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Influential Factors of Green Consciousness in Bangladesh: A Pragmatic Study on General Public in Dhaka City

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Abstract

Green is one of the most trending terms on the globe. Green is an important term that can mean a wide variety of things for different people. An environmental approach is current information that can be applied to any area of public relations. The general public of Bangladesh should follow environmentally friendly behavior in order to maintain cleanliness of the environment. Bangladesh is a highly populated and coastal developing country in South Asia. Bangladesh will be one of the countries most affected by climate change. The purpose of the study is to assess the most significant environmental impact factors of the population in Dhaka, Bangladesh. The study examines environmental factors, environmental knowledge, social networks, incentives, reference groups, the impact of government initiatives on the environmental awareness of the public. The methods of descriptive statistics, methods of descriptive statistics, questionnaires, methods of correlation analysis and regression analysis were chosen as the methodological tools of the conducted research. Within the survey, a sample of 400 respondents was formed. The study found that social media, advertising tools, reference groups and government initiatives are the most significant factors influencing the level of environmental public awareness in Bangladesh. At the same time, factors such as 'environmental concept' and 'environmental knowledge' have little effect on the public's awareness. The results of this study may be useful for both researchers and professionals. In addition, this study offers practical guidance and relevant suggestions to the general public and environmental experts to formulate strategies for improving environmental awareness, as environmental actors can create demand in environmental companies.

Keywords: green consciousness, general public, influential factors, Dhaka city.

JEL Classification: Q01, Q51, Q54, Q56.

1. Introduction

Global warming occurs when carbon dioxide (CO_2) and other air toxins and greenhouse gasses pick up in the atmosphere and absorb sunlight and solar radiation that have bounced off the earth's surface. In general, this radiation would escape into space but these contaminants, which can last for years to centuries in the atmosphere, trap the heat and cause the planet to get hotter. It is known as the greenhouse effect (Macmilan, 2016). The movement for green is observed to be growth at a radical speed all over the world. General public are also showing right activities and responsive behavior regarding environmental movement. The changes in general public behavior due to environmental consciousness and intentions to do better for ecology, more and more greening firms are beginning to market (Shruti, 2014). Ecological sustainability is demarcated as a biological technique that includes developing approaches that keep up the atmosphere in balance along with profits for the company. It is an important but tough social target, and many firms are taking at least some actions to save and preserve the environment (Kotler & Armstrong, 2009). Ecological approach may be documented ecological stewardship as a business upliftment responsibility and business growth opportunity (Coddington, 1993). Green approach have to be sustained creation of green merchandises without waste instead of getting rid of waste, environmental commitment by re-inventing the concept of green invention, the price of

the green yields depicting the real cost, create profit by generating the operational occasions that derives from the ecological conscience in the market (Pride & Ferrel, 2008). Green approach as planned by marketing researchers comprises ecological marketing and social marketing (Soonthonsmai, 2007). Green practice is a communal way that general public and assemblies fulfil their necessities through a moral system which decreases the undesirable influences on the environment by means of replacing the green products and their importance (Dahl, & Persson, 2008). Green general public are enthusiastic to pay premium price because they have knowledge that this additional payment will bring green benefits for themselves and society. Also, green give an impress of being coherent to a progressive environmental regime which prepares us always with positive ecological mind (Florenthal & Arling, 2011). Green consciousness exaggerates the products which are less damaging to the environment, all living individuals, and most conspicuously, recyclable (Borin et al., 2013). Green general public are aware regarding ecological contamination. Therefore, they confirm influences of consuming product to environmental pollution and try to keep it at zero level (Tiwari et al., 2011). Many companies take support to develop a green product to fascinate the general public. While some apply green consciousness strategies for developing new products and can increase the volume of sales successfully by adopting green approach activities (Raska, 2012). For the time being, general public give importance of environmental products to save the atmosphere, the general public then alter their anxiety through green consciousness (Moser, 2015).

