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**CORRELATION BETWEEN  
CONSUMER ATTITUDE AND  
MARKET OPPORTUNITIES  
FOR GREEN PRODUCTS IN  
BANGLADESH**

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# Correlation between consumer attitude and market opportunities for green products in Bangladesh

By

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# **Correlation between consumer attitude and market opportunities for green products in Bangladesh**

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## Abstract

The method of selling products and services based on the environmental benefits they bring to the customer is known as green marketing. A service or product like this should be environmentally sustainable and made in an environmentally friendly manner. Now the environmentally-conscious world, the term “Green” has become somewhat of a buzzing phrase. Public aid for environmental causes is growing, making green marketing profitable for public relations and sales efforts. The research will help determine several facts, for instance: what are the level of awareness and the perception of green products amongst the customers, what drives them to buy those products, their expectations, how to make those consumer-friendly. Based on their attitude toward green products, marketing opportunities for green products can be determined. This research incorporates both primary and secondary data. Exploratory research was done for the paper showing the perception of Bangladeshi consumers toward green products along with green products’ opportunities. The exploratory study affirms and feasibly shows that increased demand for eco-product information could lead to a better market opportunity. The findings of the study can help eco-businesses improve their marketing mix. This paper also discusses some other related topics, like- the emerging green products and industries in our country, comparison between past and present green trends in Bangladesh, recent innovations, consumer awareness, and so on. All over the paper mainly focuses on, a more reliable way to get to know the Bangladeshi consumer's view and expectations on green products and then to use that study to create market opportunity and increase its growth.

**Keywords:** green product, green marketing, Bangladeshi consumers, consumer attitude, market opportunity, brand awareness, product awareness

# 1. INTRODUCTION

With increased awareness of the consequences of global warming, non-biodegradable solid waste, the harmful effects of pollutants, and other environmental issues, "green marketing" refers to a holistic marketing concept in which products and services are produced, marketed, consumed, and disposed of in a way that is less harmful to the environment. Both marketers and consumers are becoming more aware of the need to transition to green products and services (Mudhassir, 2010). Green products are commonly recognized as having two fundamental objectives: reducing wastage and increasing resource efficiency. In the late 1980s and early 1990s, the term "green marketing" became popular. The American Marketing Association (AMA) hosted the inaugural workshop on "Ecological Marketing" in 1975. (Sekhar, 2016). When the term "green marketing" was first invented and discussed in the industry in the late 1980s, it signified the beginning of the business (Peattie and Crane, 2005).

Bangladesh's gross domestic product (GDP) increased by 5.4% in fiscal year (FY) 2020-21, missing the target by \$19 billion. Before the pandemic it was 2019-2020 it was 8.4% and marked itself as a middle-income country. Though, its main industries are readymade garments, fishery, leather, and so on. Yet there is still a significant challenge ahead, to meet environmental sustainability. However, environmentally friendly (Green) products have received a lot of attention in recent years, and their accessibility is growing in many stores. The study shows, many people in Bangladesh became environmentally conscious, especially after the pandemic. It also shows many people are not aware of the green industries in our country. Bangladesh's overpopulation is one of the most serious issues. The high demand for land and food makes it harder to protect the environment from pollution. The use of pesticides, deforestation, usage of natural resources, and considerable literacy is making the situation worse. Nevertheless, the situation is, a group of people is becoming environmentally conscious. This study will show pro-environment the environment has created a positive market opportunity for green products.

This research is aimed to find out Bangladeshi consumers' pro-environment behavior and how it can create a broader marketing opportunity for green products. It also explores the marketing mix for green products, which can be aligned with their expectation to attract more customers. The research will also distinguish the gap between pro-environment behavior and consumer purchase behavior. With the collected data, marketers can determine what type of approach the customers will like so that it will be easier for them to decide on the target market, price of the

commodity, distribution location and availability, and so on. The study will begin with an overview of the problem and the research topic. Some key terms, research questions, hypotheses, and the survey result will be discussed throughout the study and will end with study limitations and conclusion.

## 1.1. Research Objectives

### 1.1.1. Broad Objectives

The broad objective of the research is to assess the correlation of the level of awareness of green products among Bangladeshi customers and find out if Bangladesh is a potential market for green products, helping the marketers to know the market opportunities, potential, and expectations of the customers about green products.

