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Economic and Behavioral Determinants of Sustainable Purchase Behavior Toward Eco-Friendly Food Products: Evidence from Bangladesh

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ABSTRACT

The rising environmental degradation has made sustainable consumption an issue of global concern, but not many consumers have embraced it in developing economies. This paper discusses the antecedents of sustainable buying behavior on eco friendly food products in Bangladesh as an extension of Theory of Planned Behavior. The model incorporates the environmental knowledge, environmental concern, perceived consumer effectiveness, eco label credibility and ease of purchase with purchase intention a mediating variable. The survey involved a total of 302 respondents who were asked to complete a web based survey and the data were analyzed using the Partial Least Squares Structural Equation Modeling. According to the results, environmental concern is a strong predictor of purchase intention (beta = 0.422, $p < 0.001$), sustainable behavior (beta = 0.163, $p = 0.045$). There is also a significant effect of ease of purchase on intention ($\beta = 0.351$, $p < 0.001$), and behavior ($\beta = 0.178$, $p = 0.002$). The relationship between environmental knowledge and behavior is positive (beta = 0.154, $p = 0.038$), but it does not appear in intention. There are no significant effects of eco label credibility and perceived consumer effectiveness on intention or behavior. Environmental concern and ease of purchase have a significant effect on purchase intention which is significantly predicted by sustainable behavior (beta = 0.314, $p < 0.001$) but mediated by environmental concern and ease of purchase. The results indicate that the emotional concern and product availability contribute more to sustainable food purchases in Bangladesh than label trust or perceived personal impact that can provide valuable information in policy and marketing strategies.

INTRODUCTION

Over the past decades, the world has witnessed increasing environmental degradation, biodiversity loss, and climate change, which pose a threat to ecological stability and human well-being (Intergovernmental Panel on Climate Change [IPCC], 2022). As people have increasingly realised that industrialisation and consumption left unchecked led to these crises, sustainable consumption has become a global priority (Jackson, 2017; United Nations Environment Programme [UNEP], 2020). There is currently an emphasis on citizens to make environmentally responsible choices by buying goods that are environmentally friendly, low-carbon, and ethically produced (Peattie & Peattie, 2009; Joshi & Rahman, 2015). Sustainable consumption is being highlighted as a priority in the United Nation's Sustainable Development Goal 12 (Responsible Consumption and Production), calling on people to consider the environmental, social and ethical impacts of our everyday consumption habits (United Nations, 2015). Among the sustainable products' portfolio, environmentally friendly foods produced using reduced chemical inputs, renewable resources and green agricultural practices have gained a lot of scholarly attention (Magnusson *et al.*, 2003; Yadav & Pathak, 2016). There has been an increase in the demand for organic and eco-labelled food products in the world, as consumers

believe that the products are healthy and ecologically safe (Chen, 2010; Paul & Rana, 2012).

Moreover, even with the heightened awareness, the emerging markets such as Bangladesh have low adoption of sustainable purchase behaviour (SPB). Rapid urbanisation, population pressure, and industrial pollution have increased the level of environmental degradation in the country (Rahman *et al.*, 2021). Though the proportion of consumers with positive attitudes towards the environment was high among the consumers in Bangladesh, this attitude-behaviour gap is also present, which implies that their concern towards the environment does not translate into their purchase behaviour (Biswas & Roy, 2015; Paul *et al.*, 2016). Despite the massive research activities on sustainable consumption that have been carried out in different parts of the world, empirical research studies particularly among the Bangladeshi consumers are wanting (Ahmed & Ahmed, 2020). The socio-cultural background of developing economies is quite distinct of the developed ones, where environmental education, institutional processes and product access levels are at a higher stage (Nguyen *et al.*, 2019). In Bangladesh, the lack of trust towards product claims is often accompanied by environmental awareness, and the intentions to purchase the environmentally friendly product do not always translate into the purchase behavior

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(Harjadi & Gunardi, 2022). It is a research which has some serious practical consequences as well. Marketers can also use consumer motives to devise strategies that will afford them sustainability strategies. This way, the negative factors like low credibility of eco labels, or the absence of buying convenience will guide the policy-makers to make more products accessible and increase consumer trust and green communication (Kim and Lee, 2023; Kumar and Ghodeswar, 2015). Accordingly, the research bridges the gap between the academic and managerial domain as it includes the psychological constructs with the reality of Bangladesh. The overall aim of the study is to identify the significant antecedent variables influencing sustainable purchase behavior (SPB) about environmentally friendly food products in Bangladesh having an experimental mediation of purchase intention (PI).

The specific objectives are:

1. To evaluate how environmental knowledge, environmental concern, perceived consumer effectiveness, eco-label credibility, and ease of purchase influence purchase intention and sustainable purchase behavior.
2. To assess whether purchase intention mediates the relationship between these independent variables and sustainable purchase behavior.
3. To provide policy and managerial recommendations to promote eco-friendly food consumption in Bangladesh.

