

Green Supply Chain Management and Its Impact on Consumer Purchase Decisions: Evidence from Bangladesh

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Abstract

Green Supply Chain practices and environmental consciousness are key topics today, influencing sustainable consumer behavior and shaping purchase intention globally. This research studies the impact of perceived green supply chain management (GSCM) compliance, perceived green value, green trust and environmental attitude on consumers' purchase intention in the context of Bangladesh. Analyzing regression by utilizing 269 responses from an online survey, the study finds that perceived green value ($\beta = 0.623$) is the strongest predictor of consumer' purchase intention, followed by green supply chain compliance ($\beta = 0.142$). In contrast, green trust and environmental attitude have not statistically significant effects. The findings highlight the attitude-behavior gap with respect to the Bangladeshi consumers who consider value justifications more than other green supply chain issues. This result suggests that businesses should emphasize the green value propositions and sustainable green supply chain compliance to consumers to boost their purchase intention. This study contributes to the literature on sustainable supply chain management by linking green practices to consumers' behavior in emerging economies. This research also enriches understanding for businesses to improve their performance by taking value-based supply chain strategies.

Key words: Green Supply Chain Compliance (GSCM), Green Value, Green Trust, environmental attitude, consumers' purchase intention, attitude-behavior gap, price sensitivity.

1. Introduction

At present, environmental issues and climate concerns are becoming more significant worldwide, and companies are realizing the need to integrate sustainability into their core operations. Supply chains, in particular, are under monitoring phase since they are large, complex, and responsible for about 60% of global carbon emissions (Alva, Accenture–Understanding sustainable business strategies, 2018), this environmental burden has led companies to adopt green supply chain practices, driven by both regulations and changing consumer expectations. (Akter S. Y., 2018)). Over the period, consumers have also started demonstrating positive behavior towards eco-friendly products as green consumption falls under ethical consumption (Yadav R. &., 2017)

In Bangladesh's perspective, environmental concern is emerging in different areas especially fast-moving consumer goods, where sustainability is gaining importance in consumer choices as well as government policies (Uddin, 2020). But there is insufficient evidence concerning that the environmental awareness among consumers is actually turning into purchase action. Existing literature shows that Green Supply Chain Management (GSCM) practices like using eco-friendly materials, cleaner production, and sustainable logistics help improve attitudes toward the environment, which makes people more likely to buy products (Lee, 2021). Bangladeshi young consumer's product choices are influenced by environmental concern (Chowdhury, 2021)). After observations, it is evident that Bangladeshi firms while strategically including green supply chain management into their operations, aligning with sustainability standards and consumer expectations, potentially encounters opportunities as well as challenges.

While existing studies have explored several aspects of green supply chain management and consumer behavior independently, there seems to be a pivotal gap in understanding the specific mechanisms through which GSCM practices in companies along with consumer's perceived value from it, arising green trust from GSCM compliant organizations influence consumer purchase intentions in developing countries as Bangladesh.

To bridge this existing gap, the current study intends to empirically determine the impact of perceived GSCM compliance including green purchasing, eco-design, cleaner production, green logistics, and reverse logistics on consumer purchase intention in Bangladesh. It also addresses other related constructs such as of green trust, perceived green value, and environmental attitude, based on the Theory of Planned Behavior (TPB) as supporting framework.

This study helps different groups in important ways. For businesses in Bangladesh, it shows how adopting green supply chain practices can improve competitiveness by meeting consumer expectations. Policymakers can use the findings to create better rules and incentives that support sustainable business. Investors can make precise decisions about financing GSCM compliant firms by seeing how green practices add long-term value. And for academics, the study adds significant evidence on how environment friendly operations relating to a firm's supply chain influences consumers' purchasing decisions in developing countries like Bangladesh.

2. Literature Review

2.1. Theoretical Foundation

The growing attention to sustainability in supply chains draws on two main theoretical frameworks. These two theories are the Natural Resource-Based View (NRBW) and the Theory of Planned Behavior (TPB). The Natural Resource-Based View (NRBV) (Hart, 1995) states that environmental practices like pollution prevention, responsible product management, and sustainable development can offer long-term competitive advantages. Similarly, the TPB (Ajzen, 1991), which specifies that attitudes, social norms, and perceived behavioral control are all related to intentions, also provides a psychological basis as to how perception of environmental friendliness is likely to influence purchasing decisions. These theories together form a solid groundwork for connecting practical sustainability efforts to the mindset and actions of consumers.

2.2. Perceived GSCM Compliance

Perceived compliance with Green Supply Chain Management (GSCM) is the extent to which customers believe a company has practices that are environmentally sustainable in its entire supply chain. It is based on a verifiable process, credible messaging, and third-party validation (Zhu, 2004). For this study, there are five components discussed:

2.2.1 Green Purchasing (PGC1): The selection of suppliers and products with environmental standards illustrates commitment to sustainability and enhances organizations' credibility (DiMaggio, 1983).

2.2.2 Eco-design (PGC2): The design of products and packaging that are recyclable, use less material, and are less harmful to the environment is indicative of a full life-cycle activity (Luttropp, 2006).

2.2.3 Cleaner Production (PGC3): Implementation of processes and products that create less waste, pollution, and energy usage, consistent with the NRBV's avoidance of pollution (Hart, 1995).

2.2.4 Green Logistics (PGC4): Route reduction, use of lower emission vehicles, and cargo efficiency will reduce the delivery systems' impact on the environment (Dekker, 2012).

2.2.5 Reverse Logistics (PGC5): The recollection, reuse, and recycling of products and product packaging sets goals associated with a circular economy (Rogers, 2001). Research suggests that when individuals perceive strong compliance in these areas, they are likely to more closely associate the brand to ecological responsibility, which enhances their purchase intentions (Chiou, 2011).

2.3. Green trust

“Green trust” refers to the willingness of consumers to trust a brand’s sustainability claims based on a combination of their rational beliefs about and perceptions of the brand’s reliability, goodwill, and expertise (Chen Y. S., 2010). In situations where it is difficult to verify any sustainability attributes, the trust of consumers can act as an uncertainty-reducing heuristic. When it comes to trust, signaling theory (Spence, 1973) suggests more reliable and easily verified green initiatives, such as valid certifications and other easily comprehensible disclosures, create stronger trust. Existing work finds green trust is a reliable predictor of purchase intentions and is a bridge between consumer beliefs about sustainable efforts and consumer behavior (Chen Y. S., Towards green trust: The influences of green perceived quality, green perceived risk, and green satisfaction, 2013).

