



INTERNSHIP REPORT

ON

Assessing the Impact of Environmental Sustainability Initiatives on Consumer Buying Behavior of PRAN-RFL Group

Supervised by

Sabikun Nahar Bipasha

Assistant Professor

Department of Marketing

Comilla University

Submitted by

Md. Rezaul Karim

ID: 22307003

Session: 2022-23

Masters of Business Administration

Department of Marketing

Comilla University

Date of Submission: 29th June, 2025

Department of Marketing

Comilla University

LETTER OF TRANSMITTAL

29 June, 2025

Sabikun Nahar Bipasha

Assistant Professor

Department of Marketing

Comilla University

Subject: Submission of the Internship Report.

Dear Respected Madam,

With due respect, I would like to submit this internship report which I prepared as the requirement of my MBA program entitled as — **Assessing the Impact of Environmental Sustainability Initiatives on Consumer Buying Behavior of PRAN-RFL Group**. I am delighted to work under your guidance and supervision in my report. While I am in the learning curve, this report has made it possible for me to gain useful insights that will help me shape my future efforts.

I have tried my level best to complete this internship report with regard to the necessary specifications. This report really helps me to understand the difference between practical and theoretical knowledge of this company. However, if any explanation is needed, I would be honored to do so. Please accept this humble effort to put forward my research and findings on the subject.

Yours Sincerely,

.....

Md. Rezaul Karim

ID: 22307003

Session: 2022-23

Department of Marketing,

Comilla University

STUDENT’S DECLARATION

I hereby declare that this internship report on “Assessing the Impact of Environmental Sustainability Initiatives on Consumer Buying Behavior of PRAN-RFL Group .” is my own work which has been done for the fulfillment of my degree of Master’s of Business Administration in Marketing at Comilla University, under the close supervision of Sabikun Nahar Bipasha , Assistant Professor, Department of Marketing, Comilla University.

I also confirm that the work referred to in this study is original and that no part or all of the report has been submitted to any other university or institution for any degree or award or other reason. In addition, I have only cited or consulted the part of resources from the articles, books, and websites listed in the references to support my internship report.

Yours Sincerely,

.....

Md. Rezaul Karim

ID: 22307003

Session: 2022-23

Department of Marketing,

Comilla University

SUPERVISOR’S DECLARATION

I’m very pleased to declare that this report on **“Assessing the Impact of Environmental Sustainability Initiatives on Consumer Buying Behavior of PRAN-RFL Group.”** was carried out by Md.Rezaul Karim , ID: 22307003, Session: 2022-23 as part of the Master’s of Business Administration (MBA) degree from the Department of Marketing, Faculty of Business Studies, Comilla University

I have supervised him throughout the preparation of the internship report. I hereby accept his internship report and wish her every success in completing his MBA program.

.....

Sabikun Nahar Bipasha

Assistant Professor

Department of Marketing

Comilla University

ACKNOWLEDGMENT

At the very beginning, I would like to express my deepest gratitude to the Almighty for giving me the strength and courage to complete the report within a given time. I had to take the support and encouragement of some respected people to do my project, who deserve my deepest gratitude.

I would like to express my gratitude to my supervisor, **Sabikun Nahar Bipasha**, Assistant Professor, Department of Marketing, Comilla University, for providing me with strong guidance over a number of consultations on my research. Thank you for your patience, your inspiration, your passion, and your tremendous knowledge. His encouragement has helped me during my study and writing of this internship report paper.

My appreciation goes to the concerned authority of PRAN-RFL Limited who gave me the privilege to do internship in their company. It will be an honor and I would feel proud to thank **Nazim Ahmed**, Territory Sales Manager, Sales Department, PRAN-RFL Limited for allowing me to do internship program under his supervision in the organization. I have received his endless help, support and guidance in assigning me work and helping me to accumulate information for completing my report. In addition to the input for my internship report, I have learned many aspects of work and life from him, which will help me to be an enriched person in the future. I also thank all the employees of PRAN-RFL Limited for their invaluable support. I could not have dreamed that I would have had a better consultant and mentor for my report paper.

I would also like to extend my sincere gratitude to all those who have directly and indirectly guided me through the writing of this internship report paper.

Md. Rezaul Karim

ID: 22307003

Session: 2022-23

Department of Marketing,

Comilla University

APPOINTMENT LETTER



PRAN-RFL GROUP
Since 1981



Job Training Letter

Name: Md. Rezaul Karim

S/O: Hafiz Ahmmad

Address: Sufia Mansion Bagichagaon Adarsha Sadar Comilla

Date: 4/13/2025

Dear Mr. Md. Rezaul Karim

Congratulations! We are pleased to confirm that you have been selected to work for **PRAN Sales** in **PRAN Group**. We are delighted to make you the following.

- ✚ Position : **Assistant Territory Sales Manager (ATSM)**
- ✚ Salary: **As per Company Policy.**
- ✚ This position reports to DSM/AGM Sales
- ✚ This is a probationary position.
- ✚ Other benefits as per company policies.

We are confident that you will be able to make a significant contribution to the success of our company. We expect you to join our job orientation training as per the following schedule-

- **1st Phase Class Training:** 13th April, 2025
- **2nd Phase Class Training:** 30th April, 2025
- **Field Training:** 15th April to 14th May, 2025

After successful completion of training, you will be issued an appointment letter and posted finally from PRAN HRM department on 15th May, 2025 at 10:00 AM. Your date of joining will be counted from the first date of class training. This training letter has to be submitted to HRM department with the recommendation of your training supervisor during the appointment letter receiving.

Sincerely,

Manager Recruitment
PRAN HRM Department
PRAN Group.

EXECUTIVE SUMMARY

The objective of this study is to assessing the impact of environmental sustainability initiatives on consumer buying behavior in the context of the PRAN-RFL Group in Bangladesh. This report will help the company to measure the current level of Consumers buying behavior after they take environmental sustainability initiatives. The main objective aims to identify the factors that may have an impact on consumer buying behavior of the PRAN-RFL Group in Bangladesh. This study obtains a quantitative analysis method interpreted by descriptive research design. Non-probability convenience sampling technique was used. To gather the data from the respondents, a self administered questionnaire, was generated for the both face to face data collection in offline and the link was uploaded in 'Google form' and send to their messenger, Facebook group, Facebook and Email via online. Data were collected for two weeks. Descriptive analysis has been used to identify their demographic profile such as frequency, percentage and so on. Descriptive analysis, reliability test, regression analysis and coefficient analysis were carried out using SPSS version (25). The data collected from 102 respondents based on specifically area of Cumilla. These explored five factors where environmental responsibility, subjective norms, are considered as most influential factors that have strong and significant relationships with the consumer buying behavior among users of PRAN-RFL. Nevertheless, two factor: environmental concern and sustainable packaging has less impact on consumer buying behavior in PRAN-RFL. With the critical Analysis and Interpretation, the suggestions are drawn on how to improve consumer buying behavior . Future research for this aspect may be conducted effectively by increasing sample size, expanding geographical location and research instruments as well. Finally, some recommendations and suggestions are given on the basis of findings that will be informative & fruitful for PRAN-RFL Bangladesh limited and customer.

Table of Contents

CHAPTER ONE	1
INTRODUCTION	1
1.1 Prelude.....	2
1.2 Background of the Study	3
1.3 Problem Statement	4
1.4 Research Gap.....	5
1.5 Research Question.....	5
1.6 Objectives of the Study	6
1.6.1 Broad Objective	6
1.6.2 Specific Objectives	6
1.7 Significance of the Study	7
CHAPTER TWO	8
LITERATURE REVIEW	8
2. Literature Review	9
2.1 Environmental Concern (EC)	9
2.2 Environmental Responsibility (ER).....	10
2.3 Subjective Norms	11
2.4 Sustainable Packaging	12
2.5 Consumer Buying Behavior	13
CHAPTER THREE	15
COMPANY OVERVIEW	15
3.1 History of PRAN-RFL	16
Mission	17
Vision.....	17
Core Values	18
3.2 Objectives.....	18
3.3 International Presence of the PRAN-RFL company	18
3.4 Subsidiaries of PRAN-RFL Group	19

3.4.1. Food & Beverage Division (PRAN)	19
3.4.2. Plastic, Hardware & Engineering Division (RFL)	19
3.4.3. Real Estate, Retail & Services	19
3.4.4. International Business and Logistics	20
3.5 Employees and Job Environment	20
3.5.1 Employee Experience:	20
3.6 Product list	21
3.6.1 PRAN Division (Food & Beverage Products)	21
3.6.2 RFL Division (Plastic, Hardware, Home & Industrial Products)	22
3.7 Management Practices	23
3.8 Training and Development Initiatives	23
3.8.1 Training Initiatives:	23
3.9 Performance Appraisal System	24
3.10 Marketing Practices	24
3.11 Marketing Mix of PRAN-RFL	25
3.11.1. Product Strategy	25
3.11.2. Pricing Strategy	26
3.11.3. Promotion Strategy	26
3.11.4. Place Strategy (Distribution)	27
3.12 Operations Management and Information System Practices	27
3.12.1 Operational Management:	27
3.12.2 Information System Practices:	28
CHAPTER FOUR	29
RESEARCH METHODOLOGY	29
4.1 Research Framework	30
4.2 Research design and instruments	30
4.3 Sample size of the study	31
4.4 Data collection	31
4.4.1 Primary data	31

4.4.2 Secondary data.....	32
4.5 Population of the study.....	32
4.6 Sampling Technique.....	32
4.7 Techniques of Data Analysis.....	33
4.8 Measurement Scale of Variables.....	33
CHAPTER FIVE	34
DATA FINDINGS AND ANALYSIS	34
5. Data Analysis and Interpretation.....	35
5.1 Descriptive Statistics	35
5.2 Reliability Test	40
5.3 Regression Analysis	42
5.4. Coefficient Analysis	43
CHAPTER SIX	48
FINDINGS AND DISCUSSION.....	48
6.1 Summary of the Study.....	49
6.2 Discussion on Findings	49
6.3 Implications for Management and Practice.....	51
6.4 Implications for Theory.....	51
6.5 Limitations of the Study and Future Research Directions	52
CHAPTER SEVEN	53
RECOMMENDATION AND CONCLUSION.....	53
7.1 Recommendations	54
7.2 Conclusions	55
References.....	56
Appendix A- Questionnaires.....	61

List of Tables

Table 1: Gender of respondents	35
Table 2: Age of respondents	36
Table 3: Education of respondents.....	37
Table 4: Occupation of respondents	38
Table 5: Monthly income of respondents	39
Table 6: Result of Reliability Test	41
Table 7: Regression Model Summary	43
Table 8: Significance Testing of Regression Model	44
Table 9: Co-efficient	45
Table 10: Decision on Hypothesis	46
Table 11: Decision on Hypothesis	46

List of Figures

Figure 1: Conceptual Framework	30
Figure 2: Gender of respondents.....	36
Figure 3: Age of respondents.....	37
Figure 4: Education of respondents	38
Figure 5: Occupation of respondents	39
Figure 6: Monthly income of respondents	40
Figure 7: Verified Model for current study.....	47

CHAPTER ONE
INTRODUCTION

1.1 Prelude

In recent years, environmental sustainability has emerged as a crucial determinant of business success, influencing not only corporate strategy but also consumer behavior. Amid growing global awareness of environmental issues, companies are increasingly adopting green practices to align with consumer expectations and to foster responsible consumption. One such organization is the PRAN-RFL Group, a leading conglomerate in Bangladesh, which has introduced various environmental sustainability initiatives aimed at promoting eco-conscious consumption. Understanding how these initiatives influence consumer-buying behavior is essential for both academic insight and practical application.

