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FACTORS AFFECTING BUYING INTENTION OF GREEN PRODUCTS: A STUDY ON DIGITAL NATIVE CUSTOMERS IN BANGLADESH

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ABSTRACT

With the escalating awareness of environmental impact, consumers are increasingly prioritizing eco-friendly choices in their purchasing decisions. Therefore, this study aims to investigate the factors that influence the intention of digital native consumers in Bangladesh to purchase green products. The study collected 2,625 survey responses and used Structural Equation Modeling (SEM) to analyze the data. The findings indicate that several key factors, namely, social sustainability consciousness, environmental sustainability consciousness, green purchase behaviour, health consciousness and green buying intension have positive and significant impacts on consumers' choice for green consumption. This research makes a valuable addition to the existing literature on consumer behavior by focusing on digital native consumers' intention to purchase environmentally friendly products and services. The study findings might help policymakers and businessmen comprehend the factors that motivate customers to purchase green products. As a result, it might be useful to develop effective policies and agendas for environmental sustainability.

Keywords: Green Purchase, Intention, Digital Native Customers, Social Sustainability Consciousness, Environmental Sustainability Consciousness, and Health Consciousness

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1. INTRODUCTION

Today, one of the biggest global concerns is the preservation of a healthy ecology. Environmental concerns and eco-friendliness have gained substantial attention from marketers, practitioners, and academics (Nekmahmud, et al., 2022a). As a result, a growing number of governments throughout the world are taking a variety of steps to safeguard the environment in various ways. One of them is purchasing goods and services that are environmentally responsible. In other words, organizations and individuals need to adopt green and sustainable consumption practices. According to research conducted in nine industrialized countries throughout the world, 50% of the respondents reported that they purchased environmentally friendly items and services, and 24% paid more than what was deemed to be a reasonable price (Bureau of Energy, 2012). The study by iPuigvert et al. (2020) opined that consumers' buying behaviour and choice of goods and services has both direct and indirect negative impacts on the environment. Hence, it is utmost important for the producers and traders to understand consumers' perceptions and intentions to purchase green products.

In response to shifting consumer demand, a substantial number of multinational firms are putting an emphasis on producing and marketing environmentally friendly products that are manufactured from non-toxic, natural, recycled material and eco-packaging (Nekmahmud et al., 2022b). These environmentally friendly products and services are referred to as green products or services. In other words, green products or services are those that do not have a negative impact on the environment or natural resources (Kim et al., 2013). Customers' intentions to purchase environmentally friendly products or services as well as consumers' green consumption behavior have been the subject of extensive research. In addition, a number of previous studies revealed that there is a correlation between consumers' health status and their desire to purchase ecologically friendly products (Yadav & Pathak, 2017; Nguyen et al., 2020; Xu et al., 2020). It is opined that developed nations emphasize the importance of conserving their natural environments (Shamdasani, et. al., 2014). Because of this, the majority of the research on environmentally conscious consumer behavior has focused on industrialized nations. In other words, most of the study is based on data from wealthy nations such as USA, UK, Italy, China, EU, India and so on (Bedard & Tolmie, 2018; De Silva et al., 2021; Barbarossa & De Pelsmacker, 2016; Paul et al., 2016; Ali et al., 2020; Liobikiene et al., 2016).

In contrast, research on the determinants of purchasing green products and services in underdeveloped and developing nations has received scanty attention, except for a few studies in this field (Nguyen et al., 2020; Leonidou et al., 2013). Particularly, research focusing on young generations' intention to purchase green products in developing countries, like Bangladesh, remains scarce, highlighting the need for a more comprehensive understanding of green consumer behavior in such emerging markets. The study by Ansu-Mensah (2021) attempted to assess the effect of university students' awareness of green products on their intentions to purchase green products. The researcher revealed that university students' green purchase intentions was greatly driven by price, high value and extraordinary quality. A more recent study in Portugal explored the determinants of Generation Z youth's demand for green products and how these factors influence their willingness to pay more (Gomez et al., 2023). The study revealed that environmental concerns, green future estimation and green perceived quality were potential determinants of Generation Z's consumption of green products and positively influence willingness to pay more for green products.

However, to the best of the researchers' knowledge, there is no empirical evidence on the factors influencing digital native consumers' intention to purchase green products in Bangladesh. A digital native refers to a person who has grown up in a digital world with the internet and social media (Kardaras, 2016). This generation embraces diversity and inclusion. They are tech-savvy and mobile-first—and have high standards for how they want to spend their time online (Gomez, et al., 2023). To address this gap in research, the present study attempts to investigate the factors that influence the purchase intention of green products among digital native customers in Bangladesh. In doing so, the study has utilized the Theory of Planned Behavior (TPB), a widely recognized model that examines the link between individuals' attitudes, social norms, perceived behavioral control, and their behavioral intentions (Bojei & Abu, 2016). In other words, this study sheds light on the cognitive elements influencing digital native customers' decision-making process in purchasing environmentally friendly products and services.

The aim of this study is to to investigate the factors that influence the intention of digital native consumers in Bangladesh to purchase green products. According to the researchers' best knowledge, this study would be the first academic research in this field in Bangladesh. The present research builds upon primary data-based findings that there are several factors that influence the buying intention of digital native consumers. This study comprises into several sections. The first section sheds light on the background of the study. In the second section, a comprehensive review of previously published literature on green consumer behavior has been conducted to formulate the hypotheses of the present study for investigation based on the TPB model that guides this study. A detailed explanation of the methodology for data collection and analysis has been presented in the third section. The fourth section presents the results of hypothesis testing, allowing the researchers to draw meaningful observations from this study. The fifth section provides a detailed discussion while the last section describes conclusion and policy recommendations prescribed by the present study. By applying the TPB, this study strives to uncover crucial insights that can inform policymakers, businesses, and environmental advocates and practitioners on effective strategies to promote green product adoption and foster sustainable practices among consumers in developing countries like Bangladesh.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

The Theory of Planned Behavior (TPB) introduced by Ajzen (1991) states that behavior of an individual depends on his/her intention to perform a given behavior. Intentions are assumed to capture the motivational factors that influence a behavior; they are the indications of how hard the people are willing to try, of how much of an effort they are planning to exert to perform the behavior (Fontaine, 2013). As a rule, the stronger the intention to engage in a behavior, the more likely it is to perform. This theory has been extensively used as a framework for understanding people's behavior and attitudes in making decisions for a wide number of social and economic issues.