2.4. Perceived Green Value

Perceived Green Value (PGV) implies the total judgment of a product by a purchasing partner on its functional utility value and environmental benefits (Chen Y. S., 2012). The Consumption Value Theory can enable PGV to take into account functional value, emotional value, symbolic value, and social value (Sheth, 1991). Consumers are more ready to purchase a good at a higher price when they believe the environmental value is worth the costs. Numerous studies have identified PGV as a great predictor of purchase intent of sustainable products, and the evidence is clear.

2.5. Environmental Attitude

Environmental attitude involves a person's positive or negative assessment of participating in behaviors that support the environment (Milfont, 2010). In the TPB framework, this attitude is crucial for forming intentions. Research from developing countries indicates that positive environmental attitudes are connected with higher purchasing intentions of green products, but cost and accessibility factors can alter these relationships (Mostafa, 2007). In the context of Bangladesh, where city dwellers are becoming more conscious of ecological issues, such attitudes may significantly drive interest in products from firms adhering to GSCM.

2.6. Purchase Intention

Purchase intention reflects an individual's stated probability of acquiring a product down the line (Ajzen, 1991). Within sustainability topics, it stems from rational elements (like trust and value), emotional ones (such as attitudes), and situational factors (including pricing and societal pressures). Comprehensive reviews affirm that trust, value, and attitude stand out as reliable indicators of green buying intentions in various cultural settings (Nguyen, 2020). In Bangladesh, with its nascent green markets, grasping these influences is vital for shaping business approaches and public policies.

2.7. Synthesis and Research Gap

From the examined sources, it appears that perceptions of GSCM adherence can affect buying intentions both straightforwardly and through intermediaries like green trust, perceived green value, and environmental attitudes. That said, much of the earlier research has looked at these elements separately or within advanced economies. There's scant data from Bangladesh that combines all five GSCM facets with these mental factors into one cohesive framework. This work fills that void by delivering an in-depth analysis of how sustainability operations convert into consumer buying motivations in a growing economy.

3. Research Objectives

Broad Objective: The primary objective of this research study is to explore the influences of Green Supply Chain Management (GSCM) practices on consumer purchase intention in the context of Bangladesh. Particularly, this study aims to understand how consumer perceptions on various green supply chain initiatives shape their purchase intentions.

Specific Objectives:

1. To assess the impact of Green Supply Chain Management (GSCM) compliance on consumers' perceived purchase intention.
2. To investigate the mechanism of green trust in shaping consumer's purchase intention.

3. To examine the effect of perceived green value in determining the consumer's purchase intention.
4. To evaluate the effect of environmental attitude on consumers' perceived purchase intention.
5. To identify the key Green Supply Chain Management factors which significantly drive consumer's purchase intention.
6. To analyze the explanatory power Green Supply Chain factors to predict the consumer's purchase intention in the context of Bangladesh where green supply chain adoption is in developing stage.
7. To provide practical insights for concerned companies to understand the extent to which their green supply chain practices influence consumer's purchase intention.
8. To contribute to the literature of the green supply chain field through a proper quantitative and explanatory research study with specific reference to an emerging economy like Bangladesh.

4. Research Methodologies

4.1 Research Design

This research goes for a quantitative and explanatory research design. This type of design is fit for the research as it aims to study the predictive relationship between the green supply chain management (GSCM) factors and perceived consumer purchase intention. The design is also suitable for testing the hypotheses derived from green supply chain management issues empirically through a systematic study.

4.2 Measurement of Variables

The dependent variable – perceived purchase intention and the independent variables – green supply chain management compliance, environmental attitude, green trust and perceived green value – have been measured through multiple items adapted from previous literature to ensure reliability.

4.3 Population & Sampling

The core target group of this study is basically the Bangladeshi consumers who are the probable purchasers of products and services related to green supply chain factors. The survey has been conducted using convenience sampling technique since this technique is the most practical within

the given research time and resource constraints in line with the digitalized Bangladesh people. The study exclusively depends on primary data as no secondary dataset is utilized.

4.4 Data Collection Method

A structured survey questionnaire, ensuring clarity and relevance to the research objectives, has been developed, consisting two sections – the first section pulls the demographic data of the respondents like gender, income level, age to have the proper understanding of the survey data and the second section mainly collects the useful data aligned to this research structure regarding perceived green value, green trust, consumer purchase intention and so forth. Afterwards, the questionnaire is converted into a Google form and circulated via online apps like Messenger, WhatsApp, Telegram and Facebook to collect data. The questionnaire is designed by introducing a 5 Point Likert Scale ranging from ‘1 = strongly disagree to 5 = strongly agree’ sequentially. The survey items have been modified from measurement scales that have been verified from the field of green supply chain management in order to improve the content validity. The survey has reached almost 400 people, among whom 282 have responded. Later, 13 responses have been removed because of the incompleteness and inappropriateness of answers in order to clean the dataset. The final survey response count is 269.

4.5 Data Analysis Techniques

The attained data has been analyzed by the STATA 17 software. The descriptive statistics is conducted to have an insightful summary of demographic data and the general participants characteristics. Cronbach’s Alpha is utilized to understand the internal consistency and reliability of the measurement items. The correlation and multiple regression analysis has been done to explore the relationships and quantify the predictive power of the independent variables on consumer purchase intention respectively. A hypothesis testing is carried out at a 90% confidence level ($p < 0.10$) to make informed decisions for this research study.

4.6 Ethical Considerations

This study has tried to follow the ethical standards of academic research. The participants voluntarily have taken part in the survey as proper consent is obtained from all of them. These responses are used solely for the research purpose and complete data confidentiality and anonymity have been rigorously maintained as well.

4.7 Limitations

The research methodology acknowledges some limitations certainly. The convenience sampling techniques may minimize the generalizability of the findings for the wider Bangladeshi Population. No content or construct validity is measured. Self-reported survey data can lead to social desirability or response bias since many of the respondents may select options which seem morally correct though they do not practice those behaviors in reality. These may hamper the research findings.

5. Hypothesis Development:

5.1. Green Supply Chain Management (GSCM)

When consumers acknowledge that companies are actually implementing comprehensive green practices throughout their supply chain, it points out organizational commitment to environmental responsibility, which subsequently manipulates their purchase intentions. This research implies that consumers are likely to support companies that show authentic environmental practices through their purchase intention.

