. TPB effectively implemented a wide range of customer intentions and behaviors [17,82,124]. Scholars have applied TPB in anticipating food and product choice. For instance, researchers used TPB to predict consumers' intention to purchase green food or organic food [24,56,101,124–126] and green products [24,28,29]. Attitude is the total evaluation of the consumer involvement response in green marketing strategy for Bangladesh. Therefore, to better understand the clarification of young educated consumer's intentions to buy green products, this study attempts to extend TPB by adding other separate variables (environmental concern, green perceived benefits, green perceived quality, awareness of price, green willingness to purchase, and green future estimate) to get proper outcomes in the context of a developing country, Bangladesh. TPB provided an alternative model that gave the customer a deeper understanding of the intention of purchasing green products. Thus, the conceptual model proposes that attitudinal factors (environment concern, which connected to the attitude of TPB), green perceived benefits, green perceived quality, awareness of price, and green willingness to purchase can predict the intention behaviors of the purchase of green products. However, in this current study, we do not consider the subjective norms in the context of Bangladesh because the usefulness of subjective norms in clarifying consumer food preferences is still disputed by researchers; several studies, therefore, did not consider the subjective norms of investigation [56,127]. Nevertheless, we studied the previous ten years' (2009–2019) research variables of environmental marketing or green marketing and green products (see Table 1); therefore, we propose a conceptual research framework for lower and middle-income countries, especially for Bangladesh. Figure 1 exhibits the conceptual model which can help to measure the current young, educated consumer's purchasing decision on green products and future evaluation of green or environmental marketing concepts.



Figure 1. Proposed conceptual model of the green purchase decision.

3. Methodology

This study tried to investigate the young, educated consumers' purchase decisions on green products and the current condition of green marketing in Bangladesh. The analysis was multi-layered, and both quantitative and qualitative data were adopted to understand the overall consumers' situation, and personal experiences were used to better understand the primary data and assessment of the research outcome. Figure 2 exhibits the flow chart of the research methodology.

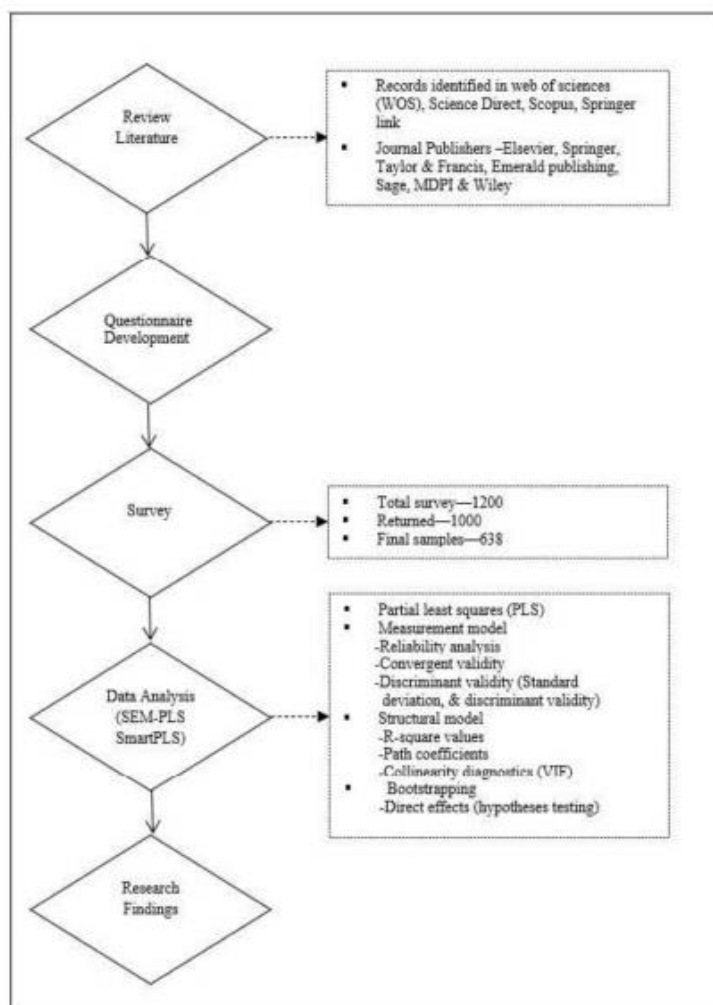


Figure 2. The flow chart of research methodology (source: authors' illustration).

