# THE IMPACT OF CULTURAL VALUES ON GREEN PURCHASE INTENTION OF YOUTHS IN A DEVELOPING NATION: EMPIRICAL EVIDENCE FROM BANGLADESH

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**Abstract**

The present study investigates the impact of young Bangladeshi consumers' cultural values (i.e. collectivism, long-term orientation, and man-nature orientation) on the green product purchase intention mediated by their attitudes. For the study, empirical data were collected from 404 young Bangladeshi consumers aged between 18 and 32 by conducting a formal questionnaire survey. The structural equation modeling technique was applied for testing the hypotheses of the study. The findings suggest that collectivism, long-term orientation, and man-nature orientation have significant impacts on young consumers' attitudes towards green products, which significantly affects green product purchase intentions. The study's findings draw a critical path to explain green purchase intention through the lens of individual cultural orientations. The study provides valuable insights for the respective policymakers and marketing practitioners in finding ways to enhance the green product purchase intention and pro-environmental behavior among young consumers.

**Keywords:** Collectivism, Long-Term Orientation, Man-Nature Orientation, Green Products, Green Purchase Intention.

## 1.0 Introduction

Bangladesh is a developing country with more than 165 million populations which ranks number eight in the entire world, where around 1278 are living per square kilometre (World Population Review, 2021). Serving this vast population with rapid industrialization has come up with several environmental degradations. In 2021, according to Air Quality Index, Dhaka, as the capital city of Bangladesh, placed the second most polluted city in the world (Daily Star, 2021). Therefore, moving towards green consumption is pretty urgent to protect the environment from further pollution and preserve natural resources for the next generation. Researchers have been

working to determine the key factors that can better predict consumers' attitudes, purchase intention, and consumption towards green products worldwide.

Moreover, respective stakeholders like corporations and policymakers need to identify consumers' key motivational factors behind pro-environmental orientation and behavioral intention. Here the term "green products" can be defined as products that contribute to environmental protection by preserving natural resources and reducing pollution, waste, ants. Energy-efficient bulbs, eco-friendly packaging, and organic foods are a few examples of green products. Existing literature found several variables (i.e. environmental concern and environmental knowledge) that help predict green buying intention (Mostafa, 2007; Wang, Wong, & Alagas, 2020). However, the present study focuses on consumers' cultural values and their impact on green purchase intention. Schwartz and Bilsky (1987) postulated that values represent how one evaluates an event or action, which indirectly influences behavior via attitude, norms, and beliefs (Steg & De Groot, 2012).

According to Geert Hofstede and Hofstede (1984), culture can be defined as "a collective programming of the mind which distinguishes one group from another." Culture has been considered one of the critical dimensions which can be used for determining consumers' green purchase behavior. Several studies attempted to explain purchase behavior across the cultural values by taking into account five cultural dimensions given by Geert Hofstede (2011), namely power distance, individualism versus collectivism, uncertainty avoidance, masculinity, and long-term orientation. Among them, collectivism and long-term orientation have been considered potent determinants of consumers' green purchase behavior (Chekima, Chekima, Syed Khalid Wafa, Igau, & Sondoh Jr, 2016; Wang, Wong, & Narayanan, 2020). Along with man-nature orientation taken from the value-orientation framework from Kluckhohn and Strodtbeck (1961) has been considered another significant factor for explaining an individual's green purchase behavior with cultural differences. However, most of the studies so far undertaken in the context of developed countries (Liobikienė, Mandravickaitė, & Bernatonienė, 2016; Sheng, Xie, Gong, & Pan, 2019). Even though few studies evaluated the impact of culture in the context of developing countries like Vietnam and India (Lobo & Greenland, 2017; Sreen, Purbey, & Sadarangani, 2018). Moreover, it seems that maximum literature evaluates cultural impacts at the national level, ignoring the avenue of critically analyzing individual behavioral differences within each culture (Lee, 2017; Rahman & Luomala, 2020). As John A. McCarty and Shrum (2001) stated, individuals within a culture may have different cultural values. Several studies found the direct and indirect effects of cultural values on determining green purchase intentions in different contexts (Chan & Lau, 2002; Sreen et al., 2018). In Bangladesh, as a developing country, we have found very scarce literature so far worked on consumers' green purchase behavior from cultural viewpoints. In addition to that, youths' cultural values and their impact on their green buying are mostly ignored. Therefore, the present study aims to bridge the existing literature gap by critically analyzing the extent to which Bangladeshi young consumers' cultural values (i.e. collectivism, long-term orientation, and man-nature orientation) influence their intention to buy green products indirectly via attitudes. The study outcomes will allow us to know how young buyers might have a different attitude towards green products due to different cultural orientations and the extent to which their attitudes impact their green purchase intention.