Environmental sustainability initiatives encompass a broad spectrum of practices, but among the most significant predictors of green consumer behavior are environmental concern, environmental responsibility, subjective norms, and sustainable packaging. Environmental concern refers to the degree to which individuals are aware of environmental issues and their urgency with mitigating those (Chan & Lau, 2000). Environmental responsibility, on the other hand, captures a consumer's perceived obligation to make environmentally friendly choices (Kollmuss & Agyeman, 2002). Additionally, subjective norms, or the perceived social pressure to engage in pro-environmental behavior, have been shown to play a pivotal role in shaping consumer intentions (Ajzen, 1991). Finally, sustainable packaging, such as biodegradable or recyclable materials, directly affects consumer perception of brand responsibility and can influence purchasing decisions (Magnier & Crié, 2015).

As environmental degradation intensifies and climate-related concerns grow, consumers are becoming more discerning about the environmental implications of their purchases. In this context, PRAN-RFL Group's sustainability efforts serve as an important case study in understanding the behavioral responses of Bangladeshi consumers to corporate environmental strategies. By examining the relationship between these key sustainability-related factors and consumer buying behavior, this study aims to provide empirical evidence on the effectiveness of green marketing strategies in an emerging economy.

1.2 Background of the Study

Environmental sustainability has become a central focus of both global discourse and corporate responsibility, particularly in response to climate change, resource depletion, and ecological degradation. Businesses are increasingly held accountable not only for their economic performance but also for their environmental footprint. As a result, corporate environmental initiatives have evolved from peripheral activities to strategic imperatives (Porter & Kramer, 2011). This shift reflects a broader trend where consumers especially in emerging economies are becoming more environmentally conscious, expecting brands to align their operations with sustainable values.

Bangladesh, as a rapidly developing country, faces a unique intersection of environmental challenges and market opportunities. With rising levels of pollution, unsustainable industrial growth, and climate vulnerability, there is a growing demand for green practices across sectors (Rahman & Hossain, 2020). In this context, companies like the PRAN-RFL Group one of Bangladesh's largest manufacturers of consumer goods have begun implementing sustainability measures, including eco-friendly packaging, waste management, and corporate social responsibility programs aimed at environmental preservation. These initiatives are not only a response to regulatory and societal pressures but also a strategic effort to influence consumer perception and loyalty.

The relationship between corporate environmental sustainability efforts and consumer behavior is well-documented in developed markets (Leonidou et al., 2013), but less is known about this dynamic in South Asian contexts. Factors such as environmental concern, environmental responsibility, subjective norms, and sustainable packaging are believed to play a critical role in shaping how consumers respond to green marketing efforts. However, empirical evidence specific to the Bangladeshi market remains limited.

Given the increasing significance of sustainability in business and the evolving expectations of environmentally aware consumers, it is essential to explore how these variables influence consumer buying behavior in the context of the PRAN-RFL Group. This study seeks to fill this research gap by examining the extent to which sustainability-related factors affect consumer

purchase decisions, offering insights for both academic research and corporate strategy in emerging economies.

1.3 Problem Statement

Despite increasing corporate interest in environmental sustainability, many businesses in developing countries struggle to translate green initiatives into measurable consumer engagement. In Bangladesh, while environmental awareness is gradually rising, it remains unclear whether sustainability efforts by companies actually influence consumer behavior or are merely perceived as marketing tactics. The PRAN-RFL Group, a leading conglomerate in the food and plastics industries, has implemented several sustainability measures such as the introduction of biodegradable packaging, water recycling in production plants, and environmental awareness campaigns. However, the real-world impact of these initiatives on consumer buying behavior remains largely unexamined.

For instance, PRAN-RFL introduced biodegradable packaging in some of its food product lines in 2022 (The Business Standard, 2022), branding it as an environmentally responsible shift. Yet, market data showed only marginal changes in product sales in urban retail outlets during that period, raising concerns about whether consumers were even aware of or motivated by these environmental efforts. This reflects a broader issue in the Bangladeshi consumer market: a possible disconnect between corporate sustainability communication and consumer perception or action. While global studies have demonstrated that environmental concern, responsibility, subjective norms, and eco-friendly packaging can influence green purchasing behavior (Joshi & Rahman, 2015), localized research specific to Bangladesh, and to PRAN-RFL in particular is limited.

This knowledge gap presents a critical problem: companies may be investing in sustainability without understanding how these initiatives align with consumer motivations and purchasing behavior. If environmental sustainability initiatives are not effectively influencing consumers, then both the company's strategic goals and broader environmental objectives may fall short. Therefore, it is essential to assess how environmental concern, environmental responsibility, subjective norms, and sustainable packaging affect the buying decisions of Bangladeshi consumers toward PRAN-RFL products.

1.4 Research Gap

Although environmental sustainability has become a global business imperative, most research on its influence on consumer buying behavior has been conducted in developed countries, where environmental consciousness and regulatory frameworks are more advanced (Peattie & Crane, 2005; Leonidou et al., 2013). These studies commonly find that variables such as environmental concern, perceived responsibility, and social norms significantly influence green purchase decisions. However, consumer behavior in emerging markets like Bangladesh may follow different patterns due to varying levels of environmental awareness, economic constraints, cultural influences, and trust in corporate green claims.

In Bangladesh, the green consumer movement is still in its developmental phase, and while some companies like the PRAN-RFL Group have adopted environmentally responsible practices such as sustainable packaging and waste reduction, limited empirical research has assessed whether these initiatives genuinely influence consumer behavior. Existing studies on Bangladeshi consumers have mostly focused on general marketing strategies, brand perception, or product quality (Rahman & Hossain, 2020), rather than on the nuanced relationship between environmental sustainability and consumer buying patterns.

As such, a significant research gap exists regarding how specific sustainability-related factors environmental concern, environmental responsibility, subjective norms, and sustainable packaging impact consumer buying behavior in the Bangladeshi context. Particularly, no focused studies have been conducted on the PRAN-RFL Group, despite it being one of the largest and most influential consumer goods manufacturers in the country. Addressing this gap will contribute to the growing body of literature on green marketing in emerging markets and offer practical insights for companies looking to align environmental strategies with consumer expectations.

1.5 Research Question

To address the identified gap, this study is guided by the following research questions:

1. To what extent does environmental concern influence consumer-buying behavior toward PRAN-RFL products?

2. How does environmental responsibility affect consumers' purchasing decisions regarding environmentally sustainable products offered by PRAN-RFL?
3. What role do subjective norms play in shaping green consumer behavior toward PRAN-RFL Group's sustainability initiatives?
4. How does sustainable packaging influence consumer perception and purchase intention in the context of PRAN-RFL Group?
5. What is the overall relationship between environmental sustainability initiatives and consumer buying behavior in the Bangladeshi market?

1.6 Objectives of the Study

1.6.1 Broad Objective

The primary objective of this study is to assessing the impact of environmental sustainability initiatives on consumer buying behavior in the context of the PRAN-RFL Group in Bangladesh. This research aims to understand how different sustainability-related factors influence consumer decision-making processes in an emerging market economy.

1.6.2 Specific Objectives

To achieve the broad objective, the study will pursue the following specific objectives:

1. To examine the effect of environmental concern on consumer buying behavior toward PRAN-RFL products.
2. To analyze how environmental responsibility influences consumers' purchasing decisions in the context of PRAN-RFL's sustainability practices.
3. To evaluate the role of subjective norms in shaping green consumer behavior toward PRAN-RFL Group.
4. To investigate the influence of sustainable packaging on consumers' perceptions and purchase intentions regarding PRAN-RFL products.
5. To determine the overall relationship between PRAN-RFL Group's environmental sustainability initiatives and consumer buying behavior in the Bangladeshi market.

1.7 Significance of the Study

This study holds both theoretical and practical significance. Theoretically, it contributes to the growing body of literature on sustainable consumer behavior in emerging markets, particularly in South Asia. While previous studies have examined green marketing and sustainability in developed economies, there is a lack of context-specific research on how environmental initiatives influence consumer-buying behavior in Bangladesh. By focusing on key psychological and behavioral factors such as environmental concern, environmental responsibility, subjective norms, and sustainable packaging this research expands our understanding of green consumerism in a developing country context.

Practically, the findings of this study will provide valuable insights for the PRAN-RFL Group and similar corporations in Bangladesh seeking to align their sustainability strategies with consumer expectations. Understanding which factors most strongly influence buying decisions can help businesses refine their environmental messaging, product design, and marketing approaches. Additionally, the study may inform policymakers and non-governmental organizations about the factors that motivate environmentally responsible consumption, thereby supporting broader sustainability goals and public awareness campaigns.

Overall, this research bridges the gap between corporate sustainability efforts and consumer response, offering actionable knowledge to stakeholders in marketing, sustainability management, and public policy.

CHAPTER TWO

LITERATURE REVIEW

2. Literature Review

The increasing global emphasis on environmental sustainability has significantly influenced both corporate strategies and consumer behavior. In response to ecological challenges, businesses are adopting green practices such as sustainable packaging, carbon reduction, and eco-friendly branding to align with shifting consumer expectations (Peattie & Crane, 2005). While numerous studies have explored how environmental factors shape consumer preferences in developed economies, there is limited empirical research addressing these dynamics within emerging markets like Bangladesh. This literature review explores the key variables influencing consumer buying behavior, specifically environmental concern, environmental responsibility, subjective norms, and sustainable packaging, to understand their relevance in the context of PRAN-RFL Group's sustainability initiatives.

2.1 Environmental Concern (EC)

Environmental concern refers to an individual's awareness and apprehension regarding environmental degradation and the long-term effects of human activities on the ecosystem (Dunlap & Jones, 2002). Environmental concern is a critical component of building eco-friendly behavior. A person who has public and private awareness of the environment will take part in responsible behavior (Lou and Li, 2023). A consumer exhibits greater environmental concern when he/she avoids products and services that can cause serious damage to the environment. Environmental concerns have become a significant factor in shaping consumer behavior, especially as awareness of climate change, pollution, and resource depletion has grown. Consumers are increasingly considering the environmental impact of their purchases, which influences what they buy, how much they're willing to pay, and which brands they support. Environmental concern will help decrease environmental depredation. Environmental concern can influence behavioral beliefs and actions and show that the environment is at risk (Asha and Rathiha, 2017). Consumers who are more environmentally concerned are more likely to engage in pro-environmental behaviors, including green purchasing (Kim & Choi, 2005). Environmental concern has led to the emergence of green consumerism, where individuals prefer products that are: eco-friendly, biodegradable, or recyclable, made with sustainable or ethically sourced materials, energy-efficient, and produced by companies with environmentally responsible practices. PRAN's offers organic or natural food

lines, products with less packaging or recyclable materials, and they promote sustainable farming or ethical production. Consumers are now more likely to support brands that align with their environmental values, often opting for green products even at a premium price. A global survey by PwC (2024) found that a significant portion of consumers are willing to pay nearly 10% more for goods that are labeled as sustainable. Studies have shown that consumers with high environmental concern are more likely to factor sustainability into their decision-making process (Joshi & Rahman, 2015). Environmental concerns significantly influence consumer-buying behavior by shaping preferences, brand perceptions, and willingness to pay. Companies that address sustainability transparently and authentically are more likely to earn consumer trust and loyalty. In Bangladesh, where environmental literacy is growing due to increased media coverage and NGO interventions, environmental concern may significantly shape consumer preferences for products offered by companies like PRAN-RFL that promote eco-friendly practices. In this regard, the following hypothesis was made:

H1: Environmental concern has a positive effect on consumer buying behavior.

