

Price Sensitivity and Sustainable Shopping: A Study of Bangladeshi Consumers

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Abstract: Globally, there has been a noticeable surge in demand for environmentally friendly items in the past several years. Studies have shown that there is insufficient usage of environmentally friendly items. This study aims to determine how customers' attitudes toward green goods (ATG) affect their purchase intentions (PI) for environmentally friendly items. One of Dhaka most prominent and respectable university students provided a total of 118 online survey responses of Bangladesh. Furthermore, a Partial Least Square Structural Equation Modeling (PLS-SEM) was used with Smart-PLS 3.0 to analyze the data. The study's findings showed that while perceived product quality (PPQ), egoistic values (EV), and consumer perceived behavioral control (PBC) have a positive impact, social norms (SN) have a negative effect and perceived product price (PPP) has no significant effect on consumers' attitudes toward the environment, while attitudes toward the environment (ATG) have an affirmative effect on consumers' purchase intentions (PI) for environmentally friendly products. In purchase intention (PI), the impacts of PBC, SN, EV, PPQ, and PPP have been mediated by customers' attitudes toward greenness (ATG). In the context of southern Punjab, Bangladesh, consumers' intentions to purchase environmentally friendly products, the study provides more insightful information on the numerous topics of future research.

Keywords: Environmentally Friendly Products, Attitude towards Green, Egoistic Values, Theory of Planned Behavior, Bangladesh.

I. Introduction

Around 3.3 to 3.6 billion individuals reside in environments that are highly susceptible to the effects of "climate change". The vulnerability of both humans and ecosystems is intertwined. Areas and populations facing significant developmental limitations are particularly prone to climatic hazards. The escalation of extreme weather events and climatic conditions has exposed millions of people to acute food insecurity and diminished water security. The adverse impacts have been most pronounced in numerous regions and communities across Africa, Asia, Central and South America, Least Developed Countries (LDCs), Small Islands, the Arctic, as well as globally for Indigenous Peoples, small-scale food producers, and low-income households. From 2010 to 2020, the loss of human lives due to floods, droughts, and storms in highly vulnerable regions was 15 times higher than in regions with very low vulnerability (AR6 Synthesis Report Climate Change, 2023). Recent statistics indicate that consumers prioritize environmental impact over environmental considerations when making purchasing decisions for products. However, there is a noticeable gap between consumers' positive attitudes towards green products and their actual purchasing behavior. For instance, while approximately 67% of consumers express a positive attitude towards purchasing organic food, only 4% of them actually follow through with purchasing these products (Zhao et al., 2021). Ecological problems have much concerned special focus globally, given the stable development that gave rise to the deterioration and exploitation of natural endowments. The favorable impact of the growing economy has been attached with a bad impact on the climate. Deterioration of the environment gives rise in temperature, degradation of the diminishing ozone layer, caused pollutant water and air, and ruined habitat of nature (Khan & Mohsin, 2017). Environmental degradation inclusive of global warming (as a result of greenhouse gas emission), water and air resulting from rapid industrialization, contaminated landfill, and the usage of "DDT" (a pesticide) which prompted an imbalance of ecology (slaughtering of animals and birds) or several others disruptive activities carried out in the modern economic system have taken the tremendous interest of worldwide citizens (Shyan, 2010). Various factors contribute to this discrepancy between consumer attitude and purchase behavior. Price, product availability, and social influences are among the key factors that influence consumer behavior. High prices and inconvenience associated with purchasing green products act as major barriers affecting consumer green purchase behavior. Developing countries face significant environmental degradation, and there is limited awareness and availability of green products in these regions. Many individuals in these countries are unaware of their responsibilities towards the