## 2.0 Literature Review

### 2.1 Collectivism

Geert Hofstede (2011) defined collectivism as "the degree to which people are connected into groups." Contrary to that, individualism reflects what extent people are solely focused on saving their self-interests. In the societal term, collectivism infers that people who belong to this culture believe in "We" instead of "I" and stay united and integrated from their birth to onwards (Geert Hofstede, 2011). Loyalty is exceptionally high among extended family members, and in exchange for, members always protect and care for each other. Unlike individualism, collectivism fosters greater harmony, and any transgression of norms leads to shame feelings (Geert Hofstede, 2011). According to Hofstede Insights (2021), Bangladesh scores 20 in individualism, representing a collectivistic society where its citizens are committed and loyal to their "group" and supposed to take care of their fellow group members.

People in collectivistic cultures are more "we" conscious and tend to be more cooperative towards each other (Triandis, 1989). They usually set and prioritize group goals over individual ones (Kim & Choi, 2005). Collectivist individuals work for the common good and prosperity, including environmental improvement and can forgo individual motivations and gratifications (John A McCarty & Shrum, 1994). Several earlier studies found a positive relationship between collectivism and a favourable attitude towards environmental issues, including green purchases (Chan, 2001; Lobo & Greenland, 2017; John A McCarty & Shrum, 1994; Sreen et al., 2018). For instance, in their study on solid waste recycling, John A McCarty and Shrum (1994) found that people having collectivism showed a favorable attitude towards recycling behavior considering its importance to ensure general well-being for the entire society. Another study on visitors' intention to select green hotels revealed that visitors' collectivistic values positively influence their attitude towards green hotel selection (Wang, Wong, & Alagas, 2020).

The present study concentrates on Bangladesh, a developing nation that manifested its overall collectivistic orientation by scoring 20 in Hofstede's individualism score. However, individuals within a culture may differ in their orientation towards individualism and collectivism (Triandis, 1989). Further, to the best of our efforts, we have not found any previous scholarly research attempts to understand the relationship between collectivism and green purchase intention in Bangladesh. Therefore, the first hypothesis of the study given below:

*H1. Collectivism significantly and positively influences young consumers' attitudes towards buying green products.*

### 2.2 Long-Term Orientation (LTO)

Long-term orientation is one of the additional cultural dimensions integrated into Hofstede's original model proposed by G Hofstede (1991) as 'long term versus short-term orientation', which was initially uncovered by (Bond (1987)). According to Geert Hofstede (2011), individuals with long-term orientation strive to achieve future-oriented rewards by developing perseverance and thrift virtues. In addition to that, instead of being traditional and short-sighted, LTO makes one more pragmatic and future-oriented, open to learning, and adaptive to changing circumstances (Furrer, Liu, & Sudharshan, 2000; G Hofstede, 1991). Overall, Bangladesh is

categorized as having a moderate orientation, with 47 reported by Hofstede-insights (2021). LTO is considered a significant cultural value that influences consumers' decision-making processes (Bearden, Money, & Nevins, 2006).

Studies found that long-term oriented individuals put a higher importance on reliability, responsiveness, and empathy and are more inclined to protect and sustainably preserve the environment for the benefits and prosperity of his or her family members and future generations (Furrer et al., 2000; Leonidou, Leonidou, & Kvasova, 2010). In other words, one's long-term orientation significantly influences forming a positive attitude towards the environment (Sarigöllü, 2009). Moreover, long-term-oriented individuals have a positive attitude towards green product purchasing empirically confirmed by several earlier studies (Joireman, Van Lange, & Van Vugt, 2004; Polonsky, Vocino, Grimmer, & Miles, 2014). For instance, Lobo and Greenland (2017) found that consumers' long-term orientation positively impacts their attitude towards green purchasing. However, in Bangladesh's context, we have found scarce literature ever attempted to study how youths' LTO can impact their attitude towards green purchasing. Hence, the second hypothesis is given below:

*H2. Long-term Orientation (LTO) significantly and positively influences young consumers' attitudes towards buying green products.*