2.2 Environmental Responsibility (ER)

Environmental responsibility is defined as the degree to which individuals feel morally obligated to protect the environment through their actions (Kollmuss & Agyeman, 2002). Environmental responsibility is an individual sense of duty and commitment toward environmental protection (Patwary et al., 2022). People with a greater level of environmental responsibility possess responsible behavior intended to improve environmental quality. Environmental responsibility permits individuals to take action for environmental protection and sustain natural resources (Patwary et al., 2022). Environmental responsibility plays a significant role in shaping consumer-buying behavior. As sustainability becomes a mainstream concern, businesses that actively engage in environmentally responsible practices can attract, retain, and build trust with conscious consumers. As global awareness of climate change, pollution, and resource depletion increases, many consumers now prefer brands that demonstrate a genuine commitment to environmental sustainability. Individuals feel involved in environmental conservation and believe that they can contribute toward the environment by embracing sustainable activities. Studies shown that when companies adopt sustainable practices, such as reducing plastic use, utilizing recyclable

packaging, or cutting carbon emissions, consumers are more likely to trust the brand and consider its products (Alam & Yasin, 2021). However, to convert intention into action, companies must also focus on affordability, accessibility, and transparent communication. PRAN-RFL one of Bangladesh's largest manufacturers of food, beverages, and plastic-based household items environmental responsibility has become an increasingly important factor in shaping consumer preferences and buying behavior. PRAN-RFL is positively influenced by environmentally concerned consumers, who focus on reducing plastic use and promoting recyclable/biodegradable packaging, offering organic or chemical-free food products, implementing transparent environmental policies, such as sustainable sourcing, publishing Corporate Social Responsibility (CSR) and sustainability reports. This sense of personal duty often translates into purchasing behavior, as consumers seek to align their actions with their values. When consumers perceive themselves as responsible for environmental protection, they are more likely to support sustainable brands (Bamberg & Möser, 2007). Consumers today are more informed about issues like climate change, pollution, and plastic waste. Consumers are more likely to choose brands that demonstrate environmental responsibility. As awareness increases, many buyers want their consumption habits to reflect their values. This leads to a shift in buying behavior, where environmental responsibility becomes a key factor in brand selection. Environmental responsibility may predict purchasing behavior (Sharma et al., 2023) and consumers tend to engage in behavior that is ascribed responsibly to them. When consumers feel that their purchases contribute to a greater good, such as protecting the environment, they are more likely to develop long-term loyalty and advocate for the brand (McKinsey & Company, 2023). In this regard, the following hypothesis was made:

H2: Environmental responsibility positively influences consumer-buying behavior.

2.3 Subjective Norms

Subjective norms is perceived social influence and are a fundamental component of TPB and TRA (Ajzen and Fishbein, 1980). Subjective norms refer to the perceived social pressure to perform or not perform a certain behavior (Ajzen, 1991). Subjective norms is defined as consumers' awareness resulting from peer pressure to approve or disapprove a particular behavior (Alam et al., 2023). The subjective norms is a function of the perceived expectation by an individual who is motivated to act under certain conditions (Ajzen, 1991). Subjective norms are perceived social pressure from

individuals to behave in a manner that supports the views of other people in a given situation. Subjective norms are found to have a positive influence on consumer buying behavior (Sethi and Jain, 2020). Some studies show contradictory results (Paul et al., 2016). Subjective norms may have a direct or indirect influence on individual responsibility to accomplish a behavior due to the internalized feeling of the individual. In the green behavior context, subjective norms are a substitute for social influence. Social influence is considered the interpersonal influence of subjective norms that solicit the desire of persuasion toward GPB (Cheah and Phau, 2011). Consumers are strongly influenced by the counsel of family and trusted friends when making decisions. When social influence is greater, GPB will form part of subjective norms by engaging in prosocial behavior. In collectivist cultures such as Bangladesh, where social influence and family expectations play a critical role in shaping individual behavior, subjective norms can significantly affect purchasing decisions. If individuals believe that their peers, family, or society value environmentally sustainable behavior, they are more likely to adopt similar practices, including supporting brands that promote green initiatives (Paul et al., 2016). Thus, subjective norms may act as a social driver in motivating consumers to choose PRAN-RFL products based on their sustainability claims. Subjective norms are a powerful social influence on consumer buying behavior. When consumers perceive that important people in their lives endorse or expect certain buying behaviors, they are more likely to conform. Understanding these norms helps marketers and businesses shape their strategies to align with prevailing social expectations. Based on these views, we propose.

H3: Subjective norms have a positive impact on consumer buying behavior.

2.4 Sustainable Packaging

Sustainable packaging has emerged as a significant factor affecting consumer buying behavior, particularly as environmental concerns continue to grow. Sustainable packaging is a tangible and visible aspect of a company's environmental efforts. It includes using biodegradable, recyclable, or reusable materials that minimize environmental harm (Magnier & Crié, 2015). PRAN-RFL has transitioned to using biodegradable and recyclable materials in its packaging. This move reduces environmental impact and appeals to environmentally conscious consumers who prefer products that align with their values. The company has implemented strategies to minimize packaging waste

by using lightweight materials and optimizing packaging sizes. Such measures not only lessen environmental harm but also resonate with consumers seeking sustainable product options. PRAN-RFL has introduced reusable packaging solutions, encouraging consumers to participate in sustainable consumption habits. This initiative fosters a sense of responsibility among consumers and enhances brand loyalty. Packaging not only protects the product but also communicates brand values. Today's consumers are increasingly aware of environmental issues, and many are actively seeking products that align with their values. Packaging plays a visible role in a product's environmental impact, and thus it directly affects consumer perception and purchase decisions (Singh et al., 2022). When consumers perceive packaging as eco-friendly, they are more likely to view the product positively and consider it trustworthy and responsible. Several studies have found that consumers are increasingly influenced by the environmental appeal of packaging, and it can enhance the perceived value and trustworthiness of a brand (Rokka & Uusitalo, 2008). Sustainable packaging enhances a company's image as environmentally responsible, which strengthens consumer trust. According to a McKinsey & Company (2023) report, over 60% of consumers consider sustainability as an important factor in purchasing decisions, and packaging is often their first indicator of a brand's environmental commitment. Brands using minimal or recyclable packaging are more likely to retain environmentally conscious consumers. For PRAN-RFL, which has recently introduced biodegradable packaging, consumer perception of such innovations could play a vital role in shaping purchasing intent. The following hypothesis was proposed in this regard:

H4: Sustainable packaging has a positive effect on consumer buying behavior.

2.5 Consumer Buying Behavior

Consumer buying behavior refers to the decision-making processes and actions of individuals or groups when they select, purchase, use, or dispose of goods and services to satisfy their needs and desires (Schiffman & Wisenblit, 2019). In the context of environmental sustainability, consumer-buying behavior encompasses not only the basic purchasing decisions but also the extent to which consumers are influenced by ecological values, environmental consciousness, and sustainability-oriented business practices (Joshi & Rahman, 2015). Environmental sustainability initiatives have increasingly shaped consumer behavior as awareness about climate change, resource depletion,

and pollution has grown. Consumers are progressively integrating ethical and ecological considerations into their purchasing decisions, particularly when evaluating brands that claim to support environmentally responsible practices (Leonidou et al., 2010). This shift in behavior is evident in the growing market for green products and the willingness of some consumers to pay a premium for goods that are environmentally friendly or sustainably produced (Biswas & Roy, 2015). Understanding consumer buying behavior in response to sustainability efforts involves examining both the cognitive and affective components of decision-making. Cognitive aspects include consumer knowledge, awareness, and beliefs about sustainability, while affective components involve attitudes, values, and emotional responses (Chen & Chai, 2010). These factors can significantly influence whether a consumer chooses to support a company like PRAN-RFL Group based on its sustainability initiatives. Moreover, demographic and psychographic characteristics such as age, income, education, and lifestyle also play a role in shaping environmentally responsible consumer behavior (Yadav & Pathak, 2016). Consumers who identify more strongly with pro-environmental values are more likely to exhibit positive buying behaviors toward brands with clear and credible sustainability commitments.

In summary, consumer-buying behavior, as the dependent variable, serves as the ultimate outcome influenced by various independent variables, including environmental concern, responsibility, subjective norms, and sustainable packaging. Its measurement and analysis are crucial for understanding the effectiveness of sustainability strategies in motivating eco-conscious purchasing decisions.

CHAPTER THREE
COMPANY OVERVIEW

PRAN-RFL Group is one of the largest and most diversified conglomerates in Bangladesh, renowned for its strong presence in the food and beverage, plastic, and consumer goods industries. Established in 1981 by Major General Amjad Khan Chowdhury (Retd), the company initially started as PRAN (Program for Rural Advancement Nationally), focusing on agro-based products with the mission to improve rural livelihoods and promote agricultural development. Over the decades, PRAN has become a household name, offering a wide array of food products such as fruit drinks, snacks, dairy items, and confectionery. The company maintains high standards in food safety and quality, exporting to over 145 countries across the globe. RFL (Rangpur Foundry Ltd.), launched in 1980, began as a cast iron product manufacturer and evolved into one of the leading plastic and household product brands in South Asia. Today, RFL produces thousands of everyday essentials, ranging from pipes and fittings to furniture, electronics, and home appliances.

Together, PRAN-RFL Group employs more than 100,000 people and contributes significantly to the national economy through industrialization, exports, and rural development. The group is a symbol of innovation, quality, and commitment to social responsibility in Bangladesh and beyond.

3.1 History of PRAN-RFL

PRAN-RFL Group has its roots in two pioneering initiatives in Bangladesh's industrial landscape PRAN and RFL, both founded with the vision of economic self-reliance, rural development, and import substitution. PRAN (Program for Rural Advancement Nationally) was founded in 1981 by Major General Amjad Khan Chowdhury (Retd), a visionary entrepreneur and former army officer. The organization started as a part of the Agricultural Marketing Company Ltd. with the mission to process and market agricultural products from rural farmers. It aimed to uplift rural economies by creating value chains for agro-produce and ensuring better returns for farmers. Initially focusing on food processing, PRAN began producing fruit juices, snacks, and other agro-based food items. Over the years, the company gained nationwide trust and became one of the largest food and beverage brands in Bangladesh. It also expanded its export operations, becoming one of the country's top exporters of agro-processed food. RFL (Rangpur Foundry Ltd.) was established a year earlier in 1980, initially to manufacture cast iron products such as tube wells and water pumps to support rural infrastructure. With time, RFL diversified its product line to include plastic household items, furniture, pipes, fittings, and hardware goods. Driven by innovation and

affordability, RFL soon became a leader in the plastic and home essentials market in Bangladesh. It invested heavily in manufacturing technology and built a wide distribution network across the country. As both companies grew, they consolidated under the umbrella of PRAN-RFL Group, forming a conglomerate with strong foundations in agro-processing, manufacturing, and consumer goods. The group's dual focus on agriculture and industrial products created synergies that supported rapid expansion across various sectors. By the early 2000s, PRAN-RFL Group had emerged as a major exporter from Bangladesh. PRAN's food and beverage products reached the Middle East, Africa, Europe, and Southeast Asia, while RFL's plastics and engineering products gained popularity in domestic and regional markets. The group established multiple industrial parks in Narsingdi, Habiganj, and Ghorashal to support large-scale production, creating employment for over 100,000 people. Following the death of the founder in 2015, the company continued under the leadership of his successors, maintaining the founder's vision of rural empowerment and national industrial development. PRAN-RFL remains a privately held company committed to innovation, sustainability, and social responsibility.

Mission

To generate employment and earn dignity and self-respect for our compatriots through profitable enterprises. The mission reflects the group's core belief in rural empowerment, value creation, and inclusive growth. It aims to develop high-quality, affordable products, create employment opportunities, especially in rural areas, promote local agriculture and industrialization, expand exports, and establish Bangladesh as a global brand.

Vision

To become the most admired and trusted household name, both locally and globally, by providing quality products and services that improve lives. The company envisions a future as a global leader in the food and manufacturing industries, recognized for quality, innovation, and commitment to sustainability and social development.

Core Values

- Commitment to producing safe, reliable, and high-quality products that meet international standards.
- Placing customer needs and satisfaction at the heart of every product and service offered.
- Encouraging innovation in products, processes, and practices to stay competitive and relevant.
- Conducting business with honesty, fairness, and openness in all stakeholder dealings.
- Promoting sustainable development, environmental responsibility, and uplifting rural communities.
- Fostering a collaborative work environment where all employees are respected, valued, and empowered.
- Balancing business growth with ecological sustainability and long-term economic impact.