### 1.1.2. Specific Objectives

The specific objectives of this research are:

- To gain a better understanding of the current state of green marketing in Bangladesh.
- To know consumers' level of consciousness to green products.
- To know consumers' expectations about green products and green marketing.
- To learn which green products are the most popular among consumers.
- To discover the green marketing mix in Bangladesh.
- To know the segment of the market who are more environmentally conscious.
- To learn about the market prospects for green products based on customer preferences.



## 2. LITERATURE REVIEW

### 2.1. Green Marketing

Green marketing is described as promotional efforts intended at influencing consumer behavior toward a brand, according to Business Dictionary. "All actions meant to produce and facilitate any exchanges intended to satisfy human needs or wants in such a way that these needs or wants are satisfied with a minimal detrimental impact on the natural environment," according to Polonsky (2011). According to youmatter, the notion of sustainable development asserts that human civilizations must survive and meet their needs without risking the ability of future generations to meet their own needs (2020). The Brundtland Report was the first to define a "official" definition of sustainable development, which was published in 1987. A common thread running through this strategy for sustainable development is the need to combine economic and ecological advancements in decision-making by developing policies that maintain the level of agricultural development while also preserving the environment (FuiYeng & Yazdanifard, 2015). Green marketing's end result is environmental preservation for present and future generations (Vandhana, Karpagavalli, & Ravi, 2013).

### 2.2. Pro-Environment Behavior

Though the idea of sustainable development and environment preservation started more than six decades ago, environmental concerns such as global warming and resource exhaustion have been important issues for about thirty years. Especially, after the Covid-19 pandemic emerged in 2019, the consumer showed pro-environment behavior while purchasing. Pro-environmental behavior is defined as actions that protect the environment, such as participating responsibly in outdoor activities or recycling household waste and recycling, but it can also be adaptive responses to the effects of climate change, such as purchasing sustainable products, conserving water or energy, or switching travel modes to purchase an electrified vehicle.

### 2.3. Pro-environmental Behavior of Bangladeshi Customer

According to research (Consumers Still Care about Sustainability amid Pandemic, Report Finds, 2020), 71% of people thought about it at least occasionally. On March 6th of 2019, 78% of respondents agreed. On April 10, after several weeks of most people staying at home to prevent the spread of the coronavirus, 83% of consumers said they thought about the environment. In Bangladesh, consumers started to stress environmental sustainability after it was declared as the most polluted country according to an IQAir AirVisual Report in 2019 (United News of Bangladesh, 2020) and especially after the pandemic emerged. Research by Fryxell, G. E., and Lo, C. W. (2003) mentioned, people who are aware of the environment can have an impact on

the environment and increase individual environmental responsibility, both of which can contribute to long-term improvement. Environmental knowledge has a significant terrific effect on consumers' environment, according to previous researchers (Barber et al., 2012). All the studies show that environmental knowledge drives consumers to buy green products, further ensuring customer retention.

## 2.4. Green Marketing Tools

Several tools are being used for green marketing purposes in this regard. Knowledge about different green marketing tools will help customers to gain more insights into green products and encourage pro-environment behavior. Eco-labeling, eco-branding, and eco-advertising have an impact on consumer perception and behavior when it comes to purchasing green products (Elham Rahbar, 2011). These policy tools play an important role in changing consumer purchasing behavior and awareness to favor environmentally friendly products, thereby reducing the negative environmental impact of artificial products (Delafrooz, Taleghani, & Nouri, 2014). According to Delafrooz, Taleghani, & Nouri (2014), acknowledging the concept "Consumer perception and purchase behavior" is critical because consumers and the environment are inextricably linked. This is because consumers and the environment can affect each other actively or passively at some point. As a result, changes in any relevant element of costs or savings can have an impact on the economy.

## 2.5. Correlation Between Awareness and Market Opportunity

Product awareness or brand awareness is also an important part of market opportunity and market performance of a product or service. Consumers' familiarity with a particular product or service is referred to as brand awareness. Consumer perceptions of a brand are largely influenced by environmental associations with the brands' products (Wilkie, 1986). This statement indicates different brands can gain consumers if they show their green products and green practices. This implies that following the concept of green practices can help brands gain consumer attention.