### 2.3 Man-Nature Orientation (MNO)
Man-nature orientation is a part of the value orientation framework given by Kluckhohn and Strodtbeck (1961) to describe cultural values. It can be defined as the degree of harmony maintained between human beings and the natural environment (Kluckhohn & Strodtbeck, 1961). It has been proposed as an antecedent of forming consumers' attitudes towards green products and thereby influencing green purchase intention in our present study. Low man-nature-oriented individuals tend to show dominance over nature, and high man-nature orientation leads to greater harmony and empathy with the environment (Jandt, 2004). Incorporating man-nature orientation into the proposed research framework enables us to understand young consumers' attitudes towards the natural environment and the extent to which this orientation influences their attitude towards green products (Dreger & Chandler, 1993; Snodgrass & Gates, 1998).

Man-nature orientation has been found to have significant and positive influences on consumers' green purchase intention through enhancing attitude towards green products (Sreen et al., 2018). A cross-cultural study on the US and Chinese female college students regarding their purchase intention towards green apparel products revealed that man-nature orientation significantly increased US consumers' attitude towards green apparel (Ko & Jin, 2017). Another earlier study was done by Chan (2001) on Chinese consumers found that MNO significantly impacts an individual's attitude towards green purchasing. Therefore, in the context of Bangladeshi youths' we propose the following hypothesis:

*H3. Man-nature Orientation (MNO) significantly and positively influences young consumers' attitudes towards green products.*

### *2.4 Attitude and Green Purchase Intention*

Attitude refers to "the degree to which a person has a favourable or unfavourable evaluation or appraisal of the behaviour in question" Ajzen (, 1991). It represents one's liking and disliking towards an object which influences his/her subsequent action. In the present study, consumers' particularly young consumers' liking or disliking towards purchasing green products, represent their green consumption attitude. Consumers generally form a positive attitude towards a particular behavioral situation when they find more gains and fewer sacrifices resulting from the action. Eventually, their positive attitude drive leads them to develop intention and subsequently actual behavior (Ajzen, 1991; Cheng, Lam, & Hsu, 2006). Our present study assumes that when consumers hold a positive attitude towards green products, it will significantly influence their intentions to buy. Considering the significance of attitude in explaining consumers' behavioral intention and actual purchases, several popular theoretical models like Theory of Planned Behavior (Ajzen, 1991) and Theory of Reasoned Action (Ajzen & Fishbein, 1977) incorporated attitude as the key determinant in the consumer behavior literature. The positive impact of attitude towards green products lead to the development of purchase intention has been confirmed by a host of earlier studies in the area of sustainable consumption (Paul, Modi, & Patel, 2016; Wang, Wong, & Alagas, 2020; Yadav & Pathak, 2017). For instance, a study on young consumers' intention to purchase eco-friendly packaging found that attitude significantly impacts the youths' behavioral intention. However, we hardly found any literature verifying the influence of attitude on green purchase intention from the context of Bangladeshi youths. Therefore, we intend to critically evaluate the impact of attitude on green purchase intention of young Bangladeshi consumers by developing the following hypothesis:

*H4. Attitude towards green products significantly and positively influences young consumers' green purchase intention.*