3.2 Objectives

- Promote Agricultural and Industrial Development.
- Ensure Quality and Safety.
- Expand Domestic and Global Market Reach.
- Create Employment Opportunities.
- Encourage Innovation and R&D.
- Maximize Customer Satisfaction.
- Uphold Sustainability and Environmental Responsibility.
- Contribute to National Economic Growth.

3.3 International Presence of the PRAN-RFL company

PRAN-RFL Group has established itself as one of Bangladesh's leading exporters, with a strong and growing global footprint. Its products especially from the PRAN (food and beverage) division are found in supermarkets, retail stores, and homes around the world. RAN-RFL exports to over 145 countries across Asia, Africa, the Middle East, Europe, North America, and Oceania. Key export markets include: India, Saudi Arabia, United Arab Emirates, USA, United Kingdom, Italy, Malaysia, Oman, Qatar, Canada, South Africa, Australia.

3.4 Subsidiaries of PRAN-RFL Group

3.4.1. Food & Beverage Division (PRAN)

These companies operate under the Agricultural Marketing Company Ltd. (AMCL) umbrella and focus on food processing, packaging, and distribution.

- PRAN Foods Ltd.
- PRAN Agro Ltd.
- Habiganj Agro Ltd.
- Sylvan Technologies Ltd.
- PRAN Dairy Ltd.
- PRAN Beverage Ltd.
- PRAN Exports Ltd.

3.4.2. Plastic, Hardware & Engineering Division (RFL)

These subsidiaries manufacture plastic goods, home essentials, and industrial hardware products.

- RFL Plastics Ltd.
- RFL Electronics
- RFL Metal
- RFL Houseware
- RFL Pipes & Fittings
- RFL Furniture
- RFL Cast Iron Division

3.4.3. Real Estate, Retail & Services

These ventures support the group's expansion into retail, real estate, and consumer services.

- Property Ltd. like Real estate development
- Durable Plastics Ltd. like Durable plastic product manufacturing
- PRAN-RFL Center like Retail outlets/showrooms

- Best Buy Retail chain for PRAN-RFL products
- JobsA1.com Ltd. HR and recruitment services
- Mukti Cox's Bazar Ltd. Hospitality and tourism

3.4.4. International Business and Logistics

- PRAN Export Ltd. like Manages global exports
- Pran Distribution Ltd. Domestic and international logistics & supply chain
- PRAN (India), PRAN (UAE), PRAN (Saudi Arabia) Regional branches for international sales and operations.

3.5 Employees and Job Environment

PRAN-RFL Group, one of Bangladesh's largest conglomerates, employs over 100,000 people globally. Employee reviews suggest a mixed experience, with ratings around 3.4-3.8 out of 5. While some praise the opportunities for learning and teamwork, others highlight long hours and work-life balance challenges. The company is known for its focus on human resource management practices like recruitment, training, and performance appraisal.

3.5.1 Employee Experience:

- **Work-Life Balance:** A common concern among employees is the difficulty in maintaining a good work-life balance, with some reporting working beyond the stated office hours.
- **Work Pressure:** The work environment is described as robust and dynamic, with high levels of work pressure.
- **Learning and Development:** Many employees acknowledge the opportunities for learning and professional development within the company.
- **Teamwork:** The work environment emphasizes teamwork and collaboration.
- **Management:** Employee reviews mention that management is often seen as professional.
- **Salary and Benefits:** Pay and benefits are generally rated positively, with some employees reporting satisfaction.

3.6 Product list

Here is a categorized list of PRAN-RFL Group's major products, covering both PRAN (food & beverage) and RFL (plastic, hardware & household) divisions:

3.6.1 PRAN Division (Food & Beverage Products)

Beverages items

- PRAN Mango Juice
- PRAN Litchi Drink
- PRAN Orange Juice
- PRAN Cola, Lemon, Clear Drinks
- PRAN Drinking Water
- PRAN Energy Drinks

Snacks items

- PRAN Potato Crackers
- PRAN Hot Chanachur
- PRAN Mr. Noodles
- PRAN Rings, Puffed Rice Snacks
- PRAN Tortilla Chips

Confectionery items

- PRAN Candy (Milk, Toffee, Lollipops)
- PRAN Chocolate & Chewing Gum
- PRAN Biscuits (Digestive, Cream, Marie, etc.)

Dairy Products

- PRAN UHT Milk
- PRAN Flavored Milk

- PRAN Yogurt
- PRAN Butter & Ghee

Ready-to-Eat & Packaged Foods

- PRAN Instant Noodles
- PRAN Rice & Vermicelli
- PRAN Tomato Paste
- PRAN Canned Vegetables & Soup

3.6.2 RFL Division (Plastic, Hardware, Home & Industrial Products)

Household Plastics

- Buckets, Bins, Bowls
- Water Jugs, Mugs, Storage Boxes
- Chairs, Tables, Stools
- Kitchenware (trays, containers, baskets)

Furniture

- Plastic and Metal Furniture
- Office Furniture
- Cabinets and Storage Units
- Beds and Wardrobes

Pipes and Fittings

- uPVC Pipes
- HDPE Pipes
- GI and CI Fittings
- Sanitary and Plumbing Solutions

Construction & Industrial Products

- Water Pumps
- Tube Wells and Cast Iron Products
- Agricultural Tools and Equipment
- Metal Ware and Tools

3.7 Management Practices

PRAN-RFL Group, one of Bangladesh's largest conglomerates, employs a diversified management approach across its various businesses, including food and beverage, agribusiness, and household appliances. Key management practices include strong planning, organization, leadership, and control functions. They focus on thorough planning with employee involvement, efficient production systems, and a clear organizational structure with adaptable leadership styles. PRAN-RFL also emphasizes employee motivation through rewards, promotions, and clear communication. .

In essence, PRAN-RFL's management approach is characterized by a blend of strategic planning, efficient operations, strong leadership, and a focus on employee development and customer satisfaction. They have successfully navigated the competitive landscape and achieved significant growth by adapting to market changes and continuously improving their practices.

3.8 Training and Development Initiatives

PRAN-RFL Group utilizes both traditional "On the Job Training" and structured training programs to develop their workforce. They focus on improving employee skills to meet Key Performance Indicators (KPIs) and ensure smooth operations. Their training initiatives include entry-level training, mid-level management training, and specialized training based on departmental needs.

3.8.1 Training Initiatives:

- On-the-Job Training:
- Training Task Checklist (TTCL):
- Specifications (SOPs):

- Department-Specific Training:
- Entry-Level Training:
- Mid-Level Management Training:
- Job Analysis:

3.9 Performance Appraisal System

Pran-RFL Group utilizes a results-oriented performance appraisal system that includes gap analysis and development stages. They also employ a rating committee and are planning to implement 360-degree feedback. The appraisal process focuses on evaluating employees' performance, identifying areas for improvement, and providing targeted training.

3.10 Marketing Practices

Pran RFL Group employs a comprehensive marketing strategy focused on product differentiation, targeted advertising, and extensive distribution to reach its core customer base, primarily young people and children. They utilize a mix of traditional and digital marketing channels, including television, billboards, social media, and influencer marketing, to promote their products and build brand loyalty.

Key elements of Pran RFL's marketing strategy:

Product Differentiation: Pran RFL emphasizes unique product qualities, particularly in their juice offerings, to stand out in the market.

Targeted Advertising: They utilize popular television channels like BTV, NTV, Channel I, ATN Bangla, and RTV, as well as billboards and leaflets to reach their target demographic.

Extensive Distribution: Pran RFL distributes its products nationwide through distributors and mobile shops, ensuring wide accessibility for consumers.

Digital Marketing: They leverage digital content creation, social media platforms, and YouTube to engage with their audience.

Influencer Marketing: Pran RFL partners with social media influencers to promote their products and reach a wider audience.

Community Engagement: They actively participate in community events and initiatives to build brand loyalty.

Customer Feedback: Customer satisfaction and feedback are used to refine and improve their marketing strategies.

Pricing Strategy: Their pricing is often cost-based, with a focus on providing value to the customer.

Promotional Activities: They use various promotional activities like sponsoring sports events to create product awareness.

3.11 Marketing Mix of PRAN-RFL

3.11.1. Product Strategy

PRAN-RFL offers a diverse product portfolio catering to a wide range of customer needs across both urban and rural markets. Their product strategy focuses on variety, affordability, quality, and localization.

Key Features:

- **Broad Range:** Over 500+ products across categories like:
 - Food and Beverage (juices, snacks, spices, dairy)
 - Plastic goods (furniture, containers, tools)
 - Industrial hardware (pipes, metal products)
 - Home appliances and electronics
- **Innovation:** Continuous product development in response to consumer trends (low-fat snacks, ready-to-eat meals, eco-friendly plastic).
- **Branding:**
 - PRAN for food & beverage (emphasizing taste and purity)

- RFL for durable home and hardware products

3.11.2. Pricing Strategy

PRAN-RFL applies a cost-leadership strategy with competitive pricing to make its products affordable and accessible, especially in price-sensitive markets like Bangladesh.

Key Features:

- **Affordable Pricing:**
 - Targets middle- and lower-income segments with low unit prices.
 - Offers sachet-sized and family pack options for flexibility.
- **Penetration Pricing:**
 - Introduces new products at lower prices to enter and capture market share quickly.
- **Export Pricing:**
 - Custom pricing strategy for international markets based on demand, competition, and shipping costs.

3.11.3. Promotion Strategy

PRAN-RFL uses integrated marketing communications (IMC) combining traditional and digital channels to build brand awareness and drive sales.

Key Features:

- **Mass Media Advertising:**
 - TV, radio, billboards for high-reach campaigns
 - Jingles and catchy slogans ("PRAN Pride of Bangladesh")
- **Digital Marketing:**
 - Active on Facebook, Instagram, YouTube for product promotion and engagement
 - Collaborations with influencers and food bloggers

- **Trade Promotions:**
 - Discount offers, free samples, combo packs
 - Dealer incentives and loyalty programs

3.11.4. Place Strategy (Distribution)

PRAN-RFL has built one of the most extensive distribution networks in Bangladesh and maintains a growing presence in over 145 countries.

Key Features:

- **Multi-Tier Distribution:**
 - Manufacturer → Distributor → Retailer → Consumer
 - Includes both urban supermarkets and rural retail shops
- **Retail Outlets:**
 - Own outlets like Best Buy stores across the country
- **Export Channels:**
 - Distributors and agents in Asia, Africa, Middle East, Europe, and North America
 - Participation in global trade fairs and food expos

3.12 Operations Management and Information System Practices

PRAN-RFL Group, a large Bangladeshi conglomerate, employs a robust operational management and information system strategy across its various businesses. Key aspects include a decentralized structure with Chief Operating Officers (COOs) leading each business unit, a focus on quality and continuous improvement, and a commitment to technological integration for efficient production and distribution.

3.12.1 Operational Management:

Decentralized Structure: PRAN-RFL Group utilizes a decentralized structure with COOs leading individual business units, allowing for focused management and decision-making.

Production and Distribution: Operation managers oversee production processes, ensuring quality control, optimal resource utilization, and timely distribution of finished goods.

Inventory Management: Effective inventory management practices are crucial for maintaining optimal stock levels, minimizing waste, and ensuring timely fulfillment of orders.

Quality Assurance: PRAN-RFL Group emphasizes quality control throughout the production process, from raw material selection to finished product inspection.

Market Understanding: PRAN-RFL Group invests in market research to understand customer needs and preferences, which informs product development and marketing strategies.

Diversification: The group's diversified product portfolio, spanning food, plastics, light engineering, and other sectors, helps mitigate risk and create multiple revenue streams.