LITERATURE REVIEW

Sustainable consumption has emerged as a global imperative due to the escalating environmental degradation, decline in the resources and climate change. Consumer choices are an important part in the fight to reduce the damage we are causing the environment by supporting products and practices that are environmentally sustainable. Within this context, sustainable purchase behaviour (SPB), i.e. the tendency to acquire environmental friendly products, socially responsible products, has attracted considerable academic and managerial attention. This chapter presents a review of the theoretical background and empirical evidence on SPB in which the importance of several determinants, like environmental knowledge, concern, perceived effectiveness in consumers, eco-labels, and ease of purchasing, figure.

Among the most effective theories regarding pro-environmental behaviour is the Theory of Planned Behaviour or TPB (Ajzen, 1991). It is based on an assumption that behavioural intention brought about by attitude subjective norms and perceived behavioural control results in actual behaviour. According to many studies (e.g., Yadav and Pathak, 2016; Testa *et al.*, 2015), the TPB is relevant when it comes to the intention of consumers to buy their green products. Nevertheless, critics allege that the rationality and volitional assumptions of TPB might not be effective in explaining the influences on morals, and the emotive influences, and situational influences, particularly in developing nations. This has led to researchers developing TPB to include

the incorporation of other factors like environmental concern and perceived consumer effectiveness in order to have a more holistic picture of sustainable consumption. The Value-Belief-Norm (VBN) theory (Stern *et al.*, 1999) and the Norm Activation Model (NAM) (Schwartz, 1977) concentrate on the relevance of the moral norms and individual responsibility as the motivators of pro-environmental behaviour. Personal Values When a person internalises environmental values, he or she feels a moral obligation to be a sustainable person. These frameworks replace TPB in the sense that they introduce the ethical and normative aspect of the green purchasing. The interaction of TPB and VBN has been significantly studied to demonstrate that moral and altruistic values encourage purchasing intentions of eco-friendly products (Han, 2015; Kim & Lee, 2023).

Bandura's Social Cognitive Theory (1986) assumes that behaviour is influenced by reciprocal interactions in the following: cognitive, behavioural and environmental factors. In the case of green consumption, perceived consumer effectiveness, the notion that what one does can make a difference, is aligned closely with SCT's notion of self-efficacy. Environmental knowledge is the level of awareness and understanding that consumers have about ecological problems and the environmental impact of their choice. Knowledge builds positive attitudes and improves ability of the consumers to identify a green product (Mostafa, 2007). Studies such as Aman *et al.* (2012) and Joshi & Rahman (2019) confirm that the more environmental knowledge one has has a positive effect on intention as well as behaviour. Nevertheless, some scholars (Kanchanapibul *et al.*, 2014) have found the relationship to be weak, which means that knowledge alone may not guarantee behavioural change if it is not supported by motivation or accessibility. Environmental concern is the level of emotional involvement or concern people show about degradation to the environment. It is an affective motivator that affects the attitude and intentions in green consumption (Vermeir & Verbeke, 2006).

The research literature on the connection between environmental concern and intention to purchase green products has shown a consistency of a positive relationship (Yadav & Pathak, 2016; Testa *et al.*, 2015). PCE is the feeling of individuals in their own capability to fix the environment by choosing their consumption behaviour. The greater the perceived efficacy the greater the confidence of consumer towards sustainable choices and is an element that strengthens its purchase intentions (Ellen *et al.*, 1991). PCE is seen as a major predictor of green purchase intention by means of empirical studies (Kim & Choi, 2005; Wang, 2016). Eco-labels are informational signals to the consumer in identifying products that are conscious of the environment.

Perceived reliability, third-party verification and transparency are key to the credibility of these labels. Previous studies (Thøgersen *et al.*, 2010; Testa *et al.*, 2015) show that trust and green purchase intention are increased by credible eco-labels. Ease of purchase is

the ease, affordability and convenience of buying green products. It is an external, situational factor which affects the consistency of intention and behaviour. Studies (Chen & Chai, 2010; Ghazali et al., 2017) suggest availability of products, high prices, and poor distribution networks discourage consumers from purchasing eco-friendly products. Green finance in Bangladesh still struggles to expand due to regulatory ambiguity, limited product innovation, and low public awareness. Although digital platforms like FinTech offer promising tools for improving transparency and reducing costs. Strengthening regulatory clarity and increasing institutional readiness are therefore essential to accelerate sustainable financial practices in the country (Ahmed, Islam, and Sarwar, 2025).

