

**Assessing the Role of Green Marketing in Shaping Consumer Purchase  
Intention: Evidence from PRAN-RFL Group**

**Supervised By**

**Md. Abdullah Al Jamil**

Associate Professor

Department of Marketing

Faculty of Business Studies

Comilla University

**Prepared By**

**Shaharia Alam Shafin**

ID: 22307019

Session: 2022-2023

MBA Program (Marketing Major)

Department of Marketing

Faculty of Business Studies

Comilla University

**Date of Submission: June 29, 2025**



**Department of Marketing**

**Comilla University**

**Assessing the Role of Green Marketing in Shaping Consumer Purchase  
Intention: Evidence from PRAN-RFL Group**

**Supervised By**

**Md. Abdullah Al Jamil**

Associate Professor

Department of Marketing

Faculty of Business Studies

Comilla University

**Prepared By**

**Shaharia Alam Shafin**

ID: 22307019

Session: 2022-2023

MBA Program (Marketing Major)

Department of Marketing

Faculty of Business Studies

Comilla University

## DECLARATION OF STUDENT

I hereby declare that the Internship report on **Assessing the Role of Green Marketing in Shaping Consumer Purchase Intention: Evidence from PRAN-RFL Group** is prepared solely for as the requirement of a Masters of Business Administration (MBA) degree and embodies my own practical and individual research work prepared under the close supervision of, **Md. Abdullah Al Jamil** Associate 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 internship report has been submitted to any other university or institution for any degree award or other reason.

-----

**Shaharia Alam Shafin**

Student ID: 22307019

Session: 2022-23

Department of Marketing

Comilla University

## **DECLARATION OF SUPERVISOR**

This is to clarify that this paper on the **Assessing the Role of Green Marketing in Shaping Consumer Purchase Intention: Evidence from PRAN-RFL Group** was carried out by Shaharia Alam Shafin, ID: 22307019, Session: 2022-2023 as a requirement of the Masters of Business Administration (MBA) Degree from the Department of Marketing, Faculty of Business Studies, Comilla University.

I hereby accept his project paper & wish him every success in completing her MBA Program

.....

**Md. Abdullah Al Jamil**

Associate Professor

Department of Marketing

Comilla University

## ACKNOWLEDGMENT

First of all, thanks to Almighty Allah who gave me the ability to work here and complete this report effectively. This report is all about **Assessing the Role of Green Marketing in Shaping Consumer Purchase Intention: Evidence from PRAN\_RFL Group**. I followed the guidelines from my course instructor and corporate supervisor to complete this report.

I would like to thank and gratitude my internship supervisor Md. Abdullah Al Jamil, Associate Professor, Department of Marketing, Comilla University. Without his proper guidelines, it would be impossible to complete this report. Lots of knowledge and valuable guidelines I gathered from him during the three-month internship period. He has a major contribution to the accomplishment of this task

Equally, I also would like to thank my corporate supervisor “Md. Alom” (Product Manager, Winner Lifestyle) under whom guidelines and supervision I spent a three-month internship program in PRAN-RFL Group. Through his supervision, I learned about the corporate culture and branding activities of a company and gained proper practical knowledge.

Finally, I would like to gratitude and love to my all colleagues who unconditionally supported and guided me during these three months. Special thanks to my family members they supported me a lot.

## **Table of Contents**

| <b>Content</b>                                                | <b>Page</b> |
|---------------------------------------------------------------|-------------|
| Abstract                                                      | 01          |
| <b>Chapter I: Introduction</b>                                | <b>02</b>   |
| 1.1 Background of the Study                                   | 03          |
| 1.2 Statement of the Problem                                  | 04          |
| 1.3 Research Questions                                        | 04          |
| 1.4 Objectives of the Study                                   | 04          |
| 1.4.1 General Objective                                       | 04          |
| 1.4.2 Specific Objectives                                     | 05          |
| 1.5 Significance of the Study                                 | 05          |
| <b>Chapter II: Literature Review and Conceptual Framework</b> | <b>06</b>   |
| 2.1 Introduction                                              | 07          |
| 2.2 Consumer Green Purchase Intention                         | 07          |
| 2.3 Attitude                                                  | 07          |
| 2.4 Perceived Behavioral Control                              | 08          |
| 2.5 Environmental Concern                                     | 08          |
| 2.6 Sustainable Packaging & Certification                     | 09          |
| 2.7 Research Gap                                              | 09          |
| 2.7.1 Theoretical Gaps                                        | 09          |
| 2.7.2 Social Gaps                                             | 10          |
| 2.7.3 Managerial Gaps                                         | 10          |
| 2.8 Conceptual Framework                                      | 11          |
| 2.9 Hypotheses                                                | 11          |
| <b>Chapter III: Company Overview</b>                          | <b>12</b>   |
| 3.1 Company Profile                                           | 13          |
| 3.2 Business Portfolio of PRAN Group                          | 15          |
| 3.3 Categories of Products and Services                       | 16          |
| 3.4 Green Marketing Practices and Initiatives                 | 16          |

|                                                            |           |
|------------------------------------------------------------|-----------|
| <b>Chapter IX: Research Methodology</b>                    | <b>20</b> |
| 4.1 Research Design                                        | 21        |
| 4.2 Research Approach                                      | 21        |
| 4.3.1 Population and Sampling                              | 21        |
| 4.3.2 Questionnaire Development                            | 22        |
| 4.3.2.1 Demographic Section                                | 22        |
| 4.3.2.2 Respondents' Opinion                               | 22        |
| 4.4 Sampling Technique and Sample Size                     | 23        |
| 4.5 Data Collection Procedures                             | 23        |
| 4.6 Technique of Data Analysis                             | 24        |
| 4.7 SPSS Measurement Model                                 | 24        |
| 4.7.1 Reliability                                          | 24        |
| 4.7.2 Validity                                             | 25        |
| 4.9 Hypothesis Testing                                     | 25        |
| <b>Chapter X: Data Analysis and Findings</b>               | <b>26</b> |
| 5.1 Introduction                                           | 27        |
| 5.2 Questionnaire Analysis                                 | 27        |
| 5.3 Descriptive Analysis                                   | 28        |
| 5.3.1 Demographic Profile of Respondents                   | 28        |
| 5.4 Descriptive Statistics                                 | 29        |
| 5.5 Reliability Test                                       | 30        |
| 5.6 Coefficient of Determination ( $R^2$ )                 | 30        |
| 5.7 Structural Model Assessment and Hypothesis Testing     | 31        |
| 5.8 Summary of Hypothesis Findings                         | 32        |
| 5.9 Findings                                               | 33        |
| <b>Chapter XI: Conclusion and Recommendations</b>          | <b>34</b> |
| 6.1 Recommendations                                        | 35        |
| 6.2 Limitations of the Study and Future Research Direction | 36        |
| 6.3 Conclusion                                             | 37        |

|                      |    |
|----------------------|----|
| References           | 38 |
| Appendices           | 40 |
| Survey Questionnaire | 40 |

### **List of Table**

|                                                                 |    |
|-----------------------------------------------------------------|----|
| Table:1: Product & Service Categories offered by PRAN-RFL Group | 16 |
| Table:2: Questioner Development                                 | 22 |
| Table:3: Breakdown of Sample                                    | 23 |
| Table:4: The Reliability Coefficients of Variable               | 25 |
| Table:5: Questionnaire and short name of all questions          | 27 |
| Table:6: The demographic profile of respondents                 | 29 |
| Table:7: Descriptive Statistics of Variables                    | 29 |
| Table:8: Measurement Properties of Constructs                   | 30 |
| Table:9: Coefficient of Determination (R <sup>2</sup> )         | 31 |
| Table:10: The Structural estimates                              | 31 |
| Table:11: Summary of Hypotheses Testing Findings                | 32 |

### **List of Figure**

|                                |    |
|--------------------------------|----|
| Figure 1: Conceptual Framework | 11 |
|--------------------------------|----|

## **Abstract**

This research explores how green marketing influences people's decision to buy environmentally friendly products, focusing on PRAN-RFL Group, a major company in Bangladesh. As more people become aware of environmental problems like pollution and climate change, companies are trying to offer eco-friendly products and promote them through green marketing. PRAN-RFL has taken steps such as using recyclable packaging, saving water and energy, and running awareness campaigns. The goal of this study is to understand if these efforts actually encourage people to buy their green products.

To do this, the study collected answers from 140 people across different regions of Bangladesh using a questionnaire. It looked at four main factors: people's attitude toward green products, their concern for the environment, how easy they think it is to buy green products (called perceived behavioral control), and how much they trust packaging and certification labels. The results show that people's attitudes, concern for the environment, and trust in eco-labels and packaging strongly affect their decision to buy green products. But, feeling confident or in control when choosing green products did not have a strong effect.