environment and the availability of green organic products in the market, exacerbating the issue. Furthermore, the perception that green products are costly deters consumers from purchasing them. Even before considering the actual product price, a significant proportion (4 out of 5 consumers) believe that environmentally friendly items are more expensive than other products available on the market. Additionally, only 3 out of 5 consumers would opt for a green product if it were priced the same as a non-green product (Ali et al., 2020; Tan et al., 2021). These noteworthy issues call for further exploration of green products and consumer purchase intentions in more advanced stages of research (Moslehpour et al., 2022). According to research conducted in 2007 by the World Bank, approximately 460,000 individuals in China prematurely died annually as a result of the pollution of water and air (Tan, 2010). Some of the international endeavors have focused on population's needs including educated, inspired, or ready to protect the environment, like the United Nation Special session of General Assembly on Environment (1997), Sustainable Development World Summit (2002), 2010 UN Conference in Quintana Roo, Mexico, United Nation Sustainable Development conference (2012), and the United Nation Summit on Sustainable Development (2015), (Carrete et al., 2012). To protect the environment, numerous organizations have keenly decided on diverse measures that will be helpful to mitigate the bad impact of their occupational operations on our atmosphere as per their "Corporate Social Responsibility" endeavors, like, plenty of companies have growingly begun to invest in environmentally friendly products improvement in the area of product development (Pickett-Baker & Ozaki, 2008). Indonesia is among the largest countries in term of population worldwide with "Gross Domestic Product" of United States Dollars 3,475 (Population Reference Bureau 2015). Due to lack of robust policies regarding environment protection, even growing economy Indonesia has been facing deterioration of the environment (Measey 2010). Although several studies have been attempted in this era in various countries, their findings couldn't be simplified to the focused Bangladeshi markets. Eco-friendly products may have established a niche in the markets and numerous firms in this sector created fair businesses, while there are still many possibilities for enlargement. It is only possible to gain a deep knowledge of customer's preferences (Khan & Mohsin, 2017). As per the best knowledge of the current study author, in the context of Southern Punjab of Bangladesh in the literature not a single study is available that discussed how consumers' social norms, perceived behavioral control, perceived product price, perceived product quality, & egoistic values combine influence attitudes towards green, and subsequently how the attitude towards green affects consumers' purchase intention toward green products. This study to cover this gap regarding behavior to choose Eco-friendly products to provide modern theoretical insights, carried by empirical findings. The current research, based on the "Theory of Planned Behavior" finds few elements that impact customers' attitude towards green on eco-friendly merchandises purchase intention in the Bangladesh's Southern Punjab context and explore how consumers' social norms, perceived behavioral control, perceived product price, perceived product quality, & egoistic values influence their attitude towards green or successively how the attitude towards green impact customers' purchase intention toward eco-friendly goods. This implies that perceived product quality & the price of green products are essential factors in the Bangladeshi markets located in Southern Punjab in order to capture customer's attention and stimulating them regarding purchase of green products.

II. Literature Review:

Although the concept of green consumption lacks a standardized definition among theorists and researchers, however, it is widely recognized as being closely linked to sustainable development and consumer behaviors. Green consumption entails adopting behaviors that are compatible with environmental safety and sustainability, ensuring the preservation of natural resources for future generations. This includes fulfilling fundamental duties while also working towards safeguarding the environment, reducing pollution, responsibly utilizing renewable resources, and protecting animal well-being and species (Iqbal et al., 2022; Sun et al., 2020; Mohsin et al., 2021). These researchers have highlighted various driving forces that encourage individuals to purchase green products. There was a growing challenge since the 1960's regarding sustainability of the consumer's surroundings. Sustainability or safety of the environment is an important concern for the customers. Consequently, customers are constantly in worry about the statistics associated with the products recycling and scarcity of the resources. Companies have also found out that they should focus on customers who prefer green products (Zinkhan & Carlson, 1995). Entrepreneurs are seriously preferring to sell those companies products and generate incomes, who are fulfilling both male and female needs through green strategies (Leonidou, Katsikas, & Morgan, 2013). Although, entrepreneurs are facing challenging to transform the clients' concerns regarding environment into an actual sales drive. A few elements affecting customers' negative belief around green merchandise are useless marketing strategies, greater costs of products of eco-friendly, the company's performance to deliver green merchandise, and mainly, clients' deficit of trust in eco-friendly products (Sheth, Sethia, & Srinivas, 2011). On this bond, several other elements would be related to acceptance of the eco-friendly goods including challenges facing