As a Mediator Purchase intention is the individual's attitude or intention to do green shopping. Intention is the most immediate predictor of actual behaviour in TPB based models. Numerous studies (Yadav & Pathak, 2016; Kim & Lee, 2023) confirm that intention can be a mediator between the attitudinal and contextual determinants and the behaviour. Nonetheless, in many developing contexts, intention-behaviour gaps remain, due to some constraint from the external environment, suggesting that interventions should address both psychological and structural barriers.

Empirical Evidence from Developing countries Studies in emerging markets show inconsistent results in terms of the predictors of green purchase. For example, the factors such as awareness and financial ability were found to be significant in green consumption in Bangladesh (Khan & Hossain 2019), while factors such as technological and market barriers were found to limit sustainable choices (Miah *et al.* 2019). In India, Yadav & Pathak (2016) showed that TPB variables significantly explained green food purchase intention while in Vietnam and Indonesia, eco-label credibility and ease of purchase played more crucial roles (Nguyen *et al.* 2020). These findings suggest that there are socioeconomic and infrastructural differences that influence the ability of the consumers to act based on the awareness. Therefore, the application and validation of these determinants in the case of Bangladesh is needed in order to understand local dynamics. Although there has been a development in the understanding of green consumerism based on existing literature, there are several critical gaps involved. First, there is a lack of empirical research in the country about eco-friendly food purchasing behaviour in Bangladesh due to rising environmental challenges. Second, past research tends to examine individual variables in isolation simply by integrating cognitive, affective and situational determinants in one model. Third, the mediating role of purchase intention is hardly tested in the Bangladeshi context: leaving uncertainties about the transformation of intentions into actual behaviour. Finally, market-related variables, such as label credibility and label accessibility, are still understudied, even though they are of practical importance. In order to overcome these gaps the

present study proposes an integrated framework where TPB and additional constructs such as environmental knowledge, environmental concern, perceived consumer effectiveness, eco-labels credibility, ease of purchase are combined with purchase intention as a mediating variable that leads to sustainable purchase behaviour. This model recognises that not only the attitude and beliefs held internally by consumers influences their decisions but also the external market and informational conditions too.

MATERIALS AND METHODS

Research Design

This research was conducted using the quantitative research design for exploring the determinants of sustainable purchase behavior (SPB) towards eco-friendly food items in Bangladesh. Data were obtained by an online structured questionnaire based on validated scales modified previously to make it clear and understandable to the Bangladeshi context. A total of 302 valid responses were collected from respondents who are 18 years of age and above and knew about eco-friendly food items. The data were analyzed with Partial Least Squares Structural Equation Modeling (PLS-SEM) by using SmartPLS software which permits both simultaneous measurement and structural models evaluation.

Sampling Design

The target population was the Bangladeshi consumers who are aware of, interested in buying eco-friendly food products. The study had used a non-probability convenient sampling method due to constraints in terms of time and access. This was achieved by mass reaching of respondents via social media, email and messaging platforms. Each case is a respondent who was used as the unit of analysis. There were 302 complete responses, which was enough to conduct PLS-SEM analysis, which is statistically reliable for behavioral research.

Measurement Instrument

All constructs were assessed using multi-item five-point Likert scales (1=Strongly Disagree, 5=Strongly Agree). Measurement items were taken from established items in the literature to ensure validity and reliability. Seven major constructs were analyzed: Environmental Concern (EC), Environmental Knowledge (EK), Eco-Label Credibility (ELC), Ease of Purchase (EOP), Perceived Consumer Effectiveness (PCE), Purchase Intention (PI), and Sustainable Purchase Behavior (SPB).

Theoretical Framework and Hypothesis Development

Building on the reviewed literature, the present chapter provides the theoretical basis for the study as well as forming the hypotheses relating the psychological and contextual variables affecting sustainable purchase behaviour (SPB). The research combines aspects of the Theory of Planned Behaviour (TPB) with several other factors, for example, environmental knowledge, concern,

Table 1: Source of Measurement Items

Constructs	Items	Description	References
Environmental Concern (EC)	EC1–EC4	Awareness, responsibility, and care toward environmental issues	Kim & Lee (2023); Harjadi & Gunardi (2022); Joshi & Rahman (2015); Paul <i>et al.</i> (2016)
Ease of Purchase (EOP)	EOP1–EOP4	Availability and convenience in purchasing eco-friendly products	Harjadi & Gunardi (2022); Ajzen (1991); Kumar & Ghodeswar (2015); Paul <i>et al.</i> (2016)
Eco-label Credibility (ELC)	ELC1–ELC4	Trust and confidence in eco-labels and certifications	Harjadi & Gunardi (2022); Yadav & Pathak (2016); Nguyen <i>et al.</i> (2019); Paul <i>et al.</i> (2016)
Environmental Knowledge (EK)	EK1–EK5	Understanding of environmental issues and sustainable food practices	Kim & Lee (2023); Kumar & Ghodeswar (2015); Joshi & Rahman (2015); Yadav & Pathak (2016)
Perceived Consumer Effectiveness (PCE)	PCE1–PCE4	Belief in the personal impact of individual actions on the environment	Paul <i>et al.</i> (2016); Aman <i>et al.</i> (2012); Chen (2010); Magnusson <i>et al.</i> (2003)
Sustainable Purchase Behavior (SPB)	SPB1–SPB4	Actual purchase and future intent toward eco-friendly food	Lee (2008); Paul <i>et al.</i> (2016); Yadav & Pathak (2016)