## 2.6. Marketing Mix

The findings of the study can help eco-businesses improve their marketing mix so that they can compete in the product, promotion, price, place, people, distribution process, and physical evidence of the product. Marketing mix refers to the various strategies used by a business to introduce a product or service to market. To create market opportunity, green companies must stress on marketing mix. From the establishment to the introduction of a product to the market, every element of the marketing mix will have a green perspective, according to the green marketing principle (Arseculeratne & Yazdanifard, 2014). Customers must be informed about the importance of going green through direct marketing, sales promotions, advertising, and

public relations, which has become the most used platform to launch the green business (Yazdanifard & FuiYeng, 2015).

## 2.7. Bangladesh Market Potential

According to the authors Shamsuddoha & Mohammad (2004), consumers are not highly dedicated to environmental improvement and may seek to place too much responsibility on industry or the government rather than on consumers. Moving toward green products or practices, as well as shifting attention toward electronic purchasing, using recyclable products, decreasing plastic products, are significant evolution for this generation. The study shows younger generations of Bangladesh are now more positive about environmentally friendly practices. In recent times, the national parliament has passed all environmentally friendly ordinances, but their implementation program is moving at a glacial pace, which will not enable the product to be green. According to the report, the majority of people are environmentally conscious. The majority of them are willing to switch to green products if they become more widely available. Furthermore, some of them are willing to pay more for environmentally friendly products). Customers are sensitive to the high prices connected with green products, therefore understanding the Bangladeshi market is especially important because price allows marketers to develop more cost-effective pricing approaches for green items (U. W. Adrita, 2019).

### 3. Methodology

The study attempted to investigate consumers' perceptions of green products and their awareness level, as well as the relationship between consumer awareness to their behavior toward green products with green marketing tools, the green marketing concept, consumers purchasing intention, and the overall market opportunity for green products. To begin, exploratory research was used to provide primary insight into Bangladeshi consumers' green buy recognition. The primary exploratory study was then carried out in order to create the final product. An analytical model of investigation, a questionnaire survey, and regression analysis were employed to effectively steer the study. The study's goal is to ensure that Bangladesh has a large market for green products. In the first stage, a questionnaire was created, and using a random sampling method respondents were chosen from different areas of Bangladesh. Then in the second phase, all the responses were collected, and using the help of Microsoft Excel and SPSS application, the information was sorted.

Secondary data was gathered from various sources, including books, reference journals, seminar papers, and articles. Around five hundred people have been questioned to ascertain through organized questionnaires and obtain information on environmental issues.

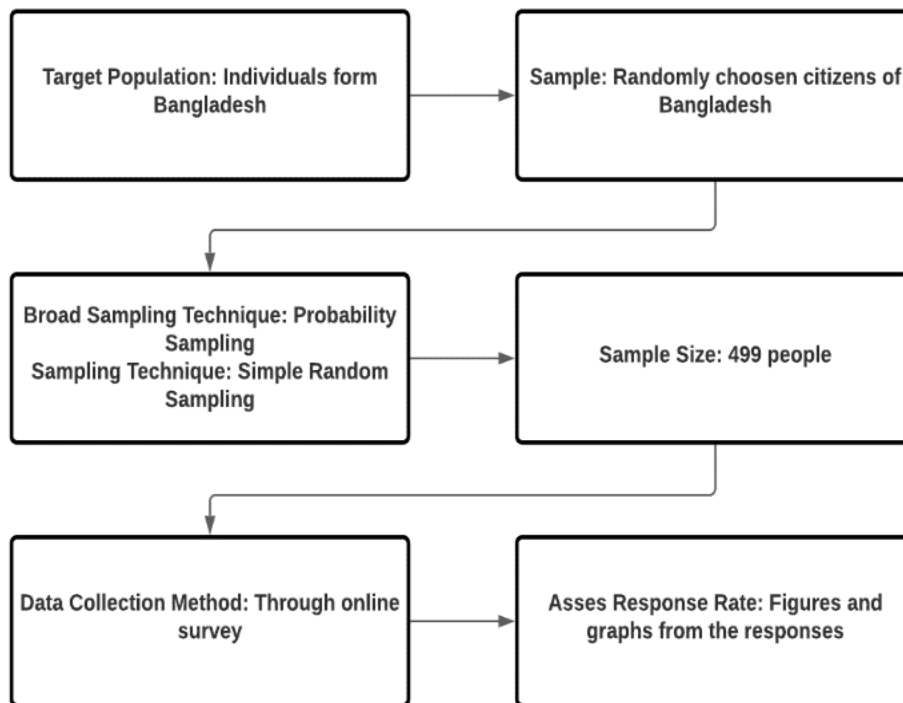


Figure 1: Methodology

### 3.1. Formulation of Hypothesis

To assess the methodology exploration for the objectives of recognizing consumer awareness about green products in Bangladesh, the following hypotheses are established based on these comprehensive literature reviews.