the environment, perceived duty of the environment, perceived significance of the environment, and customers buying behavior regarding green products (Chan, 2014). Intentions are described as the purchaser's particular objective in acting on a motion or series. Green purchase Intention (GPI) is genuinely described because of the customers 'intentions to buy the product that is safe for the environment and society. According to the studies of Chan (2001) or Beckford et al (2010), the substantial forecaster for eco-friendly buying behavior is "Green Purchase Intention (GPI)", because Green Purchase Intention undoubtedly impact on consumers choices and decisions regarding buying of eco-friendly goods. In line with (Chen, 2011) different ecological problems and the pollution that is being created, such matters should be critically observed by the society or public. Green purchase intention's (GPI) drastically impacts on buying behavior of eco-friendly products. Individuals are aware of severely unpleasant issues of the environment, numerous consumers have strong desires to buy eco-friendly goods that ultimately helpful to protect the climate (Peattie, 1995). Theory of Planned Behavior "TPB" (Ajzen 1985, 1991 & 2005) uses as per present confirmation, it is an addition to the Fishbein and Ajzen (1975) "Theory of Reasoned Action". The current examination of the TPB upheld the incorporation of further perceptive elements, for example, ethical commitments & self-personality (Shaw, Shiu, and Clarke, 2000). Moreover, to inspect different applications the "Theory of Planned Behavior" has utilized, involving somatic movements (Armitage & Conner, 2001), vegetable consumption based on food grown from ground (Bogers et al., 2004), conduct smart dieting (Povey, Conner, Sparks, James, and Shepherd, 2000), conduct of scholarly uprightness (Cronan et al., 2015) and balance of weight (Netemeyer et al. 1991). Elaborating the "Theory of Planned Behavior", the present assessment aspires to verify fresh factors like how buyers' social norms, "Perceive behavioral control", egoistic values, perceived product price & perceived product quality influence their attitude towards green, and eventually how the attitude towards green impact customer's purchase intention for green products. We distinguished green elements as "elements that consumers look towards earth well disposed of, notwithstanding of whether it is expected to the sorts of materials utilized, the generation procedure, bundling, advancement, etc." (Johnstone and Tan, 2015). "To be green" is signalized as taking part in environmentally sympathetic practices, involving buying/utilizing green products (Polonsky, 2011). To involve himself and herself in exceptionally particular behavior social norms include perceived pressure or effects of society play a crucial role (O' Neal, 2007). Ajzen (1991) elaborates regarding to hold a specific behavior the subjective norms (SN) play an important role as perceive social pressure. The subjective norm impaction behavior intention not directly formation of the mindset (Tarkiainen & Sundqvist, 2005). While Robinson & Smith (2002) determined that the subjective norm independently impact on intentions. Plenty of different research carried out on buying intention of organic products, considered purchase intention and subjective norm has a substantial association (Dean, Raats, and Shepherd, 2008) Whenever customers are not sure regarding implementations of a specific kind of behavior, they need help of others (Bratt, 1999). Countless interconnection between attitude & subjective norms has proved from previous studies (Shimp and Kavas, 1984). In the literature, there is scarcity that verifies the straight interconnection across social standards and outlook towards green goods. To fill this gap the current study fills this slot by verifying the interconnections across social norms & outlook towards green goods by formulating a hypothesis:

H1: Social norms have direct positive relationships toward green product purchase intentions.

Consumers examine information about prices to decide the financial give up relevant to the buyout they make (Dodds, Grewal, Dodds, and Monroe, 1991). A set of administrative operations impacting behavioral intention based on invoked affordability (in perspective of price) mentioned in various studies (Vermeir & Verbeke, 2006). Gan, Wee, Ozanne, and Kao (2008) discussed that best motives for the consumers to buy environmentally friendly goods not only depends upon worries of the environment, as well as they do not conform regarding changing in various attributes of the products for an improve settings. It represents attributes of conventional goods together with the logo name, its quality and price are nevertheless the maximum vital ones that are taken into consideration by using purchasers even as creating a shopping choice. Environmentally friendly products mostly bought by lofty financial obtain family circle & people (Zhang et al., 2008). On the basis of aforementioned, it is hypothesized that:

H2: There is positive connection between prices of eco-friendly products and attitudes toward green.

Consider proficiency & hardship to perform a specific behavior that comes under Perceived Behavior Control of TPB (Ajzen, 1991). Perceive Behavioral Control "PBC" is a personal belief of the viable problems that they are able to come upon whilst, execution of a selected behavior (Ajzen, 1991). An irrational and outside element along with currency (phrases of rate) get entry to (phrases of availability) and efficacy (in phrases of individual self-belief that he/she will be able to carry out that particular behavior) won't be under manipulate of individuals. Besides, PBC segregated into inside & outside PBC. Inflated inside PBC refers to a person recognizes his or her good control over internal workforce capital includes confidence, preparation, and skills essential to implement the specific behavior (Armitage and Conner, 1999). Outside Perceived Behavioral Control defines a person thinking

about his or her potential to defeat outside limitations, for instance, cash & time mandatory to accomplish the certain activities (Kidwell & Jewell,2003). Perceived Behavior Control directly an essential quantification outlook, according to various researchers from the past context (Hennessy, & Fishbein,2001). For the purchase intention of the green product, within southern Punjab, Bangladesh context as per the author's best of knowledge the connection between PBC & green purchase intention has not been tested, therefore authors of this study check this connection by developing the following hypothesis:

H3: Perceive Behavioral Control (PBC) has a direct favorable impact upon attitude towards green.