perceived consumer effectiveness, eco-label credibility and ease of purchase. It further merits the mediating role of purchase intention (PI) in explaining how the consumers translate attitudes and perceptions to eco-friendly purchasing decisions.

The TPB (Ajzen, 1991) describes human action as the result of rational action and perceived control. It assumes attitude toward behaviour, subjective norms and perceived behavioural control lead to behavioural intention, which in turn, results in actual behaviour. In the theory of sustainable consumption, attitude refers to an individual's assessment of eco-friendly products, the subjective norm refers to social influence and perceived control refers to the ease or difficulty of performing sustainable purchasing.

Conceptual Framework

The conceptual model (Figure 1) depicts the hypothesized relationships among the variables:

Five independent variables:

1. Environmental Knowledge (EK)
2. Environmental Concern (EC)
3. Perceived Consumer Effectiveness (PCE)
4. Eco-label Credibility (ELC)
5. Ease of Purchase (EOP)

Mediating variable: Purchase Intention (PI)

Dependent variable: Sustainable Purchase Behavior (SPB)

All five determinants are expected to influence both PI and SPB, while PI is also hypothesized to mediate these relationships.

Hypothesis Development

H1: Environmental knowledge positively influences purchase intention.

H2: Environmental knowledge positively influences

sustainable purchase behavior.

H3: Environmental concern positively influences purchase intention.

H4: Environmental concern positively influences sustainable purchase behavior.

H5: Perceived consumer effectiveness positively influences purchase intention.

H6: Perceived consumer effectiveness positively influences sustainable purchase behavior.

H7: Eco-label credibility positively influences purchase intention.

H8: Eco-label credibility positively influences sustainable purchase behavior.

H9: Ease of purchase positively influences purchase intention.

H10: Ease of purchase positively influences sustainable purchase behavior.

Some determinants could have a direct influence on sustainable behaviour, while others would have an indirect influence through intention. This mediating function explains why people showing similar profiles of awareness can, nevertheless, show disparate behaviours, depending upon motivational intensity and constraints of the situation.

Conceptual Model Illustration

The conceptual framework is a visual representation of the hypothesised relationships. Each independent variable, namely EK, EC, PCE, ELC and EOP are associated with both Purchase Intention (PI) and Sustainable Purchase Behaviour (SPB); while PI directly influences SPB. This configuration therefore allows the study to assess direct and indirect effects thus testing whether PI mediates the relationships between antecedents and behavior.

This chapter developed a comprehensive theoretical

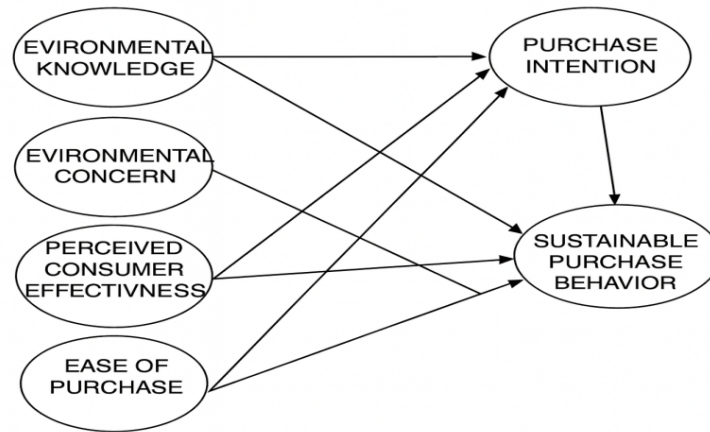


Figure 1: Conceptual frameworks for proposed model

framework by extending the Theory of Planned Behavior with additional environmental and contextual variables relevant to eco-friendly food consumption in Bangladesh. Eleven direct hypotheses and five mediating hypotheses were formulated to capture the relationships between environmental cognition, perceived control, and market accessibility on sustainable purchase behavior.

RESULTS AND DISCUSSIONS

Model Development

The model evaluated how EC, EK, ELC, EOP, and PCE influence PI and SPB, with PI also acting as a mediator. The study used PLS-SEM, which is appropriate for small to medium samples and exploratory research models. The analysis proceeded in two stages:

Measurement Model used for assessing reliability and validity.