3.12.2 Information System Practices:

ERP Systems: PRAN-RFL Group utilizes Enterprise Resource Planning (ERP) systems to integrate various business functions, including finance, procurement, production, and sales, leading to improved data visibility and efficiency.

Online Platforms: PRAN-RFL Group leverages online platforms for various operations, including recruitment, advertising job openings, and engaging with customers.

Data Analytics: Data analytics tools are likely employed to analyze sales data, customer behavior, and market trends, informing decision-making and strategic planning.

Supply Chain Management Systems: Information systems play a crucial role in managing the complex supply chain, tracking inventory, optimizing logistics, and ensuring the timely delivery of products.

CRM Systems: PRAN-RFL Group likely utilizes Customer Relationship Management (CRM) systems to manage customer interactions, track sales leads, and improve customer service.

CHAPTER FOUR
RESEARCH METHODOLOGY

Research Methodology is essential in gathering relevant information thereby giving effective and reliable representation. It is all about the methods used in the study of the research. It is possible to categorize different research method approaches into two main categories depending on how they are conducted: quantitative and qualitative research methods. The process for designing the sampling method, such as the target population, sampling size, measurements, and sample technique, as well as the instrument to perform the study, were also built. Following construct measurement, the scaling approach. This study is a descriptive study based on quantitative data.

4.1 Research Framework

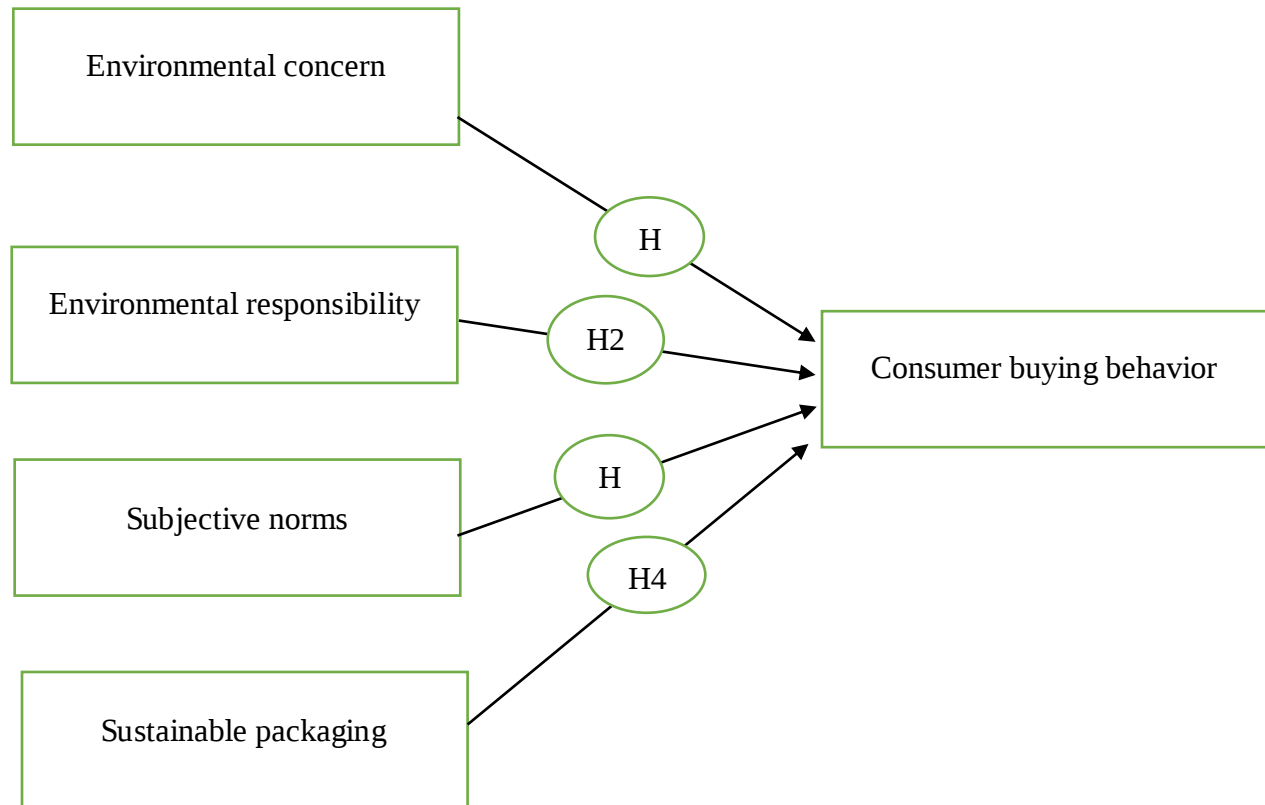


Figure 1: Conceptual Framework

4.2 Research design and instruments

The present study has been designed to influence consumer-buying behavior with other variables, such as environmental concern, environmental responsibility, subjective norms, sustainable

packaging, and consumer buying behavior. We used a quantitative research design, which was conducted in an online survey. The factors were investigated quantitatively. After conducting thematic analysis, we have developed a questionnaire with 20 questions. The study adopted a self-administered questionnaire with 20 items among five variables (Environmental Concern: 4, Environmental Responsibility: 4, Subjective Norms: 4, Sustainable Packaging: 4, and Consumer Buying Behavior: 4;). The variables were adapted from the literature Review- environmental concern, environmental responsibility, subjective norms, sustainable packaging, and consumer buying behavior (Five-point Likert scale) was used to measure all the items, where '1' represented as 'strongly disagree' and '5' specified 'strongly agree' The questionnaire had two sections: (a) demographic questions, (b) specific questions.

4.3 Sample size of the study

Geographically, Cumilla is a large city. Therefore, the people living in Cumilla cannot be considered as the total sample for this particular survey, but the people living in certain areas of Cumilla were considered. 102 respondents were taken as a sample for the study. Experts confirmed the extracted factors. It has been done by the study's objectives. Respondents were the Consumers who uses PRAN-RFL products.

4.4 Data collection

This study has used quantitative methods to investigate the factors that may have a strong influence on Consumer Buying Behavior of PRAN-RFL products. For preparing this study, a combination of primary and secondary sources of data has been used.

4.4.1 Primary data

Primary data have been collected through a questionnaire survey. Questionnaires were distributed to a convenience sample. Convenience sampling is beneficial where it is otherwise difficult to stimulate a sufficient level of response. To gather the data from the respondents, a questionnaire link was uploaded in Google Forms and sent to the respondents in their messenger through "link," and some data was collected from direct Consumers. Our data collection began on May 17th and

ended on May 25th. This will allow the responders to complete the survey in their spare time based on their volunteer attitudes.

4.4.2 Secondary data

Secondary data have been collected from through several journals, different articles, books as well as the internet such as Google, Scholar, Research Gate, International Journal of Information Management, Direct Marketing Journal, Journal of Business Research, Elsevier Science Direct, Emerald insight, the web, and several more relevant leading sources.

4.5 Population of the study

Target population of a study is the collection of elements or objects that possess the information sought by the researcher and about which inferences are made (Malhotra, 2007). According to Salant and Dillman (1994), sample selection requires to define the target population as narrowly as possible. Defining the sample population helps focus the research and puts the findings and recommendations of the study into a better perspective for the intended audience. Hence, the target populations for this study encompassed the users of PRAN dairy products in Bangladesh.

4.6 Sampling Technique

There are two general categories of sampling techniques: probability and non-probability sampling. The former is often associated with survey and experimental research strategies, and the latter, though more generally used in case study research, is employed by some scholars in quantitative studies, especially when the sample to choose from seems larger (Saunders et al, 2009). In probability sampling, each element in the sample frame has an equally known possibility of being included in the sample, which allows researchers to answer research questions and to achieve purposes that require them to estimate statistically the characteristics of the population inferred from the sample (Saunders et al., 2009). In direct contrast, nonprobability sampling is where the possibility of making valid inferences about the population is limited. All nonprobability samples rely on personal judgments somewhere in the process, which implies that samples obtained using non-probability sampling techniques are not necessarily representative of the entire population, but generalizations may still be made about the population (Malhotra, 2010).

Non-probability sampling can be classified under techniques such as quota, purposive, snowball, and convenience sampling. Quota sampling involves the selection of cases within strata that are entirely non-random (Saunders et al., 2009). Purposive sampling involves selecting cases based on the researcher's judgment. Snowball sampling involves randomly selecting initial respondents who provide referrals for subsequent respondents (Malhotra and Birks, 2007), and convenience sampling involves selecting indiscriminately those cases that are easiest to obtain for a sample (Saunders et al., 2009). The current study intends to gather responses from dairy product Users, and since the population is large, using non-probability sampling was deemed suitable. The sampling technique for this study was convenient sampling. This method is based on a group or subgroup that is readily available. Convenient sampling is a type of non-probability sampling based on individuals known by the researcher or readily available.

4.7 Techniques of Data Analysis

The data gathered from respondents was analyzed and interpreted by SPSS-25, which is the latest and available for use. The relationship of the dependent variable and independent variable is tested through regression, correlation, factor Analysis, and descriptive analysis. All the data collection tools, such as reliability and validity, are also checked with the help of SPSS-25 software.

4.8 Measurement Scale of Variables

This study aims to examine which factors influence consumer buying behavior. For collecting data from primary sources, a structured questionnaire with closed-ended questions containing a five-point Likert scale (developed by Likert in 1932) has been used. "Likert scale," having five stages, was used to analyze responses of individuals and measure the independent and dependent variables. Each statement in the questionnaire was measured by 1= Strongly disagree, 2= Disagree, 3= Neutral, 4= Agree, and 5= Strongly agree. By using this measurement, respondents can scale from one to five on how much they agree and disagree with each of the statements based on the Consumer buying behavior of PRAN dairy products.

CHAPTER FIVE
DATA FINDINGS AND ANALYSIS

5. Data Analysis and Interpretation

Cooper & Schindler (2008) define; Data analysis and interpretation are a system of observing directions and structure, correlating statistical techniques, and submitting a summary of the data of sample with frequency distribution and analysis, reliability and validity test with Cronbach's alpha, factors loading, Linear regression analysis, coefficient analysis and correlation between independent variables and dependent variables. This system enables one to interpret the findings in response to research questions. Reliability analysis was aimed at determining the stage of reliability of the data attained from the questionnaire. Regression analysis was evaluated for this purpose. Descriptive statistics and factor analysis were obtained to assess the collected data. Data were collected from respondents encoded in SPSS version 25.0.

5.1 Descriptive Statistics

The study of quantitatively describing the characteristics of a set of data is known as descriptive statistics. Frequency Analysis of respondents' data is a part of descriptive statistics, which shows the number of occurrences of each response chosen by the respondents. A frequency table describes respondents' demographic characteristics, such as Gender, Age, Education, occupation, and income, with frequencies included as a percentage.

5.1.1 Gender

Table 1: Gender of respondents

Gender					
		Frequency	Percent	Valid Percent	Cumulative percent
Valid	Male	61	59.8	59.8	59.8
	Female	41	40.2	40.2	100.0
	Total	102	100.0	100.0	
Source: Primary Data					

Gender
102 responses

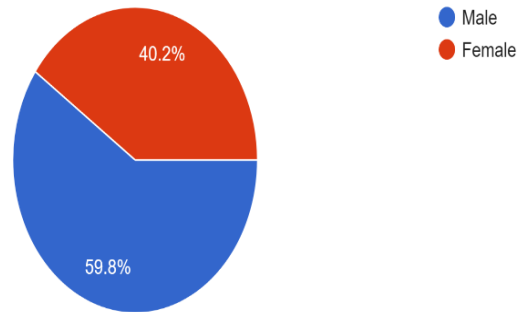


Figure 2: Gender of respondents

The captioned chart of this study describes the gender analysis of males and females, which are (40.2% females and 59.8% males). In this survey, the total number of respondents is divided by gender. And it is found that females were 41 in number and males were 61 in number.