H1: Perceived GSCM compliance has a positive (+) effect on purchase intention.

5.2. Perceived Green Value

Yu-Shan Chen showed that consumers' trust in eco-friendly products is augmented by perceived green value, which in turn greatly increases their intention to buy (Chen Y. S., 2013). Similarly, (Yadav R. &., Determinants of consumers' green purchase behavior in a developing nation: Applying and extending the theory of planned behavior., 2017) determined that in developing economies, consumers' perceptions of value are crucial in converting environmental concerns into real purchasing choices. Customers are therefore more likely to make a purchase when they feel that the advantages of green products outweigh their cost. This study suggests that perceived green value has a positive impact on purchase intention.

H2= Perceived green value has a positive (+) effect on purchase intention.

5.3. Green Trust

The study provides information that consumers' purchase intentions are strengthened when they have confidence in green brands. Given that trust cancels out the gap between environmental claims and genuine consumer behavior, (Chen Y. S., 2013) explored that green perceived trust has a positive impact on consumers' attitudes and intentions toward eco-friendly products. According to (Rahbar, 2011) green trust is a key influencing factor in green purchase behavior. Therefore, based on these findings:

H3: Perceived green trust has a positive (+) effect on consumers' purchase intention.

5.4. Environmental Attitude

According to (Paul, 2015), Attitude and concern towards environment friendly products have proved to be an important determinant of consumer's purchase intention. (Yatish Joshi, 2015) pointed out that consumers having positive attitudes toward the environment are more likely to buy sustainable products and to engage in responsible consumption practices. As per these results, consumers who perceive pro-environmental attitudes are likely to buy sustainable products.

H.: Environmental attitude has a positive (+) effect on consumers' purchase intention

Therefore the 4 hypotheses are:

H1= perceived GSCM compliance positively influences purchase intention.

H2= perceived green value positively influences purchase intention.

H3= green trust positively influences purchase intention.

H4 = environmental attitude positively influences purchase intention.

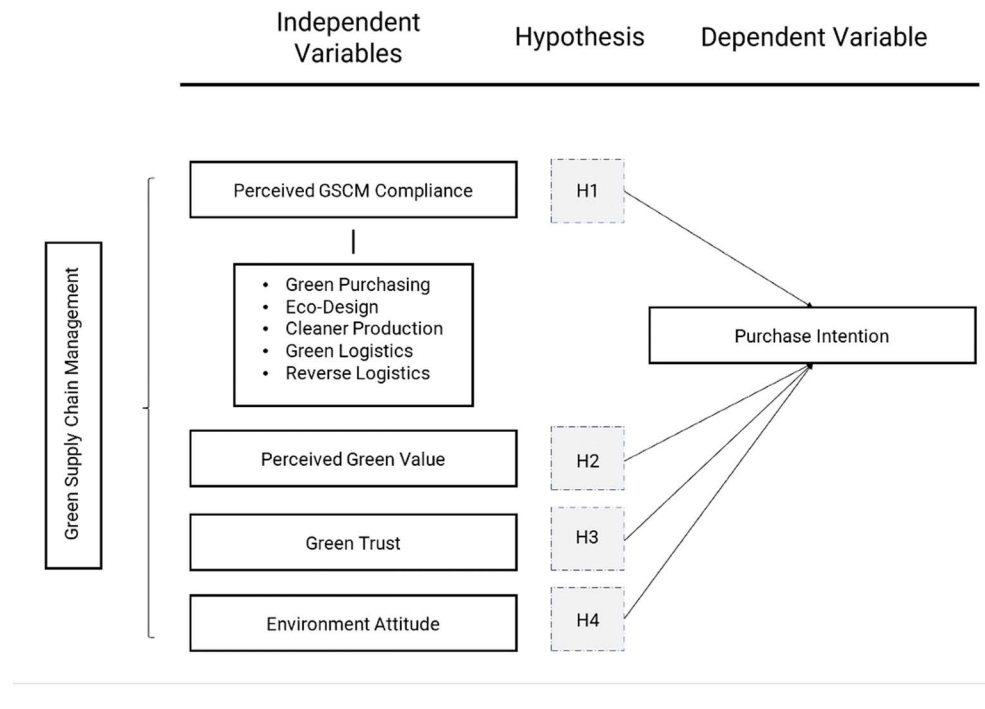


Figure 1: Theoretical Framework

6. Data Analysis & Interpretation

6.1. Measurable Items

A 14-item measurement scale has been developed to measure the 5 constructs: PGC, PGV, GT, EA and PI. Measurement items for each of the constructs were adopted from previous studies. The list of the sources from where the items were adopted is depicted in Table 1. To avoid the questionnaire getting too big, some items were dropped from original scales. For better

understanding, some of the questions were rephrased. The language of the survey form was kept in English, as most of the supply chain professionals in Bangladesh have at the very

Table 1: Measurable Items

Perceived GSCM Compliance	PGC1	Invalid source specified.
	PGC2	Invalid source specified.
	PGC3	Invalid source specified.
	PGC4	Invalid source specified.
	PGC5	Invalid source specified.
Perceived Green Value	PGV1	Invalid source specified.
	PGV2	
Green Trust	GT1	Invalid source specified.
	GT2	
Environmental Attitude	EA1	Invalid source specified.
	EA2	
Purchase Intention	PI1	Invalid source specified.
	PI2	
	PI3	

6.2. Demographic Profile

Table 2: Age

	Age	Freq.	Percent	Valid Percent	Cum.
Valid	18-24	200	74.35	74.35	74.35
	25-34	56	20.82	20.82	95.17
	35-44	5	1.86	1.86	97.03
	45-54	4	1.49	1.49	98.51
	Under 18	4	1.49	1.49	100.00
	Total	269	100.00	100.00	

Source: Author's Estimation

The data table indicate that the sample is heavily concentrated towards young adults, and in both instances, the age ranges in the sample focused on young adults. The age ranges reported in the samples were 18-24 years old, which clearly was the largest participant age range in both samples

	Gender	Freq.	Percent	Valid Percent	Cum.
Valid	Female	97	36.06	36.06	36.06
	Male	172	63.94	63.94	100.00
	Total	269	100.00	100.00	

(74.35% in one sample and 60.43% in another sample). The cumulative percentage made this age range seem even more obvious, as it showed that over 86% of participants in both samples were under 35 years old. This concentration of age makes a very large impact for the findings of research, as it gives the ability to see more distinct behaviors, preferences, and trends in this important segment. As the research topic is focused on technology adoption, online services, or generally discusses contemporary socio-issues, this age profile is valuable to the overall study, as it gives more concrete analysis and understanding of how younger generations will engage with the topic.