This means that while many people want to make eco-friendly choices, they may still face problems like high prices or not being able to find these products easily. The research suggests that companies like PRAN-RFL should improve communication about their green efforts and make eco-friendly products more available and affordable. It also suggests that the government and businesses should work together to support green shopping habits and raise awareness. Overall, this study helps businesses and researchers better understand how green marketing works in a developing country like Bangladesh.

# **CHAPTER- I**

## **INTRODUCTION**

## **1.1 BACKGROUND OF THE STUDY**

The global shift to sustainable development has had a substantial impact on consumer behavior, necessitating that businesses integrate environmental awareness into their marketing strategies. This has resulted in the development of green marketing, which emphasizes the promotion of products or services based on their environmental benefits or sustainability standards (Peattie & Crane, 2005). Companies are increasingly utilizing green marketing to satisfy consumer expectations, improve their brand image, and stick to global and local environmental regulations.

In recent years, there has been a significant increase in the demand for environmentally responsible products, particularly among younger and more educated consumers who are more knowledgeable of the ecological crises including climate change and plastic pollution (Tan & Lau, 2010). So green marketing is no longer a niche strategy; it has become a mainstream approach that has been accepted by both multinational corporations and local enterprises.

In Bangladesh, modern purchasing behaviors are being influenced by the increasing awareness of environmental issues and sustainability, ignoring the fact that green consumerism is still in emerging stages (Hossain & Rahman, 2021). However, this behavior sometimes conflicts with other important elements including price sensitivity, restricted availability of eco-friendly substitutes, and doubt about company assertions (Sharma & Foropon, 2019). This makes green marketing a complex yet crucial field to investigate in the context of a developing country.

The PRAN-RFL Group, one of the largest consumer goods manufacturers in Bangladesh, has embraced green initiatives across its operations. These include biodegradable and recyclable packaging, water conservation in manufacturing plants, solar energy usage, tree plantation drives, and consumer awareness campaigns. Such activities are intended to align the company's brand with eco-conscious values while also appealing to a more socially and environmentally aware consumer base.

However, the actual effectiveness of these green initiatives on consumer purchase intentions in the Bangladeshi context remains unclear. While studies from developed nations show a positive correlation between green marketing and consumer behavior (Kumar, Kumar, & Mishra, 2017), this may not fully translate in economies where income and price sensitivity dominate consumer decisions. Therefore, a focused analysis of PRAN-RFL's green marketing strategies is necessary to assess their real-world impact on Bangladeshi consumers' purchase decisions.

## **1.2 STATEMENT OF THE PROBLEM**

Despite the growing emphasis on sustainability and the increasing adoption of green marketing strategies by companies globally, there remains a significant gap in understanding the effectiveness of these initiatives in developing countries like Bangladesh (Hamid & Rahman, 2020). The PRAN-RFL Group, a major FMCG conglomerate in Bangladesh, has implemented various green marketing practices such as recyclable packaging, energy conservation, and environmental campaigns to align with global environmental standards and appeal to eco-conscious consumers. However, it is unclear whether these efforts significantly influence consumer purchase intentions, particularly in a market where economic factors like price sensitivity, accessibility, and consumer skepticism toward corporate green claims may outweigh environmental considerations (Rahman, Park, & Chi, 2015). Furthermore, the moderating effects of demographic variables such as age, income, and education on green purchase behavior remain underexplored. This study addresses these gaps by empirically examining the relationship between PRAN-RFL's green marketing initiatives and consumer purchase intention within the Bangladeshi context.

## **1.3 RESEARCH QUESTIONS**

Based on the overall objectives of this study, the following research questions are developed:

1. What are the key green marketing initiatives undertaken by PRAN-RFL Group in Bangladesh?
2. To what extent do these green marketing initiatives influence consumer purchase intention?
3. How do demographic variables (age, income, and education) moderate the relationship between green marketing initiatives and purchase intention?

## **1.4 OBJECTIVE OF THE STUDY**

### **1.4.1 General Objective**

- i. To investigate the role of green marketing in shaping consumer purchase intention according to PRAN-RFL groups' experience in Bangladesh.

#### **1.4.2 Specific Objectives**

- i. To identify the key green marketing initiatives undertaken by PRAN-RFL Group.
- ii. To assess the direct effects of each green marketing initiative on consumers' purchase intention.
- iii. To analyze how demographic factors (age, income, education) influence the strength of these relationships.

#### **1.5 SIGNIFICANCE OF THE STUDY**

This study is essential in understanding how green marketing strategies influence customer behavior in a developing country like Bangladesh. As global environmental awareness grows, corporations are embracing more sustainable strategies. However, the impact of such approaches on real customer purchase intention remains unknown, especially for price-sensitive industries. By focusing on the PRAN-RFL Group, a major corporation in Bangladesh. This study presents real-world data on the efficacy of eco-friendly tactics like recyclable packaging, renewable energy consumption, and sustainability advertising.

The insights will help businesses develop personalized green marketing strategies that are associated with local buyer preferences and demographics. Marketers can apply these findings to strengthen brand positioning, improve environmental communication, and increase customer loyalty. Furthermore, the study offers to the academic research by highlighting the influence of demographic variables (age, income, and education) in the green marketing-purchase intention connection. Officials may find the findings valuable in raising public awareness and implementing legal frameworks to promote sustainable consumption. Overall, this study fills an important knowledge vacuum in green marketing efficacy in emerging economies.

**CHAPTER- II**  
**LITERATURE REVIEW AND CONCEPTUAL**  
**FRAMEWORK**

## **2.1 INTRODUCTION**

Green marketing in the fast-moving consumer goods (FMCG) sector emphasizes eco-friendly product attributes to meet consumer environmental concerns. The Theory of Planned Behavior (TPB) provides a useful framework: it posits that an individual's attitude toward a behavior, subjective norms, and perceived behavioral control together shape their intention to perform that behavior. In the green consumption context, this means consumers' intentions to buy sustainable FMCG items are guided by how favorably they view such products, how much control they feel in buying them, and external social pressures (norms). Building on TPB, researchers often include additional factors like environmental concern and green product cues (packaging or certifications) to better explain green purchase intentions. Here, purchase intention is defined as a consumer's willingness or likelihood to purchase eco-friendly products. The literature consistently finds that positive attitudes, higher perceived behavioral control, greater environmental concern, and credible green packaging/certification all tend to increase consumers' green FMCG purchase intentions. The following sections review empirical findings on each factor.

## **2.2 CONSUMER GREEN PURCHASE INTENTION**

Consumer purchase intention (CPI) is defined as a consumer's self-reported likelihood or willingness to buy a given product. In green marketing it is often used as a proxy for eventual eco-friendly purchase behavior. Under the Theory of Planned Behavior (TPB), intention is the immediate antecedent of behavior (Ajzen, 1991), with attitude and perceived behavioral control (PBC) among its key predictors. Studies in the FMCG context confirm that stronger pro-environment attitudes and higher PBC generally raise green CPI. For example, (Dorsamy & Govender, 2023) found that South African consumers with positive pro-environmental attitudes toward product quality showed significantly higher intention to buy green FMCGs. A meta-analysis by (Zhuang, Luo, & Riaz, 2022) similarly reports that attitude toward green products has a significant positive effect on green purchase intention, and that perceived behavioral control also has a strong positive impact.

## **2.3 ATTITUDE**

In TPB, attitude refers to a consumer's overall positive or negative evaluation of buying green products. A strong body of research confirms that a positive attitude toward eco-friendly goods significantly boosts purchase intentions. For example, a meta-analysis found that attitude had one of the strongest correlations with green purchase intention ( $r \approx 0.535$ ). In practice, this means consumers with favorable views of sustainable products are much more likely to intend

to buy them. In the FMCG context, brand image often plays a key role in shaping attitudes. (Prajapati, 2023) reports that when FMCG brands are perceived as environmentally responsible, consumers develop more positive attitudes toward those brands' green products and thus higher purchase intentions. In sum, interventions that strengthen pro-green attitudes (for example through branding and messaging) tend to have a large impact on consumers' intention to purchase green FMCG items.

## **2.4 PERCIVED BEHAVIORAL CONTROL**

Perceived behavioral control (PBC) captures the extent to which consumers feel capable of performing the purchase behavior – essentially how easy or difficult they believe it will be to buy green products. High PBC may reflect convenient access to sustainable alternatives, affordable pricing, or personal knowledge. Empirically, perceived control generally has a positive, moderate effect on intention. Meta-analytic results show PBC correlates positively with green purchase intention ( $r \approx 0.50$ ). In other words, consumers who feel that they have the resources and ability (availability, affordability) to choose green FMCG products are more willing to intend to buy them (Prajapati, 2023). One study note that consumers become more willing to buy green products when they feel confident in controlling external constraints. Thus, lowering barriers (improving product availability, reducing cost or effort) can raise intentions: if an environmentally conscious consumer believes they can easily purchase an eco-friendly FMCG item, their intent to buy it increases.