5.1.2: Age

Table 2: Age of respondents

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-24	23	22.5	22.5	22.5
	25-29	43	42.2	42.2	64.7
	30-34	27	26.5	26.5	91.2
	Above 35	9	8.8	8.8	100
	Total	102	100.0	100.0	

Source: Primary Data

Age Group
102 responses

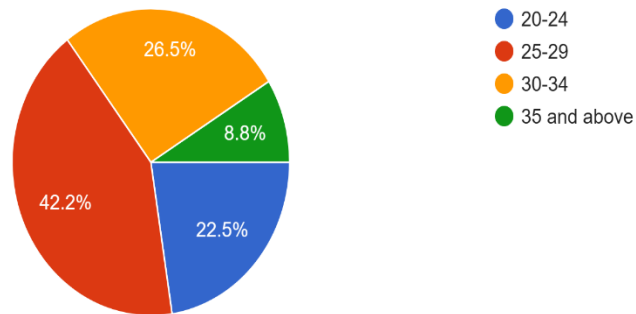


Figure 3: Age of respondents

From the above table, it has been found that the total number of people who participated in the survey was 102. For this survey, firstly total number of people is divided into age where 22.5% of people are 20-24, 42.2% of people are within 25-29 years, 26.5% of people are within 30-34 years, 8.8% of people are above 35 years.

5.1.3: Educational Qualifications

Table 3: Education of respondents

Education					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Secondary	9	8.8	8.8	8.8
	Higher Secondary	14	13.7	13.7	22.5
	Graduates	30	29.4	29.4	51.9
	Post Graduates	44	43.1	43.1	95
	Others	5	5.0	5.0	100.0

	Total	102	100.0	100.0	
--	-------	-----	-------	-------	--

Source: Primary Data

Educational Qualification

102 responses

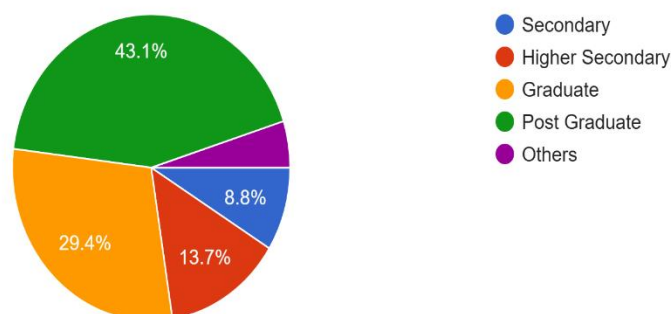


Figure 4: Education of respondents

In the case of educational qualification, (29.4%) of the respondents are graduates, (43.1%) of the respondents are postgraduate, (13.7%) of the respondents are HSC level, only (8.8%) of the respondents are SSC level and (5.0%) of the respondents are Others. Most of the respondents are graduates, and a minority of the respondents are SSC level.

5.1.4: Occupation

Table 4: Occupation of respondents

Occupation					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Students	31	30.4	30.4	30.4
	Job Holder	26	25.5	25.5	55.9
	Businessmen	28	27.5	27.5	83.4
	Homemakers	11	10.8	10.8	94.2

	Others	6	5.8	5.8	100.0
	Total	102	100.0	100.0	
Source: Primary Data					

Occupation
102 responses

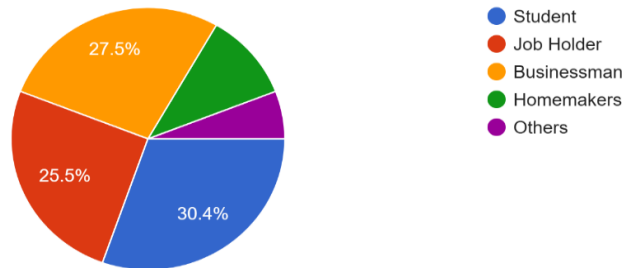


Figure 5: Occupation of respondents

In the questionnaire, a question about profession was present. This chart shows that 30.4% of respondents are students, 27.5% of respondents are businessmen, 25.5% of respondents are jobholders, 10.8% of respondents are homemakers, 5.8% of respondents are Others.

5.1.5: Monthly income

Table 5: Monthly income of respondents

Monthly Income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 15000	26	25.5	25.5	25.5
	15001-25000	17	16.7	16.7	42.2
	25001-35000	16	15.7	15.7	57.9
	35001-45000	21	20.6	20.6	78.5
	Above 45000	22	21.5	21.5	100.0

	Total	102	100.0	100.0	
--	-------	-----	-------	-------	--

Source: Primary Data

Monthly Income
102 responses

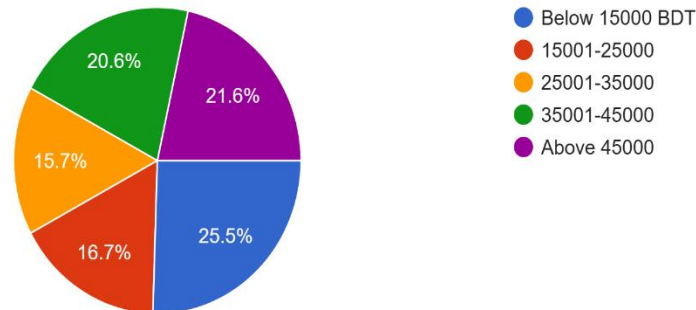


Figure 6: Monthly income of respondents

For the survey, the total number of people is divided into their income level, where 25.5% of people have incomes less than 15000, 16.7% of people are within 15001-25000, 15.7% of people are within 25001-35000, and 20.6% of people have incomes within 35001-45000, and 21.6% of people have incomes more than 45000.

5.2 Reliability Test

Reliability is a measure of the consistency or stability of the test scores. It refers to how dependably or consistently a test measures a characteristic of respondents. The reliability is conducted to ensure the measurements of the questions provide sufficient coverage of the research questions and also concerns the ability of the questions to make accurate predictions. Factor analysis is very beneficial for identifying the factors underlying variables by grouping related variables in the same factor. Verma, & Abdel-Salam, (2019). Before including them in additional analyses such as multiple regression or multivariate analysis of variance, only a few factors are retrieved from many similar variables employing factor analysis. Pallant, (2020); Snedecor, & Cochran, (1989). Cronbach's alpha is commonly used for assessing factor reliability and validity (Trizano Hermosilla and Alvarado JM, 2016) and for measuring the reliability of a combination of two or

more concepts, with larger values indicating better indicator reliability (Hair, J. F. 2009). For this study, a reliability test was conducted for all the factors with factor loading value and Cronbach's alpha.

Table 6: Result of Reliability Test

Factor	Items	Cronbach's Alpha
Environmental Concern	EC1 EC2 EC3 EC4	.838
Environmental Responsibility	ER1 ER2 ER3 ER4	.807
Subjective Norms	SN1 SN2 SN3 SN4	.762
Sustainable Packaging	SP1 SP2 SP3 SP4	.755

Consumer Buying Behavior	CBB1	.726
	CBB2	
	CBB3	
	CBB4	

Source: SPSS outcomes based on primary data

According to Nunnally (1978), Cronbach's Alpha ranges more than 0.70, or a rate higher is considered satisfactory for internal consistency of the variables for each factor. Cronbach's Alpha of independent variables for each factor is more than 0.70 which ranging from 0.838 to 0.755, and dependent variables Cronbach's alpha is 0.726, which indicates that all the variables are statistically fit and free from random errors, having Cronbach's Alpha exceeded 0.70 (Hair, et al., 2010).

5.3 Regression Analysis

Regression analysis is used to estimate the relationship between dependent variables and independent variables. It identifies which variables impact, which factors can be ignored, and how the factors influence each other. In this study, there have shown four independent variables have been shown on one dependent variable.

5.3.1 Model Summary

The model summary table measures the strength of the relationship between the model and the dependent variable. Here Table 5.7 presents the model summary of regression analysis, where the predictors are Sustainable Packaging, Environmental Concern, Environmental Responsibility, Subjective Norms and the dependent variable is Consumer Buying Behavior.

Table 7: Regression Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.693 ^a	.481	.463	.49068
a. Predictors: (Constant), Sustainable Packaging, Environmental Concern, Environmental Responsibility, Subjective Norms.				

Source: SPSS outcomes based on primary data

Table 5.7 represents the model summary of the study and expresses that there is a positive correlation of four independent variables with the dependent variable, Consumer buying behavior. As we know, a correlation R-value 0.50 is medium and 0.75 is high; here $R = 69.3\%$ (0.693), which indicates that the relationship between the variables is strong enough. The coefficient or R-squared measures the strength of the relationship between the hypothesis and the dependent variables. Here, R Square is indicating that the independent variables are highly associated with the dependent variable. And the Adjusted R Square 0.463, which is close to R Square (0.481 or 48.1%), also representing a deep relation and playing a vital role in explaining the hypothesis of independent variables. The SD is lower than 0.05, which means the data are steady and free from random errors.

5.4. Coefficient Analysis

5.4.1 ANOVA

The ANOVA method is used to see if the means of two or more groups differ considerably. The F value, also known as the freedom value, represents the overall significance of the hypothesis test for this relationship.

Table 8: Significance Testing of Regression Model

ANOVA ^a						
1	Model	Sum of Squares	Df	Mean Square	F	Sig.
	Regression	32.121	4	6.424	26.682	.000 ^b
	Residual	34.671	97	.241		
	Total	66.792	101			
a. Dependent Variable: Consumer Buying Behavior						
a. Predictors: (Constant), Sustainable Packaging, Environmental Concern, Environmental Responsibility, Subjective Norms.						

Source: SPSS outcomes based on primary data

In this ANOVA table, it indicates that Multiple Regression analysis is executed to identify the relationship between Sustainable Packaging, Environmental Concern, Environmental Responsibility, Subjective Norms, and Consumer Buying Behavior. The table illustrates that, F value is 26.682 and Sig value is 0.000 with 4 and 97 degrees of freedom. Indicating the significant value less than .05 and F is 26.682 proving that the model is strongly fit and assured as significant.

5.4.2 Co-efficient

This part of the analysis looks at the relationship between dependent and independent variables as moderate, positive or negative and examines specific partial regression coefficients for accepting and rejecting hypotheses. So, the table 5.9 will indicate if the independent variables are significant or will it be accepted or not or the relationship between independent variable and dependent variable.

Table 9: Co-efficient

Coefficients^a						
	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(constant)	1.745	.832		2.098	.039
	Environmental Concern	.203	.129	.152	1.572	.119
	Environmental Responsibility	.252	.103	.237	2.442	.016
	Subjective Norms	.189	.092	.198	2.039	.044
	Sustainable Packaging	-.008	.071	-.010	-.106	.916
	a. Dependent Variable: Consumer Buying Behavior					

Source: SPSS outcomes based on primary data

In the table 5.9, regression coefficient values are represented where, t-value more than 1.96 is considered as acceptable and significant value is acceptable as significant as less than 0.05. Here the table executed the relationship using multiple regression analysis and revealed that Environmental Concerns didn't significantly the Consumer Buying Behavior ($\beta_1 = .152$; t-value = 1.572; $p < 0.05$). Sustainable Packaging is another most significant factor of the study and predicted that negatively affected to Consumer Buying Behavior ($\beta_5 = -.010$; t-value = -.106; $p < 0.05$). Whereas, the table expressed that Environmental Responsibility is the most significant factor and impact the Consumer Buying Behavior ($\beta_3 = .237$; t-value = 2.442; $p > 0.05$). Finally, Subjective Norms is another significant factor for the study as the table illustrated that Subjective Norms has positive and significant impact with Consumer Buying Behavior ($\beta_2 = .198$; t-value = 2.039; $p > 0.05$).