Structural Model used for testing hypothesized relationships.

PLS Algorithm

The algorithm assessed indicator reliability, internal consistency (Cronbach’s Alpha and Composite Reliability), and validity (Average Variance Extracted and Discriminant Validity).

Bootstrapping Procedure

A bootstrapping technique was used to estimate the significance of path coefficients by generating T-statistics and P-values for hypothesis testing.

Hypothesis Testing

All hypothesis was tested based on path coefficients and P-values. A p-value < .05 was deemed to be significant and reflect a comparatively large impact by the variables used. This analysis recognized the most significant factors of sustainable purchasing behavior among Bangladeshi consumers. All in all, this chapter outlines the systematic approach used to explore the psychological as well as situational determinants of sustainable purchasing behaviour. Methodological rigor and statistical rigor in

Table 2: Evaluation Criteria

Measure	Description
Path Coefficient (β)	Shows strength and direction of relationships
Standard Deviation (SD)	Indicates variability of estimates
T-Statistic	Tests relationship significance
P-Value	Determines if the relationship is statistically significant ($p < 0.05$)

Research Methodology

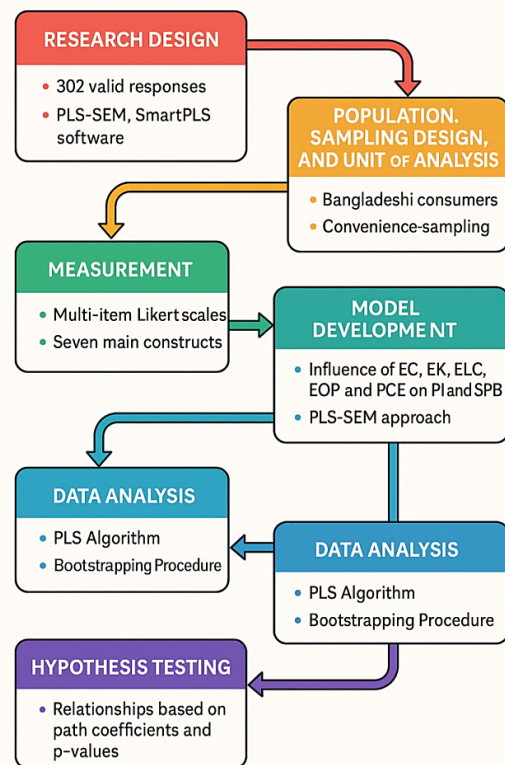


Figure 2: Methodological Flow chart

testing the conceptual model was achieved by utilizing the quantitative perspective, validated instruments, and PLS-SEM analysis.