3.1. Participants and Procedure

To accomplish this study, a mixture of primary and secondary data was used. Convenience sampling was adopted, and a total of 1200 self-administrated questionnaires were distributed directly to young educated consumers. Respondents were current students and those employed in various organizations in Bangladesh, such as universities, banks, hospitals, hotels, and manufacturing firms. Young, educated customers were chosen because they are the key to bringing about the desired change in green product purchases.

Here, we targeted those young consumers who had previous experience purchasing green products or eco-friendly products, e.g., natural soap, recycled toilet paper, reusable shopping polybag/plastic or bottles, rechargeable batteries, LED lights, solar panels, energy efficiency products, or energy-saving TVs, refrigerators, laundry, and daily organic vegetables or food at least once a month at grocery stores and local market. There was no mass consumer group; that is why we asked the questions in general. This research was a pilot project for a newly developing country Bangladesh.

After the responses had been screened, a whole of 1000 respondents returned the filled out questionnaires as samples for analysis among the 1200. We asked the respondents about the survey. Did they have previous experience in purchasing green products? If yes, then they could access further questions. We considered only those young respondents who had experience in buying green products. Two hundred (200) respondents filled out the questionnaires and did not have experience in purchasing green products.

Due to respondent's lack of ability, unconsciousness, and disproportionate missing values, 162 questionnaires were excluded. Therefore, finally, 638 samples were obtained for this research. This sample size is considered to apply for analysis, as indicated by earlier studies [128]. Moreover, Kline and Hair et al. mentioned that the size of the sample should be, as a minimum, ten times the indicators [129,130]. Here, 21 indicators were considered; thus, a minimum sample size of 210 was required. So, finally, 638 samples were obtained for data analysis, where the response rate was 74%. Descriptive analysis was carried out to obtain figures about the socio-demographic profile of respondents, and Table 2 exhibits that 62.4% ($n = 398$) were male and 37.6% ($n = 240$) were female. In Bangladesh, men usually used to go shopping more than women. Society does not prefer women to go shopping, but this social system is changing with women's empowerment and development. To illustrate the reality of this study, the behavior of male customers purchasing green products is much higher than the number of females

Table 2. The socio-demographic profile of respondents.

Variables	Frequency	Percent
Gender		
Male	398	62.4
Female	240	37.6
Age		
15–20 years	102	16.0
20–25 years	170	26.6
25–30 years	204	32.0
30–35 years	162	25.4
Level of Education		
Higher secondary	78	12.2
Undergraduate	50	7.8
Graduate	152	23.8
Master/Postgraduate	304	47.6
PhD/Others	54	8.5
Average Monthly Income		
0–120 USD	200	31.3
120–240 USD	98	15.4
240–260 USD	116	18.2
>480 USD	224	35.1
Total (Respondents)	638	100

Sixteen percent of the respondents were less than 20 years of age ($n = 102$), 26.0 percent were 20–25 years old ($n = 170$), 32.0 percent were 25–30 years old ($n = 204$), and 26 percent were 30–35 years old ($n = 162$). Here, all respondents were well educated, with 47.6 ($n = 304$) percent of respondents having a Masters degree, 23.8 percent being graduates, 12.2 (=78) percent having higher secondary education, and the rest of them being undergraduates and others/Ph.D. Young people with an educational degree (graduates) in Bangladesh are more likely to buy green products because they are more aware of the environment and green products.

The random sampling technique was applied to select respondents from Bangladesh over two months, from November to December 2019.

3.2. Questionnaire Development and Instrument

The questionnaire was conducted in Bangla and then transcribed verbatim and translated into English. The questionnaire was considered in three subdivisions. The first identified respondents' specific demographic criteria (age, gender, education, and income) to obtain a real understanding of the research results. The second section included three questions for evaluating the previous consumer awareness of green marketing and experience of purchasing green products with mention of green products; we selected those young respondents who had experience purchasing green or environmentally friendly products. The final section covered 25 measurement questions. The questionnaire formulated the questions on six constructs of independent variables, which are environmental concern (EC), green perceived benefits (GPB), green perceived quality (GPQ), green awareness of price (GAP), and green willingness to purchase (GWP), green future estimation (GFE) and one dependent variable is green purchase decision (GPD) through a literature survey and focus group discussion (see Tables 2 and A1 in the Appendix A for the questionnaire constructs). Before administering the study, a pilot test was performed among 30 respondents through an online survey, using the social media platform Facebook to pre-test the content and readability. A few changes were made to the final questionnaire to make it more understandable from the respondent's point of view, considering the recommendations of the pilot study.