Usage of green products and environmental sustainability are not only national issues for a particular country but also international concerns in the recent years. Because overuse of natural resources has negative consequences for the ecosystem which has become a global concern (Chen, et al., 2020; Kumar et al., 2017). The necessity for sustainable consumption has grown more critical

than it has ever been, especially following the conflicts between Russia and Ukraine. If consumers viewed green consumption as a behavior, their decision to support it would be beneficial to the environment (Mostofa, 2006). Green consumers have played a significant role in preserving a sustainable environment by purchasing environmentally friendly products or services, conserving natural resources, recycling products, and being environmentally conscious. Consumers' awareness towards the beneficial impact of their consumption actions on the environment is getting greater popularity in the present days, and as a result, they are always trying to persuade others to use green products/services in their consumption choices (Mostofa, 2006; Kumar et al., 2010; Choi & Johnson, 2019).

Digital Native Consumers' intentions to purchase green items are influenced by a range of factors. In the most recent years, a lot of academics have taken the initiative to comprehend the behavior of customers in the retailing environment based on data-driven machine learning and neural network algorithms (Hopkins, 2022; Kliestik et. al, 2022; Kliestik et. al, 2022; Nica et. al, 2022). Along with algorithms-based analyses, a recent study by Patak et al., (2021) focused on green consumer behavior. The study developed theory on antecedents of green buying intention, focusing on chemical products (detergents, cleaning agents and cosmetic products). The study collected data from a total of 250 respondents using a standardized questionnaire and employed Structural Equation Modeling (SEM) (Hooper et al., 2008) to analyze the data. The result indicated that the environmental concern, green lifestyle, and product knowledge are key antecedents of green buying intention. However, another study opined that the consumers' intention is a frequent management process that includes primary buying intention, motivation, recognized information, representative, assortment, plan assessment and buying before purchase (Chen & Chai, 2010).

In purchasing green products there is an association between the importance of environmental protection and price of products (Yang, 2017). The previous study found that 76% of consumers buying green products based on the product level in Hong Kong, 83% in the USA showed green activities and bought green products (Chen et al., 2018). In line with the previous study, it was observed that a good number of consumers in Bangladesh were ready to pay additional money for green products emphasizing on environmental protection (Consumers Association of Bangladesh, 2016). Another study observed that customers in both Bangladesh and Peru considered uniqueness as a primary driver of green behavior, so they purchased green products for self-expression (Afshar Jahanshahi & Jia, 2018). This study strengthens the existing body of knowledge on the drivers of pro-environmental purchasing behavior in emerging economies. It was also found that among the educated consumers, the majority considered green buying activities very seriously, which include green shopping bags, green packaging, green environment, etc. The government of Bangladesh has taken initiatives to encourage its people to purchase green products to save energy and reduce carbon dioxide generation and the overall green environment in Bangladesh (Department of Environment, 2015). To understand the status of consumers' intentions towards environmental purchase, it is utmost necessary to identify the important factors. Several previous studies considered different influencing factors to understand the consumers' intention to purchase green products or services (Chan & Lau, 2002; Chou, 2012; Kim et al., 2013; Liobikienė et al., 2016; Yadav & Pathak, 2017; Chaudhary & Bisai, 2017; Nguyen et al., 2020). Recently, Barbu et al. (2022) conducted a systematic literature review to identify the factors Influencing Consumer Behavior toward Green Products. The study identified various factors that influence consumer behavior toward green products such as social norms, natural environmental orientation, the company's perceived green image, green product characteristics, perceived risks and

inconvenience of buying green products, perceived benefits of buying green products, institutional trust, sociodemographic characteristics, and consumer confidence. Based on the evidence from the previous studies, this study considered a number of important factors to understand the digital native consumers' buying intention in Bangladesh. In the following sub-sections, the present study attempts to explore the evidence from previous studies to understand how each of these factors exerts its influence on digital native consumers' green buying intentions, building upon the TPB as a guiding framework for investigation. By integrating the TPB model, the study aims to delve deeper into the underlying psychological determinants driving digital native consumers' intentions to purchase green products, adding valuable contribution to the existing literature on green consumer behavior in emerging markets like Bangladesh.

2.1. Buying Intention and Altruistic Value

One of the most important components of the TPB model is the buying intention. Based on the theory, intention is the subjective capacity of an individual to carry out a specific activity (Ajzen, 1991; Yadav & Pathak, 2017). Consumers' intention reveals their willingness to purchase any product for consumption purposes (Ercan & Matt, 2008; Sousa et al., 2018). Consumers' purchasing intention has a beneficial effect on their actual behavior, and sellers of a product can identify customers' intention based on their behavior (Hung & Quyen, 2018; Manaktola & Jauhari, 2007). True consumer behavior is contingent upon the consumer's intention or desire to be measured as a necessary pre-condition (Ajzen & Fishbein, 1975). According to Kotler and Armstrong (2012), the consumer purchasing decision-making process consists of five stages: (i) identifying needs, (ii) gathering information, (ii) evaluating options, (iv) making a purchase, and (v) operating after purchase (Nguyen et al., 2020). The intention to purchase a product or service is contingent upon the product's demand and supply. The consumer's intention to purchase is determined by a variety of factors, including the demand for the product/service, product information, and the purchasing process. Each product purchase intention is associated with a favorable customer purchasing guideline or altruistic value.