- **Hypothesis 1:** Environmental awareness and green product knowledge has increased after the pandemic.
- **Hypothesis 2:** Gen z and Millennials are more environmentally conscious and willing to use green products than others.
- **Hypothesis 3:** Consumers' awareness and knowledge about the environment and green products directly affects their attitude towards green products.
- **Hypothesis 4:** Lower price, quality, availability, and age directly affects customers' green purchase decision.
- **Hypothesis 5:** Green products have good market opportunities in Bangladesh.

As per figure: 2, the awareness and knowledge of green products and the environment encourages pro-environmental behavior, leading to green purchasing. Green understanding, eco-product knowledge, pro-environment behavior, and green purchasing behavior results in Broader Market opportunities for green products. However, the study shows that green purchasing behavior varies depending on customers' age, product quality, price, income, product availability, and age.

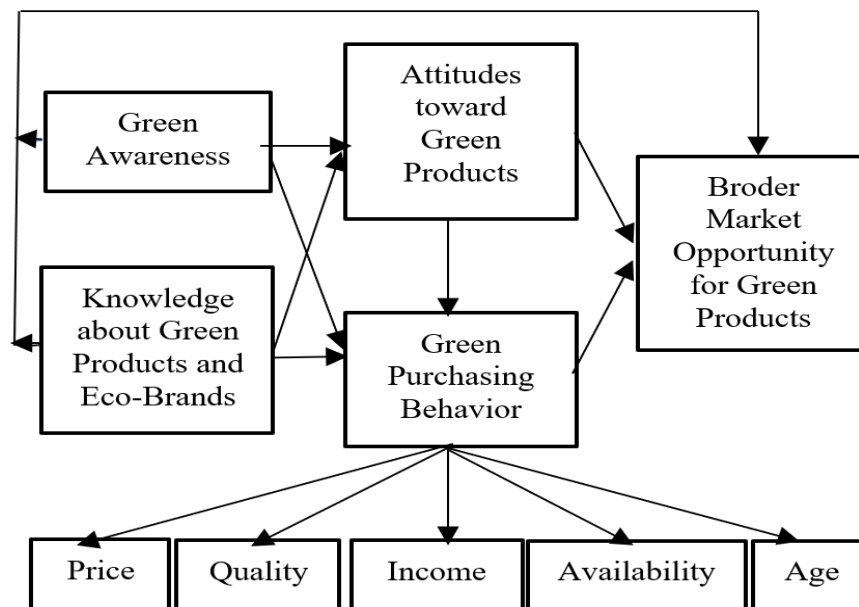


Figure 2: Conceptual model

## 4. RESULTS

### 4.1. Respondents Demographics

Table 1: Demographics

Demographics	Criteria		Total	Percentage
Age	20 years and lower	106	499	21.24
	21 - 30 years old	259		51.90
	31 - 40 years old	67		13.43
	41 - 50 years old	49		9.82
	51 and above	18		3.61
Gender	Male	209	499	41.88
	Female	289		57.92
	Other	1		0.20
Education Level	Primary and lower	8	499	1.60
	High School/SSC	73		14.63
	HSC/College/Diploma	113		22.65
	Bachelor's/Degree/Masters/PhD	305		61.12
Occupation	Student	249	498	50.00
	Employed	152		30.52
	Unemployed	55		11.04

	Self-employed	21		4.22
	Housemaker	18		3.61
	Retired	3		0.60
Monthly family income	Taka 10,000 and lower	41	499	8.22
	Taka 10,001 - Taka 40,000	168		33.67
	Taka 40,001 - Taka 90,000	232		46.49
	Taka 90,000 and higher	58		11.62
District/ Division	Dhaka	223	499	44.69
	Chittagong	109		21.84
	Mymensingh	26		5.21
	Sylhet	57		11.42
	Barisal	27		5.41
	Rajshahi	4		0.80
	Rangpur	20		4.01
	Khulna	33		6.61

499 people took part in the survey. Table 1 shows that the majority of respondents (51.90 percent) were amongst the ages of 21 and 30, with women accounting for 57.92 percent of the total. The educational level of 61.12% of respondents was undergraduate or higher.