## **2.5 ENVIRONMENTAL CONCERN**

Environmental concern refers to the degree of worry or cares a consumer has about environmental problems and the desire to address them. Concerned consumers tend to favor green lifestyles and purchase choices. Research finds that higher environmental concern generally leads to higher green purchase intentions. A meta-analysis reported a moderate positive correlation ( $r \approx 0.46$ ) between environmental concern and intention (Zhuang, Luo, & Riaz, 2022). This aligns with observations that consumers who pay more attention to ecological issues are more willing to purchase green products. For instance, empirical studies have found that young consumers with strong environmental concern are significantly more likely to intend to buy sustainable FMCG goods, and consumers of green energy products report that higher concern directly raises their green purchase intention. In the FMCG sector specifically, one literature review concludes that consumers' environmental concern positively influences both their attitudes toward green products and their purchase intentions (Prajapati, 2023). Overall,

environmental concern acts as a motivator: more concerned consumers see green FMCG purchases as aligning with their values, leading to stronger intentions to choose those products.

## **2.6 SUSTAINABLE PACAGING & CERTIFICATION**

Sustainable packaging and certification encompass product cues like recyclable or minimal packaging and third-party eco-labels (organic, energy-efficiency seals). These features serve as signals of a product's environmental credentials. The literature shows that such cues can significantly influence purchase intention by enhancing product credibility. For example, (Khan, Salamzadeh, Iqbal, & Yang, 2020) emphasize that Eco-labeling and certification raise consumer awareness and perceptions of green products, which in turn boost purchase intent. In practice, prominently labeled "green" packages make consumers more willing to buy: one study found that when consumers correctly understand a product's environmental virtues (via a green label or certification), there is a significant increase in willingness to purchase it. Likewise, FMCG studies note that eco-certifications (such as organic or fair-trade labels) and sustainable packaging designs improve consumers' trust and positive attitudes toward products, thereby raising their intention to buy. In short, packaging that clearly communicates sustainability (and carries recognized eco-certification logos) acts as an effective green marketing tool, strengthening consumer intent to purchase sustainable FMCG products.

## **2.7 RESEARCH GAP**

### **2.7.1 Theoretical Gaps**

Researchers widely use the Theory of Planned Behavior (TPB) to model green purchase intentions, but studies consistently extend it with new constructs, indicating core TPB limitations in the green context. For example, (Kamalanon, Chen, & Le, 2022) augmented TPB with environmental concern, a company's green image, and consumer innovativeness/knowledge, finding these significantly predict green FMCG purchase intentions alongside standard TPB attitudes and perceived behavioral control. Similarly, a Chinese study added moral attitude and health consciousness to TPB, yielding superior explanatory power: moral and health factors positively influenced green food purchase intent, whereas subjective norms became non-significant. These findings imply standard TPB omits key pro-environmental drivers (personal norms, values, knowledge) and that its normative component may not generalize (in some FMCG contexts, subjective norms/trust had no effect). Moreover, TPB does not account for habitual or unconscious processes like routine FMCG buying, past-behavior extensions have improved prediction in green food models. In sum, the

theoretical gap lies in TPB's static, rational framework: scholars note the need to integrate additional psychological constructs (moral norms, environmental literacy, past behavior) and dynamic factors (pandemic impact, media use) to better capture green Marketing intention.

### **2.7.2 Social Gaps**

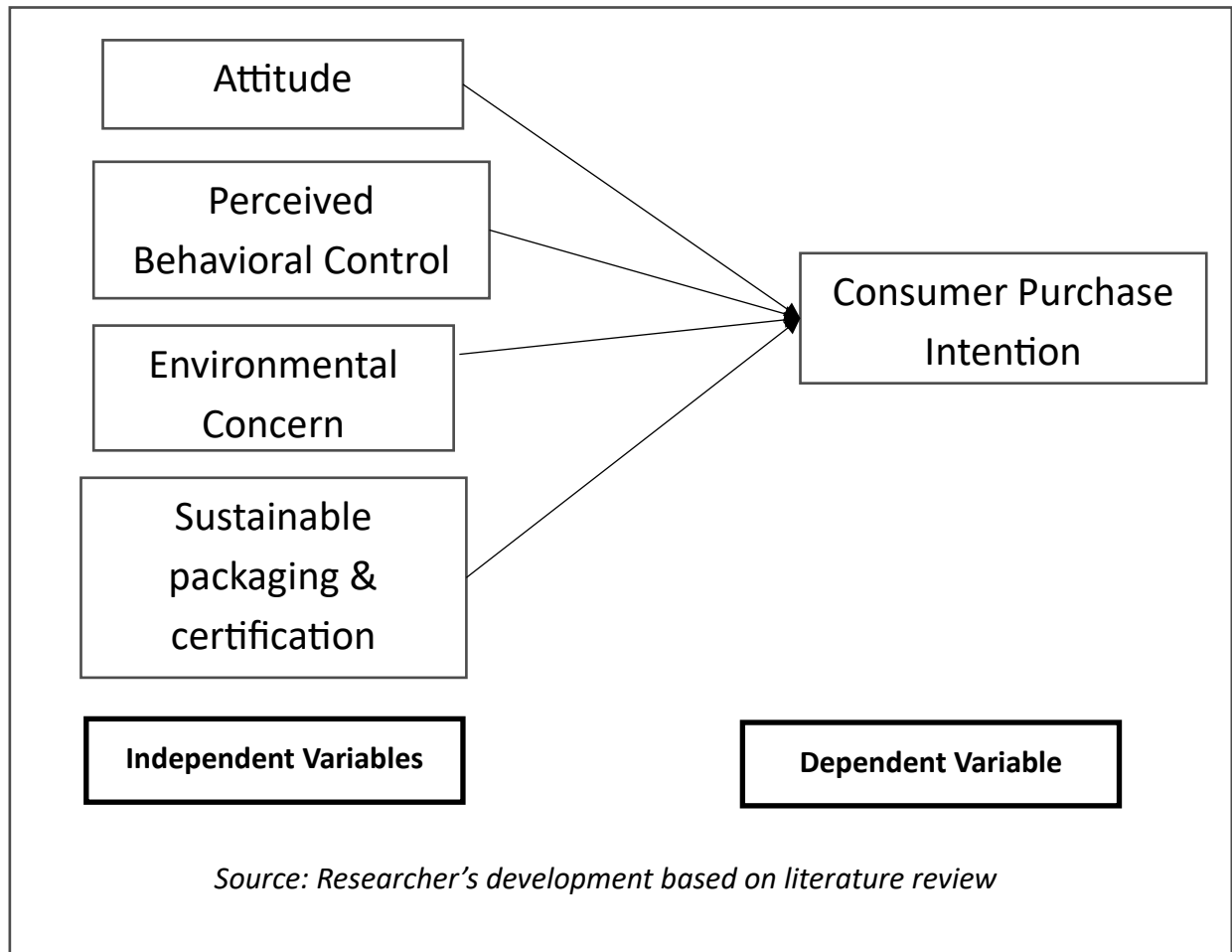
The existing literature on green marketing often focuses on similar consumer profiles (young, urban, educated), leaving many segments underexplored. Recent reviews highlight that older adult, adolescents, low-income or less-educated consumers have received little attention in green marketing studies. For example, one agenda calls for research on adolescents and seniors across income and education levels, and on urban vs. rural green consumption patterns. Cultural and regional gaps are also noted. Few studies compare developed and developing markets, even though initial evidence suggests green purchase intent can differ greatly – one review found consumers in developing countries often report higher green intentions than those in developed markets. (Patiño-Toro, et al., 2024) explicitly urge comparing factors (attitudes, norms, etc.) across countries and cultures. In the FMCG context, this means examining how societal values, norms or pollution levels in different regions (Asia vs. Europe, rural vs. urban India or China) shape green attitudes. Overall, a key social gap is the lack of diversity in study samples: research has largely ignored certain demographic groups and cultural contexts, so it remains unclear how universal TPB findings are across consumer segments in the fast-moving consumer goods market.