The customer's altruistic value is referred to as customer behaviour, when providing attention to others' feelings or giving importance to others' pleasure in circumstances associated with customer behaviour (Schwartz, 1977). In short, altruistic value is the act of securing the happiness of others or the public through one's own actions or behavior. It is considered in terms of two things: anxiety for the well-being of people, and apprehension for the non-human aspects of the environment (Mostafa, 2006). In fact, altruistic value is the combination of social sustainable consciousness and Environmental sustainability Consciousness (Prakash et al., 2019). It has been reported that the intention of purchasing environmentally friendly products is positively impacted not only by consumers' altruistic values but also their environmental and social consciousness (Choi & Johnson, 2019; Mostafa, 2006). A recent study by Panda et al., (2020) also revealed that the similar findings. Customers who are aware of the importance of a sustainable environment are more likely to aid others. However, every consumer is not aware of the importance of the environment. As a result, customers' moral concern about the environment and sustainable development will spread, resulting in increased altruistic value on their part (Shamdasani et al.,2014). Every consumer will benefit from considering their own interests and sentiments as well as taking care of others through their Self Sacrifice (SS), resulting in a more sustainable society, which eventually leads to altruistic value. Therefore, the present study makes argument based on TPB model that the intention of an

individual can be highly influenced by altruistic value which is the result of combined influence of Social Sustainability Consciousness and Environmental Sustainability Consciousness.

2.2. Social Sustainability Consciousness and Altruistic Value

When formal and informal processes, institutions, structures, and connections actively enhance the capacity of current and future generations to develop healthy and reliable communities, social sustainability is achieved. The Western Australian Council of Social Services (2002) defines socially sustainable communities as "equitable, diversified, linked, and democratic communities that provide a good quality of life." Because business is a component of society, it can result in beneficial as well as harmful impacts on society. In this context, social sustainability refers to an understanding of a company's impact on its consumers and society (Islam & Himel, 2018). Before deciding to purchase a product or service, every consumer should be environmentally sensitive and concerned about society. In the same way, every corporation should be more conscious of consumer behaviour and willing to provide more ethical products (Gan et al., 2008). 'Sustainable Development' is defined by the World Commission on Environment and Development (WCED) as development that meets current demands without jeopardizing future generations' ability to fulfil their own needs. Social sustainability will ensure sustainable development and will provide a variety of positive benefits to society's people, including income generation, health care, education, and various social well-beings. Social sustainability in general is referred to as life-enhancing condition within communities, and a process within communities that can achieve that condition. Environmental sustainability focuses on upholding or improving the integrity of Earth's life supporting systems. Since environmental sustainability seeks to improve human wellbeing by protecting the sources of raw materials that are used to fulfil human needs, hence it is a pre-requisite for social sustainability (McKenzie, 2005). A recent study attempted to examine the impact of social sustainability awareness on altruistic value and intention to purchase green products (Panda et al., 2020). The findings of the study suggest that the awareness of social sustainability positively affects altruism, thereby influencing green consumption intention. However, another recent study revealed that there was no positive impact of Social Sustainability Consciousness on altruism (Nguyen, et al., 2023). Based on the above discussion, the present study hypothesizes the following statement:

H_1: *There is a significant relationship between social sustainability consciousness and altruistic value.*

2.3. Environmental Sustainability Consciousness and Altruistic Value

Environmental awareness is defined as the understanding about environmental issues and problems (Wang, 2018). Awareness toward environmental sustainability plays a significant impact on an individual's intension for purchasing environmentally friendly products which have no harmful impact on the environment. Sinnappan and Azmawani (2011) explained that generating sacrifice will ensure sustainable society because consumers will end society's people services by purchasing green products. In this regard, consumers do not consider the cost of green items while making purchases. Customers do not judge that an environmental concern can be reduced by purchasing green products for self-satisfaction and a sustainable society. They also felt that the raw materials used in green products, as well as the manufacturing method, ensured the highest possible quality (Chen, 2010). National Report on Sustainable Development (Rio +20, 2012) mentioned, to provide

the best possible opportunity for people to live prosperous human-centered lives while preserving nature and safeguarding biodiversity for future generations, the producing country must pursue human-centered sustainable growth. Green attitudes represent a social consciousness surrounding redeemable and advancing the Earth's natural resources, keeping, and safeguarding them for the purpose of civilization, particularly future generation (Clem, 2008). Because people are more concerned about environmental issues nowadays, the demand for environmentally friendly products and services has surged. Consumers are more motivated to acquire green products/services when they demonstrate positive behaviour toward a sustainable environment. Constant awareness toward various environmental challenges may influence customer behaviour and purchasing intentions (Agyeman, 2014). The study by Panda et al., (2020) reported that environmental sustainability consciousness positively affects consumers' altruism. A very recent study provided efforts to assess the relationship between environmental sustainability awareness, social sustainability awareness, altruism, health consciousness, and consumers' green consumption behaviour in Vietnam (Nguyen et al., 2023). The analyses revealed that: (a) awareness of the sustainable environment enhances customers' altruism; (b) Altruism has a positive effect on customers' intention, loyalty, and green brand evangelism. Based on the above discussion, the present study develops the following hypothesis:

H_2: *There is a significant relationship between environmental sustainability consciousness and altruistic value.*

2.4. Intention to Buy Green Products and Altruistic Value

Intention to buy green products means the consumer is willing to purchase eco-friendly products and pay some additional money for green products and services. The study by (Prakash et al., 2019) reported that the intention to buy green purchase was influenced by "altruistic value". In line with the previous study, Sarumathi (2014) opined that altruistic value considers two things of the environment: a) human wellbeing and b) awareness toward non-human elements. If consumers are self-sacrificing, they will be more conscious of the negative impact of the environment. Consequently, they will take necessary actions such as showing green consumer behavior and willingness to pay for green products to protect the environment (Makhdoomi & Nazir, 2016). Consumer's buying intention for green products is affected by not only individual factors but also the social environment and other people. The study by Zhuang, et al., (2021) attempted to explore the impact of altruism on green purchasing intention from two aspects: subjective norms and collectivism. The study revealed that an individual's green purchasing decision is influenced by various social factors, such as social pressure from other people and collectivist ideas. Similarly, the findings of the study by Panda et al., (2020) suggested that altruism had a positive impact on green purchasing intention and green brand loyalty. In line with the previous studies, Nguyen et al., (2023) reported that altruistic values can play a role in fostering green purchase intentions. Thus, this study develops the following hypothesis:

H_3: *There is a significant relationship between altruistic value and intention to buy green products.*