Bangladeshi general public must adopt ecologically sound behavior to keep up the clean environment. By location, Bangladesh falls in the coastal region. Bangladesh is going to be worst sufferers due to the effect of quick climate change throughout the globe. Bangladesh is an emerging and densely populated country in South Asia. In 2012, its population is about 160 million. Bangladeshi producers will find that green approach is a tough idea. They may understand that green approach in Bangladesh still at its fetus period. (Hossain & Khan, 2018).

The **Broad objective** of this study is to analyze the influential factors of green consciousness in Bangladesh: A pragmatic study on general public in Dhaka city. There are *some Specific objectives* of this study, in which are given below:

a. To show the level of green consciousness based on demographic characteristics.
b. To explore the effects of green approach on general public in Dhaka city.
c. To analyze the influential factors of green consciousness in Bangladesh.

2. Literature review and Conceptual framework

2.1 Environmental Concern (EC)

General public are concerned regarding the environment which rises from their notice in environmental balance and problem dropping the tendency of general public. Similarly, general public are more concerned about the environment (Murphy et al., 1978). General public chooses those green products that are connected with the environment. Some studies have designated that assessment of environmental anxiety are made by product features, the exactness of green aptitude to accomplish, information on the products and its facilities (Forkink, 2010). Mostafa (2009) emphasized the importance of ecological worry along with other variables for the forecasting of green consciousness. General public who are concerned more about the conservational issues have the more possibility to alert of green (Yeonshin & Sejung, 2005). Kim & Choi (2005) demonstrated that ecological anxiety has pointedly persuaded general public green consciousness. Therefore, it is anticipated that:

H1: Environmental concern and green consciousness are positively related to each other.

2.2 Environmental Knowledge (EK)

Environmental knowledge as a public knowledge of facts, ideas, and interactions concerning the natural atmosphere and its chief ecologies. So, it comprises public knowledge regarding the condition, vigorous associations concerning to conservational effects, an appreciation of whole creature, and mutual thoroughness for ecological development. The level of biological knowledge regarding environmental issues, the available substitutes and solutions to these problems are another facet which influenced general public green consciousness (Fryxell & Lo., 2003). Consciousness and knowledge play effective role in different kinds of general public behavior (Donoghue & De Klerk, 2009). Hartlieb & Jones (2009) shows the significance of moral labelling for enlightening green consciousness role. Eco-packaging helps to build positive image and judgment of

general public. Thus it creates consciousness about green products by increasing knowledge of different critical issues and also influences general public' decisions or behavior. Knowledge can be related to consciousness and effect general public purchasing choices or movements (McEarchern & Warnaby, 2008). According to McEarchern & Warnaby (2008), knowledge may be segmented into system knowledge, action-related knowledge, and valuable knowledge and all of them provide strategies for purchasing decision-making. Therefore, it is anticipated that:

H2: Environmental knowledge and green consciousness are positively related to each other.

2.3 Social media (SM)

Mayfield (2008) reveals that social media is online or electronic media which chances participation, directness, conservation, communal, and connectedness amongst online users. It can be measured as a means for general public to become familiar with the green, and thus it will progress consciousness regarding green (Macdonald & Sharp, 2003). Mohammadian & Mohammadreza (2012) discloses that the strong association between social media and generation of green consciousness. Social media as a vital factor that effect on general public green consciousness. General public steadily inspected the blogs on web to see green ads. They apply social media to give feedback about green. Social media has distorted the world of ads and has revitalized a far from outdated indorsing. It is coordinated that social media is more useful. Intellectual and more solid that unfashionable promotion tools (Nufazil A., 2014). Aindrila, B. (2016) exposed that social media is an important factor, which surely affected general public green consciousness. The beginning concern for the environment, primarily in general public has grappled the attention of both experts and academics likewise. With the help of new communication tools such as social media, the concern for the environment has been mostly common. Therefore, more general public are taking to conscious of green and services that are not possible to soil the environment (Zahid et al., 2017). Therefore, it is anticipated that:

H3: Social media and green consciousness are positively related to each other.