Table 1 also demonstrates that 249 percent of the respondents were students, with the remaining 30.52 percent working. From taka 40,000 to taka 90,000, the highest income percentage was

46.49 percent. The table also illustrates that 44.69 percent of the respondents came from the Dhaka district.

## 4.2. Hypothesis Testing

### 4.2.1. Hypothesis 1

*Alternate Hypothesis:* Environmental awareness has increased after the pandemic.

*Null Hypothesis:* Environmental awareness did not increase after the pandemic.

Dependent Variable: Environmental awareness

Independent Variable: Pandemic

Table 2: Increased Environment Cautiousness

When did you start being more cautious about the environment and using green products?			
	Frequency	Percent	Valid Percent
Always	111	22.2	22.2
After the pandemic	156	31.3	31.3
After Bangladesh was rated as the most polluted country	124	24.8	24.8
Not specific	108	21.6	21.6
Total	499	100	100

Table 2 demonstrates that 156 (or 31.3 percent) of the 499 respondents have become more environmentally conscientious. The null hypothesis can be rejected since people in Bangladesh became more concerned about the environment once the outbreak began. After Bangladesh was declared the most polluted country in the world by IQAir AirVisual Report in 2019, a big group of respondents grew more cautious. (Bangladesh's United News, 2020).



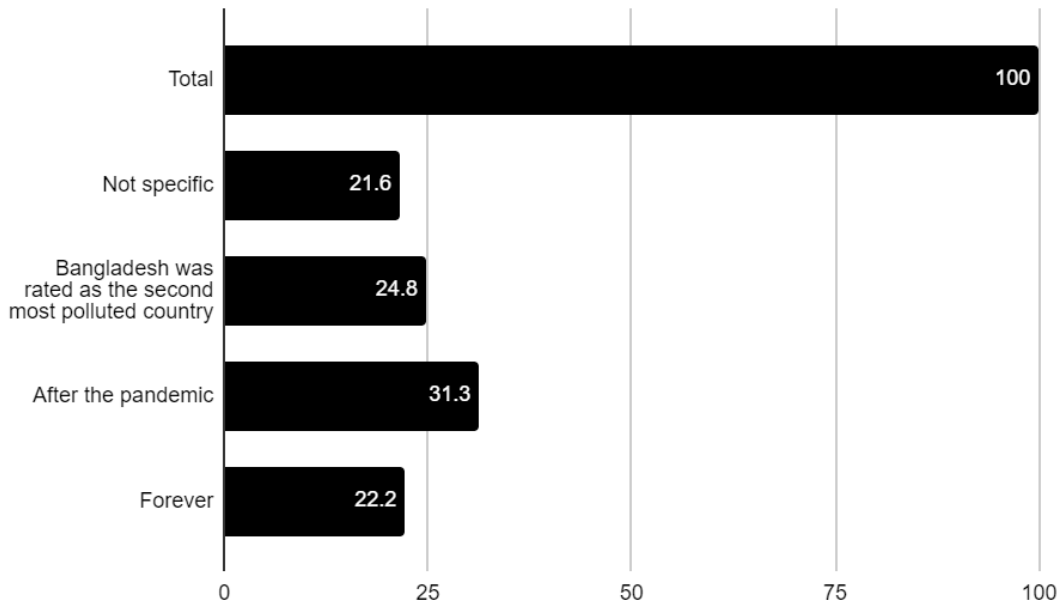


Figure 3: Increased environment Consciousness

#### 4.2.2. Hypothesis 2

**Alternate Hypothesis:** Gen z and Millennials are more willing to use green products than others.

**Null Hypothesis:** Gen z and Millennials are not willing to use green products than others.

Dependent Variable: Age

Independent Variable: Environmental awareness, willingness to buy green products.