Demographic Profile

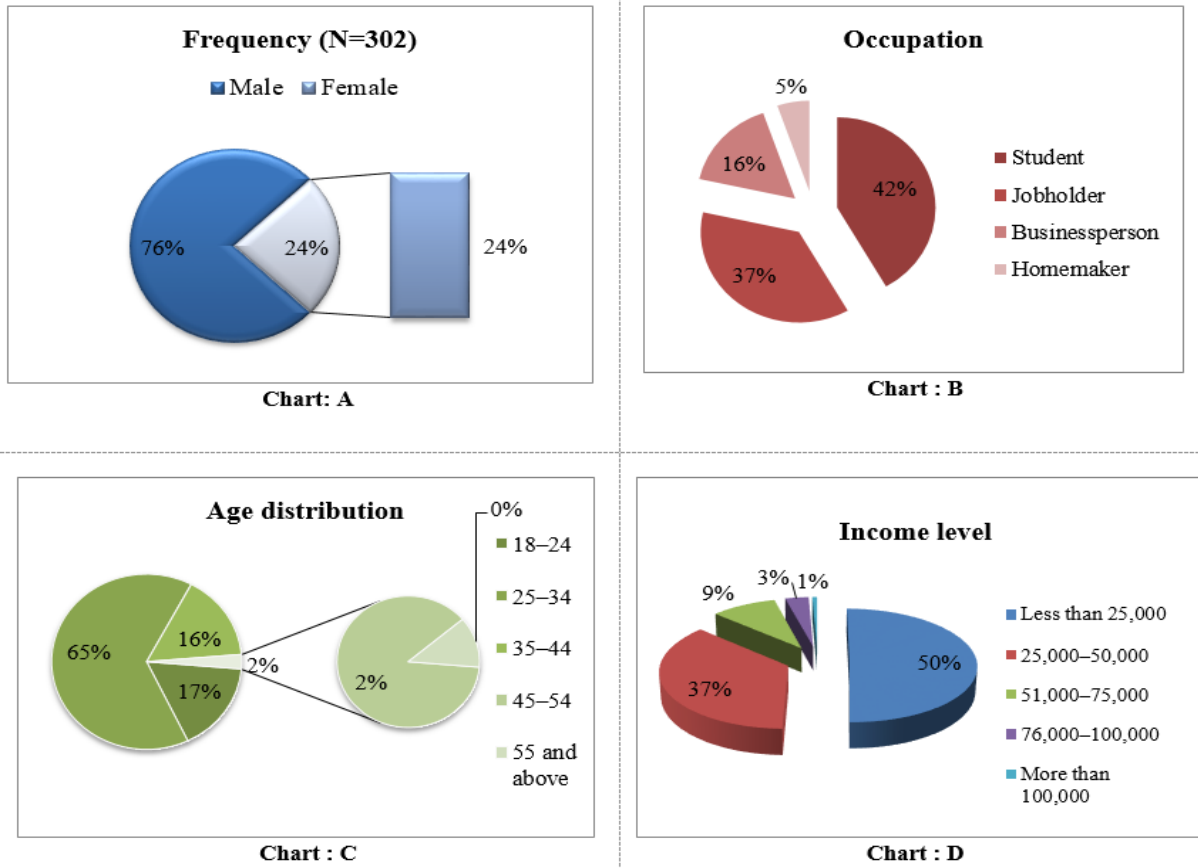


Figure 3: (A-D) Showing demographic distributions of the Participants (Chart A-D)

Measurement Model

The diagram illustrates the Structural Equation Model (SEM) developed using SmartPLS software to analyze the

factors influencing Sustainable Purchase Behavior (SPB) toward eco-friendly food products

Blue circles are latent constructs such as Environmental

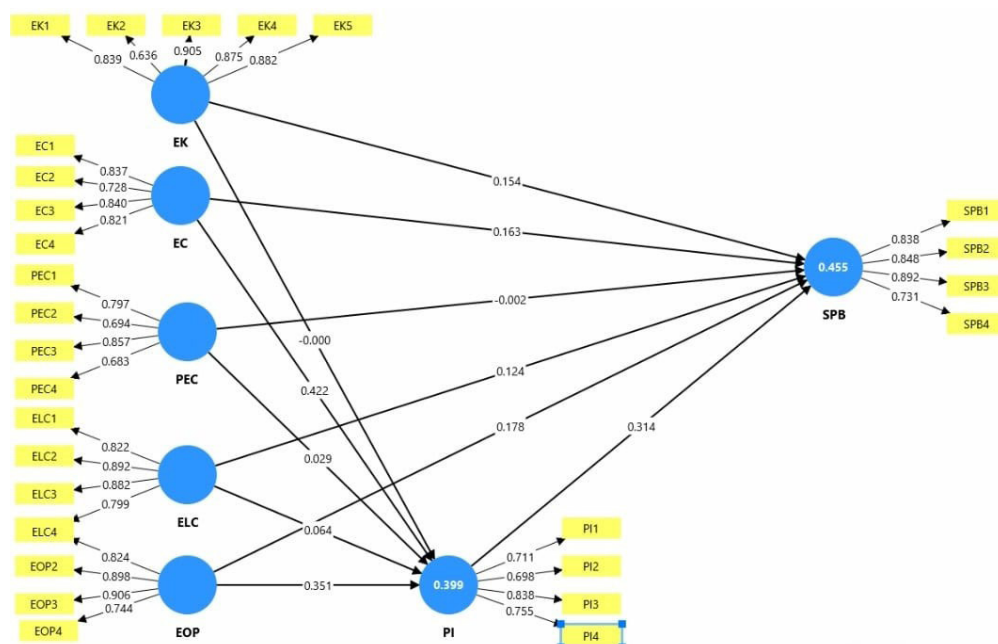


Figure 4: Path coefficients - p values with outer loading

Knowledge (EK), Environmental Concern (EC), Perceived Consumer Effectiveness (PCE), Eco-Label Credibility (ELC), Ease of Purchase (EOP), Purchase Intention (PI), and Sustainable Purchase Behavior (SPB) whereas the yellow boxes are their measurement indicators. The links between the variables are both measured and structural in nature, with numeric values representing a path coefficient of strength. The results from the model indicate that there are strong positive influence of Environmental Concern and Ease of Purchase on purchase intention and sustainable behaviour, while Purchase Intention has a significant mediating influence on the relationship between the predictors and the behaviour. Environmental Knowledge has a

direct impact on SPB, but not on PI, whereas Eco-label Credibility and Perceived Consumer Effectiveness have a limited impact. The moderate explanatory power of the R2 values of 0.399 for PI and 0.455 for SPB suggests that both the psychological and the situational factors explain consumers' sustainable purchasing behaviors in the Bangladeshi context.