2.5. Health Awareness and Intention to Buy Green Products

According to TPB model, subjective norms have direct influence on an individual's buying intention. This study considers health awareness as subjective norms. Because health awareness significantly influences the purchasing behavior of an individual. The study by Halady and Rao (2010) found that climate change awareness leads to behavioral changes, reducing prospective and actual dangers. The study also revealed that awareness of climate change can play a role in inducing individuals to combat the negative impacts of climate change on health issues. In this connection, the consumers may take the appropriate actions, such as demonstrating environmentally conscious consumer behavior and a readiness to pay a premium for environmentally friendly items, to protect the environment (Makhdoomi & Nazir, 2016). Many studies have shown the relationship between health consciousness and green products. A most recent study by Li and Shan (2025) revealed that health consciousness and environmental awareness significantly affect consumers' purchase intentions for green-packaged organic foods. The researchers also reported that health consciousness and environmental awareness influence consumer intentions indirectly through attitudes, subjective norms, and perceived behavioral control. The findings of another most recent study confirm that health consciousness and environmental concern strongly influence green buying intentions and behavior of Indian millennial consumers (Kaur et al., 2024). The study by Liang, et al. (2024) also revealed similar findings. Thus, the present study makes the argument that consumers' health awareness influences the intention to buy green products and consequently develops the following hypothesis:

H_4: *There is a significant relationship between health consciousness and intention to buy green products.*

2.6. Behavior to Green Purchasing and Intention to Buy Green Products

According to TPB model, buying intention refers to the chance that a buyer would perform a given behavior. A previous study on green products discovered that numerous characteristics can be used to define distinct behaviors (Kianpour et. al, 2014). According to the researchers, consumer behaviour is directly engaged in the acquisition, consumption, and disposal of products and services, as well as the decision processes that precede and follow these actions. Several studies reported that the changes in consumers' preferences for green products and the urgent actions needed to solve environmental problems are the critical factors to seeking solutions to such problems (Dangelico and Vocalelli, 2017; Sana, 2020). Therefore, many companies have begun to implement green production and marketing strategies to meet customers' preferences to achieve long-term business profits.

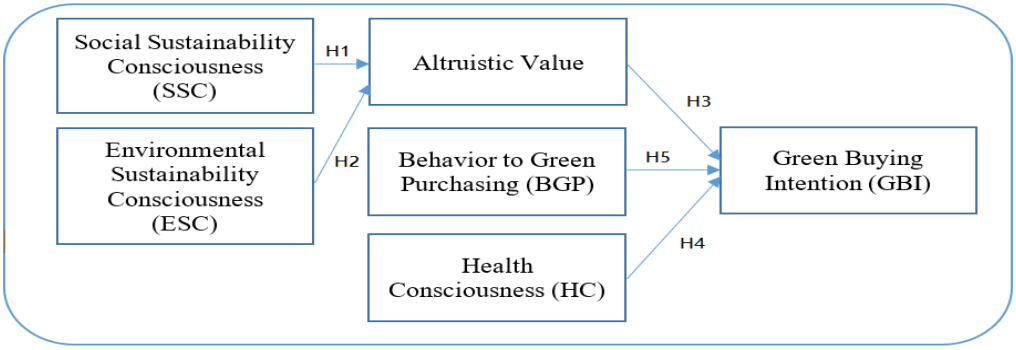
A number of previous studies confirmed the association between behavior to green purchasing and the intention to buy green products. According to Kim and Choi (2005), the ability to purchase green products/services should be used to clarify customer buying behaviors for green products/services. In line with the previous study, Mostafa (2006) reported that customers' environmental knowledge influenced their desire to purchase environmentally friendly items and services. Similarly, Boztepe (2012) revealed that environmental consciousness, green product/service topographies, green elevation functions, and the green price could all have a substantial impact on customers' green purchasing behaviours. Environmental apprehension, on the other hand, has a direct impact on green purchasing behaviour. The study by Yadav and Pathak (2017) observed a statistically significant association between green purchasing behaviour and

green purchasing intention. A more recent study by Niloy et al. (2023) also found that purchase intention of green products was influenced by perceived behavioral control, attitude towards brand, environmental concern, and digital communication. Similarly, the study by Chanda et al., (2024) explored that attitude toward green products, perceived behavioral control and subjective norms have a positive and significant relationship with green purchasing intention. Based on the above discussion, the present study postulates the following hypothesis.

H5: *There is a significant relationship between behavior to green purchasing and intention to buy green products.*

Based on the above discussion, the study developed the following research model.

Figure 1: The Research Model and Hypotheses of the Study



Source: Author

3. MATERIALS AND METHODS

The current study focuses on digital native consumers' intentions to purchase green products in Bangladesh. Bangladesh was chosen by the study for a variety of reasons, including the fact that it aims to become an upper-middle-income country by 2030. The country's GDP is growing at a rate of 6.7 percent per year (World Bank, 2018). Furthermore, it is one of the most densely populated countries in the world. A big portion of the country's population lives in rural and distant places, and they are not concerned with environmental sustainability. Bangladesh still has a low level of social consciousness toward environmental issues, although the trend has been changing quickly among the digital native consumers. In addition, there has been very little research or evidence on purchasing behavior of the consumers, particularly the digital native consumers. Therefore, there is an urgent need to examine the factors influencing digital native consumers' intention to buy green products in Bangladesh. The methodology of this study is explained below.

3.1. Sampling and data collection procedure

Depending on the population, different sampling methods are used. Before going over the sampling process, it is important to understand the purpose and target population of this study. The goal of this study is to identify the factors that influence digital native customers' intention to purchase

green products. In other words, the unit of analysis for the study is digital native customer. A person who has grown up in the digital age, in intimate touch with computers, the internet, and video game consoles, and later mobile phones, social media, and tablets, is referred to as a digital native (Prensky, 2001). Millennials, Generation Z, and Generation Alpha are all referred to as millennials (Thomas 2011; Takahashi, 2011). Digital immigrants, on the other hand, are the people who grew up before the digital age, and in a society dominated by print and television, and only became familiar with digital systems during their adulthood (Prensky, 2001). Because the overall number of digital natives in Bangladesh is unknown, the study is limited to three sampling options: quota sampling, convenience sampling, and purposive sampling (Crawford, 1997). Among the three, this study has chosen purposive sampling, which is a well-known sampling technique in the academic arena. It can be mentioned that nearly 38,000 research works on Google Scholar, 4,470 on Science Direct, 2,709 on SAGE, and 841 on Emerald applied purposive sampling for their studies. In line with the thousands of previous studies, purposive sampling was employed by this study. One of the reasons for choosing purposive sampling technique is that the present study focuses on particularly the digital native customers in Bangladesh. Moreover, purposive sampling provides an opportunity for all participants to participate in this research (Chaudhary & Bisai, 2017; Nguyen et al., 2020). In addition, the study applied purposive sampling technique to select the respondents randomly. In other words, in selecting the samples, the study did not take into consideration the demographic and socio-economic status (such as gender, educational attainment, residential status, income level, marital status and so on) of the respondents. Hence, there is no issue of bias in selecting the respondents by applying purposing sampling technique.