After constructing the reliability and validity test, we excluded four items (GPB3, GPQ2, GAP1, and GWP1) in which the value of the external loading was lower than 0.7. Consequently, 21 measurement items were taken for the final analysis. To ensure the reliability, the constructs for independent variables of environmental concern [100,131–133], green perceived benefit and green perceived quality [77], green awareness of price [134] and dependable variable green purchase decision, were adapted from [113,135–137] previous similar studies to fit into the framework of the research. The other two variables, green willingness to purchase and green future evaluation, were adapted from the focused group discussion (FGD), and a 5-point Likert scale was applied for designing measurement-related questions for both independent variables and dependent variable (1 = strongly disagree to 5 = strongly agree). However, two issues used a dichotomous item. There are only two response options in a dichotomous question: yes or no, and so on [138].

3.3. Statistical Technique

The partial least square-structural equation modelling (PLS-SEM) model was used for data analysis, and it is a variance-based path modelling method for analyzing the structural equation modeling, hypothesis testing, and measurement model by using Smart-PLS 3.2.0 version [139]. Moreover, IBM SPSS 20.0 (version 20.0, IBM Corp., Armonk, NY, USA) versions used for data input and frequency distribution for the demography profile. A recent development in the PLS-SEM is called the fully-fledged SEM method [140,141]. This covariance-based method, compared to multivariate data analysis SEM, is more flexible usually when working with distributed data, and the proposed method reaches higher statistical power with the smaller sample size [142]. Research statistics do not always use multivariate normal distribution because it is less complex to sample measurement than different methods such as AMOS and LISREL [143]. Despite this, "SEM overcomes the barriers of bivariate analyses through the simultaneous analysis of all the complex relationships between the constructs [144] (p. 147)".

Moreover, "SEM is most applicable when there are multiple constructs in the research, each representing the use of some measurable variables and allowing estimating all relationships simultaneously" [128] (p. 641). A bootstrapping of 300 sub-samples applied for analysis assumptions. Moreover, statistical experts noted that there are enormous advantages of PLS-SEM as a nonparametric; such as the fact that normally distributed data are not required, the small sample size is applicable, and type II errors can reduce with efficiently managing formative measurements [142,143,145,146]. Moreover, PLS-SEM supports analyzing a structural model including multiple items and direct and

indirect paths, defining the predictor variant. Regarding the objectives of this study, PLS-SEM is most suitable for explaining how underlying key drivers predict purchase intention [147].

3.4. Partial Least Squares

"The PLS was performed, which uses quantitative and structural models, namely the two stages of analysis because this approach has been supported to be effective for theoretical model structures with high complexity but low theoretical data" [148] (p. 270).

The main important reasons for applying PLS-SEM applications are to use low sample sizes, non-normal data, and structural indicators, and examine more complex model structures or variations, for example, heterogeneity [130].

3.5. Measurement Model

In the measurement model, the latent constructs' inconsistency and validity, e.g., internal consistency reliability, discriminant validity, and measurement of the convergent construction validity, were observed in this stage.

3.6. Reliability Analysis

The study calculated the reliability, which was measured via Cronbach's coefficient alpha and composite reliability for testing the internal consistency of the constructs. There was no problem with the reliability of all constructs that exceeded the Cronbach's alpha values of 0.700 [149,150]. Cronbach's alpha is widely applied in the social sciences and business areas, providing a conservative result, and as a result, researchers have recommended composite reliability as an alternative measure [108]. Table 3 illustrates that the calculated values of the Cronbach alpha values for all constructs exceeded the threshold value of 0.700, except for GPQ 0.605, which means that data are good and reliable. Composite reliability is between 0.791 and 0.918, all of which exceed the boundary of 0.70 [130], indicating strong reliability between processes. Cronbach's alpha value of the GPQ construct is 0.650, which is lower than 0.70, but composite reliability is 0.791. A satisfactory, reliable value would be between 0.60 and 0.95 [151,152]. Thus, the survey instrument is consistent with measuring all construction and random errors regularly.

3.7. Convergent Validity

Convergent validity was measured by composite reliability, standardized factor loadings, and average variance extracted (AVE). In this study, the standardized loadings of all measurement items were revealed by a bootstrapping analysis of 300 subsamples. In Table 3, the convergent validity was accomplished with factor item loadings exceeding 0.60, composite reliability exceeding 0.70, and AVE above 0.50 [130]. All were significant ($p < 0.001$) with strong confirmation of convergent validity and the items of measurement loaded well upon their constructs. Fornell and Larcker mentioned that the minimum cut-off value of 0.50 is for a reliable construct [153]. Before that, four items were removed for failing to meet these loading standard criteria, which is lower than 0.50, these being: an item of green perceived benefit (GPB3: "green product prevent diseases and increase immunity" with loading 0.652), green perceived quality (GPQ2: "green products have consistent quality concerning the environmental concern" with loading 0.565), green awareness of price (GAP1: "the green product is expensive" with loading 0.063) and green purchase willingness (GPW2: "I am willing to purchase green products if these provide better quality products than traditional or regular products with loading 0.618"). According to Fornell and Larcker, the convergent validity used to be additionally reached when the AVE values of each item in the model was determined to be greater than 0.50 [153].