Figure 1 depicts the conceptual framework of the study by showing interrelationships among the study constructs.
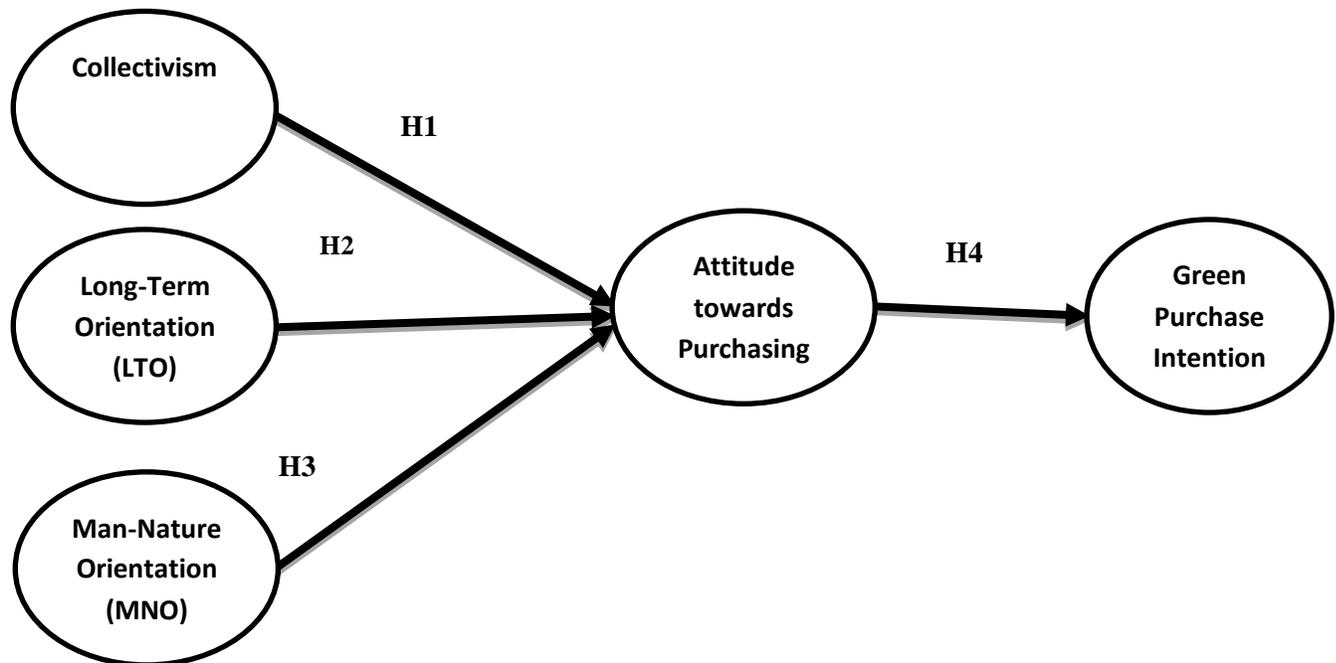


**Figure 1:** Conceptual Research Framework

## 3.0 Research Methodology

### 3.1 Sample and Data Collection

A total of 510 questionnaires designed through Google form were distributed to 510 prospective young respondents aged between 18 and 32 to their email addresses to collect data. The respondents were selected using a snowball sampling technique focused on interpersonal networks. Young consumers have been chosen as they are more concerned about green products and their subsequent impact on maintaining the environment. Finally, at the end of our survey deadline, we have received 426 questionnaires. Total 404 responses have been finally considered for analysis out of those 426 returned questionnaires, as the rest of the questionnaires were completed partially.

### 3.2 Measures

Questionnaires were used to obtain data on the variables encompassed in this study, namely young consumer's collectivism, long-term orientation (LTO), man-nature orientation (MNO), attitude, and green purchase intention (GPI). A preliminary field study has also been conducted to contextualize the measurement items in line with young consumers' attitudes and green purchase intention. Following the pre-tests outcome, some of the items were modified slightly to better fit this study's context. We have used a 6-point Likert scale rating 1= strongly disagree to 6= strongly agree for all the measures.

The present study operationalized the five study constructs by following the established multi-item scales developed and validated by the earlier researchers. For instance, consumer collectivism and long-term orientation (LTO) towards attitude formation were operationalized with six items, each adapted from Sharma (2010) and Yoo, Donthu, and Lenartowicz (2011). In addition to that, man-nature orientation (MNO) was measured with four items adapted from Chan (2001). Moreover, attitudes towards purchasing green products were measured by adopting six items from the literature (John A McCarty & Shrum, 1994; Tanner & Wölfing Kast, 2003; Taylor & Todd, 1995). Finally, green purchase intention (GPI) has been measured by adopting four scale items from Ling-Yee (1997) and Armitage and Conner (1999).

Since all of the items mirror the meaning of respective constructs, they can be considered reflective constructs suggested by Wynne W Chin (1998). The detailed scale items along with adopted sources have been provided in the Appendix part of the study.

### 3.3 Common-method Bias

The common-method bias is a critical issue in the survey method. As a result, several steps were taken, according to Podsakoff et al.'s (2003) recommendations to reduce the risk of common method bias in the current research. First, all the items constructed by following previously tested scales then critically checked against ambiguity, vagueness and unfamiliarity. Second, empirical data were amalgamated from the young Bangladeshi consumers who have a good idea about the study area.