	Education Level	Freq.	Percent	Valid Percent	Cum.
Valid	Bachelor's Degree	219	81.41	81.41	81.41
	High School or less	6	2.23	2.23	83.64
	Master's Degree	35	13.01	13.01	96.65
	Some College	9	3.35	3.35	100.00
	Total	269	100.00	100.00	

Table 3: Gender

Source: Author's Estimation

The demographic analysis of the sample indicated a significant gender imbalance. Out of 269 total responses, there were more male participants representing 63.94% (n=172) of the sample than female responders, making up 36.06% (n=97).

Table 4: Education Level

Source: Author's Estimation

The demographic analysis indicates a highly educated sample. A large number of the 269 respondents (81.41% from the bachelor's degree sample) have a bachelor's degree, and those individuals were also considered with the master's degree group (13.01%). This indicates that when over 94% of the sample had a bachelor level of education, it is notable.

Table 5: Income Level

	Income Level/Month	Freq.	Percent	Valid Percent	Cum.
Valid	BDT 10,000-BDT 19,999	46	17.10	17.10	17.10
	BDT 100,000 or more	8	2.97	2.97	20.07
	BDT 20,000-BDT 29,999	14	5.20	5.20	25.28
	BDT 30,000-BDT 39,999	9	3.35	3.35	28.62
	BDT 40,000-BDT 49,999	6	2.23	2.23	30.86
	BDT 50,000-BDT 59,999	7	2.60	2.60	33.46
	BDT 60,000-BDT 69,999	1	0.37	0.37	33.83
	BDT 70,000-BDT 79,999	1	0.37	0.37	34.20
	BDT 80,000-BDT 89,999	4	1.49	1.49	35.69
	Less than BDT 10,000	173	64.31	64.31	100.00
	Total	269	100.00	100.00	

Source: Author's Estimation

The income levels suggest that the sample was made up of low-to-moderate monthly incomes, with the largest group of the sample that was 64.31%, were (173) respondents, stating an income of 'Less than BDT 10,000' a month. Further, 17.10% of respondents in the sample claimed they earn between BDT 10,000 - BDT 19,999. Altogether, these two groups represented over 81% of respondents' incomes, and reaffirm that this study mainly represents the lower-income segment. This factor of the demographic characteristic is essential in answering this research's findings as far as particularly consumer behavior, spending, or economic decision-making.

6.3. Reliability of the Data

Cronbach's Alpha is the widely acclaimed reliability test across the world. This test basically measures the internal consistency of items surveyed aligned to the research objectives. The acceptable threshold of Cronbach's Alpha refers to 0.70 (Saha et al., 2023) and any value greater than 0.70 shows superior excellence of the measurement scales (Hair et al., 2017).

Table 6:

Test scale = mean (unstandardized items)	
Average interitem covariance	0.3889904
Number of items in the scale	14
Scale reliability coefficient	0.9095

Source: Author's Estimation

Interpretation: The Cronbach's Alpha score for this research is about 0.9095 which is much higher than minimum acceptable range. It indicates that the measurement scales used in the survey is highly reliable and the participants have responded consistently to the items measuring the similar construct upscaling the internal reliability and credibility of the survey items of the study.

6.4. Descriptive Statistics

Table 7.1:

	Min	Max	Mean	Median	Variance	SD	CV
EA1	1	5	3.651	4	.952	.976	.267
EA2	1	5	3.855	4	.893	.945	.245
PI1	1	5	3.457	4	1.048	1.024	.296
PI2	1	5	3.342	4	.995	.997	.298
PI3	1	5	3.349	3	1.057	1.028	.307
PGV1	1	5	3.587	4	.915	.957	.267
PGV2	1	5	3.216	3	.968	.984	.306
PGC1	1	5	3.126	3	.805	.897	.287
PGC2	1	5	3.000	3	.985	.993	.331
PGC3	1	5	3.238	3	.831	.912	.282
PGC4	1	5	2.989	3	.899	.948	.317
PCG5	1	5	3.123	3	.795	.891	.285
GT1	1	5	3.335	4	.94	.969	.291
GT2	1	5	3.149	3	.948	.974	.309

Source: Author's Estimation

Table 7.2:

	Min	Max	Mean	Median	Variance	SD	CV
Perceived GSCM Compliance	1	5	3.095	3.2	.552	.743	.24

Green Trust	1	5	3.242	3.5	.809	.899	.277
Green Value	1	5	3.401	3.5	.706	.84	.247
Environment Attitude	1	5	3.753	4	.792	.89	.237
Purchase Intention	1	5	3.383	3.333	.731	.855	.253

Source: Author's Estimation

The sample size of 269 is adequate enough. From the above table, it is seen that the consumers' purchase intention is fairly influenced by the independent variables such as perceived GSCM compliance (3.095), green trust (3.242), perceived green value (3.401) and environmental attitude (3.753). According to the mean analysis, all of them are greater than 03, ranging from 3.095 to 3.753, which indicates a positive relationship with purchase intention. Among them, environmental attitude shows the highest mean value of 3.753 implying consumers have pro-environmental attitude though they do not believe highly in companies' GSCM compliance (3.095) convincingly which is the lowest. This reflects in the purchase intention (3.383) outlining a perception gap between attitude and trustable action. The standard deviations lower than 01 (from 0.743 to 0.899), demonstrating a lower variation among the responses of the participants, increases the robustness of the survey.

6.5. Variance Inflation Factor

Table 8:

	VIF	1/VIF
Green Trust	2.595	.385
Perceived GSCM Compliance	2.572	.389
Green Value	1.906	.525
Environment Attitude	1.162	.86
Mean VIF	2.059	.

Source: Author's Estimation

As a rule of thumb, a VIF greater than 10 shows the multicollinearity problem. But this range also call for some cautions (Robert M. O'Brien, 2007). That is why it is better to take 05 as the minimum range. No value in the above table is higher than even 03, let alone 05. So, the results

are very satisfactory. It demonstrates that there is no extreme multicollinearity problem and the independent variables are not overlapping. Therefore, the regression results are reliable and can be trusted to carry out the targeted objectives.