### **2.7.3 Managerial Gaps**

Practitioners lack clear guidance on applying green marketing insights from TPB-based research. Empirical studies identify predictors of intent but rarely translate them into actionable FMCG strategies. For instance, trust and authenticity issues are often cited, yet there is little tested advice on countering greenwashing or building trust in product claims. Similarly, although consumers report willingness to pay premiums, there is scant research on pricing or cost strategies to make green FMCG accessible. One review notes existing research “identifies consumer interest and barriers (cost, skepticism) but lacks insight on the long-term effects of green marketing on brand equity and loyalty”. Some studies do offer suggestions: (Kamalanon, Chen, & Le, 2022) advise FMCG firms to promote environmental awareness and perceived consumer effectiveness through education, media, and a strong company green image to boost intentions. (Argon, Ramkissoon, & Maria, 2022) show social media marketing significantly raises green purchase intent, implying managers should leverage online channels like influencers, green content to engage eco-minded consumers. But overall, there is a lack of

detailed, context-specific recommendations (on sustainable packaging, certification, or segmented campaigns) grounded in empirical TPB research. In practice, FMCG managers still have few tested frameworks for integrating green messaging into the marketing mix, pricing, and product development – a clear managerial gap identified in the literature.

## 2.8 CONCEPTUAL FRAMEWORK



**Figure 1 Conceptual Framework**

## 2.9 HYPOTHESIS

**H1:** Attitude significantly influence in Consumers' Purchase Intention.

**H2:** Perceived Behavioral Control have enough influence in Consumers' Purchase Intention.

**H3:** Environmental Concern significantly influences in the Consumers' Purchase Intention.

**H4:** Sustainable Packaging & Certification have significant influence in Consumers' Purchase Intention.

## **CHAPTER-III**

### **COMPANY OVERVIEW**

### 3.1 COMPANY PROFILE

PRAN means Program for Rural Advancement Nationally. PRAN-RFL is the pioneer in Bangladesh to be involved in contract farming and procures raw material directly from the farmers and processes through state-of-the-art machinery at their several factories into hygienically packed food and drinks products. The brand PRAN has established itself in every category of food and beverage industry and can boost a product range from Juices, Carbonated Drinks, Confectionery, Snacks, and Spices to even Dairy products. Now, PRAN-RFL consumers not only value PRAN for its authentic refreshing juice drinks products, but also for its mouthwatering quality confectionery products with high visual appeal and exciting texture. PRAN intend to expand their presence to every corner of the world and strive to make PRAN-RFL a truly international brand to be recognized globally.

PRAN-RFL started its operation as a processors fruit and vegetable in Bangladesh. Over the years, the company has not only grown in stature but also contributed significantly to the overall socio-economic development of the country. PRAN-RFL is currently one of the most admired foods & beverages brands among the millions of people of Bangladesh and other 144 countries of the world where PRAN-RFL products are regularly being exported. All the PRAN-RFL products are produced as per international standards maintaining highest level of quality at every stage of its production process

**Corporate Vision:** Improving Livelihood

**Corporate Mission:** Poverty and Hunger are curses. The mission of PRAN-RFL Group is to be a market leader in each of its business sectors by providing innovative and high-quality products and services to customers. The company's mission is also to create value for all stakeholders, including shareholders, customers, employees, and the communities in which it operates. PRAN-RFL Group aims to achieve its mission by investing in research and development, maintaining high standards of corporate governance, and promoting a culture of continuous improvement.

**Company Aim:** Generating employment and earning dignity and self-respect from compatriots through Profitable enterprises.

**Core Values:** PRAN- RFL believes in providing quality by considering the customers' demands and expectations. Continuous innovation and improvement are the motive of this organization by focusing customers and tries to maintain fairness and transparency in all segments. The corporate values for PRAN-RFL are-

- Consumer care
- Supplier care
- Employee care
- Trade care.

PRAN-RFL Group has been able to achieve its vision and mission through a strong focus on business-level strategy. The company has adopted a differentiation strategy that enables it to provide high-quality products and services to its customers while maintaining a competitive advantage in the market. PRAN-RFL Group's differentiation strategy is based on several key factors, including.

- I. **Diversification of Product Portfolio:** PRAN-RFL Group's product portfolio is diversified, ranging from food and beverage products, agribusiness, household appliances, and plastics to furniture, real estate, and various other industries. This diversification enables the company to minimize its risk and create multiple revenue streams.
- II. **Innovation and Continuous Improvement:** PRAN-RFL Group has a strong focus on innovation and continuous improvement. The company invests heavily in research and development to improve the quality of its products, reduce costs, and improve its operational efficiency.
- III. **Strong Brand Reputation:** PRAN-RFL Group has a strong brand reputation, which enables it to charge a premium price for its products. The company's brand is associated with high quality, reliability, and innovation, which helps it to differentiate itself from its competitors.
- IV. **Skilled Workforce:** PRAN-RFL Group has a skilled and dedicated workforce that enables it to provide high-quality products and services to its customers. The company invests in its employees' development and training, which helps to improve their skills and productivity.

PRAN-RFL Group has been successful in implementing a business-level strategy that enables it to provide high-quality products and services to its customers while maintaining a competitive advantage in the market. The company's differentiation strategy is based on diversification of its product portfolio, innovation and continuous improvement, strong brand reputation, and a skilled workforce.

Type of Company: Conglomerate Company. Manufacturing and food processing.

- They have factories in 18 different locations in the country.
- They are employing a vast number of people around the country.
- They got the best exporter trophy 16 consecutive years.
- They export 145 countries around the world.
- 1,30,000 people are directly connected with this company.
- They have 1, 00,000 plus contractual farmer. They are producing basic raw materials for PRAN
- Over 1.55, black people's lives indirectly connected with this company.
- They have over 200 food product and 550 nonfood products in 10 different categories.
- Their factories are backwardly integrated.
- PRAN group started agricultural extension of farm in 1985.

### **3.2 BUSINESS PORTFOLIO OF PRAN GROUP**

PRAN launches various types of products by using same brand name. It has several types of food industries all over the country.

1. PRAN foods is a part of PRAN group. Beside PRAN foods, PRAN Group has also
2. Agricultural Mkt. Co. Ltd; Establishment: 1985 Public listed
3. Company Processors of fruit juices, drinks, jam, fruit & vegetables, etc.
4. Property Development Ltd; Establishment: 1983 Public listed
5. Company Builders of apartments, commercial development, etc.
6. PRAN Foods Ltd; Establishment: 1996 Public listed Company Candy, bubble gum, spices, etc.
7. PRAN Argo Ltd; Establishment: 2001 Private limited Company Processors of agro-based products.
8. PRAN Agribusiness Ltd; Establishment: 2001 Private limited 19
9. Company growing & procurement of crops through contract farming.
10. PRAN Dairy Ltd; Establishment: 2002 Private limited Company Processors of fresh milk, milk products, etc.

### 3.3 CATAGOROE OF FOOD, PRODUCTS, AND SERVICES:

| Food                   | Nonfood    | Retail chain    |
|------------------------|------------|-----------------|
| Pran UHT milk          | Cast Iron  | Winner Style    |
| Pran mango juice       | PVC        | Tasty treat     |
| Pran Potata biscuit    | Electronic | Daily shopping  |
| All-time bread         | Melamine   | Mithai          |
| Fit Crackers           | Sanitary   | Best Buy        |
| Bisk club Biscuit Rusk | Furniture  | Vision Imperium |
| Pran-up                | Kitchener  | Walker          |
| Mama wafer             | Clothing   | Rainbow points  |
| Wonder                 |            | Regal furniture |
| Pran frooto            |            | Fly bucket      |
|                        |            | Beyond bytes    |

**Table 1: Product & Service Categories offered by PRAN-RFL Group**

### 3.4 GREEN MARKETING PRACTICES AND INITIVES BY PRAN-RFL GROUP

Pran-RFL Group, one of the largest conglomerates in Bangladesh, has announced plans to improve its operational sustainability by allocating all investments in line with the UN's Sustainable Development Goals (SDGs). This includes ensuring the full recycling of all plastics generated by the group by 2030, according to officials of Pran-RFL.

Pran-RFL also aims to use local agricultural and dairy ingredients for 90 percent of its processed food products and reduce water consumption at factories by 30 percent. Furthermore, the group is targeting a 20 percent reduction in energy usage with 25 percent coming from renewable sources

"Nurturing Lives, Sustaining Tomorrow", showcased Pran-RFL's all-encompassing approach to sustainability, bearing witness to its unwavering commitment to value maximization, risk mitigation, and action coordination with business priorities and global sustainable development advocacy. The group's sustainability strategy is based on the goal of providing the world with the innovations that are necessary for it to flourish.

The motto is to grow PRAN in a way that helps to minimize our environmental impacts and promotes a clean, healthy and hygienic ecosystem. PRAN prioritizes environmental sustainability where they think green and work green. PRANs' motto is to achieve a Sustainable

Green Planet someday. To protect and conserve this beautiful mother earth PRAN is taking few green initiatives into account.

1. Energy Conservation and preservation
2. ETP
3. The 3R's (Reduce, Reuse & Recycle)
4. Tree plantation

Furthermore, PRAN have also generated three Effluent Treatment Plants (ETP) to ensure safe factory. Wastage disposal, community forestation program to balance out carbon dioxide amount in the air, heat recovery boiler for efficient reuse of the heat from production and we've also switched to fossil fuel and powered trucks to reduce air pollution. Additionally, we utilize daylight with sky-light roof and CFL Bulbs at all our offices and factories to reduce power consumption.