Table 3. The measurement model (reliability, validity, and variance inflation factor (VIF)) analysis.

Determinants	Items	Loading	Cronach's Alpha	rho_A	Composite Reliability ^a	(AVE) ^b	VIF (Variance Inflation Factor)	Adapted from Authors
Environmental Concerns								
I am a strong believer in the preservation of nature and wildlife	EC1	0.905	0.880	0.885	0.918	0.736	2.033	Mishal et al., Sharma and Banas, Schlegelmilch et al., Wimmer [100,112–115]
I am pleased to purchase green products	EC2	0.811					1.879	
I consider the potential environmental impact of my purchase when making many of my decisions	EC3	0.822					1.987	
I would describe myself as an environmentally responsible person	EC4	0.892					2.760	
Green Perceived Benefits								
I think green products are good for health.	GPB1	0.873	0.730	0.736	0.881	0.787	1.493	Islam and Zabin [77]
Green products have well to test and flavor	GPB2	0.901					1.493	
Green Perceived Quality								
Green products have an acceptable standard of quality.	GPQ1	0.708	0.605	0.611	0.791	0.559	1.122	Islam and Zabin [77]
The green products appear to be durable	GPQ2	0.718					1.294	
The green products appear to be reliable	GPQ3	0.813					1.364	
Green Awareness of Price								
I would choose environmentally friendly goods and services, campaigns or companies if the price were the same	GAP1	0.924	0.811	0.815	0.913	0.841	1.868	Suki [134] and focus group discussion
If the price of green products is less expensive, I'm willing to change my lifestyle by purchasing Green products	GAP2	0.910					1.868	

Table 3. Cont.

Determinants	Items	Loading	Cronach's Alpha	rho_A	Composite Reliability ^a	(AVE) ^b	VIF (Variance Inflation Factor)	Adapted from Authors
Green Willingness to Purchase								
I am interested to purchase a green product if these will be available in Bangladesh	GWPF1	0.891	0.738	0.738	0.884	0.792	1.518	Focus group discussion
I'm willing to pay more for environmentally friendly products	GWPF2	0.889					1.518	
Green Future Estimation								
I think that green marketing will be an excellent idea for our country	GFE1	0.712	0.776	0.792	0.855	0.596	1.500	Focus group discussion
I think that green product will be popular in our country	GFE2	0.786					1.690	
I think green marketing will be more effective and give a better product than regular marketing	GFE3	0.780					1.648	
I think a consumer will accept the green products in the future	GFE4	0.806					1.548	
Green Purchasing Decision								
I prefer to buy environmentally friendly products than non-green products	GPD1	0.912	0.869	0.879	0.911	0.721	3.260	Khan, Ha and Janda, Coleman et al., Mostafa [113,135–137]
I would like to increase the purchase/use of green products for me	GPD2	0.836					2.047	
I buy green products even if they are more expensive than the non-green ones.	GPD3	0.763					1.635	
I would recommend the green products to my friends and/or others	GPD4	0.878					2.891	

Note: a—Composite reliability = (square of the summation of the factor loadings)/(square of the summation of the factor loadings) + (square of the summation of the error variances).
b—AVE = (summation of the square of the factor loadings)/(summation of the square of the factor loadings) + (summation of the error variances).

3.8. Discriminant Validity

Campbell and Fiske [154] introduced the concept of discriminant validity, which was indicated as the degree to which latent variables are distinct from each other [152,155]. Discriminant validity is recognized when the square root of the average variance extracted (AVE) for each construct is greater than the correlations of all other constructs [153,156,157]. Table 4 illustrates that discriminant validity has been accomplished considering on-diagonal values (AVE) which are higher than the off-diagonal values (correlations of all other constructs). Green willingness to purchase green products was found to be the strongest correlation with the purchase decision ($r = 0.802$, $p < 0.05$), and conforms to awareness of price ($r = 0.774$, $p < 0.05$), environmental consciousness and green benefit ($r = 0.838$, $p < 0.05$), green future estimation ($r = 0.737$, $p < 0.05$), and finally green perceived quality ($r = 0.641$, $p < 0.05$).

Table 4. Discriminant validity.