2.4 Promotional tools (PT)

Green advertising communicates benefits of using green products such as less resource and energy for industrial products, ecological sources, lee harmful for atmosphere and society etc. (Chang, 2011). Those massages effect on general public consciousness and inspire to buy green products. Ginsberg & Bloom (2004) have observed that advertisement and package provide information such as ecological safety, recyclability etc. affect affirmative intensions to buy green products in America. The inspection has exposed that promotional activities widely influence general public green consciousness (Siddique & Hossain, 2018). Similarly, promotional tools as the notable issues, which influence general public green consciousness. The study has recommendations for marketers along with green general public and creates a good case for familiarize of an era of greening companies (Hossain & Khan, 2018). Ginsberg & Bloom (2004) advertisement and package provide information such as ecological safety, recyclability etc. affect positive intentions to aware regarding green. The promotional approach is effective where high market similarity survives and it helps in brand switching. Likewise, sales promotion influence general public for stockpiling because offers stimulate general public to know about green (Kotler & Keller, 2017). General public are worried about the promotion of green when general public consider that it is the conservancy or cause eligible to put down the consciousness of green (Ann et al., 2012). Sales promotion has become an important tool for method and its importance has been enlightening significantly. Sales promotion has influenced consciousness of the general public green (Familmaleki M, et al., 2015). Therefore, it is anticipated that:

H4: Promotional tools and green consciousness are positively related to each other.

2.5 Reference groups (RG)

Influence of reference group is acknowledged to deliberate attitude-behavior in biological general public using social dilemma theory to find variance between green and non-green consciousness (Gupta & Ogden, 2009). Effect of social reference groups is one of the many covered factors that can form a general public's behavior for products used in public settings. The phenomenon influences preferences for specific brands or products and effects green consciousness connecting to them. All marketer activities to tap the concealed factors that can help strengthen the brand links and green consciousness. The paper finds to measure the influence of three key types of reference group effects such as informational effect, utilitarian effect, and value expressive effect

on green consciousness (Reza & Valeecha, 2013). The effect of reference group is recognized to clarify attitude-purchasing decision in biological general public using social dilemma theory to find modification between green and non-green buyers (Gupta & Ogden, 2009). General public select to follow their reference groups' values, norms, attitudes or beliefs and attempt to adopt those on their own as a guide for buying decision (Mowen & Minor, 2000). Family members and friends are the vigorous factors all the way through which general public became knowledgeable towards purchasing behavior. Reference groups may influence general public buying behavior (Mohammad, 2016). Method & general public behavior scholars have established that reference groups' effect general public choice, mainly for branded products (Ratner & Kahn, 2002). Reference group effect varies according to the group features or its kinds. Variance in reference group effect may be found between males and females, general public with different educational backgrounds, general public in different income groups, younger and older people (Park & Lessig, 1977). According to Solomon (2006) the reference group can be delineated as those people whose attitudes or principles are monitored by others and therefore sometimes it influences on other buying behavior. People choose to follow their reference group's values, norms, attitudes or beliefs and try to adopt those on their own as a guide for consciousness and behavior (Mowen & Minor, 2000). Reference groups can enforce several kinds of effect on people: their behavior and attitude can be transformed to its followers, through customs of reference group followers need may generate etc. (Mowen & Minor, 2000). General public' green products consciousness is important in indicating the way of the green products purchasing decision. The paper aims to examine the sources of general public' consciousness toward green products and its impact on purchasing decision. The study has found that reference groups significantly influence general public green consciousness (Siddique & Hossain, 2018). Therefore, it is anticipated that:

H5: Reference groups and green consciousness are positively related to each other.