Some Remarkable Initiatives by PRAN in Environmental wellness are,

**1. PRAN-RFL Group Joins Bangladesh Sustainability Alliance to Drive Sustainable Development:** PRAN-RFL Group has become a proud member of the newly launched Bangladesh Sustainability Alliance (BSA). This groundbreaking initiative, spearheaded by esteemed organizations such as BRAC,



Standard Chartered Bangladesh, Unilever Bangladesh Ltd, and others, is dedicated to addressing the pressing challenges of sustainable development in Bangladesh.

The core mission of BSA revolves around reducing plastic pollution and promoting circularity. PRAN-RFL Group, alongside its alliance partners, is committed to implementing practical programs and initiatives that will lay the foundation for a more sustainable future in the country. Representing PRAN-RFL Group on the BSA Steering Committee and Working Group are our Chairman & CEO, Mr. Ahsan Khan Chowdhury, Director of PRAN-RFL Group, Sameen Chowdhury, and Mr. Kazi Yusuf, GM-Manufacturing & EHS of PRAN Group.

**2. Khamkheyali Pani:** In the ardent pursuit of a sustainable future, PRAN-RFL Group introduced "Khamkheyali Pani," a pioneering & and award-winning campaign committed to raising awareness about water wastage and inspiring meaningful action to combat the looming threat of water scarcity. As our planet grapples with the profound



challenges of resource depletion, it becomes imperative for us to unite in the preservation of one of our most precious resources “waters”.

"Khamkheyali Pani" is not just a campaign; it is a call to consciousness, a rallying cry for communities to come together and champion the cause of water conservation. The name itself, translating to "Careless Water" in a regional language, encapsulates the essence of the initiative to highlight the negligence that often accompanies water consumption and to spark a collective awakening.

**3. ‘Let’s Save the Planet:** Out of extended producer responsibility, a CSR platform focusing on environment friendly campaigns, ‘Let’s Save the Planet’ was initiated. Addressing Single-use plastic waste as a major threat to environment, the first event was a mass



clean-up of single-use plastic waste nationwide undertaken. The event was a massive success.

**4. Green Factory award by Bangladesh Government:** Chorka Textile Ltd. is a well-known clothing factory in Bangladesh. The company tries to protect the environment while making clothes for people in Bangladesh and other countries. Chorka takes many steps to save energy, water, and reduce waste. One of the main things Chorka does is use machines that need less electricity. This helps save power and lower pollution. The company also uses special lights

and tools to save energy. To save water, Chorka has a water treatment plant. This plant cleans the dirty water from the factory before it goes back to nature. The company also uses water again in some parts of the factory to waste less.

Chorka is also careful about the materials it uses. The company buys cotton that is grown in a better and safer way for nature. It also uses recycled polyester, which helps reduce the use of new plastic materials. To make sure their clothes are safe, Chorka follows rules that stop the use of harmful chemicals. Chorka also works hard to reduce waste. The factory separates and recycles fabric pieces and packaging. It is also trying to use more packaging that is easy to recycle or that can break down naturally without harming the environment.



Because of all these good works, Chorka Textile Ltd. recently won the Green Factory Award from the Government of Bangladesh. This award shows that Chorka is doing a good job in protecting the environment and keeping the workplace safe. The company hopes to keep working in a way that is good for both people and nature.

**CHAPTER- IV**  
**RESEARCH METHODOLOGY**

#### **4.1 RESEARCH DESIGN**

A research design serves as a structured framework or strategic plan for conducting research, providing a clear path to achieve specific research objective (Nkansah, Gyimah, & Agyemfour, 2012). Generally, there are three primary streams of research designs: exploratory research, descriptive research, and causal research (Silver, Stevens, Wrenn, & Loudon, 2012). Exploratory research, for instance, aims to narrow down the focus of a study area and refine ambiguous research questions into well-defined ones that contribute to achieving precise research goals (Zhuang, Luo, & Riaz, 2022).

The present study adopts a descriptive research design, which can manifest either in a quantitative or qualitative approach (Silver, Stevens, Wrenn, & Loudon, 2012). In this particular study, the quantitative path is chosen. The research involves conducting a survey among individuals of varying age groups in Bangladesh. The primary objective is to scrutinize how various factors, including Attitude, Perceived Behavioral Control, Environmental Concern, and Sustainable Packaging & Certification, influence the Consumers' purchase intention to green product in Bangladesh. Employing a quantitative research methodology, this study seeks to examine the factors affect in Consumers' green product purchase intention in Bangladesh and to identify the benefits and attributes that attract stakeholders to participate in this development

#### **4.3 RESEARCH APPROACH**

The research approach describes how information is gathered, examined, and interpreted. The core data for the current research project was gathered from samples using a standardized questionnaire.

##### **4.3.1 Population and Sampling**

The population of this study comprises of all the people who experienced Green Marketing in FMCG product. They have been chosen since the present study seeks to explore the factors, including Attitude, Perceived Behavioral Control, Environmental Concern, and Sustainable Packaging & Certification, influence the Consumers' purchase intention to green product in Bangladesh. The sample were selected through simple random sampling. I take the response from 140 respondents. The respondents were people of different age, groups, profession, and different districts of Bangladesh.

### 4.3.2 Questioner Development

It is important to create a solid questionnaire before conducting any survey. A predefined questionnaire is essentially a program for gathering significant data in a methodical manner. A relevant questionnaire that includes all the information required to achieve the research objectives. This research questionnaire was developed based on previous research that has been published. Total 8 questionnaires developed under four independents and one dependent variable. Here is the sum-up about the questionnaire design is given in table

| Items | Variables                             | Sources                                 |
|-------|---------------------------------------|-----------------------------------------|
|       | <b>Dependent Variable</b>             |                                         |
| 1     | Consumers' Purchase Intention         | (Zhuang, Luo, & Riaz, 2022)             |
|       | <b>Independent Variable</b>           |                                         |
| 2     | Attitude                              | (Prajapati, 2023)                       |
| 3     | Perceived Behavioral Control          | (Witek & Kuźniar, 2023)                 |
| 4     | Environmental Concern                 | (Zhuang, Luo, & Riaz, 2022)             |
| 5     | Sustainable packaging & certification | (Khan, Salamzadeh, Iqbal, & Yang, 2020) |

**Table 2: Questioner Development**

Questionnaire made to conducted the investigation. This questionnaire is made by using the Likert scale method. The questionnaire consists of 29 questions and covers a wide range of subjects, including audience perception, audience attraction, diversification of program design. Respondents used the social networking platform to fill out the questionnaires. In this report, questionnaire section there has two sections,

*a) Demographic section*

*b) Respondents' opinion*

#### *4.3.2.1 Demographic section:*

Gender, age, education, monthly income, occupation is the part of demographic section. In demographic section respondents using nominal scale, ordinal scale.

#### *4.3.2.2 Respondents opinion*

This main body of the questionnaire. The respondents gave their opinion about how Attitude, Perceived Behavioral Control, Environmental Concern, and Sustainable Packaging & Certification, influence the Consumers' purchase intention to green product.

#### 4.4 SAMPLING TECHNIQUE AND SAMPLE SIZE

The sample was collected from most of the area in Bangladesh such as Dhaka, Chittagong, Rajshahi, Khulna, Barishal and Sylhet. Most of the data is collected from Dhaka and Chittagong city. Because most of the FMCG products are consumed by users who live in these cities.

Sample was collected through online. Questionnaires were sent to the respondents and they are requested to fill up it. The sample size of this research paper was of 140. The sample was collected as follows:

| Location   | Respondent |
|------------|------------|
| Dhaka      | 60         |
| Chattagram | 52         |
| Rajshahi   | 08         |
| Khulna     | 03         |
| Mymensingh | 08         |
| Barishal   | 03         |
| Sylhet     | 04         |
| Rangpur    | 02         |
| Total      | 140        |

**Table 3 Breakdown of Sample**

#### 4.5 DATA COLLECTION PROCEDURES

The research data are collected by online survey method through a structured questionnaire with five-point Likert scales from university students, job holder and other people in the perspective of Bangladesh.

The questionnaire consists of two parts the first part includes respondents' personal questions about age, income, occupation. These questions are intended to get personal information from the respondents which would help descriptive statistics in the analysis part.

The questionnaire was made using a mixed blend of many scales like dichotomous, category and Likert scales. This mixture helps to feel less monotonous for the respondents while filling, hence also generating more reliable and accurate responses.

But the main part of the questionnaire was made of Likert scale. According to Malhotra (2017) the Likert scale is a widely used rating scale that requires the participants to indicate a degree of agreement or disagreement with each of a series of statements about the stimulus objects.