Variables	1	2	3	4	5	6	7	VIF
1. Green Awareness of Price	0.917							2.408
2. Environmental concern	0.661	0.858						3.252
3. Green Future Estimation	0.635	0.626	0.772					2.416
4. Green Perceived Quality	0.588	0.589	0.603	0.748				2.085
5. Green Perceived Benefits	0.690	0.773	0.590	0.640	0.887			3.127
6. Green Willingness to Purchase	0.656	0.726	0.721	0.639	0.646	0.890		3.052
7. Green purchasing decision	0.774	0.838	0.737	0.641	0.838	0.802	0.849	

Notes: correlation is significant at the 0.05 level (2-tailed).

The variance inflation factor (VIF) values of this analysis ranged from 2.085 (green perceived quality) to 3.252 (environmental consciousness), which are below the reference value of 5 [142], indicating that the structural model result does not have a negative effect and no multicollinearity among the items or predictor constructs. Therefore, each factor was statistically discrete from the other and explained evidence of satisfactory discriminant validity.

3.9. Structural Model

Generally, the structural model is used to test the research hypothesis, and this is the second step in the PLS analysis. Moreover, PLS uses a method for measuring predictive capability, which is known as the blindfolding method. Based on the blindfolding procedure, an analytical relevance was determined in the model (Stone–Geiger test, Q2) with the interdisciplinary variable cross-validation data redundancy result is 0.589, which is larger than 0 [143]. Moreover, “The R2 value of the endogenous variable was 0.871, which exceeds the recommended minimum value level of 10%” [158]. Notably, 87.1% of the variance in young educated consumers’ green purchasing decisions is described by the independent variables that reflect reliable clarifying power for the model. Rasoolimanesh et al. reported that R-2 values that exceed 20% were considered as high for consumer behavior studies [159]. In this research, a bootstrapping resampling technique was applied via the 95% bias-corrected and bootstrap confidence intervals (BCa) with 500 sub-samples to measure the effect of six exogenous determinates (GPQ, GPB, GAP, GFE, GPW) on the endogenous variable GPD (green product purchasing decision) which was applied to define standard errors estimates, and to investigate the value of path coefficients through *t*-tests [160].

Hair et al. clarified that “the coefficient of the path will be significant if the value is not zero without the confidence interval” [142] (p. 156). Table 5 and Figure 3 demonstrate the outcomes of the path coefficients and *t* values were indicators, as defined in, whereby environment concern (EC) seems to have a positive relationship with a green purchasing decision, which is useful in prospect (bootstrap *t*-value = 5.710, $p < 0.05$). Therefore, Hypothesis H1 is supported. Similarly, the standardized beta coefficients reveal that green perceived benefits (GPB) are found to significantly influence young, educated consumers’ purchasing decisions regarding green products (bootstrap *t*-value = 8.686, $p < 0.05$). So, it is supposed that H2 is supported. The path estimates noted that green awareness of

price (GAP) has a significant and positive relationship with the green purchasing decision (bootstrap t -value = 5.710, $p < 0.05$); as a result, H3 is supported. Nevertheless, young, educated consumer green perceived quality (GPQ) has an insignificant influence on purchase decisions on the green product (CPD) in Bangladesh (t -value = 1.511 $p > 0.05$). So, this acts as evidence to prove that green perceived quality p -value is 0.131, which exceeds the value of 0.05. Thus, H4 is not accepted, signifying the negative correlation between GPQ and GPD. Furthermore, as projected, green willingness to purchase (GWP) has a positive influence and significantly affects young, educated consumers' purchase decision on the green products (CPD) in Bangladesh and revealed a positive result (t -value = 4.717; $p < 0.05$); thus, H5 is accepted. In a similar vein, consumer future estimation of green marketing (GFE) positively influences purchasing decisions on green products in Bangladesh and revealed a significant outcome (t -value = 4.077; $p < 0.05$); thus, H6 is retained.

Table 5. Statistical results of the structural model and coefficient of determination (R^2).

Hypothesized Paths	Mean (M)	Standard Deviation (SD)	Bootstrap t Value	p Values (2-Tailed)	Results
H1 Environmental concern → Green purchase decision	0.243	0.043	5.710	0.000	H1 supported
H2 Green perceived benefit → Green purchase decision	0.328	0.038	8.686	0.000	H2 supported
H3 Green perceived quality → Green purchase decision	−0.040	0.028	1.511	0.131	H3 not supported
H4 Green awareness of price → Green purchase decision	0.170	0.026	6.556	0.000	H4 supported
H5 Green purchase willingness → Green purchase decision	0.219	0.047	4.717	0.000	H5 supported
H6 Green future evaluation → Green purchase decision	0.151	0.036	4.077	0.000	H6 supported
Endogenous latent construct Green Purchase decision (GPD)		Coefficient of determination (R^2) 0.871		Adjusted R 0.869	

Note: for two-tailed tests: statistically significant at $p < 0.05$ (for t -value > 1.960).