Table 10: Decision on Hypothesis

Variables	Hypothesis	Beta value	t-value	Sig.	Decision
Environmental Concern	H1	.152	1.572	.119	Rejected
Environmental Responsibility	H2	.237	2.442	.016	Accepted
Subjective Norms	H3	.198	2.039	.044	Accepted
Sustainable Packaging	H4	-.010	-.106	.916	Accepted

Source: SPSS outcomes based on primary data

Table 11: Decision on Hypothesis

	Hypothesis	Decision
H1	Environmental concern has a negatively affected on consumer buying behavior	Not Accepted
H2	Environmental responsibility positively influences consumer-buying behavior.	Accepted
H3	Subjective norms have a positive impact on consumer buying behavior	Accepted
H4	Sustainable packaging has a negatively affected on consumer buying behavior.	Not Accepted

Source: SPSS outcomes based on primary data

Hence, the table indicated that H2 and H3 have a positive and significant influence on Consumer satisfaction. Therefore, H2 and H3 are accepted hypotheses and H1 and H4 is rejected.

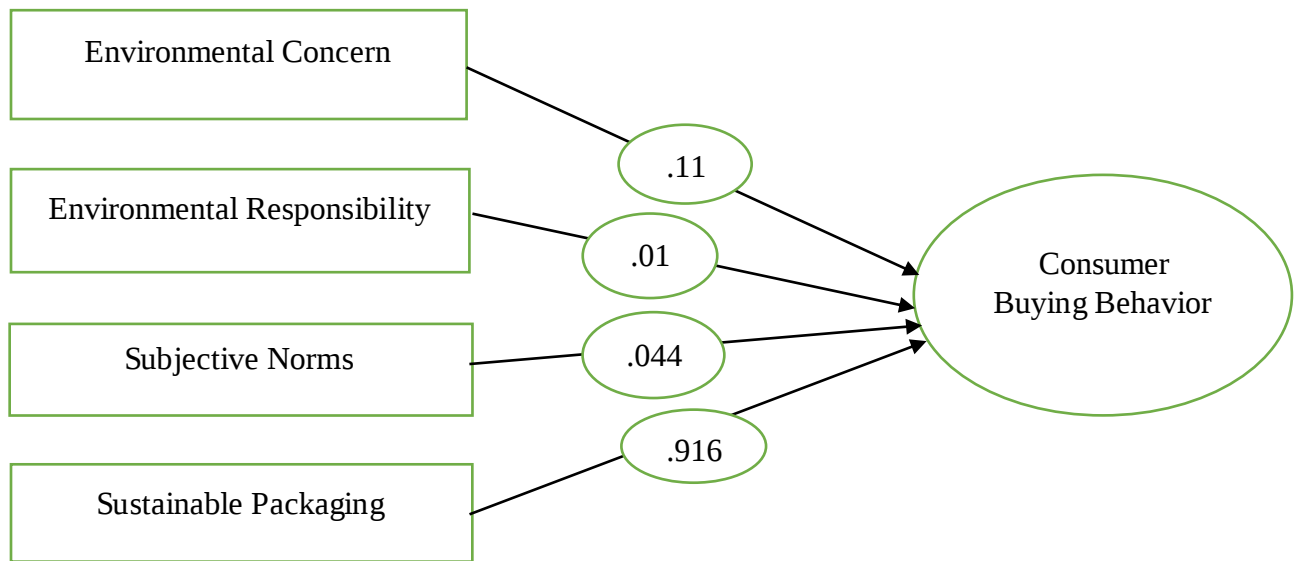


Figure 7: Verified Model for current study

CHAPTER SIX

FINDINGS AND DISCUSSION

The previous chapter presented the results of the quantitative analysis and a short profile of the pran-rfl group. It also discussed the study's results. This chapter presents a summary of the study, discusses the findings, and presents the implications of the study.

6.1 Summary of the Study

The study inquired into the impact of environmental sustainability initiatives on the consumer buying behavior of PRAN-RFL Group. The study applies regression analysis to determine the relationship between the identified variables and consumer buying behavior. The study reveals a gap between corporate green initiatives and consumer response, particularly in developing markets where environmental literacy may still be maturing. The motivation stems from a growing global emphasis on sustainability, with companies adopting green strategies to influence consumer decisions. Five factors were identified to influence consumer-buying behavior. These factors were thus integrated into a conceptual framework for predicting pran-rfl environmental sustainability initiatives, resulting in the formulation of applicable hypotheses. A survey strategy was adopted, and questionnaires were used as the instrument for data collection. The questionnaire was developed based on the theoretical framework and the objectives of the study. One hundred two respondents were purposively and conveniently selected as the study's sample. Furthermore, data was analyzed using descriptive statistics, and multiple regression analysis on the basis that quantitative data analysis techniques allow for numerical representation and manipulation of data to explain the phenomenon mirrored by the data; and also, for the testing of hypotheses and generalization of results.

6.2 Discussion on Findings

This part is discussed based on the statistical results of the study so far. According to the production, it is obvious that among the five variables, there are four independent variables - Sustainable Packaging, Environmental Concern, Environmental Responsibility, and Subjective Norms, which are highly correlated with consumer buying behavior. The aim of this study was to examine the extent to which the variables selected for the study affect consumer-buying behavior the context of Pran-Rfl.

In previous studies, Environmental Concern has a positively influence on consumer buying behavior. In our study, the output is presenting as less value than p value or its requirement. That means, it indicating as insignificant which is not close with its depended variables. As it is not fulfilling its requirement based on the output, this factor is not accepting for this study. The main reason for the less significant value of environmental concern is that the respondents are less concern about the environment. Therefore, the hypothesis H1 is considering as unacceptable or the variables are not depending each other.

In previous studies, Environmental Responsibility has a positively influence on consumer buying behavior. In our study, the significant value of the factors is .016, which is considered as a good p value or fulfilled its requirement. That means, it indicating as significant which is close with its depended variables. As it is fulfilling its requirement based on the output, this factor is accepting for this study. The respondents are environmental responsible that is why the factors are more significant for the study. So, the hypothesis H2 is considering as acceptable value and proven that there has a positively influence on consumer buying behavior.

In previous studies, Subjective Norms has a positive influence on consumer buying behavior. In our study, the significant value of the factors is 0.044, which is considered as a strongest p value or fulfilled its requirement. That means, it indicating as significant which is close with its depended variables. As it is fulfilling its requirement based on the output, this factor is accepting for this study. The respondents give value individual's perception of social pressure to perform or not perform a particular behavior that is why the factors are more significant for the study. So, the hypothesis H3 is considering as acceptable value and proven that there has a positively influence on consumer buying behavior.

Finally, the Sustainable Packaging has a positively influence on consumer buying behavior. In our study, the output is presenting as less value than p value or its requirement. That means, it indicating as insignificant which is not close with its depended variables. As it is not fulfilling its requirement based on the output, this factor is not accepting for this study. The main reason for the less significant value of sustainable packaging is that the respondents have not enough knowledge about the benefits of sustainable packaging to the environments. Therefore, the hypothesis H4 is considering as unacceptable or the variables are not depending each other.

6.3 Implications for Management and Practice

The findings of the study suggest that PRAN-RFL should invest more in consumer education regarding environmental issues and sustainable packaging, as awareness levels remain low. PRAN-RFL needs to improve consumer awareness and understanding of its sustainability practices, especially in packaging. The results suggest that although sustainable packaging has been adopted, it has not significantly influenced consumer behavior, likely due to poor communication or low visibility. Sustainable packaging, though implemented, had no significant positive impact, suggesting a need for better communication and visibility of such initiatives. Management should align sustainability efforts with clear consumer engagement strategies to translate values into purchases.

Since environmental responsibility and subjective norms significantly impact buying behavior, marketing efforts should highlight the company's sustainability achievements and foster positive social influence. Given that social influence plays a strong role, PRAN-RFL should design campaigns that engage community leaders, influencers, and peer groups. Emphasizing social endorsement could create normative pressure that encourages eco-friendly purchases. Environmental responsibility significantly affects behavior; PRAN-RFL should continue positioning itself as an ethically and environmentally responsible brand. This could be reinforced through CS disclosures, Transparent sourcing policies, Endorsements, or third-party certifications. The company should tailor its sustainability efforts to local cultural values and socioeconomic conditions, ensuring that messaging is not only ethical but also relatable and economically feasible for Bangladeshi consumers. PRAN-RFL need to give preference to improve the consumer knowledge about the environmental issues and sustainable packaging that help them to attract customers.

6.4 Implications for Theory

The study supports the Theory of Planned Behavior (Ajzen, 1991) by confirming the role of subjective norms and perceived responsibility in shaping pro-environmental buying decisions. The research adds context-specific evidence from Bangladesh, filling a gap in the sustainability literature focused on emerging markets. Environmental concern, while often considered impactful,

showed no significant correlation in this case, challenging assumptions from studies in Western markets. The positive effect of environmental responsibility expands theoretical understanding by suggesting that corporate ethics, when perceived by consumers, can directly affect buying decisions. Subjective norms were validated as a strong predictor of green consumer behavior, confirming TPB's prediction that social pressure shapes individual decisions. Sustainable packaging, expected to be a direct behavioral cue, failed to influence behavior significantly, highlighting the importance of perceived value and awareness in emerging economies. It nuances existing theory by revealing that sustainable packaging, although theoretically influential, may not have a direct behavioral impact without adequate consumer awareness or education.

6.5 Limitations of the Study and Future Research Directions

As with any study, the present study was conducted amid certain limitations. This study identifies the first limitation as the sample size. This investigation is limited to only 102 respondents. The geographical scope was limited to a sample from Cumilla, which may not represent consumer behavior across Bangladesh. The study only employed quantitative methods and may have missed richer insights from qualitative feedback. It relied on self-reported data, which can be biased due to social desirability. The study assumes participants are fully aware of PRAN-RFL's sustainability initiatives, which may not be the case. The findings may vary over time and situational constraints. Another constraint is that some respondents were unwilling to convey their opinion, and they were not willing to spend a few minutes responding accurately. This study uses some independent variables. As a result, there may be some other variables that may affect consumer buying behavior. This study uses some factors and leaves for future research & they can conduct studies with larger and more diverse samples across different regions of Bangladesh. Integrate qualitative approaches, such as interviews or focus groups, to understand deeper motivations behind consumer choices. Explore longitudinal effects to determine how consumer behavior evolves with ongoing sustainability campaigns. Compare behavior across age, education, income, and urban/rural backgrounds to tailor marketing strategies effectively. Apply the model to sectors like fashion, transportation, or electronics to compare sustainability impact across markets. Examine other sectors or brands beyond PRAN-RFL to develop a comparative perspective on green consumer behavior. Despite all these, the result of the study is deemed reliable and representative of other consumers of the PRAN-RFL group.

CHAPTER SEVEN
RECOMMENDATION AND CONCLUSION

7.1 Recommendations

PRAN-RFL Group has emerged as one of the most successful and diversified conglomerates in Bangladesh, achieving significant milestones in both the local and international markets. Its success story is rooted in its ability to understand consumer needs, invest in innovation, and maintain a strong distribution network across the country. Over the years, the company has built a wide-ranging portfolio that includes food and beverages, plastic products, electronics, home appliances, and even agricultural machinery. PRAN-RFL Group has significantly strengthened its environmental sustainability agenda in recent years, with major initiatives spanning plastic recycling, green energy investment, waste management, and coalition-building. These efforts are designed to align with global sustainability standards and resonate with increasingly eco-aware consumers in Bangladesh. The management of PRAN-RFL plays a crucial role in maintaining this momentum. The company operates with a structured and efficient organizational framework that enables it to manage large-scale production, ensure quality control, and maintain consistency across its diverse product lines. Management practices are aligned with long-term strategic goals, focusing on sustainable growth, operational excellence, and the incorporation of modern technology. In terms of customer service, PRAN-RFL maintains a strong focus on building trust and long-term relationships with consumers. The company strives to ensure product quality, affordability, and wide availability, especially across rural and semi-urban regions of Bangladesh. It has also invested in consumer feedback systems, retail partnerships, and digital platforms to stay connected with evolving customer preferences. This consumer-centric approach has helped the company maintain loyalty in a highly competitive market and respond quickly to changes in demand.