Gen Z's are people, who were born between 1997 and 2012 and are now between the age of 9 and 24. Millennials are people who were born between 1981 and 1996 and are between the ages of 25 and 40. The graph below shows how willing people are to utilize environmentally friendly products.

**Table 3: Age and Willingness**

Age	Yes	Maybe	No	Total
20 years and lower	78	25	2	105

21 - 30 years old	198	50	12	260
31 - 10 years old	43	12	11	66
11 - 50 years old	22	20	7	49
51 and above	8	4	6	18

As seen in the graph, the majority of the responses were between the ages of 21 and 30, next between the ages of 20 and 30, and finally between the ages of 31 and 40. The majority of the responders were between the ages of 20 and 40. The respondents who were most willing to convert to green products were between the ages of 21 and 30. Respondents aged 20 and under were the second-highest in terms of willingness to switch to green products. The third group of favorable respondents ranged in age from 31 to 40 years old. Table 3 also revealed that the respondents with the highest number of unfavorable responses were between the ages of 41 and 50.

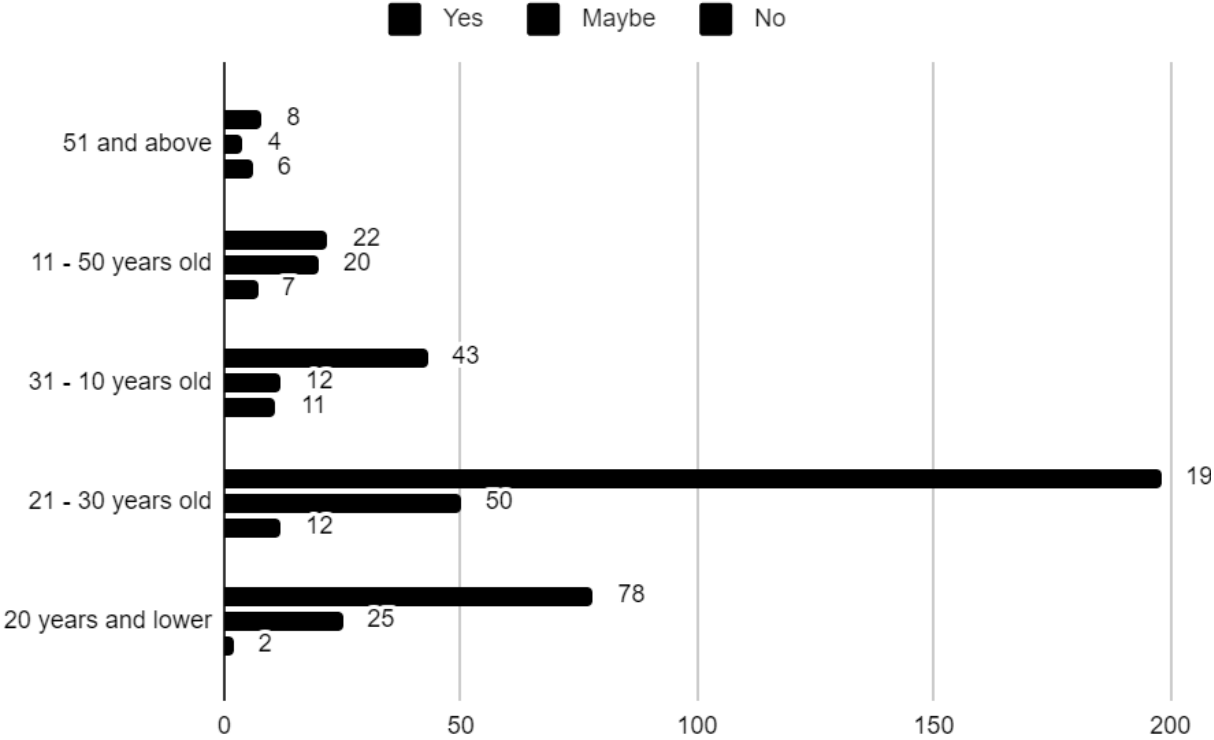


Figure 4: Age and willingness

### 4.2.3. Hypothesis 3

**Alternate Hypothesis:** Affordable price, quality, availability, and age directly affects customers' green purchase decision.