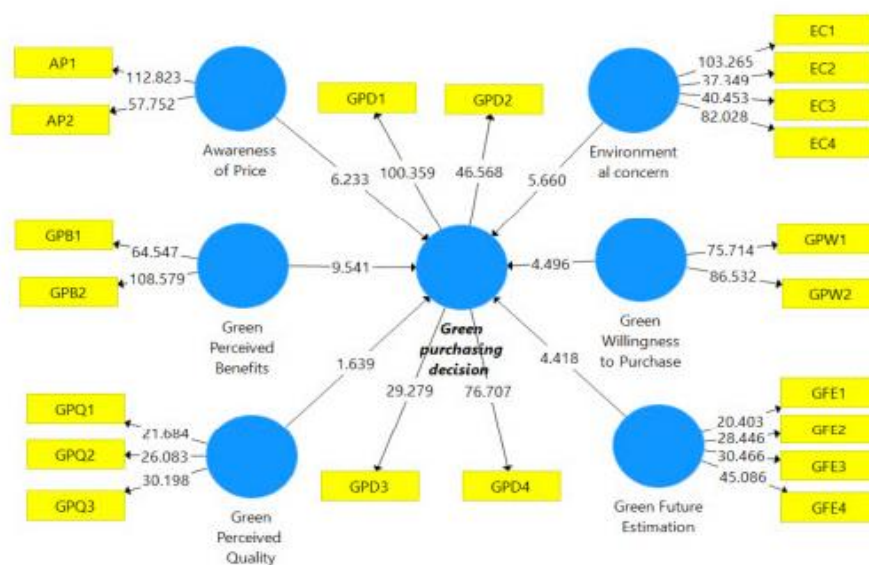


Figure 3. Structural model results, path coefficients (t -values, with the level of significance) and R-square values.

4. Discussions

This study investigates which factors influence young, educated consumers' purchase decisions on green products in a developing nation, and what are the associations among the hypotheses of the proposed model. The empirical result of PLS-SEM indicates that environmental concern (EC) has a strong influence on young, educated consumers' green purchasing decisions in Bangladesh, and therefore, Hypothesis (H1) is supported. These findings support those obtained in the previous foreign survey in developed countries [2,17,20,23,24,28,29,71,72,74]. They also prove that environmental concern (EC) has a positive impact on ecological purchasing decisions on green foods [72,112]. The results imply that young consumers who describe them as environmentally responsible and are concerned about wasting the resources of the earth had a positive attitude toward the purchase of green products.

Next, the second hypothesis explored whether green perceived benefits strongly significantly influenced young consumers' purchasing decisions regarding a green product. Thus, H2 is supported, implying that the significant relationship between GPB and GPD has been observable. The result is reliable, in that a positive impact on perceived benefits supports previous research [28,161–163]. However, perceived behavioral controls, such as perceived benefits, could not have an apparent, direct effect on customers' purchasing intention. Still, it is the driving factor that affects consumer purchase attitudes in China [164]. The young generation believes that green products are organic and chemical-free, and green products are suitable for health and prevent diseases and increase immunity. Consumers' green behavior is the cause of repurchasing green or organic products.

This result is obtained by mentioning the standardized beta coefficient of the SEM—young consumer green perceived quality (GPQ) has a significant negative influence on purchase decision on the green product (GPD). Nevertheless, high-quality green products were reported to moderate the relationships between the attitude towards eco-social benefits and green purchase behavior [23]. Thus, H3 is not supported and this indicates a significant negative correlation between GPA and GDP in Bangladesh. This outcome demonstrates that companies do not provide a standard of quality products, and it has inconsistent quality for the environmental concern in Bangladesh. Young consumers in Bangladesh are not satisfied with green product quality because of unethical practices. On the contrary, companies offer an environmental friendly and standard quality of products or services in developed countries. Nevertheless, the perceived quality of green products has been positively associated with purchasing intentions towards the green brand [108], green trust, and green satisfaction [83]. Previous studies hypothesized that there is a negative association between perceived risk and perceived quality [81,82,108,165,166].