An online version of the questionnaire was employed to gather primary data from the respondents. Appendix A shows the survey instrument (i.e. the questionnaire) of the current study developed based on the previous literature. The study sent the questionnaire to a total of 7,500 respondents and received 4,595 responses. After verification, some of the questionnaires were found to be incomplete and consequently not taken into consideration. The remaining 2,625 questionnaires were fully and correctly responded (with a response rate of 35%) and used to conduct the data analyses. Similarly, previous studies, for example Reed et al. (2002), McDougall et al. (1994), and Gilgeous and Gilgeous (2001) received a response rate of 7%, 11% and 15.4% respectively.

3.2. Statistical Tools and Model

The research data was analyzed using multivariate analysis methods in this study. The study used a five-point Likert scale (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree) to determine the significant factors influencing the digital native consumers' perceptions to purchase green products and services (Panda et al., 2020; Yadav & Pathak, 2017; Mostafa, 2006; Gliem & Gliem, 2003). The research model includes six factors: Social Sustainability Consciousness (SSC), Environmental Sustainability Consciousness (ESC), Altruistic Value (AV), Health Awareness (HA), Behaviour to Green Purchasing (BGP), and Green Buying Intention (GBI). The study used the PLS-SEM to evaluate the assessment model (i.e. inner model) of the study. The assessment model was evaluated by the internal consistency (i.e. reliability and validity) of the model. The reliability of the model was estimated by the item loading, Cronbach's alpha and composite reliability (CR) (Bagozzi & Yi, 1988; Hair et al., 2006; Hair et al., 2010; Nguyen et al., 2020). On the other hand, the validity of the model was estimated by Average Variance Extracted (AVE), HTMT (Hetero-trait and mono-trait) ratio, and Fornell-Larcker Criterion (Browne &

Cudeck, 1993). In addition, this study used the PLS-SEM algorithm and bootstrapping approaches to evaluate the structural model (i.e. outer model) of the study) (Hooper et al., 2008).

4. RESULTS

4.1. Demographic profile of the respondents

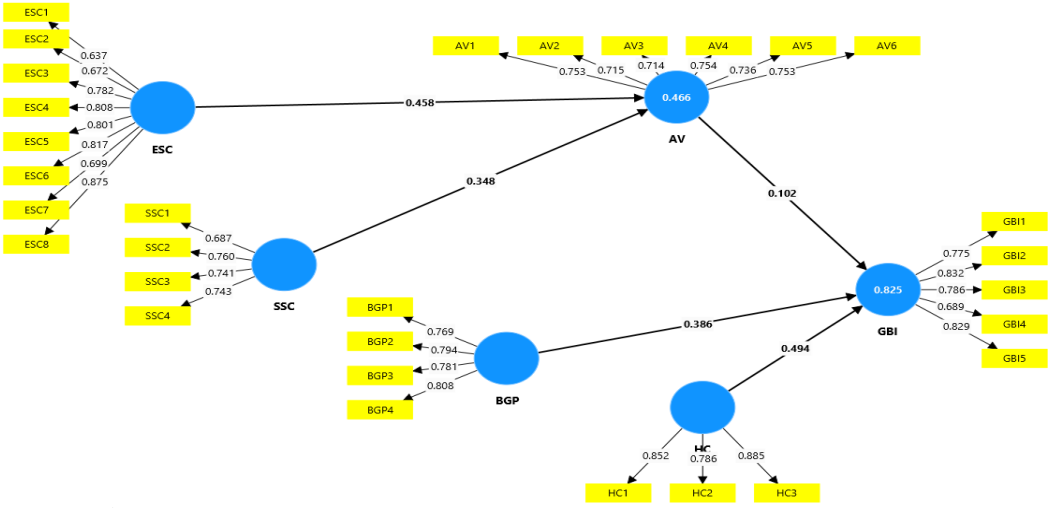
The survey received responses from 2625 digital natives, who provided information for the study. The sample demographic profile consisted of 75% males and just 25% females, according to the data. According to age, 60% of the total responses were between the ages of 18 and 24 years, 31% between the ages of 25 and 30 years, and the remaining 9% were over the age of 30 years. A look at the educational qualifications revealed that 55% had completed higher secondary education, 28% had earned a bachelor's degree, and 17% had completed a master's programme. In the next step, researchers look at the measurement model to understand the data reliability.

4.2. Measurement Model of the Study

In this measurement model of the study, the outer factor loadings are sufficient to allow the model to fit into the framework (Figure 2). The estimated relationships in the study's reflective measurement models for social sustainability consciousness are 0.687, 0.760, 0.741, and 0.743, respectively; for environmental sustainability consciousness, the estimated relationships are 0.637, 0.672, 0.782, 0.808, 0.801, 0.817, 0.699 and 0.875, respectively; and for *altruistic value*, the estimated relationships are 0.753, 0.715, 0.714, 0.754, 0.736, 0.753, 0.753 and 0.715 respectively.

Green purchasing behaviour is 0.769, 0.794, 0.781, and 0.808 points higher than health consciousness, which is 0.897 and 0.902 points higher than health awareness. Finally, the likelihood of making green buying innovation is 0.775, 0.832, 0.786, 0.689 and 0.829, respectively. The data reveals that all of the items had values significantly greater than the minimum threshold value. However, it is not possible to draw any conclusions based on the results of the Measurement Model, and it is very crucial to grasp the validity and reliability of data in the following phase before drawing any conclusions. To understand further details, it is important to look at validity and reliability in Table 1.