**Null Hypothesis:** Affordable price, quality, and availability directly affect customers' green purchase intention.

**Dependent Variable (Y):** green purchase intention

**Independent Variable (X):** Lower price, quality, availability.

**Table 4: Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.627 <sup>a</sup>	.393	.389	.28375	.393	106.724	3	95	.000

a. Predictors: (Constant), Switching to green products will be easier if they were locally available. The quality of green products would influence my buying decision. Green products should be offered at an affordable price

b. Dependent Variable: Are you willing to purchase green products?

The R<sup>2</sup> value in the table is 39.8%, suggesting that the variables are moderately associated. Variations in the pricing, availability, and quality of green products will have an impact on the customer's decision to buy.

**Table 5: ANOVA**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	25.778	3	8.593	106.724	.000 <sup>b</sup>
Residual	39.854	495	.081		
Total	65.631	498			

a. Dependent Variable: Are you willing to purchase green products?

b. Predictors: (Constant), Switching to green products would be easier if they were locally available. The quality of green products would influence my buying decision. Green products should be offered at an affordable price

Table 5 shows that the significant level is .000, the accuracy of the model is effective and that the null hypothesis can be rejected and the alternate hypothesis accepted.

**Table 6: Coefficients**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error				Beta	Lower Bound
1(Constant)	-.013	.064		-.198	.843	-.138	.112
The quality of green products would influence my buying decision.	.318	.056	.236	5.677	.000	.208	.428
Green products should be offered at an affordable price	.369	.055	.295	6.666	.000	.260	.478
Switching to green products will be easier if they were locally available.	.355	.048	.281	7.354	.000	.260	.450

a. Dependent Variable: Are you willing to purchase green products?

Customers' purchasing decisions are favorably influenced by the independent variables of affordable price, quality, and local availability, as shown in Table 6. The significance level for the three indicators is .000, indicating that the null hypothesis is rejectable.

#### 4.4.4. Hypothesis 4

**Alternate Hypothesis:** Green products have a good market opportunity in Bangladesh.

**Null Hypothesis:** Green products do not have a good market opportunity in Bangladesh.

Dependent Variable: Market opportunity

Independent Variables: Environmental and eco-product knowledge, green purchase intention, market size, attitude toward the green product.

*i. Marketing Opportunity*

a. Knowledge

**Table 7: Knowledge**

	<b>Knowledgeable</b>	<b>Moderate</b>	<b>Unknowledgeable</b>	
Your awareness regarding green marketing:	363	106	29	
	<b>After Pandemic</b>	<b>Bangladesh declared as the second most polluted country</b>	<b>Always</b>	<b>Not specific</b>
When did you start being more cautious about using green products?	107	149	127	115

Table 7 shows how consumers are becoming more aware of environmental and eco-friendly items. Green marketing is well-known among 363 respondents, and 107 of them have become more careful about using green products as a result of the epidemic. However, once Bangladesh was named the most polluted country, 149 people became more cautious, and (127+115) 242 of them were previously alert.

b. Attitude toward Green Products

Many customers currently utilize green products, as shown in Table 8, and they place a high value on environmental sustainability when purchasing green items. 350 people out of 499 said they were willing to buy green items.

**Table 8: Attitude towards the green product**

	Yes	Maybe	No		
Are you willing to purchase green products?	350	110	38		
	<b>Environmental Sustainability</b>	<b>Affordable and reducing utilities</b>	<b>Advertisements and promotions</b>	<b>Others</b>	
What motivates you to buy green products?	345	111	41	1	
	<b>Jute Products</b>	<b>Eco-friendly garments and textile</b>	<b>Green energy (ex. Bio-gas, solar energy, etc.)</b>	<b>Green Architectures (ex. Water conservation, green walls, and roofs, etc.)</b>	<b>Others</b>
Which green products do you use the most?	201	49	50	35	21

### c. Green Purchase Intention

According to Hypothesis 3, the quality, price, and availability of green items have a minor impact on green purchasing decisions. Green products will be purchased by Bangladeshi customers if they are available in the local market and are of high quality at a reasonable price. According to table 8, the majority of respondents are willing to buy environmentally friendly items.