6.6. Pairwise Correlation Test

Table 9:

Variables	(1)	(2)	(3)	(4)	(5)	(6)
(1) SL	1.000					
(2) Perceived GSCM Compliance	0.053	1.000				
(3) Green Trust	0.041	0.751	1.000			
(4) Green Value	0.050	0.621	0.635	1.000		
(5) Environment Attitude	0.101	0.314	0.211	0.333	1.000	
(6) Purchase Intention	0.105	0.572	0.571	0.748	0.274	1.000

Source: Author's Estimation

6.7. Regression Coefficient

Table 10:

Purchase Intention	Coef.	St.Err.	t-value	p-value	[95% Conf	Interval]	Sig
Perceived GSCM Compliance	.142	.073	1.93	.055	-.003	.286	*
Green Trust	.082	.061	1.35	.178	-.038	.202	
Green Value	.623	.056	11.15	0	.513	.733	***
Environment Attitude	.012	.041	0.30	.765	-.069	.093	
Constant	.512	.185	2.76	.006	.147	.876	***

Mean dependent var	3.383	SD dependent var	0.855
R-squared	0.582	Number of obs	269
F-test	91.780	Prob > F	0.000

Akaike crit. (AIC)	453.481	Bayesian crit. (BIC)	471.455
*** $p < .01$, ** $p < .05$, * $p < .1$			

Source: Author's Estimation

The R-squared value of 0.582 refers to that almost 58% variation in the dependent variable (consumers' purchase intention) is explained by the combined variation of all the independent variables like green trust, perceived green value and so forth. It is satisfactory considering a behavioral study. The F-test of 91.780 is very superior indicating a better fitting model for the respective research.

According to the regression coefficients, perceived green value (0.623) ranks the first followed by perceived GSCM compliance (0.142), green trust (0.082), environmental attitude (0.012) in determining consumer's purchase intention.

The perceived GSCM compliance is positive and statistically significant at 10% significance level. This variable influences to some extent but cannot convince considerably consumers to purchase. Consumers notice compliance but do not consider it strongly as this is related to the upstream supply chain management.

The green trust has positive relationship but is not statistically significant even at 10% significance level. So, this variable has little direct relationship with consumer's purchase intention since consumers do not trust solely in companies' green claims.

The environmental attitude also has positive relationship with consumer's purchase intention though it is not statistically significant at all. There exists a transparent gap between consumers' attitude (Mean 3.753) and behavior (coefficient 0.012). Hence, their environmental attitude is not always translated into green purchase behavior.

Most importantly, the perceived green value is positively related and statistically significant even at 01% significance level. It is the strongest predictor of consumers' purchase intention with a 0.623 coefficient which means a 01 unit increase in green value would increase consumers' purchase intention by 0.623 units, keeping all other factors constant. This is very much relatable in the context of Bangladesh. Being price sensitive, consumers value tangible economic, social and practical benefits much. Consumers'- agree with green issues but they seek for value justifications over trust or compliance in reality.

To sum up, the aforementioned data analysis is statistically robust and valid for justified conclusions considering heteroskedasticity issues in shaping consumers' purchase intention in line with green supply chain issues in the context of Bangladesh. From the analysis, we can say that consumers' purchase intention is prominently influenced by perceived green value. Compliance with GSCM adds some values whereas green trust and environmental attitude do not shape actual buying intention significantly. Moreover, the analysis indicates an attitude-behavior gap among the Bangladeshi consumers for whom economic and functional value surpass other green considerations.

6.8. Summary of the Findings

Table 11:

No.	Hypothesis	Result	Verdict
H1	PGC $\rightarrow$ PI	Significant Positive Relationship	Accepted
H2	PGV $\rightarrow$ PI	Significant Positive Relationship	Accepted
H3	GT $\rightarrow$ PI	No Significant Relationship	Rejected
H4	EA $\rightarrow$ PI	No Significant Relationship	Rejected

7. Hypothesis Testing

H1: Perceived GSCM compliance has a small borderline effect on purchase intention.

For the purpose of our survey, we have used examples of FMCG companies such as Unilever and Nestle to help the respondents better visualize GSCM compliant companies and respond more accurately. The survey results stipulate that respondents mostly have a neutral point of view on GSCM complaint firms that utilize eco-friendly raw materials and use recyclable packaging. Furthermore, their unprejudiced view on firms adopting technologies that support sustainability in production by reducing pollution, using fuel efficient vehicles in logistics and recycling reverse logistics implies that they are unacquainted with these factors when making purchase decisions. With a mean score of 3.095 and ($p < 0.10$), this study indicates that, as consumers are not involved with GSCM procedures at first hand because it occurs in an upstreamed supply chain, they may approve of such initiatives but it doesn't translate into rewarding companies by making purchases to that extent.

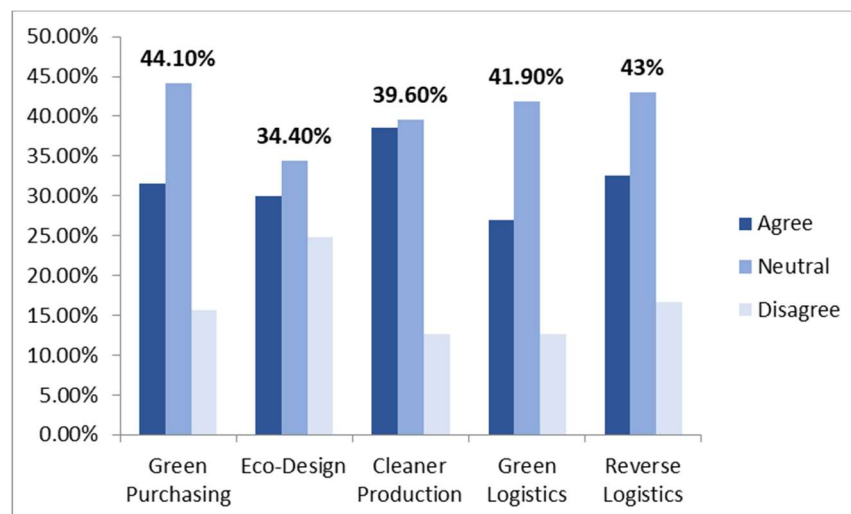


Figure 2: Construct 1 (Perceived Supply Chain Compliance)