Typically, each scale item has five response categories, ranging from ‘strongly disagree’ to ‘strongly agree’. The construction of Likert scale is depicted below:

- i. Strongly Disagree = 1
- ii. Disagree = 2
- iii. Neutral = 3
- iv. Agree = 4
- v. Strongly Agree = 5

#### **4.6 TECHNIQUE OF DATA ANALYSIS**

SPSS (Statistical Package for the Social Sciences) is a popular software program for data analysis in research. It provides a range of techniques for data analysis, including descriptive statistics, inferential statistics, and data visualization.

Descriptive statistics are used to summarize and describe the characteristics of a dataset, such as measures of central tendency (mean, median) and measures of variability (standard deviation). Inferential statistics are used to test hypotheses and make predictions based on sample data. Data visualization techniques such as histograms, scatterplots, and bar charts can be used to display data in a meaningful and accessible way.

#### **4.7 THE SPSS MEASUREMENT MODEL**

The SPSS measurement model is a statistical method used to assess the reliability and validity of a measurement instrument, such as a survey or questionnaire. It involves testing the relationship between observed variables and latent constructs in the instrument to ensure that the instrument is measuring what it is intended to measure.

##### **4.7.1 Reliability**

Reliability analysis is used to study the properties of measurement scales and the items that make them up. It is used to measure the consistency and stability of the variable (Sekaran & Bougie, 2016). Cronbach’s alpha reliability coefficient was obtained for the dependent and independent variable through the Likert scale designed questionnaires. Cronbach’s alpha indicates how well the items in the set are positively correlated to one another. The closer the reliability coefficient gets to 1.00, the better the instruments in general, while reliability less

than 0.6 are considered to be poor and those over 0.8 are good (Sekaran & Bougie, 2016). Below is the summary of the reliability coefficient need to get good results.

| Reliability Coefficient | Remarks    |
|-------------------------|------------|
| Less than 0.6           | Poor       |
| 0.6 - 0.7               | Acceptable |
| 0.7 - 0.8               | Good       |
| 0.9 or more             | Excellent  |

**Table 4: The Reliability Coefficients of Variable.**

#### **4.7.2 Validity**

Validity is determined by assessing the relationship between the measurement instrument and the construct or concept it is intended to measure. There are several types of validity that can be assessed, including content, construct, criterion, and face validity. Researchers must ensure that their measurement instrument is valid in order to draw accurate and reliable conclusions from their data. To carefully design and evaluate the validity of a measurement instrument to ensure the research results are valid and meaningful.

#### **4.8 HYPOTHESIS TESTING**

The SPSS is also used for hypotheses testing. Usually, the t-statistics is the criteria for hypotheses testing. If the t-statistics of a particular variable is higher than 1.96, it is assumed that the value is significant at 5 percent level.

**CHAPTER-V**  
**DATA ANALYSIS AND FINDINGS**

## 5.1 INTRODUCTION

Data are collected from actual Bangladeshi university student and other people who have already experienced FMCG product also Green Marketing and encoded in SPSS STATISCS 25.0 software for analysis. It is analyzed the demographic profile of respondents using descriptive statistical analysis, and multiple Regression analysis model summery, Anova and Coefficients.

The data gathered from respondents is analyze and interpreted by IBM SPSS 25 which is latest and available for use. The relationship of the dependent variable and independent variable is tested through regression, correlation and other descriptive analysis. All the date collecting tools such as reliability and validity is also checked with the help of SPSS 25 software.

By this cross sectional and hypothesis testing, it is tried to find out the relationship Attitude, Perceived Behavioral Control, Environmental Concern, and Sustainable Packaging & Certification, in influencing the Consumers' purchase intention to green product. As this study involves looking at data from a population at one specific point in time it can be mentioned as cross-sectional study.

## 5.2 QUESTIONNAIRE ANALYSIS:

In this part we make some short name for the questions. The questionnaires are made to prove whether the factors affecting in developing cashless society or not.

| SI No. | Attitude                                                                     | Short Name |
|--------|------------------------------------------------------------------------------|------------|
| 1      | I prefer purchasing eco-friendly products even if they cost more.            | A1         |
| 2      | I support brands that are environmentally responsible.                       | A2         |
| SI No. | Perceived Behavioral Control                                                 | Short Name |
| 1      | I know how to identify environmentally friendly products.                    | PBC1       |
| 2      | I feel confident in selecting green FMCG items.                              | PBC2       |
| SI No. | Environmental Concern                                                        | Short Name |
| 1      | I am concerned about environmental issues like pollution and climate change. | EC1        |
| 2      | I believe individuals can make a difference by buying green products.        | EC2        |

| SI No. | Sustainable Packaging & Certification                                  | Short Name |
|--------|------------------------------------------------------------------------|------------|
| 1      | I pay attention to eco-labels and certifications on product packaging. | SPC1       |
| 2      | I trust third-party certifications for eco-friendly products.          | SPC2       |
| SI No. | Consumers' Purchase Intention                                          | Short Name |
| 1      | My future purchases will consider environmental impacts.               | CPI1       |
| 2      | I will recommend green products to others.                             | CPI2       |

**Table 5: Questionnaire and short name of all questions**

### 5.3 DESCRIPTIVE ANALYSIS

#### 5.3.1: The demographic profile of responses:

Table 4.2 presents a detailed exploration of the demographic profile of respondents. It appeared that the majority of the respondent are Student in profession which is 55 in frequency and (38.2%) and also 25% respondents are Business in profession with 36 frequency, Service and other profession are in 2nd and 4th place with (17.4%) and (16.7%) respondent. Here most of the respondents are Student in profession which reflect other parameter of the demographic profile, we see that in age most of them are between 18-25 and 26-35 age group with (45.8%) and (36.1%) respondent, only 13 respondents with (9%) of the total respondent are in 36 or above age group, at last 9 respondent with (6.3%) of the total respondent are below 18 age group.

Therefore, most of the respondents are graduate, HSC/Equivalent, Post-Graduate in education level, and the minority of respondent are Below HSC. So, the majority of QR transection users are graduate & minority of consumers below higher secondary. Maximum respondent are student and rest are other.

It presented that majority of the respondent's income level is below 15000tk (64.8%), the second-highest of respondent's income level is 15001tk-25000tk (20.7%), and the third-highest of respondent's income level are 40001tk-Above (7.6%). Only (6.9%) respondent are with income level 25001th-40000tk.

| Demographics | Category               | Frequency | Percent |
|--------------|------------------------|-----------|---------|
| Profession   | Student                | 55        | 38.2    |
|              | Business               | 36        | 25.0    |
|              | Service                | 25        | 17.4    |
|              | Other                  | 24        | 16.7    |
| Age          | Below 18               | 9         | 6.3     |
|              | 19-25                  | 66        | 45.8    |
|              | 26-35                  | 52        | 36.1    |
|              | 36 or above            | 13        | 9.0     |
| Education    | Below HSC              | 21        | 14.6    |
|              | HSC/Equivalent         | 44        | 30.6    |
|              | Graduate               | 30        | 20.8    |
|              | Post-Graduate or Above | 45        | 31.3    |
| Income       | Below Tk. 15000        | 33        | 64.8    |
|              | Tk. 15001-25000        | 27        | 20.7    |
|              | Tk. 25001-40000        | 47        | 6.9     |
|              | Tk. 40001-Above        | 33        | 7.6     |

**Table 6: The demographic profile of respondents**

#### 5.4 DESCRIPTIVE STATISTICS ANALYSIS:

The descriptive analysis examines the general statistical description of variables in the study which includes the minimum, mean, maximum, and standard deviation of all variables. Whereby, the minimum depicts the lowest responses, the mean depicts the average responses, the maximum represents the highest responses from the respondents and the standard deviation represents the amount of variability in the distribution of a variable.

| Descriptive Statistics       |     |         |         |        |                |
|------------------------------|-----|---------|---------|--------|----------------|
|                              | N   | Minimum | Maximum | Mean   | Std. Deviation |
| Attitude                     | 140 | 1.00    | 5.00    | 2.7714 | 1.17279        |
| Perceived Behavioral Control | 140 | 1.00    | 5.00    | 3.2107 | 1.08798        |

|                                       |     |      |      |        |         |
|---------------------------------------|-----|------|------|--------|---------|
| Environmental Concern                 | 140 | 1.00 | 5.00 | 3.1321 | .98114  |
| Sustainable packaging & certification | 140 | 1.00 | 5.00 | 3.5357 | 1.11181 |
| Consumers' Purchase Intention         | 140 | 2.00 | 4.50 | 3.5286 | .57142  |