Level of customization & liberty from faults and nonetheless trustworthiness goods meet customers' needs in the consequence of performance describes product quality (Johnson and Ettl, 2001). Product style, features, packaging & warranties, etc. represent product quality aspects (Abdul-Muhmin, 2002; Khan and Mohsin, 2017). Major consumers' acceptance of a product depends upon its quality & in consequence gratification of outlets & wholesalers (Schellhase et al., 2000). Undoubtedly, now companies acknowledged that the destiny prospects for eco-friendly goods stay cheerless, till and until they could balance compatibility with the environment with consumers' primary preference for better quality goods that execute well. Therefore, it isn't rational to consumers to compensate greater for a merchandise that doesn't deal fundamental aids, regardless the benefits of the environment (Wong et al., 1996). Customer satisfaction, loyalty & buyback intention depends upon product quality as well as on immediate performance (Eskildsen et al., 2004). Customer loyalty and satisfaction can conserve through better product quality (Chumpitaz and Paparoidamis, 2004). Consequently, the present study organized the subsequent hypotheses:

Hypothesis 4: Eco-friendly products quality is favorably connected to the attitude towards green (ATG).

Egoistic values relate to egocentricity concerning ecological applicability (Swami, Chamorro-Premuzic, Snelgar, and Furnham, 2010). Under the egoistic value effect, the examination of ones' activity considers related private values & edges that concern activity tackle if there the perspective of positive results for egocentrism (Birch, Memory, and Kanakarathne, 2018). Previous studies revealed that egoistic values are unfavorably connected with the attitudes towards eco-friendly goods and pro-environment attitude (Stern, Dietz, and Kalof, 1993; Hiratsuka, Perlaviciute, and Steg, 2018). However, the expected gain from any activity enhances by their cost represents that people choose pro-environmental etiquette beneath the pressure of egoistic values (Gatersleben, Murtagh, and Abrahamse, 2014). In view of the above the following hypothesis proposed:

H₀₅. Attitude towards green is negatively associated with the egoistic values.

Someone's response or reaction to a specific object as an alternative represents the simple logic of readiness derived from an attitude (Allport,1935). In contrary, a positive outlook towards a merchandise considers an ecological attitude because of ecological property (Vermeir & Verbeke, 2004). Attitude represents about a mental domain of readiness. Attitude also reveals the best feel regarding how a person's behave or react in the direction of a selected item or else (Allport, 1935) attitude is someone's growing best or non-satisfactory valuations, feelings, and trends towards an item or intimation (Akbar et al., 2014). The attitudes are the propensity to reply leads toward actual customer behavior. Based on the crucial intention to act dreadfully behavior a larger number of positive viewpoints are necessary (Smith &Paladino, 2010; Hill & Lynchehaun, 2002). Precursor concerning activity intention varied researchers have confirmed outlook based on essential actions (Manaktola & Jauhari,2007; Rhodes, Macdonald & McKay,2006). Based on the above literature it might be suggest following hypothesis:

H6: Attitudes toward green has a favorable effect on purchase intention towards purchasing of eco-friendly products.

III. Research Methodology

The current study is descriptive in nature that represents a few events or any particular situation, clarifying something about the occurrence of a certain situation. Rather than interpreting & making judgments those researchers that define the existing situation consider descriptive research (Creswell, 1994). The main purpose of the "descriptive research" is the confirmation of the develop hypothesis in a modern scenario. This kind of research gives information about the present situations and the essence of the historical and modern, for instance, eminence of the life in various societies as well as attitude of the customers on any promotional campaign of the green products (Akbar et al, 2014).