### 4.0 Results

### 4.1 Measurement model

This study used SmartPLS2.0 M3 to analyze the research model based on the 404 respondents, which (n=404) met the ideal sample size for estimating the model. PLS requires a minimum sample size that equals ten times the greater number of items comprising the most complex formative construct or the most significant number of predictors leading to an endogenous construct (Barclay et al., 1995). Results of the Partial Least Square (PLS) analysis have been given in Figure 2. The measurement model's internal accuracy is estimated, and the instrument's convergent and discriminant validity was assessed. All the study constructs were examined in terms of the sufficiency of each multi-item scale. Initially, the model was comprised of 26 observed variables. The study tested the hypotheses after checking the necessary consistency, validity and reliability of the data. Following the suggestion given by Igbaria et al. (1995) and Hulland (1999), the minimum cut-off value was set at 0.6 for each scale item. Accordingly, seven items (ATT 1, COL1, COL2, LTO1, LTO4, MNO3, MNO4) were eliminated. We used SmartPLS2.0M3 for testing the revised model made up of 19 items (C. Ringle, Wende, & Will, 2005), and all the items were found to surpass the cut-off value 0.6 (see Table 1). The results confirmed that the selected items sufficiently represent all the study constructs.
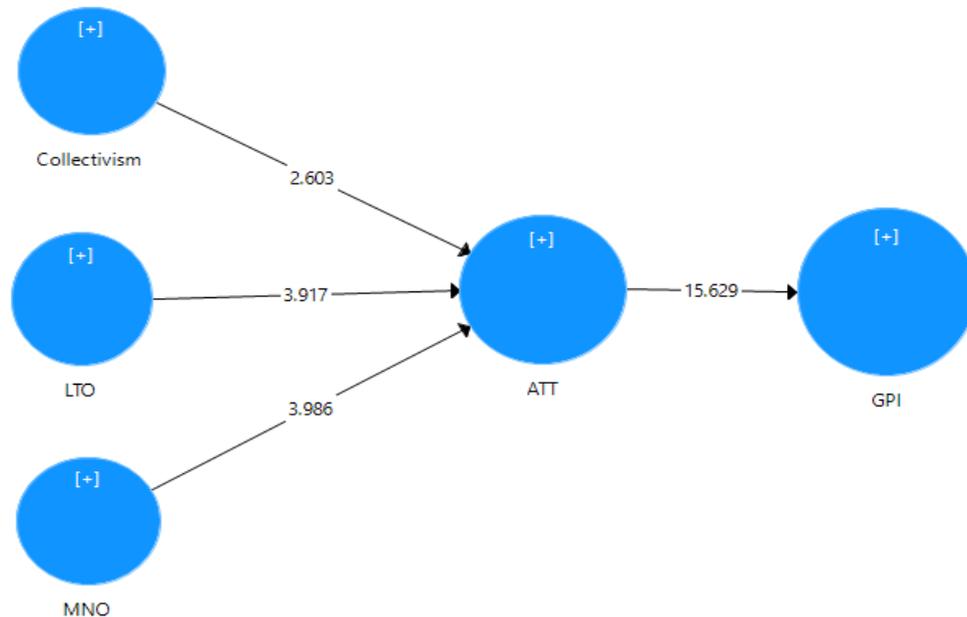
**Figure 2:** Output of PLS analysis

LTO- Long term orientation; MNO- Man nature orientation; ATT- Attitude of young consumers, GPI –Green purchase intention

Following the guidelines of Chin (1998) and Fornell and Larcker (1981), Cronbach's alpha, composite scale reliability (CR), and average variance extracted (AVE) was measured to assess the internal consistency of the measure. Higher internal consistency was assured since Cronbachs's alpha for all measures surpassed the minimum criteria (please see Table 1). Moreover, Table 1 shows that CR and AVE values for all measures met the minimum required values of 0.7 and 0.5, confirming sufficient reliability. When AVE is more significant than 0.50, the variance shared with a construct and its measures are more significant than error.

**Table 1:** Measurement items and validity assessment

| Constructs | Factor Loading | (CR)* | Cronbach's alpha | AVE |
|---|---|---|---|---|
| **Collectivism (COL)** | | 0.88 | 0.819 | 0.647 |
| COL3 | 0.806 | | | |
| COL4 | 0.828 | | | |
| COL5 | 0.796 | | | |
| COL6 | 0.787 | | | |
| | | | | |
| **Long term orientation (LTO)** | | 0.817 | 0.702 | 0.528 |
| LTO2 | 0.692 | | | |
| LTO3 | 0.704 | | | |
| LTO5 | 0.74 | | | |
| LTO6 | 0.768 | | | |
| | | | | |
| **Man nature orientation (MNO)** | | 0.87 | 0.706 | 0.771 |
| MNO1 | 0.909 | | | |
| MNO2 | 0.846 | | | |
| | | | | |
| | | | | |
| **Attitude (ATT)** | | 0.895 | 0.854 | 0.631 |
| | 0.795 | | | |
| ATT2 | 0.826 | | | |
| ATT3 | 0.808 | | | |
| ATT4 | 0.789 | | | |
| ATT5 | 0.753 | | | |
| ATT6 | | | | |
| **Green purchase Intention (GPI)** | | 0.91 | 0.869 | 0.718 |
| GPI1 | 0.836 | | | |
| GPI2 | 0.852 | | | |
| GPI3 | 0.857 | | | |
| GPI4 | 0.844 | | | |
| | | | | |