2.6 Government Initiative (GI)

Government legislative policies need taking a more active and leading role to encourage and even force superior ecological responsibility (Dummett, 2006). There is an indispensable to joining the gap by growing public consciousness of natural biodiversity and the importance of the government's role, policy and guidelines in order to progress biological consumption (Yahya, 2011). Regulatory services are the vital stakeholders that effect on business policies in the actions imposed by them (Wood, 1991). Governments and organizations need to effort towards achieving sustainability and the tripartite bottom line that is general public, Profit and Planet in order to be biological in the future. All doings linking to government goals in attaining sustainability need obligation from each and everybody in the public as to care for and raise the well-being of the progress (Elkington, 1997). Therefore, it is anticipated that:

H6: Government initiative and green consciousness are positively related to each other.
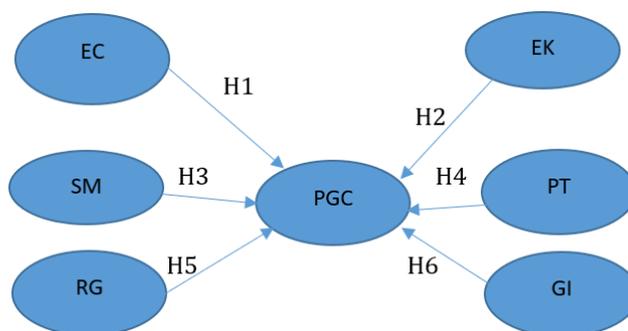
2.7 Conceptual framework

Figure 1. Proposed research model

3. Methodology of the research

The research method which is adapted for the study is quantitative. For collecting data both primary and secondary sources are used. The primary data is gathered from the field through the administration of a structured questionnaire and personal interview. The literature review has been developed from the secondary sources. Structural questions have prepared consists of 23 items for data collections. Demographic variables are consisting of four issues including age, gender, education level, occupation. Eighteen are regarding the influential factors of green

consciousness in Bangladesh. Therefore, section 2 is composed of general public green consciousness measures by using five point Likert scales (from 1= 'Strongly disagree' to 5= 'Strongly agree'), there is the first question with three propositions which are linked to the environmental concern (anxiety, responsibility, saving), the second question with three propositions which are linked to the environmental knowledge (seminar, education, past used), and likewise there is the third question with three propositions which are linked to the social media (facebook, YouTube, twitter), the fourth question with three propositions which are linked to the promotional tools (advertising, marketing campaign, direct marketing), the fifth question with three propositions which are linked to the reference groups (family & friends, teachers, speakers), the sixth question with three statements which are linked to the government initiative (role, pressure, law) by using five point Likert scales. Seventh question is general public green consciousness. Primary data is joined through a personal interview with 400 respondents by applying the convenience sampling methods. Cronbach's Alpha is 0.927 for 19 items of the variable which recommend that the survey instrument is reliable to measure all constructs consistently and free from random error. Data collected from the questionnaire are analyzed by using frequency, mean, standard deviation, correlation analysis, and regression analysis by using SPSS 25.0.

4. Findings and discussions

Table 1. Descriptive Statistics analysis

Factors	Average Mean (Three items)	Average Std. Deviation (Three)
Environmental concern (EC)	4.12	.91312
Environmental knowledge (EK)	3.86	1.04444
Social media (SM)	3.98	.990455
Promotional tools (PT)	3.09	1.935399
Reference groups (RG)	4.32	.811993
Government initiative (GI)	4.56	.810100

Source: developed by the authors.

4.1 Descriptive Statistics analysis

Table 1 discloses that majority of general public have agreed environmental concern (Mean= 4.12 & Std. Deviation= .91312) become the notable facets in general public green consciousness in Bangladesh and also, Most of the general public have agreed reference groups (Mean= 4.32 & Std. Deviation= .811993) become the famous factors in general public green consciousness in Bangladesh and in addition general public have agreed government initiative (Mean= 4.56 & Std. Deviation= .810100) become the famous factors in general public green consciousness in Bangladesh. On the other hand, Most of the general public have somewhat agreed environmental knowledge (Mean= 3.86 & Std. Deviation= 1.04444) become the distinguished factors in general public green consciousness in Bangladesh and similarly, Most of the general public have somewhat agreed social media (Mean= 3.98 & Std. Deviation= .990455) become the prominent facets in general public green consciousness in Bangladesh and also, Most of the general public have somewhat agreed promotional tools (Mean= 3.09 & Std. Deviation= 1.935399) become the noticeable factors in general public green consciousness in Bangladesh.