3.1 Samples and Population

For this current study, the population that desired was educated and metropolitan customers. It has been proved from the past researches and studies that educated consumers in comparison of uneducated customers have more knowledge regarding eco-friendly goods and therefore, they could better understand the context of green (Hedlund,2011). Due to this, the level of education of the population that was desired for this current study was

minimal graduations. At least, the graduation level education limits helped in order to make a better understanding the context of the green (Chan,2011).Realized the scenario regarding purchase intention of environment-friendly products collect the data through an online questionnaire that was circulated via various social media podiums& electronic mail service (Gmail) to 200 participants, however, only a total of 118 questionnaires was completed and submitted online, the response rate was 59% and the demographic information’s about respondents given in table 3. In order to get compulsory ratings from the customers a 5-point Likert-scale (Strongly disagree “1” to Strongly Agree “5”) was adopted regarding each questionnaire statements excluding demographics. The population for the current research is consumers in Southern Punjab, Bangladesh belonged to very dominant and reputable university students and other people belonging to different professions. The current study utilized a purposive and convenience sampling technique that is proficiency sampling. Samples that are conveniently available if we collect or obtain relevant pieces of information about our research come under the convenience sampling technique (Zikmund, 1997). In order to obtain a huge volume of finalized surveys swiftly and efficiently, with in an economy, normally the “convenience sampling” utilized (Akbar et al., 2014). We choose the purposive and convenience sampling technique to understand the phenomenon of green purchase attitude and intention in a better way. For purposive sampling, we selected individual respondents, who have at least graduation level education to identify green purchase attitudes and intentions in more in-depth within the Bangladesh’s Southern Punjab context. The ‘Convenient Sampling” method was adopted to collect the replies of the survey conveniently to those individuals who have minimum graduation level education. The instruments for the survey consist of two segments. Segment 1 contains various demographic or personal constructs. This segment attained participant’s personal information’s including age, professional status, gender and level of education. In segment 2, for this current study some latent variables considered very essential including, Green Perceived Product Price & Quality, Green Purchase Intention’s, egoistic values, Green Purchase Attitudes, Perceived Behavioral Control and social norms. Moreover, this study was developed with the help of previously utilized questionnaires and available literature. The first variable of this research was green purchase intention having 5 items, the variable perceived behavioral Control having five items, and social norms having 5 items taken from (Sreen, Purbey, &Sadarangani, 2018). The subsequent construct is Attitudes Toward Green devising the six constructs that were taken from the study (Akbar, et al., 2014). From the study of Saleem, Eagle, Yaseen, & Low, (2018), the egoistic values 5 items were selected. The variable of perceive product quality 4 items were taken from the study of (Chang & Fong, 2010). The subsequent variable is perceiving product price devising 4items that were finalized from the research of (Khan & Mohsin, 2017).

IV. Results and Discussions

4.1 Demographic Analysis

The information regarding demographics involves gender of the participants, their age, marital-status, place of living, place of population and professional status. The present study is consisted of 118 participants. The analysis of demographic discovered that 75 participants were male and 43 were female, 60 participants were from the age group of 16-24, forty-eight respondents were related to 25-34 age group, only ten respondents were belonged to 35-44 age-group and not a single respondent from above the age group of 35-44 that represents the majority of participants were youngsters and belonged to one of the largest universities in Southern Punjab, Bangladesh. Moreover, 55 participants were married and 63 respondents were un-married. Further, all of the respondents were from Multan, Bangladesh. In addition, 24 participants were belonged to the area where the population were 50000-500000 and 94 respondents were related to an area where population were greater than 500000. In addition, 27 respondents were self-employed, 1 participant were unemployed and 36 participants were working in different public & private sectors in Bangladesh and finally 48 respondents were the graduate & post graduate students (see Table.1).

Table 1. Demographics information;

Variable	Category	Frequency	Percentage
Gender	Male	75	64
	Female	43	36
Age	16-24	60	51
	25-34	48	41
	35-44	10	.08

	45-54	0	0
	55+	0	0
Marital Status	Married	55	47
	Un-Married	63	53
	Divorced	0	0
	Separated	0	0
	Place Of Living	Multan	118
Place of Population	Less than 10000	0	0
	10000-50000	0	0
	50000-500000	24	20
	Greater than 500000	94	80
Professional status	Self-employed	27	.23
	un-Employed	1	.008
	Employed	36	31
	Student	48	41