LTO- Long term orientation; MNO- Man nature orientation; ATT- Attitude of young consumers, GPI –Green purchase intention; *CR = Composite Reliability

As a part of measurement validation, the discriminant validity of the measure was assessed. A construct should share more variance with its measures than with other constructs in the model (Barclay, Higgins, & Thompson, 1995; W. W. Chin, 1998). Measures are also considered to have adequate discriminant validity if the square root of the average variance extracted (AVE) for each construct is larger than the correlation between the construct and any other construct in the model (Claes Fornell & David F Larcker, 1981; Henseler, Ringle, & Sinkovics, 2009). All of the constructs of the estimated model satisfied the referred criteria (see Table 2). Therefore, we can infer that the results confirmed up to the mark discriminant validity of the green purchase intention model.

**Table 2:** Discriminant validity

|  | Collectivism | LTO | MNO | ATT | GPI |
|---|---|---|---|---|---|
| Collectivism | **0.804** |  |  |  |  |
| LTO | 0.31 | **0.727** |  |  |  |
| MNO | 0.286 | 0.578 | **0.878** |  |  |
| ATT | 0.327 | 0.531 | 0.505 | **0.795** |  |
| GPI | 0.304 | 0.479 | 0.501 | 0.636 | **0.847** |

*Note: Bold figures on the diagonal are the square root of the AVE. LTO- Long term orientation; MNO- Man nature orientation; ATT- Attitude of young consumers, GPI – Green purchase intention

### 4.2 Assessment of the structural model
### 4.2.1 Collinearity assessment

The structural model for collinearity needs to be examined before assessing the structural model (Hair Jr, Sarstedt, Hopkins, & Kuppelwieser, 2014). The reason behind this is, like in a regular multiple regression, the path coefficients may be biased if the estimation involves significant levels of collinearity among the predictor constructs. Following Hair Jr et al.'s (2014) measures, similar to evaluating formative model indicators have been employed to assess the collinearity. Each collection of predictor constructs for each subpart of the structural model must be evaluated separately to do so. VIF values above 5 indicate potential collinearity issues among the predictor constructs; however, collinearity problems can also arise at lower VIF values of 3-5. Preferably, the VIF values should be close to 3 and lower (Becker, Ringle, Sarstedt, & Völckner, 2015). This study considers VIF above 3.00 in the predictor constructs to indicate collinearity suggested by research scholars (Becker et al., 2015; Joseph F Hair, Risher, Sarstedt, & Ringle, 2019). To treat collinearity problems, delete constructs, combine predictors into a single construct, or create higher-order constructs if the tolerance of VIF guidelines indicates collinearity.

The following set of (predictor) constructs (Collectivism, LTO, MNO, and attitude as predictors of GPI) are run to assess the collinearity, and the results are presented in Table **3**

**Table 3:** Assessment of collinearity (VIF)

|  | Collectivism | LTO | MNO | ATT | GPI |
|---|---|---|---|---|---|
| Collectivism |  |  |  | 1.128 |  |
| LTO |  |  |  | 1.556 |  |
| MNO |  |  |  | 1.532 |  |
| ATT |  |  |  |  | 1.00 |

Keys: LTO- Long term orientation; MNO- Man nature orientation; ATT- Attitude of young consumers, GPI –Green purchase intention

Table 3 represents the collinearity results from using Collectivism, LTO, MNO, and ATT as predictors of GPI where all the VIF values are well below the threshold of 3.00, which represents that there is no severe multicollinearity problem in the path model (Kleinbaum, Kupper, & Muller, 1988).