H2= Perceived green value has a strong positive (+) effect on purchase intention

Perceived Green Value is the most significant factor influencing customer's purchase intentions considering environmentally conscious organizations. With the highest mean score of 3.40 and ($p < 0.01$), the study suggests that consumers will purchase green products when they perceive real, practical and economic value and its benefits outweigh its product price. The survey indicates that 57% of respondents agree that they feel good in buying eco-friendly products and 37% of them agree that the environmental benefits justify their product price. This majority implies that consumers certainly emphasize perceived green value against its price and if they find the value less than the price paid they are likely to shift their purchase intention

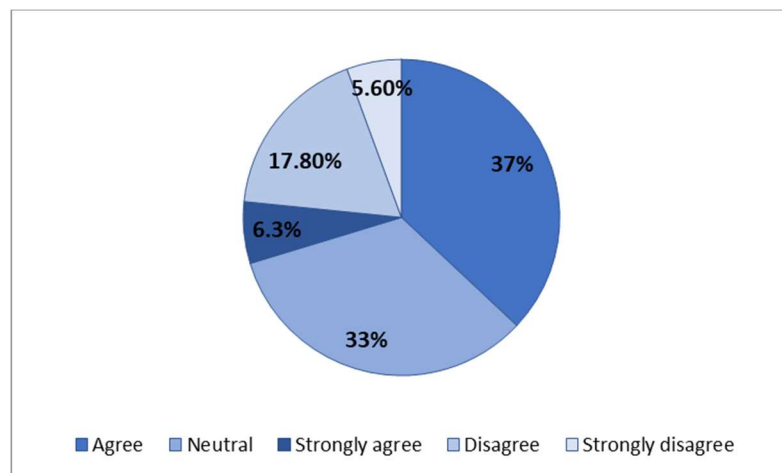


Figure 3: Consumers feel good about purchasing eco-friendly products

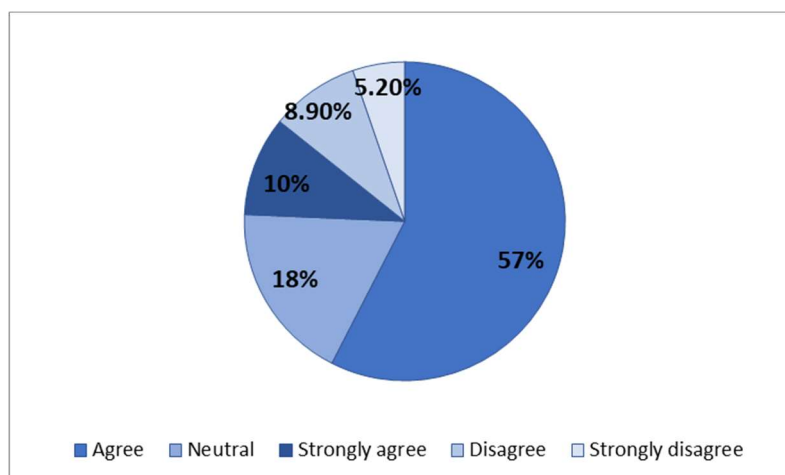


Figure 4: Consumers feel the environmental benefits justify the product price

H3: Perceived green trust has a nanoscopic effect on consumers' purchase intention

Perceived green trust appeared to have a less impact on taking purchase decisions of green products based on the descriptive analysis with a mean value of 3.24. It implies that consumers may care about sustainability and have trust in existing sustainability conscious firms but it doesn't drive them towards buying their products. The survey result shows contradictory responses from end consumers as they actually care about organization's genuine efforts to sustainability but are neutral about the honesty of these firms in performing green practices.

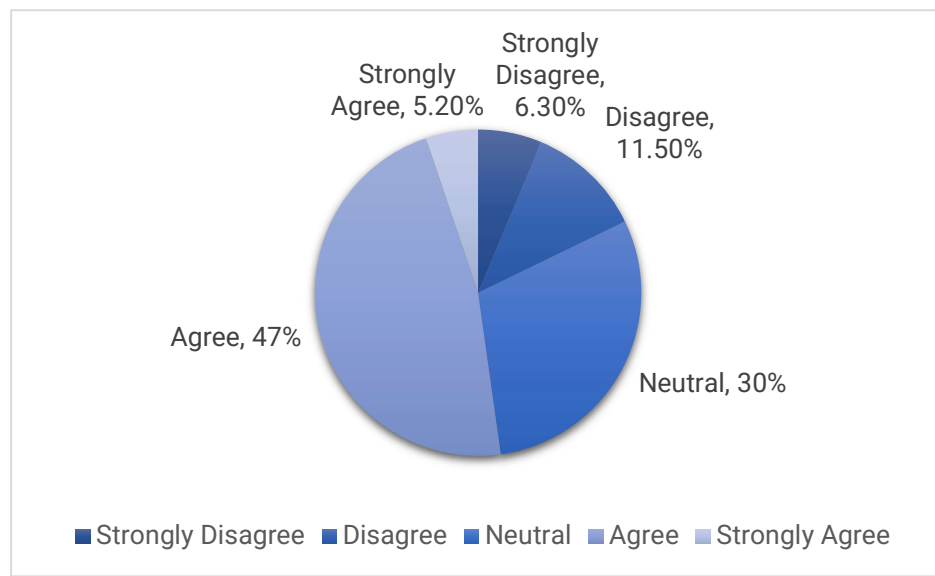


Figure 5: Consumers feel these companies (Unilever, Nestlé) genuinely care about sustainability