4.2 Reliability & Validity

The validity or reliability of variables and their items is analyzed via the Composite reliability, Cronbach's alpha, factors loading and average variance extracted (AVE). The model of the current study analyzed through the structure equation modelling tool of the Smart-PLS 3.0 because in the complex modelling this procedure of analysis is convenient. Using Smart-PLS 3.0 for structured equation modeling (SEM) measurement, table 2 exhibits reflective construct's validity or reliability. Table 3 depicts this study research model reflective construct's "Discriminant validity". Table 5 is Standardized total indirect, specific indirect, direct effects. Finally, table 6 represents hypothesis testing. Convergent validity measures through AVE and the values of total construct's AVE were greater than 0.50 exceeding the recommended range of Barclay, Thompson, and Higgins (1995); Hair, Black, Babin, Anderson, and Tatham (2010). For overall reliability, a measure suggested a value of Cronbach Alpha larger than 0.70 recommended by (Hair et al., 2010). Composite reliability also measures the convergent validity and it must be above 0.80 Peter (1979). For the reliability of an item (individual) loadings should be greater that 0.70 (Kock, 2013), larger than 0.50 according to (Hair et al, 2010), and more than 0.40 according to (Gorsuch (1974). "Discriminant validity" is the square root of AVE that is greater than latent variables' correlation (Hair et al, 2010). Path coefficients see (figure 5), standardized coefficient 0.20 acceptable and 0.30 ideal (Hair et al, 2010). The total measures' results are showed in (Table 2). The results of this study revealed that total constructs or their items are according to the suggested criteria, therefore appraised to be valid or reliable (see Table 2).