### 4.2.2 Path coefficient (β) and statistical significance of *t*-value

Path coefficients and corresponding t-values were calculated to evaluate the constructs' relationship as hypothesized in this study (Joe F Hair, Ringle, & Sarstedt, 2011; C. M. Ringle, Sarstedt, & Straub, 2012). A bootstrapping procedure was used in this regard (W. W. Chin, 1998; C. Ringle et al., 2005). A positive path coefficient means that the constructs are related positively and vice versa. The t-value evaluates whether the relationships among the constructs are significant (Henseler et al., 2009). The structural model's output finds strong support for proposed relationships and confirms the acceptance of all the proposed hypotheses. The results reveal that collectivism positively influences consumers' attitude in support of H1 (β= 0.147, t= 2.603, p < 0.01). The results also reveal that long-term orientation influences customer attitude towards green products and also support H2 (β= 0.327, t= 3.917, p < 0.01). The results also reveal that man nature orientation positively influences attitude formation of young consumers and supports H3, (β= 0.274, *t*= 3.986, *p* < 0.01). The results also reveal that young consumers' attitude towards green products to some extent supports their purchase intention. Therefore, H4 is supported (β= 0.636, *t*= 15.629, *p* < 0.01). The outcome of the structural model describing the path coefficients and t-statistics is given in Table 4.

$R^2$ values of the endogenous constructs help us know the model's explanatory power, also known as nomological validity. Here the structural model predicts 40% of the variance in the Green Purchase Intention (GPI) construct as suggested by the $R^2$-value.

**Table 4:** Structural properties of the constructs

| Hypothesis | Relationship | Coefficient (β) | *t*-value | Result |
|---|---|---|---|---|
| H₁ | Collectivism →ATT | 0.147 | 2.603 | Supported |
| H₂ | LTO → ATT | 0.327 | 3.917 | supported |
| H₃ | MNO →ATT | 0.274 | 3.986 | supported |
| H₄ | ATT →GPI | 0.636 | 15.629 | Supported |
| | | | | |
| | **Endogenous Construct** | **Model** | | |
| *R²* | ATT | 0.36 | | |
| | GPI | 0.404 | | |

Keys: LTO- Long term orientation; MNO- Man nature orientation; ATT- Attitude of young consumers, GPI –Green purchase intention

### 5.0 Discussion & Implications

The structural equation modeling result confirmed the acceptance of all of the four hypotheses made in this study. The empirical results were found to be consistent with the earlier studies that postulate that cultural values of youths mediated by their attitudes have significant impacts in determining green product purchase intention (Chan, 2001; Lobo & Greenland, 2017). In other

words, the present study suggests that young Bangladeshi consumers who have collectivistic instead of individualistic values, long-term and man-nature orientations are more prone to develop green product purchase intentions given the mediation effects of their positive attitudes. The positive impact of collectivistic value on attitude was confirmed by previous researchers (Lobo & Greenland, 2017; Sreen et al., 2018). For instance, Leonidou et al. (2010) found that consumers' pro-environmental environmental attitude is mainly determined by their collectivism degree. It means collectivistic individuals can sacrifice their interests to achieve more significant benefits for society.

Furthermore, long-term-oriented individuals have more pro-environmental attitudes found in our study, consistent with the earlier studies (Leonidou et al., 2010; Lobo & Greenland, 2017). However, Sreen et al. (2018) found an insignificant relationship between LTO and green consumption attitude. We can say that long-term-oriented individuals emphasize gaining future benefits, hence making positive attitudes towards environment-friendly green products. In addition to that, man-nature orientation (MNO) significantly influences young consumers' attitudes towards green products, which is consistent with the existing literature (Chan, 2001; Leonidou et al., 2010). Consumers show a positive attitude towards green products as they believe that green products can be crucial in making harmony in our ecology and reducing the harmful environmental consequences. Finally, the present study found that young consumers' attitudes towards green products significantly determine green purchase intention, consistent with the earlier studies (Sreen et al., 2018; Wang, Wong, & Alagas, 2020). It means consumers who have positive attitudes are more inclined to have green product purchase intention.

The present study's findings have several important implications for the policymakers and corporations who want to promote environment-sensitive behaviors and green product consumption in Bangladesh. Precisely, companies who intend to promote green products can segment and target young consumers based on their value orientations. Young consumers with collectivistic values, long-term orientation, and love to live in harmony with nature must be the ultimate priority. They can also be motivated and attached with the respective green brands by properly linking how those brands contribute to the attainment of collective benefits, long-term sustainable outcomes, and preserve ecological balance. In addition to that, environmental groups and governments can encourage pro-environmental behaviours and sustainable green consumption by highlighting the overall benefits of the ecology in line with making environment-friendly consumption decision, long-run goals of the society in the process of achieving sustainable developments, and the need for taking proper care about ecology for preserving and conserving resources for the next generation.