Table 2. Correlation analysis

	EC	EK	SM	PT	RG	GI	PGC
Environmental concern (EC)	1						
Environmental knowledge (EK)	.524**	1					
Social media (SM)	.566**	.556**	1				
Promotional tools (PT)	.565**	.547**	.683**	1			
Reference groups (RG)	.543**	.567**	.576**	.654**	1		
Government initiative (GI)	.524**	.609**	.608**	.632**	.653**	1	
Public Green consciousness (PGC)	.547**	.684**	.653**	.615**	.579**	.674**	1

Notes: **. Correlation is significant at 0.01 level (2-tailed). Source: developed by the authors.

4.2 Correlation analysis

The inter-relationships between the seven variables are investigated using Pearson correlation analysis. The average score of the multi-items for a construct is calculated and the score is used in correlation analysis. Lind et al. (2010) stated that the correlations is strong when the value is r = 0.50 to 1.0 or r = –0.50 to –1.0. Results

in Table 2 demonstrated that all variables are correlated together at the 0.01 level using the correlation test and the values ranges r = 0.547 to r = 0.674. Thus, there is no multicollinearity problem in the research.

Table 3. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.777a	.603	.597	.42434

Source: developed by the authors.

4.3 Model Summary (Level of relationship)

Table 3 presents that correlation coefficient value (R) is equal to 0.777 which recommends that there is moderate positive relationship between Public Green Consciousness (PGC) and Environmental concern (EC), Environmental knowledge (EK), Social media (SM), Promotional tools (PT), Reference groups (RG), Government initiative (GI). However, only 60.3% (R-square values of 0.603) variation in Public Green Consciousness (PGC) are accounted due to Environmental concern (EC), Environmental knowledge (EK), Social media (SM), Promotional tools (PT), Reference groups (RG), and Government initiative (GI). The adjusted r2 is 0.597 suggesting that the three factors can significantly account for 59.7% variance in the Public Green Consciousness (PGC).

Table 4. ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	107.513	6	17.919	99.512	.000b
	Residual	70.766	393	.180		
	Total	178.279	399			

Source: developed by the authors.

4.4 ANOVA (Model fitness)

Table 4 reveals that multiple regression analysis is performed to study the relationship between Environmental concern (EC), Environmental knowledge (EK), Social media (SM), Promotional tools (PT), Reference groups (RG), and Government initiative (GI) with Public Green Consciousness (PGC). Six factors are proposed and results are computed. The F- value is 99.512 with a significant level 0.000 which is less than 0.01 with 6 and 393 degrees of freedom and it assures model fitness for regression analysis.

Table 5. Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.531	.170		3.118	.002
	Environmental concern (EC)	.051	.056	.047	.907	.365
	Environmental knowledge (EK)	.067	.038	.000	.001	.999
	Social media (SM)	.470	.039	.514	11.952	.000
	Promotional tools (PT)	.261	.048	.264	5.414	.000
	Reference groups (RG)	.184	.042	.195	4.407	.000
	Government initiative (GI)	.486	.067	.179	3.212	.001

Source: developed by the authors.