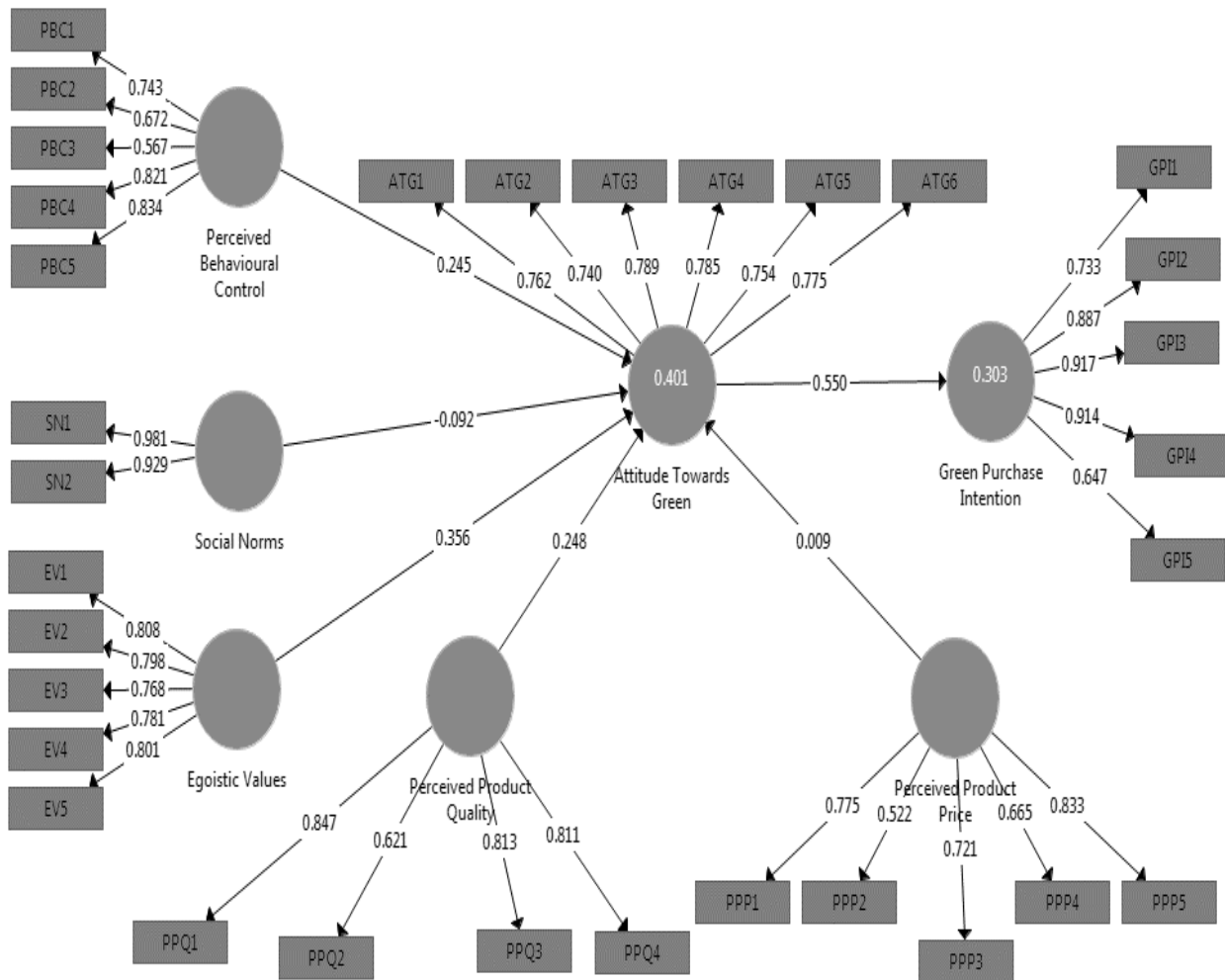


Figure1. Construction and relationship of perceived variables

Table 2. Reliability and Validity for Reflective Constructs

	Cronbach's Alpha	Composite Reliability	Average Extracted (AVE)	Variance
Attitude Towards Green_				
Egoistic Values	0.861	0.896	0.589	
Green Purchase Intention_	0.851	0.893	0.626	
Perceive Behavioral Control	0.884	0.914	0.683	
Perceived Product Price_	0.797	0.852	0.539	
	0.76	0.837	0.511	

Perceive Product Quality_	0.786	0.858	0.605
Social Norms	0.912	0.954	0.913

Table 3. Discriminant Validity for Reflective Constructs

Fornell-Larcker criterion	Attitude Towards Green	Egoistic Values	Green Purchase Intention	Perceived Behavioral Control	Perceived Product Price	Perceived Product Quality	Social Norms
Attitude Towards Green_	0.768						
Egoistic Values	0.567	0.792					
Green Purchase Intention	0.552	0.402	0.827				
Perceive Behavioral Control	0.306	0.215	0.36	0.734			
Perceived Product Price_	0.439	0.656	0.458	0.182	0.715		
Perceive Product Quality_	0.498	0.67	0.443	0.034	0.678	0.778	
Social Norms	0.04	0.151	-0.041	0.278	0.104	0.038	0.955

Table 4 R-square (R²)

Constructs'	R ² Square	Interpretations	Reference
Green Purchase Intention	0.303	Weak	(Chin 2010; Hair et al. 2014)
Attitude Towards Green	0.401	Moderate	(Chin 2010; Hair et al. 2014)

Predictive powers of the model

The value of R square (R²) reveals the predictive impact of a particular model. The predictive impact of a model represents about a degree in which an independent variable's effect to the dependent variable. The outcomes of this study depicts that the Green Purchase Intention is 30% explained by the Attitude towards Green. Moreover, the construct of Attitude towards Green is 40% explained by combine independent variables including Perceived Behavioral Control, Egoistic Values and Perceived Product Quality, while social norms individual items loadings

are substantial but negatively related to Attitude towards Green and also Perceived Product Price individual loadings are substantial but insignificantly related to Attitude towards Green (see Table 4).

Table 5: Standardized direct, specific indirect & total indirect effects

Hypothesis	Bootstrapped with BC 95% interval of confidence					
Paths	Beta Coefficient	Standard Deviation	T-Value	P-Value	Lower	Upper
Attitudes Toward Green_ Green Purchase Intention_ Egoistic Values ->	0.434	0.087	4.981	0.000	0.245	0.584
Attitude Towards Green_ Egoistic Values ->	0.359	0.107	3.358	0.001	0.163	0.583
Green Purchase Intention_ Perceive Behavioral Control Attitudes Toward Green_ Perceive Behavioral Control Green Purchase Intention_ Perceived Product Price_ Attitude towards Green_ Perceived Product Quality_ Attitude Towards Green_ Perceived Product Quality_ Green Purchase Intention_ Social Norms -	0.156	0.053	2.949	0.003	0.076	0.290
	0.246	0.097	2.541	0.011	0.046	0.419
	0.107	0.052	2.054	0.040	0.020	0.212
	0.267	0.083	3.238	0.001	0.067	0.401
	0.252	0.107	2.349	0.019	0.035	0.459
	0.110	0.056	1.960	0.050	0.018	0.234
	-0.092	0.078	1.175	0.240	-0.266	0.040

> Attitude Towards Green_ Social Norms -							
> Green Purchase Intention_	-0.040	0.036	1.119	0.263	-0.129	0.017	

Hypotheses testing

The suggested hypothesis for the current study were analyzed via Smart-PLs 3.0 using structure equation modeling approach. The information regarding acceptance and rejection of the hypothesis are revealed in Table.6 on the basis of the values of beta coefficient, t-values and p-values in Table 5, while the beta coefficient reveals about the direction or power of a connections and t values depicts the importance of a proven relationship.