Price is an essential factor for developing countries. The PLS-SEM approach revealed that well-educated young consumers' awareness of price on environmental friendly products emerges as the four vital variables, which affect the consumer green purchasing decision and make visible a positive relationship, thus supporting the postulated H4. This result is reliable with past research in developed countries [89,90,167,168] that showed that consumers exposed their willingness to pay a higher premium for eco-labeled green products. The outcomes describe that most of the young consumers are interested in buying green products and agree to change their lifestyle if the price of the product is the same or lower than the regular product. Therefore, they are willing to purchase green products at actual prices.

Furthermore, Hypothesis H5 is supported, implying that consumers' green willingness to purchase (GWP) has a strong positive relationship with purchasing decisions for green products. The reason for this considerable connection is that young, educated consumers in Bangladesh are fascinated with buying eco-friendly products or services if green products are available and provide better quality products than regular products. Moreover, in developing countries, consumers who have awareness about the Earth and environment are highly interested in paying extra for eco-friendly products. In addition, behavioral controls such as willingness to pay have the most significant impact on customer purchasing decisions [28]. The young scholar Lim et al. stated that consumers who have realized a

good value in organic foods are highly motivated to buy organic foods [91]. Finally, the quantitative method found the acceptability of H6, where it has been noted that young, educated consumers' future estimation (GFE) of green marketing has a positive influence on purchasing decisions regarding the green product.

5. Conclusions and Recommendations

Human beings are highly concerned about environmental and health issues. People want to buy environmental friendly products and organic foods. After completing the research, knowing these research outcomes, we can say that Bangladeshi peoples are no exception—the young and educated are interested in buying environmental products, and they support green or environmental marketing. The current research aimed to explore the young, educated consumers' purchase decisions of a green product and the present scenario of green marketing in Bangladesh. Moreover, we investigated the emerging factors which are affecting young consumers' purchase decisions regarding eco-friendly products. This research tried to prove the application of the TPB model, along with including additional variables (environmental concerns, green perceived quality, and future green estimates) for predicting the young, educated consumers' green purchasing decisions in the Bangladesh context. The theoretical framework and PLS-SEM have revealed that EC, GPB, GAP, GWB, and GFE have shown a direct positive significant influence in green purchase decisions. Here, only one predictor, named green perceived quality, showed a direct negative and insignificant impact on consumer purchasing decisions on green products. The results confirm that the proposed extended TPB is a helpful model for understanding the consumers' green purchase decisions.

Bangladeshi consumers suppose that green products are very beneficial for health and the environment, and green products do not have any harmfulness and side effects for health. Although the consumers argued, the prices of green products are higher than conventional products. The outcomes indicate that if the green product is less expensive, then a consumer will strongly agree to buy green products and change their lifestyle. Bangladeshi consumers believed that green marketing would be an excellent idea, and it will be accessible in Bangladesh. Moreover, green marketing is part of the sustainable development goals (SDGs). According to the survey results, 100% of consumers have faith in green marketing, which will be more effective than regular marketing, and 60% of people strongly prefer green products. An average of 40% prefers green products than non-green products. Indeed, purchase intentions do not always correspond to actual purchase. Consumers do not always do what they say. In addition, the research has contributed to filling a research gap of green purchase decisions through applying the TPB in Bangladesh by adding constructs; environmental concerns, green perceived quality, and green future estimates, instead of subjective norms in the original TPB model.

Several significant managerial implications could be used by marketers to make an appropriate marketing strategy for green products. In Bangladesh, most consumers are not concerned about green marketing, but they are aware of eco-friendly products. When they know that green products are also an eco-friendly product, their interest in buying green products increases a lot. Based on these results, the marketer needs to move forward to develop the market for green products. Further, marketers are encouraged to provide consumers with appropriate information on how they can consume nature's eco-friendly products. So, the company and marketer should launch suitable campaigns to promote green marketing. The company and marketer can inform consumers about green products by using green marketing tools such as green branding, green advertising, and ecolabels. Additionally, it is time to apply the effectiveness of green advertising while emphasizing the environmental benefits of the green product, promoting a sustainable lifestyle, improving the green image of the brand, and reducing the characteristic imperfections of green products [169,170]. Most consumers respond positively to green ads (e.g., print and television ads) [171,172] that predict customer purchase intention. Dangelico and Vocalelli remarked that producers and supply need to provide complete, accurate, and easy-to-understand information about a lifelong environment [3]. Ecolabels are also an essential

marketing promotional tool [173] that can improve the sales and brand quality of a product, encourage manufacturers to comprise the environmental impact of their products, and create consumers who are more aware of environmental issues [174].