Figure 2: Measurement model of the study



Source: Author

Cronbach's alpha coefficients, rho A coefficients, composite reliability coefficients, and average variance extracted (AVE) values are all shown in Table 1. Because all the constructs in the study passed the minimum reliability criteria, they were all considered to be reliable.

Table 1: Findings Related to Reliability and Convergent Validity of the Constructs

Constructs	Items of the Variables	Loadings	Cronbach's Alpha Value	Composite Reliability	(AVE)
Green Buying Intention	GBI1	0.775	0.843	0.854	0.615
	GBI2	0.832			
	GBI3	0.786			
	GBI4	0.689			
	GBI5	0.829			
Altruistic Value	AV1	0.753	0.833	0.837	0.544
	AV2	0.715			
	AV3	0.714			
	AV4	0.754			
	AV5	0.736			
	AV6	0.753			
Social Sustainability Consciousness	SSC1	0.687	0.715	0.722	0.538
	SSC2	0.760			
	SSC3	0.741			
	SSC4	0.743			
Environmental Sustainability Consciousness	ESC1	0.637	0.898	0.904	0.585
	ESC2	0.672			

	ESC3	0.782			
	ESC4	0.808			
	ESC5	0.801			
	ESC6	0.817			
	ESC7	0.699			
	ESC8	0.875			
Behaviour to Green Purchasing	BGP1	0.769	0.797	0.8	0.621
	BGP2	0.794			
	BGP3	0.781			
	BGP4	0.808			
Health Consciousness	HC1	0.852	0.794	0.799	0.709
	HC2	0.786			
	HC3	0.885			

Source: Author

4.2.1 Discriminant Validity

The discriminant validity of measurement model of the present study was examined using the HTMT (Table 2) as well as Fornell-Larcker Criterion (Table 3). The square root of the AVE explains discriminant validity (Fornell & Larcker, 1981). Likewise, if the square root of the AVE exceeds the values of the latent variables, it will indicate the discriminating value. The findings indicate that the entire diagonal values are higher than the values of other latent variables, as explain in Table 2 and 3 suggesting no errors in construction of the model. The second requirement, confirming the construct's validity, is parallel to this (Kline, 2015). The result of the study suggests that the measurement model is error-free. Stated differently, the criteria included in this study were able to attain discriminant validity.

Table 2: Discriminant Validity Matrix: HTMT

	AV	**BGP**	**ESC**	**GBI**	**HC**	**SSC**
AV						
BGP	**0.798**					
ESC	0.671	**0.79**				
GBI	0.869	0.68	**0.781**			
HC	0.650	0.651	**0.75**	**0.846**		
SSC	0.684	0.684	0.488	**0.736**	**0.742**	

Source: Author

Table 3: Discriminant Validity Matrix: Fornell- Larker Criterion

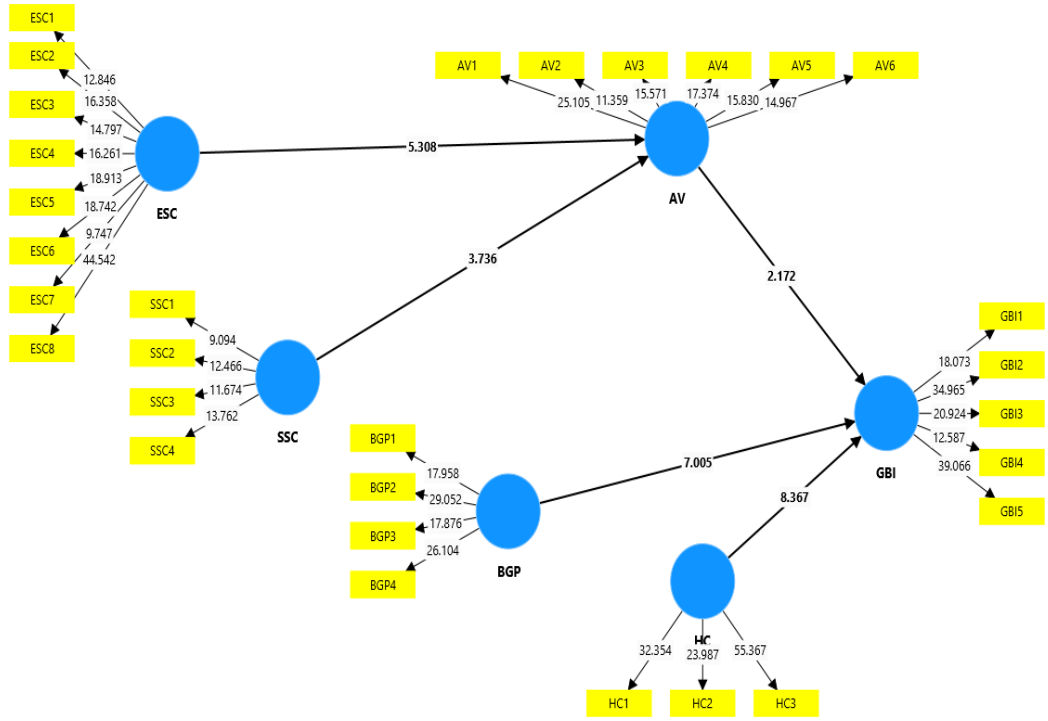
	AV	BGP	ESC	GBI	HC	SSC
AV	**0.738**					
BGP	0.658	**0.788**				
ESC	0.606	0.703	**0.765**			
GBI	0.643	0.630	0.711	**0.784**		
HC	0.782	0.762	0.658	0.868	**0.842**	
SSC	0.542	0.523	0.424	0.579	0.562	**0.733**

Source: Author

4.3. Structural Model of the Study

The result of different tests (which includes Cronbach's Alpha, Composite Reliability and AVE) conducted in the measurement model indicates that data is good enough to proceed for the next step of structural modeling of the study. The structural model of the investigation is depicted in Figure 3. The model's structure is highly efficient, as evidenced by the great efficiency of the T-values. The association between the independent variable and the dependent variable is statistically significant in favour of the dependent variable.