Table 9: Intention, Marketing mix, Market opportunity				
		Agree	Neutral	Disagree
Intention	I am willing to pay more price for green products.	234	162	98
	The quality of green products would influence my buying decision.	407	90	1
Marketing mix	Green products should be offered at affordable prices.	417	49	32
	There is enough media exposure for the green products.	116	122	256
	Green products should be mass-produced in our country.	360	87	13
	There are enough variety of green products in Bangladesh.	114	160	220
	I would recommend green products based on their quality.	344	106	13
Market opportunity	Switching to green products will be easier if they were locally produced	422	62	11
	Do you think there should be more eco-friendly products in the Bangladesh market	406	73	19

#### d. Market Size

The population is the first sign of market potential. The majority of consumers are willing to convert to green products, as seen in Table 3. According to hypothesis 2, the majority of the respondents are millennials and Generation Z. As a result, marketers can market and promote their green products to those customers. According to the findings, most people are willing to switch to green products provided they are available, affordable, and of good quality, implying that green products have a solid marketing chance.

Green products are clearly in demand, as evidenced by the study and debate above. People are more worried about the environment than they were previously. The majority of them are willing to switch to green products, providing marketers with a large pool of potential clients. All of these suggest that the hypothesis's conditions have been met, hence the null hypothesis can be rejected and the alternate hypothesis accepted.

## 5. DISCUSSION

### 5.1. Findings

From the research, it can be concluded that:

- Environmental awareness has increased green product knowledge has increased after the Covid-19 pandemic.
- Generation Z and Millennials are more environmentally conscious than other generations. The study also indicates that they are also more open to switching to new products if they are available. However, they, especially millennials, can be attracted by discounts and offers and discounts.
- Affordable price, quality, availability, and age directly affects customers' green purchase decision.
- Green products have good market opportunities in Bangladesh. All the indicators indicate that being environmentally conscious, they are open to using green products.

### 5.2. Recommendation

Some recommendations are given after the analysis:

- Marketers should develop some marketing strategies in such a way where the targeted customers will be generation Z and millennials.
- Millennials are used to both traditional and nontraditional methods of marketing and media, unlike Gen Z. Therefore, marketers or eco businesses can follow through the line market strategy to attract both groups of customers.
- One of the essential matters in this research is the price of green products. In table 8, it can be seen that 417 respondents expect green products should be at affordable prices. So, the products should be mass-produced and produced in such a way so that the unit cost comes out small.
- Table 8 shows that respondents acknowledge there are not enough green products in Bangladesh. So, green products can be mass-produced to fulfill the expectations of a large number of users, and the unit cost will be small; consequently, the price would be lower.
- With good market potential come the competitors. So, business needs to develop new strategies constantly.

### 5.3. Limitations and Future Scope of the Study

- While conducting the study, the first limitation faced is not showing more face-to-face interviews. There were only a small number of face-to-face interviews was done due to the



pandemic.

- Only 499 cannot be an accurate representation of almost 16 million people of Bangladesh.

## 6. CONCLUSION

We must safeguard the earth as it continues to evolve. As a result, more people are becoming more environmentally concerned and prefer to purchase ecologically friendly products. The major goal of this research was to determine the market potential for green products in Bangladesh to inspire marketers and eco-businesses to expand their green market activities. The study's second purpose was to find out how consumers felt about green marketing, which encompasses green products, green advertising or communication, green pricing, green packaging, and environmental awareness. This research also shows how a green marketing mix and technologies will improve Bangladesh's market opportunities.

To summarize, with the threat of global warming looming large and nonrenewable resources running low, it is critical that green marketing become the norm. Green products that are both dependable and environmentally friendly should become much more well-known and widely used.

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## APPENDIX

- The questioner list for the thesis is given:

Structured Queries	
<b>Demographics</b>	Age
	Gender
	Division/District
	Educational Level
	Occupation
	Monthly income
<b>Knowledge</b>	Your awareness regarding green marketing: (rate yourself out of 5)
	When did you start being more cautious about using green products?
<b>Attitude</b>	Are you willing to purchase green products?
	What motivates you to buy green products?
	Which green products do you use the most?
<b>Intention</b>	I am willing to pay more price for green products.
	The quality of green products would influence my buying decision.
<b>Marketing mix</b>	Green products should be offered at affordable prices.
	There is enough media exposure for the green products.
	Green products should be mass-produced in our country.
	There is enough variety of green products in Bangladesh.
	I would recommend green products based on their quality.
<b>Market opportunity</b>	Switching to green products will be easier if they were locally produced
	Do you think there should be more eco-friendly products in the Bangladesh market