A study found that 70% of consumers are affected by eco-friendly messages from advertising and product labeling on purchasing decisions [175]. Additionally, eco-branding also aids in the development of the green market and the challenge of transforming the production [3,170,176]. Therefore, marketers should highlight the clear and correct information regarding green products or services with ecolabels that supports encouraging consumers' adoption of green products and increase the knowledge of green products or services.

Farmers and suppliers of our country can produce green food without using the pesticide formalin and mixed chemical food. Different types of shops such as supermarkets can start the trend of selling green products. A company could show its high involvement and support through effective environment-related campaigns, for example, energy conservation for a better sustainable environment to expand consumer awareness of green products. Direct persuasion through the different communication media or tools such as publicity can be used by the government, health, or environment associations to promote eco-friendly products that are free from danger to the environment. Continuous information about eco-friendly products can undoubtedly give positive encouragement to purchase green products to the consumers' minds that encourage changing from conventional food products. There is no doubt that the key to sustainable and green consumption is the consumer itself and conscious consumer behavior. However, the contribution of all economic actors is also essential—sustainable consumption is unimaginable without education or governmental regulations and political measures, especially in such a fast-growing developing country like Bangladesh. The government can create pressure also on the company and marketer to produce green products that will be eco-friendly. In Bangladesh, there is a huge responsibility from the sides of both policy decision-makers and producers in handling the continuously increasing consumption and production and effectively steering them towards sustainability. Currently, consumers are aware of food security and environmental protection. Therefore, improving public consciousness and positive word of mouth and green consumerism will increase green purchasing behavior and green purchasing decisions. This empirical quantitative study would help marketers and producers to understand the consumer's present perception, needs, or demands for safer, better, and healthier production of products. Thus, at the same time, it ensures achieving relevant SDGs and targets, providing reduced pollution, and conserving the environment, which is a dangerous element in all production. To accomplish these targets, farmers, manufacturers, retailers, and government agencies must work together to ensure green production to catch the consumers' attention.

6. Limitations and Further Research

There are certain limitations to this study that should be noted. Firstly, the data collection of the research was only engrossed in the newly developing country in Bangladesh. The result may differ between a developed country and a newly developing country. Secondly, the sample size was smaller, according to the population. So, the researcher should take more sample sizes to justify the research. Thirdly, this research did not select for specific green products. Therefore, buying green products is not the same experience. Thus, certain types of green products should be further classified as research targets to create the right strategy for market segmentation.

Given that consumers have a profound understanding of the worsening environmental issues, thus it might also reflect on consideration to examine the demographic moderating variables, e.g., income, gender, age, or other custom features. We recommend extending the study to other consumer categories, such as Generation X, in the future. In addition, we recommend considering testing the moderating effects of consumer characteristics such as peer influence, self-identifying as a green consumer, self-image, recycling, and cultural facts for future research. Additionally, we suggest a study from developing and developed countries in some parts of the world by using cross-cultural

analysis that can reflect the implications of consumer green purchase decisions, green marketing and sustainability of green markets.

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Abbreviations

EC	Environmental Concern
GPB	Green Perceived Benefits
GAP	Green Awareness of Price
GWP	Green Willingness to Purchase
GFE	Green Future Estimation
GPQ	Green Perceived Quality
GPD	Green Purchasing Decision
TPB	Theory of Planned Behavior
PLS-SEM	Partial Least Squares-Structural Equation Modelling

Appendix A

Table A1. Measuring items for all variables.

Determinants	Items
Environmental Concern	I am a strong believer in the preservation of nature and wildlife
	I am pleased to purchase green products
	I consider the potential environmental impact of my purchase when making many of my decisions
	I would describe myself as an environmentally responsible person
Green Perceived Benefits	I think green products are good for health.
	Green products have well to test and flavor
Green Perceived Quality	Green products have an acceptable standard of quality.
	The green products appear to be durable
	The green products appear to be reliable
Green Awareness of Price	I would choose environmentally friendly goods and services, campaigns or companies if the price were the same
	If the price of green products is less expensive, I'm willing to change my lifestyle by purchasing Green products
Green Willingness to Purchase	I am interested in purchasing a green product if these will be available in Bangladesh
	I'm willing to pay more for environmentally friendly products

Table A1. Cont.

Determinants	Items
Green Future Estimation	I think that green marketing will be an excellent idea for our country
	I think that green product will be popular in our country
	I think that green marketing will be more effective and give a better product than regular marketing
	I think a consumer will accept the green products in the future
Green Purchasing Decision	I prefer to buy environmentally friendly products than non-green products
	I would like to increase the purchase/use of green products for me
	I buy green products even if they are more expensive than the non-green ones.
	I would recommend the green products to my friends and others

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