Factor Loading

Factor loading evaluates how strongly each observed variable represents its respective construct. A loading above 0.70 is considered acceptable, indicating strong reliability. Most of the factor loadings in this study met or exceeded this benchmark.

Table 3: Outer Loading

Construct	Items	Loading
Environmental Concern (EC)	EC1–EC4	0.728–0.840
Environmental Knowledge (EK)	EK1–EK5	0.636–0.905
Eco-label Credibility (ELC)	ELC1–ELC4	0.799–0.892
Ease of Purchase (EOP)	EOP1–EOP4	0.744–0.906
Perceived Consumer Effectiveness (PCE)	PCE1–PCE4	0.683–0.857
Purchase Intention (PI)	PI1–PI4	0.698–0.838
Sustainable Purchase Behavior (SPB)	SPB1–SPB4	0.731–0.892

All constructs showed acceptable reliability. Minor deviations below 0.70 were retained for theoretical consistency and to maintain the model's conceptual integrity.

Construct Reliability and Validity

Reliability was evaluated using Cronbach's Alpha,

Composite Reliability (CR), and Average Variance Extracted (AVE). All values surpassed the recommended thresholds, confirming internal consistency and convergent validity.

All constructs achieved acceptable reliability with AVE values above 0.50, confirming convergent validity.

Table 4: Construct Reliability and Validity

Construct	Cronbach's Alpha	Composite Reliability (ρ_a)	Composite Reliability (ρ_c)	AVE
EC	0.822	0.835	0.882	0.652
EK	0.892	0.922	0.918	0.694
ELC	0.871	0.873	0.912	0.722
EOP	0.869	0.883	0.909	0.715
PCE	0.761	0.800	0.845	0.580
PI	0.746	0.758	0.839	0.567
SPB	0.847	0.853	0.898	0.688

Discriminant Validity

Discriminant validity was tested using the Fornell–Larcker criterion and the Heterotrait–Monotrait ratio (HTMT). Both methods confirmed that each construct was distinct from the others.

The diagonal values (square roots of AVE) were greater than the correlations between constructs, confirming discriminant validity.

Structural Model

The PLS-SEM structural model examined the

relationships among variables using bootstrapping with 5000 resamples. Hypotheses were accepted at $p < 0.05$.

Purchase intention acted as a mediating variable in the relationships of environmental concern, ease of purchase and sustainable behaviour. The results show that the factors that have the most influential effect in any case of the purchase intention and sustainable purchase behaviour is environmental concern and ease of purchase. Environmental knowledge showed a direct impact on behaviour but not intention; eco-label credibility and perceived effectiveness of consumers showed a negligible

Table 5: Fornell–Larcker Criterion

Construct	EC	EK	ELC	EOP	PCE	PI	SPB
EC	0.807						
EK	0.746	0.833					
ELC	0.319	0.294	0.850				
EOP	0.106	0.079	0.510	0.846			
PCE	0.607	0.547	0.531	0.245	0.761		
PI	0.497	0.377	0.393	0.436	0.405	0.753	
SPB	0.491	0.443	0.435	0.407	0.418	0.578	0.829

Table 6: Path Coefficients, T-Values, and P-Values

Hypothesis	Relationship	β	t-Value	p-Value	Decision
H1	EC → PI	0.422	5.227	0.000	Accepted
H2	EC → SPB	0.163	2.009	0.045	Accepted
H3	EK → PI	0.000	0.004	0.997	Not Accepted
H4	EK → SPB	0.154	2.073	0.038	Accepted
H5	ELC → PI	0.064	0.854	0.393	Not Accepted
H6	ELC → SPB	0.124	1.830	0.067	Not Accepted
H7	EOP → PI	0.351	6.145	0.000	Accepted
H8	EOP → SPB	0.178	3.063	0.002	Accepted
H9	PCE → PI	0.029	0.392	0.695	Not Accepted
H10	PCE → SPB	-0.002	0.022	0.982	Not Accepted
H11	PI → SPB	0.314	4.238	0.000	Accepted

Table 7: Indirect Effects (Mediation Analysis)

Path	β	t-Value	p-Value	Result
EC → PI → SPB	0.132	2.849	0.004	Significant
EOP → PI → SPB	0.110	3.699	0.000	Significant
EK → PI → SPB	0.000	0.003	0.997	Not Significant
ELC → PI → SPB	0.020	0.827	0.408	Not Significant
PCE → PI → SPB	0.009	0.372	0.710	Not Significant

impact. The current study validates purchase intention as a crucial mediator between environmental awareness and purchase accessibility and observable sustainable behavior. The structural model exhibits moderate predictive ability that explains the fact that psychological and situational variables together explain a substantive level of sustainable consumer behaviour in Bangladeshi situation.