## 6.0 Conclusion, Limitations & Future Research Direction

The present study has explored the impact of cultural values represented by collectivism, long-term orientation (LTO), and man-nature orientation (MNO) mediated by attitudes on young Bangladeshi consumers' intention to purchase green products. A formal survey questionnaire was developed and circulated among youths aged between 18 and 32, and then the structural equation modeling technique was applied for analyzing the data. The results found empirical support in favor of all of the four hypotheses made in the study. In other words, collectivism,

LTO, and MNO were found to significantly influence young consumers' attitudes towards purchasing green products, which impacts their green product purchase intention in turn. We believe the study's findings will help marketing practitioners and policymakers identify the target market for promoting green products and encouraging pro-environmental behavior.

The present study has some drawbacks to be noted. At first, the study only considers well-educated youths. Therefore, it lacks an overall representation of youths having heterogeneous educational status. Future research may gather data from all types of youths and households to get a more comprehensive overview. Secondly, the present study measures consumers' purchase intention towards green products as a whole. Specific categories of green products (like organic foods, energy-efficient products) were ignored that might have different responses. Therefore, future research may carry on by considering specific green product categories. Thirdly, the present study does not consider the moderating impacts (i.e. gender and income) while green purchase intention of individuals. Future research may evaluate the possible moderating effects too. Finally, the research model can be extended further by taking more relevant variables to improve youths' green purchase intention's predictability.

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| Appendix 1.0 | | |
|---|---|---|
| **Constructs** | **Measurement Items** | **Sources** |
| **Collectivism (COL)** | Strongly Disagree (+1)/Strongly Agree (+6) | **Sharma (2010)** |
| | **COL1** The well-being of my family members is important for me. | |
| | **COL2** It is my duty to take care of my family members, whatever it takes. | **Yoo et al. (2011)** |
| | **COL3** Individuals should sacrifice self-interest for the group. | |
| | **COL4** Group success is more important than individual success. | |
| | **COL5** Individuals should only pursue their goals after considering the welfare of the group. | |
| | **COL6** Group loyalty should be encouraged even if individual goals suffer. | |
| **Long-Term Orientation (LTO)** | Extremely Unimportant (+1)/Extremely Important (+6) | **Yoo et al. (2011)** |
| | **LTO1** Careful management of money. | |
| | **LTO2** Personal steadiness and stability. | |
| | **LTO3** Long-term planning. | |
| | **LTO4** Giving up today's fun for success in the future. | |
| | **LTO5** Working hard for success in the future. | |
| | **LTO6** Not giving up even if success does not come at first attempt. | **Sharma (2010)** |
| **Man-Nature Orientation (MNO)** | Strongly Disagree (+1)/Strongly Agree (+6) | **Chan (2001)** |
| | **MNO1** Human beings need to understand the ways of nature and act accordingly. | |
| | **MNO2** We should maintain harmony with nature. | |
| | **MNO3** Being the master of the world, human beings are entitled to deploy any of the natural resources as they like. **(R)** | |
| | **MNO4** Human beings are only part of nature. | |
| **Attitude towards Purchasing Green Products (ATT)** | Strongly Disagree (+1)/Strongly Agree (+6) | **Tanner and Wölfing Kast (2003)** |
| | **ATT1** Environmental protection is important to me when making product purchases. | |
| | **ATT2** If I can choose between green and conventional products, I prefer the green one. | **Taylor and Todd (1995)** |
| | **ATT3** I like the idea of purchasing green products. | **John A McCarty and Shrum (1994)** |
| | **ATT4** I have a favorable attitude towards purchasing green version of a product. | |
| | **ATT5** I believe that green products assist in reducing several kinds of pollution (air, water, etc.) | |
| | **ATT6** I believe that green products contribute to conserving natural resources. | |
| **Green Purchase Intention (GPI)** | Very Unlikely (+1)/Very Likely (+6) | **Ling-Yee (1997)** |
| | **GPI1** I will consider purchasing green products because they are less polluting. | |
| | **GPI2** I will consider switching to green products for ecological reasons. | **Armitage and Conner (1999)** |
| | **GPI3** I intend to purchase green products next time. | |
| | **GPI4** I plan to purchase green products in the near future. | |
| **R = items measured in reverse scale** | | |