Figure 2: Structural Model of the Study



Source: Author

To investigate the direct impacts, the bootstrapping method was used in Smart PLS 3. The direct association examined in this study was divided into two components. The investigation of the direct impacts among the constructs in this study was carried out into two phases: Firstly, the impact of social sustainability consciousness and environment sustainability consciousness on *altruistic value*. Secondly, the impact of altruistic value, behavior to green purchasing, and health consciousness on green buying intention (as described in figure 1). The study found that social sustainability consciousness, environmental sustainability consciousness, behavior to green purchase and health consciousness have direct influence on the green buying intention of digital native customers in Bangladesh. As demonstrated in Table 4, green purchasing behaviour (T value = 3.677, p value = 0.000), health consciousness (T value= 6.318, p value= 0.000), and *altruistic value* (T value = 3.713, p value = 0.000) all have a statistically significant association with green purchasing intention. It was also found that social sustainability consciousness (t = 4.052, p = 0.000) and environmental sustainability consciousness (t = 3.637, p = 0.000) are significantly associated with altruistic value.

Table 4: Summary Findings of the Hypothesis Testing

	Relationship	Standard. Beta	Values of Standard. Error	t Values	p Values	Decision
H1	SSC→AV	0.348	0.093	3.736	0.000	**Accepted**
H2	ESC→AV	0.458	0.086	5.508	0.000	**Accepted**
H3	AV→GBI	0.102	0.047	2.172	0.030	**Accepted**
H4	HC→GBI	0.494	0.059	8.367	0.000	**Accepted**
H5	BGP→GBI	0.386	0.055	7.005	0.000	**Accepted**

Source: Author

5. DISCUSSION

The study used the Theory of Planned Behaviour (TPB) as a guiding framework to evaluate the factors impacting the purchase intention of green products among digital native buyers in Bangladesh. According to the TPB, attitudes towards activity, subjective norms, and perceived behavioral control all influence on individual's behavioral intention (Ajzen, 1991).

Following the study's findings, it was shown that social sustainability consciousness has a positive and statistically significant association with altruistic value (P value=0.000; T value=4.0520). The findings suggest that Hypothesis 1 (H1) of the study is accepted. It signifies that the digital native consumers are extremely concerned about living in a sustainable society. They believe that a high level of social consciousness will lead to a high level of altruistic value. Consumers' self-awareness as well as consciousness toward the welfare of others are associated with their consumption

intention (Khare, 2015; Chaudhary & Bisai, 2017; Khare, 2015; Kim, et. al, 2013). The findings also revealed that environmental sustainability consciousness has a statistically significant link with altruistic value (P value= 0.000; T value= 3.637). So, the hypothesis 2 (H2) of this study gets empirical support and has been achieved successfully. It suggests that altruistic value has a positive impact on people's awareness of environmental sustainability. Previous study also revealed that as the customers' altruistic value increases, the consumer takes the necessary actions to protect the environment when they are aware of the environment and by their activities, ensure a sustainable environment (Nguyen, et al., 2020).

The present study found a statistically significant association between altruistic value and the intention to purchase environmentally friendly products (P value= 0.000; T value= 3.713). It signifies that hypothesis 3 (H3) has been confirmed. It implies that the willingness to make personal sacrifices has a beneficial impact on the likelihood of purchasing a green product. Digital native customers' altruistic value increases as they become more conscious about society, the environment, and their own health. When a consumer considers the environment in which they live, they are more likely to be interested in acquiring environmentally friendly products and services. From the perspective of altruistic value, customers always seek information on products and services that are beneficial for environmental protection. The results related to the hypothesis 4 (H4) demonstrated a statistically significant link between health consciousness and the intention to purchase environmentally friendly products (P value= 0.000; T value= 6.318). So, the H4 of this study gets statistical support and has been achieved successfully. The findings signify that the digital native consumers are aware of their health. A positive impact of health consciousness on consumer behaviour is seen in the purchase of environmentally friendly products and services. The study by Ramayah et al., (2010) reported that customers consume healthy products/services to raise knowledge about their health, and they are always interested in acquiring environmentally friendly products and services. Another study also got similar findings (Chaudhary & Bisai, 2017; Minton & Rose, 1997). The researchers revealed that consumers have a positive attitude toward adopting environmentally friendly products and services; they believe that green items are beneficial to their health and the environment. All these findings prove the proverb: Health is wealth, and adequate nutrition is essential for good health.

H5 indicates that there is Finally the study revealed a statistically significant association between green purchasing behaviour and the intention to purchase green products (P value= 0.000; T value= 3.677). It suggests that hypothesis 5 (H5) of the study is statistically valid and accepted. The findings imply that there is a beneficial impact of health consciousness on the intention to purchase environmentally friendly products. It has been reported that the majority of consumers in Bangladesh are aware of the benefits of using environmentally friendly products and services, but they have little desire to acquire environmentally friendly products (CAB, 2016). The study also gathered a wide range of information about environmentally friendly products and services from a variety of credible sources. In addition, the study reported that in purchasing green products, some respondents made comparisons between green products in Bangladesh and the green products of other nations which resulted in poor perceptions of green products and a negative intention to purchase green items.

6. CONCLUSION AND POLICY RECOMMENDATIONS

The goal of this research is to analyze the factors that influence the decisions of digital native customers in Bangladesh in purchasing products that are favorable to the environment. The study found a favorable correlation between the consumers' readiness to make sacrifices and their intention to purchase products that are better for the environment. The growing awareness of the importance of one's own health has a positive influence on one's propensity to buy environmentally friendly goods and services. Additionally, there is a positive correlation between consumer behavior toward environmentally friendly purchases and the intention to acquire environmentally friendly products. Finally, using the TPB revealed useful insights into the elements impacting digital native buyers' intents to purchase green products in Bangladesh. The study's findings shed light on the importance of social and environmental sustainability consciousness, altruistic value, and health consciousness in molding customers' inclinations to purchase environmentally friendly items. Understanding these psychological variables can help governments and businesses encourage sustainable consumption among the digital native generation and develop a more environmentally conscious society. The findings of this study can be instrumental in formulating effective policies and strategies to promote sustainable consumption among digital native customers in Bangladesh. Policymakers and businesses can leverage the insights from the TPB framework to foster environmentally conscious behaviors and enhance the adoption of green products:

i) Environmental Awareness Campaigns: Government and the policymaker can take initiative to implement targeted campaigns to raise environmental and social sustainability consciousness among digital native consumers. These campaigns can eventually emphasize the interconnectedness of individual actions with larger societal and environmental impacts, encouraging altruistic values and responsible consumption.