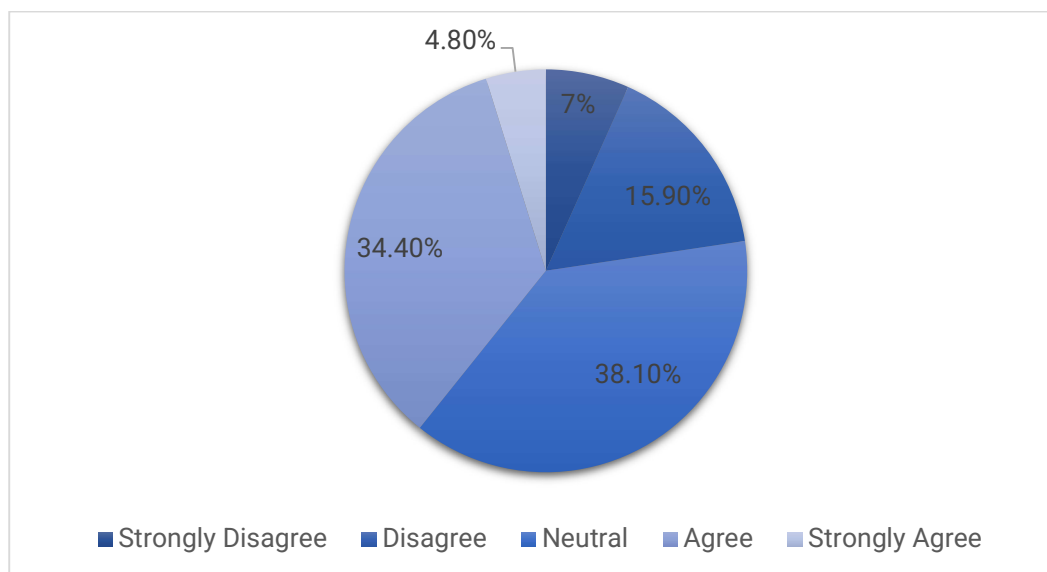


Figure 6: Consumers feel these companies (Unilever, Nestlé) are honest about their green practices

As shown in the pie chart, 47% of respondents believe that companies are concerned about environmental responsibility but are not sure about their integrity in fulfilling the claims they made about being (GCSM) compliant which negatively affects their purchase intentions.

H4: Environmental attitude has a peripheral effect on consumers' purchase intention.

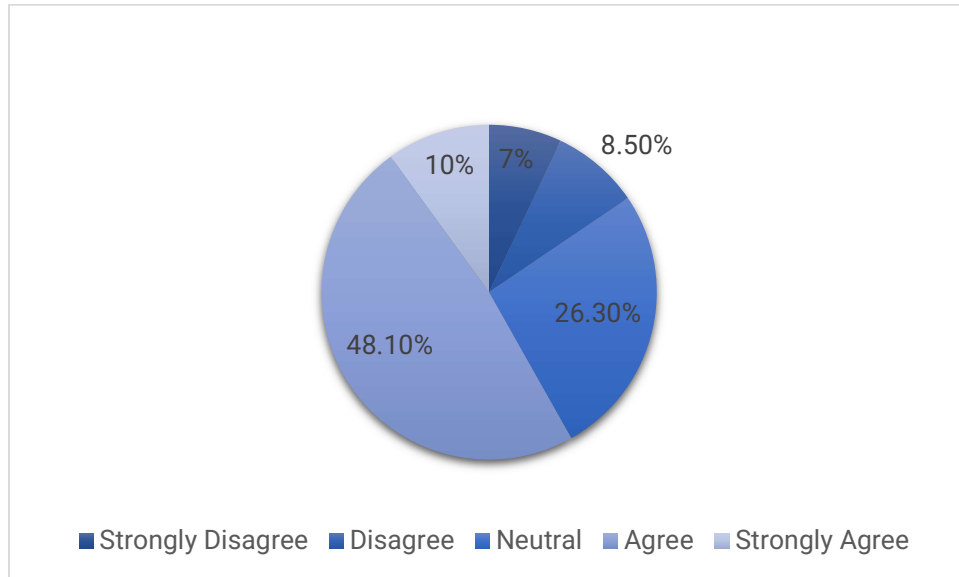


Figure 7: Consumers intend to buy products from these companies. (Unilever, Nestlé)

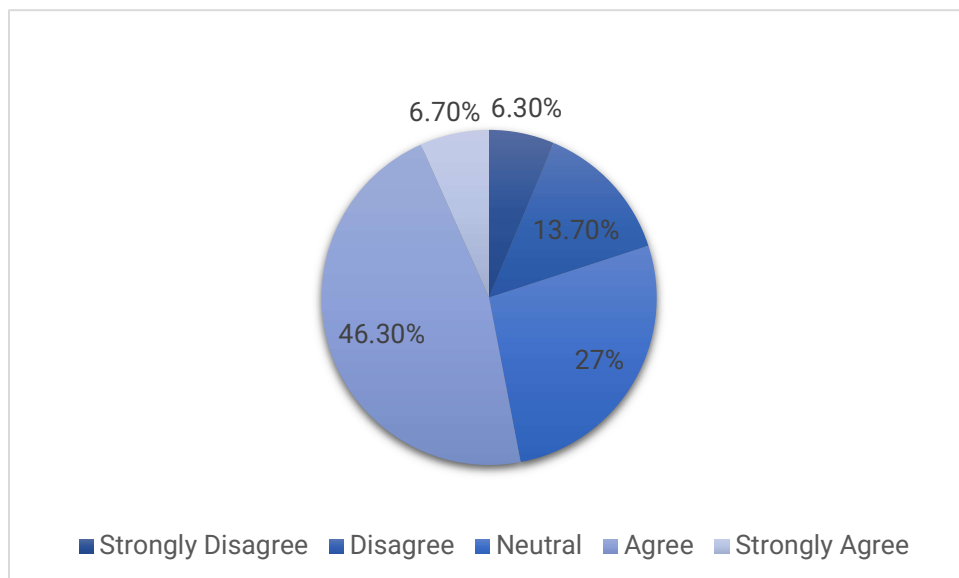


Figure 8: Consumers choose these companies (Unilever, Nestlé) over others because of their green practices

