

Title: Factors influencing customers' green purchasing intention: evidence from developing country

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Abstract: The purpose of this study is to examine the contribution of environmental knowledge and environmental sensitivity on the green purchasing intention of Bangladeshi consumers by using an extended theory of planned behavior. Quantitative research method was used to collect 369 data by using a convenient sampling method. Data was analyzed using partial least square while a structural equation model was applied to measure causal relations among the variables. The findings of this study demonstrate that subjective norms, attitude toward green products and perceived behavioral control have a positive and significant relationship with green purchasing intention. Moreover, environmental knowledge has also a positive and significant relationship with environmental sensitivity. There is a positive and significant association between environmental sensitivity and attitude toward green products, while the relationship between environmental knowledge and attitude toward green products was found insignificant. Quality of green products does not moderate the relationship between attitude toward green products and green purchasing intention. The results further indicate that environmental sensitivity mediates the relationship between environmental knowledge and attitude toward green products. Attitude toward green products also mediates the relationship between environmental sensitivity and green purchasing intention. At the same time, environmental sensitivity and attitude toward green products jointly mediate the relationship between environmental knowledge and green purchasing intention. However, attitude toward green products does not mediate the relationship between environmental knowledge and green purchasing intention. This study may be used to guide managers who are planning to launch green products in the Bangladeshi market for choosing their target markets and a great insight for the government to produce environmentally friendly consumption policy for citizens and environmental conservation.

Keywords: Green purchasing intention, Environmental knowledge, Environmental sensitivity, Bangladeshi market, Environmental conservations

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