Discussion and Summary of Findings

This chapter offers an interpretation of the structural model results and places them in the context of the available literature. The research investigated the effects of Environmental Concern (EC), Environmental Knowledge (EK), Eco-label Credibility (ELC), Ease of Purchase (EOP) and Perceived Consumer Effectiveness (PCE) on Purchase Intention (PI) and Sustainable Purchase Behaviour (SPB) whilst also testing for PI as a mediating variable.

Environmental Concern (EC) EC

EC had a strong positive response on both PI (b= 0.422, p < 0.001) and SPB (b= 0.163, p=0.045), which is in line with the research of Diamantopoulos *et al.* (2003) and Paul *et al.* (2016). These results indicate that people who report increased concern for environmental issues are more likely to engage in sustainable behaviours. In the Bangladeshi context, such concern tends to translate into action, although there can be structural barriers, especially cost and lack of access, which can impede complete behavioural adoption.

Environmental Knowledge (EK)

EK had a significant influence on SPB (b=0.154, p= .038) but not on PI (b=0.000, p= .997). Contrary to what Kim and Lee (2023) reported, knowledge does not seem to produce intention in this context. Consumers may have knowledge of environmental issues but lack translation of such knowledge to action, if not provided salient

emotional or motivational drivers.

Eco label Credibility (ELC)

ELC did not have any statistically significant effects on PI ($b = 0.064$, $p = 0.393$) or SPB ($b = 0.124$, $p = 0.067$). This finding at variance with the results of Testa *et al.* (2015) suggests that a lack of consumer trust or knowledge towards eco-labels may exist among Bangladeshi consumers. Weak regulatory standards and a lack of consumer education are likely to reduce the efficiency of the eco-labeling in this market.

Ease of Purchase (EOP) EOP

EOP had a significant impact on both PI ($b = 0.351$, $p < 0.001$) and SPB ($b = 0.178$, $p = 0.002$) in accordance with prior evidence by Harjadi and Gunardi (2022). Accessibility and convenience surfaces as practical determinants that increase the intention to buy and the actual purchase behaviour, making the availability of an offering of crucial importance in stimulating sustainable consumption.

Perceived Consumer Effectiveness (PCE)

PCE did not affect PI significantly ($b = 0.029$, $p = 0.695$), or SPB ($b = -0.002$, $p = 0.982$). This is contrary to previous research by Straughan and Roberts 1999. Many Bangladeshi consumers may perceive their individual acts to have so little environmental impact that this dampens motivation to act.

Purchase Intention (PI) And Sustainable Purchase Behaviour (SPB)

PI had a very positive influence on SPB (b.Objectivisation, intention, was found to have predictive validity. (Kalafatis *et al.*, 1999). While several antecedent variables did not directly predict behaviour, this indirectly affected PI, a process that influenced sustainable consumption. The results support the potential of the Theory of Planned Behaviour and the Value-Belief-Norm model in maintaining discretionary consumption decisions. EC, EK (in relation to SPB), EOP and PI were salient predictors and ELC and PCE were not significant. The results point to the fact that, in Bangladesh, increased awareness and greater accessibility as motivators are more powerful than trust in eco-labels or perceived personal influence.

CONCLUSION

The investigation looked that major factors affecting sustainable purchase behaviour towards eco-friendly food product in Bangladesh. Results illustrates Environmental Concern and Ease of Purchase both have a strong effect on Purchase Intention and Sustainable Purchase Behaviour while the latter is the main predictor of behaviour. Environmental Knowledge has a Direct Impact on behaviour Eco-label Credibility Perceived Consumer Effectiveness Significant effects were not found. These conclusions imply that while consumers

have environmental consciousness, obstacles like low trust in eco-labels and low expectations about personal impact limit consistent response to sustainability.

The current research complements the Theory of Planned Behaviour and the Value-Belief-Norm model in Bangladeshi setting that reveal that the constructs that are developed and tested within the Western world might lack that level of strength in new economies. The situational variable of Ease of Purchase is an indication of the importance of having accessibility alongside the psychological determinants. Practical Contributions Educational programmes and campaigns on environmental literacy should be used to evoke an emotional response in the policymakers. Business organizations must make their products more accessible, affordable, and visible in order to make the purchase more probable. Regulatory bodies need to assist in improving the integrity of eco-labels by introducing the transparent certification procedures and providing education to consumers. The study employed a Web based survey that mainly consisted of urban and erudite respondents that can restrict the extrapolation of the results. Self-reported data can be biased and the cross-sectional design captures the behaviour at a single time. Besides, the credibility of eco-labels and the perception variables that may be considered culturally-specific may need culturally adapted instruments. Further studies need to incorporate a rural and semi-urban population, longitudinal design, and qualitative design (e.g interview) to offer more in-depth information. Emotional and ethical reasons of sustainable behaviour should also be investigated to develop more balanced predictive models.

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