**Table 7: Descriptive Statistics of Variables**

### 5.5 RELIABILITY TEST

Cronbach's alpha and Composite reliability values are used to assess the reliability of constructs. For reliability, all constructs should have Cronbach alpha values above the threshold of 0.70 (Hair Jr et al., 2012) and the composite reliability values of all constructs should be greater than the threshold of 0.70 (Bagozzi & Yi, 1998). As shown in Table 5.4, all the Cronbach alpha and composite reliability values are above 0.70 which indicates the good internal consistency of data and the reliability of all constructs are established in this study. In this study, our all-variables Cronbach alpha values are greater than .7. So, we can say that this study is more reliable.

| Factor                                | Items        | Cronbach ( $\alpha$ ) value |
|---------------------------------------|--------------|-----------------------------|
| Attitude                              | A1<br>A2     | .726                        |
| Perceived Behavioral Control          | PBC1<br>PBC2 | .827                        |
| Environmental Concern                 | EC1<br>EC2   | .751                        |
| Sustainable packaging & certification | SPC1<br>SPC2 | .835                        |
| Consumers' Purchase Intention         | CPI1<br>CPI2 | .833                        |

**Table 8: Measurement Properties of Constructs**

### 5.6 COEFFICIENT OF DETERMINATION (R<sup>2</sup>)

The coefficient of determination ( $R^2$ ) value indicates how much variation in the endogenous variable is caused by the exogenous variables. We know that the  $R^2$  value will accept when the value is between 0 to 1. This study has an  $R^2$  value of .002 which indicates that the dependent variable is influenced by the independent variables by .2 percent. So, the four independent

variables namely Attitude, Perceived Behavioral Control, Environmental Concern, and Sustainable Packaging & Certification considered in this study have a substantial effect in Consumers' Purchase Intention.

| Model Summary |                   |          |                   |                            |
|---------------|-------------------|----------|-------------------|----------------------------|
| Model         | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1             | .046 <sup>a</sup> | .002     | -.027             | .57920                     |

**Table 9: Coefficient of Determination (R2)**

## 5.7 STRUCTURAL MODEL ASSESSMENT FOR HYPOTHESIS TESTING

Hypothesis testing is used to figure out the acceptance or rejection of the statements by analyzing them. It is true or false. Here T-test and significance level are considered to understand the hypothesis in order to accept the hypothesis t value should be more than 1.96 and the significance level less than 0.05.

| Model |                                       | Unstandardized Coefficients |            | Standardized Coefficients | t     | sig  |
|-------|---------------------------------------|-----------------------------|------------|---------------------------|-------|------|
|       |                                       | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant)                            | 2.277                       | .282       |                           | 8.079 | .000 |
|       | Attitude                              | .238                        | .052       | .301                      | 4.598 | .000 |
|       | Perceived Behavioral Control          | .028                        | .072       | .034                      | .391  | .696 |
|       | Environmental Concern                 | .237                        | .065       | .254                      | 3.654 | .000 |
|       | Sustainable packaging & certification | .221                        | .089       | .226                      | 2.469 | .015 |

**Table 10: The Structural estimates**

**H1:** Attitude influence significantly in Consumers' Purchase Intention. The hypothesis is accepted according to the value of the t-test and Significance. This hypothesis found that the t-value is 4.598 > 1.96 and the level of significance is .000 < 0.05. So, it is accepted that Attitude influence significantly in Consumers' Purchase Intention.

**H2** Perceived Behavioral Control significantly influence Consumers' Purchase Intention. The hypothesis is not accepted according to the value of the t-test and Significance. This hypothesis found that the t-value is  $.034 > 1.96$  and the level of significance is  $.696 > 0.05$ . So, it is not accepted that Perceived Behavioral Control significantly influence Consumers' Purchase Intention.

**H3:** Environmental Concern significantly influences in Consumers' Purchase Intention. The hypothesis is accepted according to the value of the t-test and Significance. This hypothesis found that the t-value is  $3.654 > 1.96$  and the level of significance is  $.000 < 0.05$ . So, it is accepted that Environmental Concern significantly influences in Consumers' Purchase Intention in terms of green product purchase.

**H4:** Sustainable packaging & certification significantly influence in Consumers' Purchase Intention. The hypothesis is accepted according to the value of the t-test and Significance. This hypothesis found that the t-value is  $2.469 > 1.96$  and the level of significance is  $.015 < 0.05$ . So, it is accepted that Sustainable packaging & certification significantly influence in Consumers' Purchase Intention.

## 5.8 SUMMARY OF HYPOTHESIS FINDINGS

Having presented all the results, the summary of the entire results of all the hypothesis testing is reproduced in Table below.

| Hypothesis | Description                                                                                        | Comments      |
|------------|----------------------------------------------------------------------------------------------------|---------------|
| H1:        | Attitude significantly influence in Consumers' Purchase Intention.                                 | Supported     |
| H2:        | Perceived Behavioral Control have enough influence in Consumers' Purchase Intention.               | Not Supported |
| H3:        | Environmental Concern significantly influences in the Consumers' Purchase Intention.               | Supported     |
| H4:        | Sustainable Packaging & Certification have significant influence in Consumers' Purchase Intention. | Supported     |

**Table 11: Summary of Hypotheses Testing Findings**

## **5.10 FINDINGS**

This chapter presented the findings generated from the data analysis of the study. Data collected from 140 respondents were analyzed to test the research model of the study. The analysis was done in two parts as the present study used the SPSS method as a technique of data analysis. In the first part, the measurement model confirmed the reliability and validity of data as well as the overall model fit. The Cronbach alpha values of more than 0.70 ensured the reliability of the data. The hypotheses testing results reveal that out of 5 hypotheses developed in this study, 3 were supported and the rest of 1 variable were not supported.

**CHAPTER- V**  
**CONCLUSION AND RECOMENDATION**

## 6.1 RECOMMENDATION

Based on the overall discussion of this study “Assessing the Role of Green Marketing in Shaping Consumer Purchase Intention: Evidence from PRAN-RFL Group”. Besides, I have collected data from respondents through the survey method. Based on all things the following recommendations are given below. If the company follows this recommendation, I hope it could increase the productivity of green marketing effort and increase company sales volume.

**1. Strengthen Consumer Attitudes through Strategic Communication:** As the analysis indicated that consumer attitude significantly influences purchase intention, PRAN-RFL should prioritize consistent and targeted green marketing communications. These campaigns should highlight the company’s environmental initiatives, such as the "Khamkheyali Pani" program, through engaging storytelling and emotionally resonant messages. Utilizing both digital platforms and traditional media will help the company reach and influence a broad consumer base.

**2. Promote Environmental Awareness and Literacy:** Given that environmental concern was found to significantly affect purchase intention, PRAN-RFL should collaborate with educational institutions, non-governmental organizations, and media partners to raise awareness about environmental challenges and the importance of green consumption. Activities could include workshops, school-based programs, community engagement events, and educational content disseminated via social media to build stronger environmental consciousness among consumers.

**3. Enhance Visibility and Credibility of Sustainable Packaging and Certification:** Sustainable packaging and certification were shown to significantly impact purchase intention. PRAN-RFL should ensure that eco-friendly products clearly display recognized certifications and eco-labels. Furthermore, the company should actively communicate the meaning and authenticity of these certifications through packaging, advertisements, and digital platforms to reduce consumer skepticism and build trust in green claims.

**4. Reduce Barriers Related to Perceived Behavioral Control:** The study found that perceived behavioral control did not significantly influence purchase intention, suggesting that consumers may face obstacles in making green purchases. PRAN-RFL should address this by improving the availability of green products across urban and rural areas, ensuring competitive pricing for eco-friendly options, and introducing clearer labeling and in-store promotions to make it easier for consumers to identify and choose sustainable products.

**5. Implement Demographic-Specific Green Marketing Strategies:** The findings highlight the importance of tailoring green marketing strategies to different demographic groups. PRAN-RFL should design differentiated campaigns that reflect the preferences and characteristics of specific segments. For example, younger, urban consumers could be engaged through social media influencers, gamified sustainability initiatives, and interactive digital content, while older or rural consumers may respond better to community-based programs and messages emphasizing price, value, and quality.

**6. Ensure Transparency and Combat Greenwashing Perceptions:** To strengthen consumer confidence, PRAN-RFL should enhance transparency by providing regular reports on the company's environmental performance and progress toward sustainability goals. Engaging independent auditors and obtaining third-party endorsements would help reinforce the credibility of green marketing claims and counter perceptions of greenwashing.

**7. Work With Others to Support Green Policies:** PRAN-RFL should work with the government and other companies to support laws that make it easier for people to choose green products. This could include asking for tax cuts for eco-friendly products or rules that encourage companies to use better packaging.