ii) Health and Environmental Education: Along with the awareness campaigns, the government should introduce the integrated health and environmental education into schools and universities to enhance the understanding of the correlation between health consciousness, personal well-being, and eco-friendly product choices.

iii) Public-Private Partnerships: Government bodies will not be successful unless there is a collaboration between government bodies, businesses, and environmental organizations to jointly promote green products and services.

iv) Digital Marketing and Social Media Engagement: Government and politicians should take the initiative to distribute information about environmentally friendly products, eco-labels, and sustainability certifications through digital channels. As a result, digital native customers will be able to engage in interactive material to raise awareness and encourage green purchasing habits.

v) Product Labeling and Transparency: Without encouraging businesses to provide clear and accurate information about the environmental impact of their products, it is impossible to ensure green consumption.

vi) Behavior Change Interventions: Implement behavior modification strategies that address attitudinal and normative ideas about green consumption. Encourage positive role models and influencers who advocate for environmentally friendly practices.

vii) Inclusive Research: Extend future studies to encompass a broader range of digital native customers than just university students. The study can acquire deeper insights into the motives and preferences of distinct customer segments by incorporating a greater range of participants.

viii) Role of Industry Practitioners: Industry practitioners can take a number of initiatives to boost the purchase of green products and services among the consumers. Industry practitioners should assess the environmental impact of a product from raw material extraction to disposal. They should make efforts to reduce operating costs and potential energy savings associated with green products so that the products can be sold at a lower price. They should arrange campaign and highlight the health advantages of green products, such as reduced exposure to harmful chemicals. In addition, they should provide detailed information about the environmental benefits of green products and their positive impact on human well-being. Industry practitioners should utilize digital platforms (such as websites, social media) as well as in-store displays to reach a wide range of audience with environmental messages. Moreover, they can show how other people or influencers are using and supporting green products. Satisfied customers can also be encouraged to share their positive experiences with green products.

It is expected that Bangladesh may move toward a more sustainable future by implementing these policy proposals into environmental programs and marketing tactics. Encouraging digital native customers to use green products not only helps preserve the environment, but also develops a culture of responsible and altruistic consumption for the benefit of society.

7. LIMITATIONS AND SUGGESTIONS FOR FUTURE RESEARCH

This study provided efforts to identify the significant factors that influence the digital native customers' intention to purchase environmentally friendly products and services in Bangladesh. However, the study has several limitations, and these limitations offer opportunities for future research as discussed below:

- The study collected primary data from the digital native customers in Bangladesh. However, there are other group of customers (such as digital immigrants, environmentalists, government officials etc.) who consume green products and services as well. Therefore, future research can be carried out to include diverse group of consumers to get a wide range of responses and opinions regarding the factors motivating consumers' decision to purchase green products and services in the country.

- The study recorded responses and opinions only from the digital native consumers. In other words, the study focused only on the demand side of green products and services in Bangladesh. However, the study did not record the responses and opinions of the supply side i.e. producers and providers of green products and services. Therefore, further

research is needed to document the responses and opinions from the producers and providers of green products and services to get a clearer understanding of the determinants of environmentally friendly goods and services.

- This study was conducted in Bangladesh due to time and cost constraints. However, future in-depth research can be carried out to include respondents from different countries, particularly South Asian countries to get a comprehensive picture of the factors influencing the purchase of green products and services in the region.

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Appendix A: Measurement Factors of Survey questionnaire

Construct	Item	Source
Social Sustainability Consciousness (SSC)	I always believe in the sustainable development of society.	Nguyen et al., 2020); (Chaudhary & Bisai , 2017); (Kumar et al., 2010); (Chen et al., 2018).
	My aim for safe and healthy activities.	
	I am helping to develop the community and regularly participate in development activities.	
	For the common meaning of society, I am always taking positive action to community work.	
Environmental Sustainability Consciousness (ESC)	I am very well aware of the environment.	Nguyen et al., 2020); (Chaudhary & Bisai , 2017); (Kumar et al., 2010); (Chen et al., 2018).
	I am very well aware of climate change.	
	I think that environmental protection is my duty and responsibility.	
	I am continuously helping others appreciate environmental matters.	
	I am continuously trying to shelter our environment.	
	I realise that associations of environmental protection need to do better work.	
	I feel social change is needed to protect our environment.	
	I realise that environmental protection law is more strongly used.	
Altruistic Value (AV)	I control my consumption behaviour connected to the environment.	(Nguyen et al., 2020); (Chaudhary & Bisai , 2017); (Han & Yoon, 2015)
	I continuously perform to save energy, reduce my utility bill.	
	For social matters, I am always trying to help others.	
	I am sure that green ingesting will help the next generations.	
	When do I consume green products? I feel proud.	
	I continuously care about the environment.	
Health Awareness (HA)	I continuously like hygiene products.	(Nguyen, et al., 2020); (Chaudhary & Bisai , 2017).
	I think I am a health-conscious consumer.	
	In my daily activities, I am continuously thinking about health matters.	
Behaviour to Green Purchasing (BGP)	I am always attracted to buying green products.	Hartmann, & Apaolaza-Ibáñez, 2012); (Nguyen et al., 2020); (Chaudhary & Bisai , 2017).
	I think purchasing green products is a smart choice.	
	I think purchasing a green product regularly is a good idea.	
	I think green purchasing behaviour is an interesting idea.	
Green Buying Intention (GBI)	I will be buying green products because of less environmental pollution.	(Nguyen, et al., 2020); (Chaudhary & Bisai , 2017).
	I will buy green products if needed.	
	I plan to buy green products in the future.	
	I will try to purchase green products regularly.	
	I am always willing to pay for green products.	

Source: Author