Given the limitations of this research study, it is proposed to further study the following recommendations to enhance the study on the impact of environmental sustainability initiatives on the consumer buying behavior of PRAN-RFL Group. Based on the findings of the study, the following recommendations can be made:

This study finds a broad range of environmental factors that influence consumer buying behavior in this industry. PRAN-RFL should intensify sustainability-related communication through marketing campaigns that clearly explain the benefits of biodegradable packaging. Build consumer

trust by being transparent in sustainability reporting and third-party certifications. Leverage social influence (influencers, community leaders) to drive green behavior via subjective norms. Offer incentives (discounts or rewards) for choosing sustainably packaged or eco-labeled products. Introduce eco-labeling or QR codes on packaging to inform consumers about the product's environmental impact. Promote real-world environmental impact through storytelling and emotional appeals in media. Work with local environmental groups to boost credibility and consumer education. Equip front-line employees with knowledge about sustainable features so they can educate customers directly.

7.2 Conclusions

This study examined the impact of environmental sustainability initiatives on consumer buying behavior toward PRAN-RFL products, focusing on environmental concern, environmental responsibility, subjective norms, and sustainable packaging. The findings reveal that environmental responsibility and subjective norms significantly influence consumer behavior, indicating that consumers respond positively to brands they perceive as ethically responsible and those endorsed by their social circles. In contrast, environmental concern and sustainable packaging did not significantly affect purchasing behavior. This suggests a gap between environmental awareness and action, likely caused by limited consumer knowledge, economic constraints, or insufficient visibility of PRAN-RFL's green packaging efforts. Although sustainable packaging has become more common, its influence remains weak without active consumer engagement and education. These insights highlight the importance of communication and trust in sustainability marketing. PRAN-RFL should focus on increasing the visibility and clarity of its environmental efforts, particularly in packaging, while leveraging social influence and community trust to drive behavioral change. In conclusion, effective messaging and social reinforcement to truly impact consumer buying behavior in Bangladesh must support sustainability initiatives.

References

- Alam, M.N., Ogiemwonyi, O., Hago, I.E., Azizan, N.A., Hashim, F., Hossain, M.S., 2023. Understanding consumer environmental ethics and the willingness to use green products. *Sage Open* 13 (1), 1–20. <https://doi.org/10.1177/21582440221149727>.
- Alam, S. S., & Yasin, N. M. (2021). Perceived environmental responsibilities and green buying behavior: The mediating effect of attitude. *Sustainability*, 13(1), 35.
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211.
- Asha, P., Rathiha, R., 2017. Consumer awareness towards green products. *Int. J. Manag.* 8 (5), 8–14.
- Bamberg, S., & Möser, G. (2007). Twenty years after Hines, Hungerford, and Tomera: A new meta-analysis of psycho-social determinants of pro-environmental behavior. *Journal of Environmental Psychology*, 27(1), 14–25.
- Biswas, A., & Roy, M. (2015). Green products: an exploratory study on the consumer behaviour in emerging economies of the East. *Journal of Cleaner Production*, 87(1), 463–468. <https://doi.org/10.1016/j.jclepro.2014.09.075>
- Chan, R. Y. K., & Lau, L. B. Y. (2000). Antecedents of green purchases: A survey in China. *Journal of Consumer Marketing*, 17(4), 338–357.

- Cheah, I., Phau, I., 2011. Attitudes towards environmentally friendly products: the influence of ecoliteracy, interpersonal influence and value orientation. *Market. Intell. Plann.* 29 (5), 452–472. <https://doi.org/10.1108/02634501111153674>.
- Chen, T. B., & Chai, L. T. (2010). Attitude towards the environment and green products: Consumers' perspective. *Management Science and Engineering*, 4(2), 27–39. <https://doi.org/10.3968/j.mse.1913035X20100402.002>.
- Dunlap, R. E., & Jones, R. E. (2002). Environmental concern: Conceptual and measurement issues. In R. E. Dunlap & W. Michelson (Eds.), *Handbook of environmental sociology* (pp. 482–524). Greenwood Press.
- Joshi, Y., & Rahman, Z. (2015). Factors affecting green purchase behaviour and future research directions. *International Strategic Management Review*, 3(1–2), 128–143.
- Kim, Y., & Choi, S. M. (2005). Antecedents of green purchase behavior: An examination of collectivism, environmental concern, and PCE. *Advances in Consumer Research*, 32, 592–599.
- Kollmuss, A., & Agyeman, J. (2002). Mind the gap: Why do people act environmentally and what are the barriers to pro-environmental behavior? *Environmental Education Research*, 8(3), 239–260.
- Leonidou, C. N., Katsikeas, C. S., & Morgan, N. A. (2013). "Greening" the marketing mix: Do greeners lead to greener? *International Journal of Business and Social Science*, 44(2), 158–174.

- Leonidou, C. N., Katsikeas, C. S., & Morgan, N. A. (2010). Greening the marketing mix: Do greeners lead to greener. *International Journal of Business and Social Science*, 61(4), 306–333. <https://doi.org/10.1016/j.jbusres.2009.03.013>
- Lou, X., Li, L.M.W., 2023. The relationship between environmental concerns with public and private pro-environmental behaviors: a pre-registered meta-analysis. *Eur. J. Soc. Psychol.* 53 (1), 1–14. <https://doi.org/10.1002/ejsp.2879>.
- Magnier, L., & Cri  , D. (2015). Communicating packaging eco-friendliness: An exploration of consumers’ perceptions of eco-designed packaging. *International Journal of Retail & Distribution Management*, 43(4/5), 350–366.
- McKinsey & Company. (2023, February 6). Consumers care about sustainability—and back it up with their wallets. <https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/consumers-care-about-sustainability-and-back-it-up-with-their-wallets>
- Patwary, A.K., Rasoolimanesh, S.M., Rabiul, M.K., Aziz, R.C., Hanafiah, M.H., 2022. Linking environmental knowledge, environmental responsibility, altruism, and intention toward green hotels through ecocentric and anthropocentric attitudes. *Int. J. Contemp. Hospit. Manag.* 34 (12), 4653–4673. <https://doi.org/10.1108/IJCHM- 01-2022-0039>.
- Paul, J., Modi, A., & Patel, J. (2016). Predicting green product consumption using the theory of planned behavior and reasoned action. *Journal of Retailing and Consumer Services*, 29, 123–134.

- Peattie, K., & Crane, A. (2005). Green marketing: Legend, myth, farce or prophecy? *Qualitative Market Research: An International Journal*, 8(4), 357–370.
- Porter, M. E., & Kramer, M. R. (2011). Creating shared value. *Harvard Business Review*, 89(1/2), 62–77.
- PwC. (2024, May 15). Consumers are willing to pay 9.7% sustainability premium, even as cost-of-living concerns weigh. <https://www.pwc.com/gx/en/news-room/press-releases/2024/pwc-2024-voice-of-consumer-survey.html>
- Rahman, M. A., & Hossain, M. M. (2020). Environmental sustainability in Bangladesh: Challenges and opportunities for green business practices. *Journal of Business and Management*, 22(3), 30–38.
- Rokka, J., & Uusitalo, L. (2008). Preference for green packaging in consumer product choices – Do consumers care? *International Journal of Consumer Studies*, 32(5), 516–525.
- Schiffman, L. G., & Wisenblit, J. (2019). *Consumer behavior* (12th ed.). Pearson.
- Sethi, V., Jain, A., 2020. The role of subjective norms in the purchase behavior of green FMCG products. *Int. J. Technol. Transf. Commer.* 17 (2–3), 219–241. <https://doi.org/10.1504/IJTTC.2020.109407>.
- Sharma, K., Aswal, C., Paul, J., 2023. Factors affecting green purchase behavior: a systematic literature review. *Bus. Strat. Environ.* 32 (4), 2078–2092. <https://doi.org/10.1002/bse.3237>.

Singh, P., Madaan, J., & Verma, P. (2022). The impact of green packaging on consumer buying behavior: A systematic literature review and future research agenda. *Environment, Development and Sustainability*, 24(3), 3912–3933. <https://doi.org/10.1007/s10668-021-01509-0>.

The Business Standard. (2022, October 15). PRAN launches biodegradable packaging for snacks. *The Business Standard*. <https://www.tbsnews.net/economy/corporates/pran-launches-biodegradable-packaging-snacks-517574>

Yadav, R., & Pathak, G. S. (2016). Young consumers' intention towards buying green products in a developing nation: Extending the theory of planned behavior. *Journal of Cleaner Production*, 135, 732–739. <https://doi.org/10.1016/j.jclepro.2016.06.120>

Appendix A- Questionnaires

Survey on, Assessing the impact of environmental sustainability initiatives on consumer buying behavior of PRAN-RFL Group

Dear Respondents,

I am an MBA student of the Marketing Department at Comilla University. As a part of my internship, I am conducting a survey, the purpose of which is to "**Assessing the impact of environmental sustainability initiatives on consumer buying behavior of PRAN-RFL Group**". Your valuable time is required to complete this questionnaire. You may take about 5 to 7 minutes only to complete this and all the information of the respondents will be kept confidential.

I appreciate your participation!

Best Regards,

Md. Rezaul Karim

Department of Marketing

Comilla University.

Section A: - Demographic profile

1. Gender

☐ Male. ☐ Female.

2. In which age group are you?

☐ 20-24 ☐ 25-29 ☐ 30-34 ☐ Above 35 years

3. Educational Qualification

☐ Secondary ☐ Higher Secondary ☐ Graduate ☐ Post Graduate ☐ Others

4. Occupation

☐ Student ☐ Job Holder ☐ Businessmen ☐ Homemaker ☐ Others

5. Monthly Income

☐ Below BDT 15000 ☐ BDT 15001-25,000 ☐ BDT 25,001-35,000 ☐ 35001-45000 ☐ Above 45000

Section B: Please Show your level of agreement or disagreement with each of the statements on a five-point Likert scale as given below:

1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

SL No	Statements	1	2	3	4	5
	Environmental Concern					
EC1	I am concerned about the environmental impact of PRAN dairy products.					
EC2	I worry about the pollution and waste created by the dairy industry.					
EC3	I prefer dairy brands that minimize harm to the environment.					
EC4	I believe protecting the environment should be a top priority for dairy producers like PRAN.					
	Environmental Responsibility					
ER1	I feel responsible for making environmentally friendly choices when buying dairy products.					
ER2	I try to support brands like PRAN that show concern for the environment.					
ER3	I believe individuals can help protect the environment through their purchasing decisions.					
ER4	I avoid dairy products from companies that neglect environmental responsibility.					
	Subjective Norms					
SN1	People important to me prefer buying environmentally responsible dairy products.					
SN2	My peers and family expect me to buy dairy products from sustainable brands like PRAN.					

SN3	I feel encouraged by others to consider the environmental impact of my dairy purchases.					
SN4	I discuss environmental concerns when talking about brands like PRAN with friends or family.					
	Sustainable Packaging					
SP1	The Sustainable packaging of PRAN dairy products motives me to purchase them.					
SP2	I frequently recommend PRAN dairy products to others due to their sustainable packaging.					
SP3	I prefer to buy PRAN dairy products because of their sustainable packaging.					
SP4	Sustainable packaging is an important factor in my decision to buy PRAN dairy products.					
	Consumers Buying Behavior					
CBB1	My environmental concern encourages me to buy PRAN dairy items.					
CBB2	I feel responsible for supporting sustainable brands like PRAN when I buy dairy products.					
CBB3	Knowing that PRAN uses sustainable packaging increases my intention to purchase their dairy products.					
CBB4	I am more likely to buy PRAN dairy products due to their commitment to environmental sustainability.					