## **6.2 LIMITATION OF THE STUDY AND DIRECTION FOR FUTURE RESEARCH**

Like any research, this study has some limitations that should be noted. First, the study was based on a small sample of 140 respondents, which may not fully represent the views of all consumers in Bangladesh. Most of the participants were young, especially students, so the findings may not reflect the opinions of older people or those living in rural areas. Also, since the data was collected through online surveys, people who do not use the internet or social media were not included. This could mean that the study missed the views of an important part of the population. Another limitation is that the study used self-reported answers, where people shared what they think or believe, but sometimes what people say and what they actually do can be different. Finally, the study focused only on a few factors like attitude, perceived behavioral control, environmental concern, and packaging or certification. There could be other important factors, such as price, trust, culture, or the influence of friends and family, which were not studied here.

Future research should aim to address these limitations. Studies could collect data from a larger and more diverse group of people, including older adults and rural communities, to better

understand the views of different groups. Researchers could also use other methods, like interviews or observing actual shopping behavior, to learn more about what people really do when they buy green products. It would also be helpful for future research to look at other factors that might affect green buying decisions, such as price, trust in brands, or the impact of social media. Comparing urban and rural consumers, or people from different regions of Bangladesh, could also provide useful insights into how green marketing works across the country.

### **6.3 CONCLUSION**

This study aimed to understand how green marketing initiatives by PRAN-RFL Group affect consumers' intention to buy eco-friendly products in Bangladesh. The results showed that factors like attitude, environmental concern, and sustainable packaging and certification play an important role in influencing people's buying decisions. People who have a positive attitude towards green products, care about the environment, and trust eco-labels are more likely to choose green products. However, perceived behavioral control, which means how easy or difficult people feel it is to buy green products, did not have much impact in this study. This suggests that even if people want to buy green products, they might still face challenges like price or product availability. The study highlights that PRAN-RFL Group and similar companies need to work harder to make green products more accessible and affordable while continuing to build trust and raise awareness about the benefits of eco-friendly choices. If businesses, government, and communities work together, green marketing can play a big role in encouraging sustainable consumption in Bangladesh.

## References

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 179-211.
- Argon, M. N., Ramkissoon, H., & Maria, F. F. (2022). Transforming consumers' intention to purchase green products: Role of social media. *Technological Forecasting and Social Change*, 185.
- Dorsamy, B., & Govender, J. P. (2023). Consumer Purchase Intention and Purchase Behaviour for Green Fast Moving Consumer Goods. *Expert Journal of Marketing*, 188-200.
- Hamid, A., & Rahman, M. (2020). Consumer Perception of Eco-Friendly Products: A Study on Urban Consumers in Bangladesh. *Journal of Management and Sustainability*, 65–75.
- Hossain, M., & Rahman, S. (2021). Understanding Green Consumer Behavior in Emerging Markets: Insights from Bangladesh. *International Journal of Business and Management*, 45–57.
- Kamalanon, P., Chen, J.-S., & Le, T.-T.-Y. (2022). “Why Do We Buy Green Products?” An Extended Theory of the Planned Behavior Model for Green Product Purchase Behavior. *Sustainability*, 689.
- Khan, R., Salamzadeh, Y., Iqbal, Q., & Yang, S. (2020). The Impact of Customer Relationship Management and Company Reputation on Customer Loyalty: The Mediating Role of Customer Satisfaction. *Journal of Relationship Marketing*, 155.
- Kumar, P., Kumar, A., & Mishra, S. (2017). Green marketing: Evolution, scope and challenges. *International Journal of Advanced Research in Management and Social Sciences*, 119–130.
- Megha. (2024). Determinants of green consumption: a systematic literature review using the TCCM approach. *Frontiers in Sustainable Consumption*.
- Nkansah, D., Gyimah, R., & Agyemfour, D. (2012). *Marketing Research Essentials*. Wiley Global Education.
- Patiño-Toro, O. N., Valencia-Arias, A., Palacios-Moya, L., Uribe-Bedoya, H., Valencia, J., Londoño, W., & Gallegos, A. (2024). Green purchase intention factors: A systematic review and research agenda. *Sustainable Environment*, 10.
- Peattie, K., & Crane, A. (2005). Green marketing: legend, myth, farce or prophesy? *Qualitative Market Research*, 357–370.
- Prajapati, N. (2023). Green marketing: Consumers’ Attitudes towards Ecofriendly Products and Purchase Intention in the FastMoving Consumer Goods (FMCG) sector.

*International Journal of Humanities Social Science and Management (IJHSSM)*, 125-127.

Rahman, I., Park, J., & Chi, C. G.-q. (2015). Consequences of “greenwashing”: Consumers’ reactions to hotels’ green initiatives. *International Journal of Contemporary Hospitality Management*, 1054–1081.

Sharma, A., & Foropon, C. (2019). Green product attributes and green purchase behavior: A theory of planned behavior perspective with implications for circular economy. *Journal of Cleaner Production*, 9-22.

Silver, L., Stevens, R. E., Wrenn, B., & Loudon, D. L. (2012). *The Essentials of Marketing Research*. New York.

Tan, B. C., & Lau, T.-C. (2010). Attitude towards the Environment and Green Products: Consumers' Perspective. *Management Science and Engineering*, 27–39.

Witek, L., & Kuźniar, W. (2023). Green Purchase Behaviour Gap: The Effect of Past Behaviour on Green Food Product Purchase Intentions among Individual Consumers. *Foods*, 136.

Zhuang, W., Luo, X., & Riaz, M. U. (2022). On the Factors Influencing Green Purchase Intention: A Meta-Analysis Approach. *Frontiers in Psychology*, 12.

## APENDIX

### SURVEY QUESTIONNAIRE

#### Survey on “Green Marketing Effectiveness on Consumer’s Purchase Intention of PRAN-RFL Group ”

Dear Sir/ Madam,

Thank you for taking the time to participate in this survey. I’m Shaharia Alam Shafin, studying in Marketing Department at Comilla University. As part of my academic purpose, I am conducting research titled “**Green Marketing Initiatives and Effectiveness on Consumer’s Purchase Intention: A Study on PRAN-RFL Group**” The objective of this research is to understand how Green Marketing Initiatives influence consumers Purchase Intention regarding Fast Moving Consumer Goods. Your valuable input will help us to gain insights into consumer behavior and contribute to the understanding of the FMCG market functions. All responses will be kept anonymous. For any questions, kindly contact me via my details provided below.

Best regards,

Shaharia Alam Shafin

Department of Marketing

Comilla University

Email: shaharia.cou@gmail.com

## Section 1: Demographic Information

### 1. Age: \*

What is your age?

- . Below 18
- . 19-25
- . 26-40
- . Above 40

### 2. Income: \*

What is your total monthly income before taxes?

- . Below 15000
- . 15001-25000
- . 25001-40000
- . Above 40000

### 3. Education level \*

- A. Below HSC
- B. HSC/Equivalent
- C. Graduate
- D. Post Graduate or Above

### 4. Occupation \*

- A. Student
- B. Business
- C. Service
- D. Others

## Section 2

Using the 5- point Likert scale, please respond to the following statements to indicate in which extent you agree or disagree.

|                   |          |         |       |                |
|-------------------|----------|---------|-------|----------------|
| Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| [1]               | [2]      | [3]     | [4]   | [5]            |

| Variable                              | Items                                                             | Source                                      |
|---------------------------------------|-------------------------------------------------------------------|---------------------------------------------|
| Attitude Toward Green Products (ATGP) | I prefer purchasing eco-friendly products even if they cost more. | (Ajzen, 1991)<br>(Dorsamy & Govender, 2023) |
|                                       | I support brands that are environmentally responsible.            |                                             |

| Variable                           | Items                                                     | Source            |
|------------------------------------|-----------------------------------------------------------|-------------------|
| Perceived Behavioral Control (PBC) | I know how to identify environmentally friendly products. | (Prajapati, 2023) |
|                                    | I feel confident in selecting green FMCG items.           |                   |

| Variable                   | Items                                                                        | Source                  |
|----------------------------|------------------------------------------------------------------------------|-------------------------|
| Environmental Concern (EC) | I am concerned about environmental issues like pollution and climate change. | (Witek & Kuźniar, 2023) |
|                            | I believe individuals can make a difference by buying green products.        |                         |

| Variable                                    | Items                                                                  | Source                      |
|---------------------------------------------|------------------------------------------------------------------------|-----------------------------|
| Sustainable Packaging & Certification (SPC) | I pay attention to eco-labels and certifications on product packaging. | (Zhuang, Luo, & Riaz, 2022) |
|                                             | I trust third-party certifications for eco-friendly products.          |                             |

| Variable                                 | Items                                                    | Source                      |
|------------------------------------------|----------------------------------------------------------|-----------------------------|
| <b>Consumer Purchase Intention (CPI)</b> | My future purchases will consider environmental impacts. | (Zhuang, Luo, & Riaz, 2022) |
|                                          | I will recommend green products to others.               |                             |