Table 6: Results of Hypotheses Testing

Hypotheses	Details	Supported
H ₀₁	Attitude towards green favorable effects on comporment intentions towards purchasing environmentally friendly products	Yes
H ₀₂	Social norms have direct positive relationships toward green product purchase intentions.	No
H ₀₃	Price of the green products favorably impact on attitudes toward green.	No
H ₀₄	Perceive behavioral control (PBC) has a straight favorable effect on attitudes toward green.	Yes
H ₀₅	Green product quality is positively connected with an attitude towards green.	Yes
H ₀₆	Egoistic values are positively connected with an attitude towards green.	Yes

The outcomes of this study openly shows that the Attitude towards Green has positively related with the Green Purchase Intention ($\beta = 0.246, t = 2.541, p < 0.01$). Moreover, the result of the study confirmed that the egoistic values ($\beta = 0.359, t = 3.358, p < 0.01$) perceived product quality ($\beta = 0.252, t = 2.349, p < 0.01$) and perceived behavioral control ($\beta = 0.434, t = 4.981, p < 0.00$) are favorably impact on Attitude towards Green, therefore, these three hypotheses are supported. In contrary, the hypothesis related to social norms ($\beta = -0.092, t = 1.175, p < 0.24$) and Perceived Product Price ($\beta = 0.267, t = 3.238, p < 0.00$) of the green products are not supported in the context of Southern Punjab, Bangladesh.

V. Conclusion and Recommendations

The purpose of the study is to identify about the components who have impact on consumers' possible behavior relevant to purchase of eco-friendly products and to what degree. This concept was analyzed by inspecting the theory of planned behavior (TPB), social norms, perceive behavioral control (PBC), egoistic values (EV), perceive product quality (PPQ), and perceived product price (PPP) concerning attitude towards green (ATG) in a major city of southern Punjab, Bangladesh (Multan). Besides, this study focused on the mediated impact of attitudes toward green (ATG) upon the purchase intentions of green products. Based on our findings, we can conclude that TPB constructs perceived behavioral control (PBC), egoistic values (EV), and perceived product quality (PPQ) have direct positive relationships with an attitude toward green (ATG). While subjective norms (SN) have a negative impact and perceived product price (PPP) has no substantial effect on attitudes toward green (ATG) and attitudes toward green (ATG) has a direct progressive association with the purchase intention of green product (PIGP). From our findings, we can conclude that some of our findings of TPB elements like social norms (SN) and perceived product price of green products contradict the literature findings due to context differentiation of the respondents of the current study. Like other studies, this study also has few limitations. Firstly, the present study focused mainly on the students who enrolled in the PITB, Lahore e-Rozgar program, so that further studies can focus on students of other educational institutes in public and private sectors. Secondly, further studies may focus on household women in Bangladesh, because in most developing countries like India & Bangladesh women are responsible for or have a great influence on the household products purchase and used in houses and their results may compare with this

study. Thirdly, this research focused on variables like green product quality, price, and egoistic values but did not focus on the media role upon purchase intention of green products as well as this study found that social norms are negatively related to attitude towards Green, so further studies can check media influence upon environment friendly products and social norms relationship with Attitude towards green in the same context with a change and larger sample size or may choose another context.

5.1 Future Research Suggestions

The study due to time limitations focused on a small sample size, therefore future studies can examine this phenomenon for a larger sample size. Fifthly, this research only focused on cross-sectional data, thus further studies could engage in longitudinal data for significant contrast. Sixthly, this research only utilized SmartPls 3 for data analysis purposes, thus further studies can utilize other data analysis software like SPSS, Invivo, Amos, etc. Finally, current research desired that the findings of this research will be beneficial and encouraging to the public and private sector researchers, administrators, and organizations, and quantify as the basis for additional studies.

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