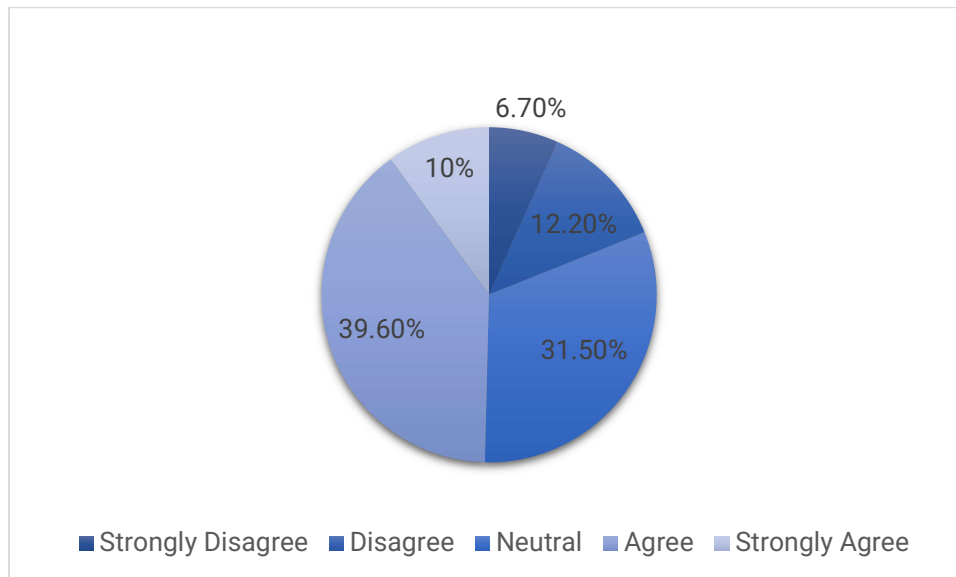


Figure 9: Consumers are likely to recommend these companies (Unilever, Nestlé) to others

According to the survey results and descriptive analysis, environmental attitude influences consumer's purchase intentions but analysis doesn't comply with the significance level. It implies that consumers may have a positive attitude towards sustainability as 54.4% of respondents prefer environment conscious brands and 47.4% of respondents say that they care about the environmental impact of the products that they buy. But this factor is not sufficient enough to drive them to buy eco-friendly products leading to a behavioral paradox. With other constructs combined such as perceived green value can influence purchase decisions.

7.1 Theoretical Implications

The research findings provide meaningful insights that contribute to the emerging literature on GSCM in companies and consumer behavior towards it. It implies that not all constructs exert similar impact on consumer's purchase intention. In this study, Perceived Green Value and GSCM are important factors in shaping consumers purchasing choices whereas Green Trust and Environmental attitude are weaker factors though they have positive impact. This study also reinforces the existing literature by validating that Perceived Green Value has strong influence in consumer purchasing behavior.

The findings conform with **Value-Belief-Norm theory** (Wang, 2023), as perceived green value has a positive influence in purchase intention when they come across anything which is eco-friendly according to their personal, functional, ecological and economic values. However, environmental attitudes and green trust don't drive them towards behavioral norms despite being positive.

The research also complies with principles of Stakeholder Theory (Seman, 2018), which focuses on understanding that corporations are accountable to a wide range of stakeholders and the pressure

arising from them impacts in driving firms to implement any environmental management practices like green supply chain management. It discovers that adopting GSCM practices (green purchasing, cleaner production, eco-design) implies that they are fulfilling corporate social responsibility.

7.2 Practical Implications

The study highlights perceived green value as the strongest determinant, so businesses should focus on strategically positioning themselves not only GSCM compliant but also efficient, reliable and high-quality product providers. In addition, GSCM compliant firms should communicate their efforts in ways that connect to consumers to bridge the gap of information, which can eventually lead to increasing consumer purchase intentions such as building transparency through eco-labels (Thøgersen, 2002), taking eco- friendly certifications, and implanting visible recycling programs in supply chains, which can reduce attitude- behavior norms to some extent.

Nevertheless, amplifying the two constructs' green value and GSCM can possibly lead to facing repercussions. This study demonstrates that green trust and environmental attitude have a modest impact on purchasing intention. Although they are not the sufficient drivers, focusing solely on the first two factors may lead to neglecting consumers who prioritize brand credibility and environmental ethics. It can result in losing customer confidence and market share.

8. Limitations

The present study lacks in integrating potential mediating or moderating constructs, for instance, price sensitivity, green washing, or green perceived risk. Price sensitivity can play a pivotal role in shaping the purchase intention, which is not properly addressed in this study. This can alter the findings in different ways. Future researchers can expand the model by evaluating other factors to gain a more profound insight of consumers' green purchase intentions.

The research methodology also acknowledges some limitations as no content or construct validity is measured. Self-reported survey data can lead to social desirability or response bias since many of the respondents may select options which seem morally correct though they do not practice those behaviors in reality. These may hamper the research findings. In addition, respondents may lack prior knowledge regarding the upstream supply chain process of respective organizations (Unilever, Nestle) which led them to having neutral opinion on GSCM compliance of firms. Finally, the research is not focused on any specific industry. Different industries possess diverse supply chain practices and differing consumer preferences. Future researchers can narrow down the scope of the research and apply this model to a specific industry.

9. Conclusion

This study highlights that Green Supply Chain Management (GSCM) is emerging as a means to influence purchase intention of consumers in Bangladesh. Influencing 4 variables are Perceived

GSCM Compliance, Perceived Green Value, Green Trust, and Environmental Attitude. These variables were examined to become a green purchase intention. Data analysis indicated perceived green value and perceived GSCM compliance had statistically significant positive influence on purchase intention. Consequently, one of the findings were that there was a disconnect between environmental attitudes, green trust towards purchase intention. While environmental attitudes & green trust indicate a proclivity toward sustainability, it becomes and ties to economic, functional or emotional derives behaviors not shouldering the idea.

The disconnect between attitudes, trust towards purchase intention creates a significant challenge for business and policy makers, the hurdle being simply awareness is not sufficient. Consumers also want to feel and to realize value - be it economic, functional or emotional - beyond the green they purchase.

10. Recommendations

While creating green consumer purchase intention is not easy, addressing the attitude-behavior gap is feasible and going to improve green purchases for business and policy-makers in the following areas:

1. Build Green Value in Marketing

Educate consumers about how green products possess the same economic savings, functional, and/or relational values and while communicating the same underlying benefit. Story telling or testimonials can help communicate and evoke relatable green values.

2. Develop Awareness through Relationship

Construct campaigns that facilitate and link their environmental attitudes to everyday behaviors. Leverage influencers or community leaders to promote awareness of sustainable lifestyles.

3. Millennial/Young Educated Adults are a Demographic Target

As young adults make up the majority demographic and because of the additional research relating to the demographic and relative difference, embrace messaging that is directly targeted to that consumer market segment through digital platforms, and displaying interactive and gamified content labelled as "green."

4. Lobby for Policy

Advocate for government incentives for the adoption of green supply chain management for businesses. Consider options for eco-labeling regulations empowering consumers and businesses to make better-informed decisions.

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