4.5 Coefficients (Influential factors of green consciousness)

The results of multiple regression analysis in table 5 that Social media (SM) as the important factors, which significantly impact on Public Green consciousness (β3= .514; t-value = 11.952; p < 0.05). H3 is accepted. Therefore, Social media (SM) factors are influenced on Public Green consciousness (PGC). Then, Promotional tools (PT) as the vital factors, which notably effect on Public Green consciousness (β4= .264; t-value = 5.414; p < 0.05). H4 is accepted. Consequently, Promotional tools (PT) are persuaded Public Green consciousness (PGC). Reference groups (RG) as the vigorous facets, which notably influence on Public Green consciousness (β5=. 195; t-value = 4.407; p < 0.05). H5 is accepted. Thus, Reference groups (RG) are influenced

on Public Green consciousness (PGC). Last one, Government initiative (GI) as the forceful factors, which notably effect on Public Green consciousness ($\beta6=. 179$; t-value = 3.212; $p < 0.05$). H5 is accepted. Therefore, Government initiative (GI) are influenced on Public Green consciousness (PGC).

The results in Table 5 denotes that Environmental concern (EC) factors insignificantly influence on Public Green consciousness ($\beta1= .047$; t-value= .907; $p > 0.05$). H1 is not accepted. Therefore, Environmental concern (EC) factors have no effect on Public Green consciousness (PGC). Next, Environmental knowledge (EK) factors unimportantly influence on Public Green consciousness ($\beta2= .000$; t-value= .001; $p > 0.05$). H2 is not accepted. So, Environmental knowledge (EK) facets have no effect on Public Green consciousness (PGC).

Table 6. The Demographic Profile of Respondents

Variable	Items	Frequency	Percentage	Valid percentage	Cumulative Percentage
Age	21-30	152	38.0	38.0	38.0
	31-40	204	51.0	51.0	89.0
	41-50	42	10.5	10.5	99.5
	50+	2	.5	.5	100.0
	Total	400	100.0	100.0	
Gender	Male	255	63.75	63.75	63.75
	Female	145	36.25	36.25	100.0
	Total	400	100.0	100.0	
Educational level	Under- graduate	170	42.5	42.5	42.5
	Graduate	182	45.5	45.5	88.0
	Post-graduate	48	12.0	12.0	100.0
	Total	400	100.0	100.0	
Occupation	Service holder	345	86.3	86.3	86.3
	Own Business	9	2.3	2.3	88.5
	Student	46	11.5	11.5	100.0
	Total	400	100.0	100.0	

Source: developed by the authors.

4.6 The Demographic Profile of Respondents

Table 6 presents the different frequency and percentages of the demographic profile of respondents. It appears that respondents are mostly in the age categories 31–40 years old (51.0%). The second highest of respondents are in the age categories 21-30 years (38.0 %). The third highest of respondents are in the age categories 41-50 years (10.5%), and Minority of respondents are in the age categories 50+ years above (.5%). With regards to gender, most of the respondents are male (63.75%) and minority of the respondents are female (36.25%). With regards to educational level, 45.5% of respondents are graduate, 42.5% of respondents are under-graduate, and 12.0% of the respondents are post-graduate. Correspondingly about occupation, the majority of respondents are service holders (86.3%), the second highest of respondents are students (11.5%), and the third highest of the respondents are own business (2.3%).

5. Conclusions and implications

Green is the buzz term in the globe. Green is an important term that can mean a wide diversity of things to different people. Ecological approach is a current information that can be applied to everywhere. This research has been conducted with an objective to analyze the influential factors of green consciousness in Bangladesh: A pragmatic study on general public in Dhaka city. Different facets is significant tools to guide the general public green consciousness in Bangladesh. This inspection studies Environmental concern (EC), Environmental knowledge (EK), Social media (SM), Promotional tools (PT), Reference groups (RG), Government initiative (GI) influence on Public Green Consciousness (PGC). From the descriptive statistics analysis, Environmental Concern (EC), Reference Groups (RG) and Government Initiative (GI) become the famous factors in general public green consciousness in Bangladesh. Likewise, from the results of regression analysis, the research is found that Social media (SM), Promotional tools (PT), Reference groups (RG), and Government initiative (GI) as the important factors, which significantly effects on Public Green Consciousness (PGC). Similarity, The investigation is exposed that all three facets like social media, promotional efforts and

reference groups as the vital facets, which influence on general public green consciousness (Hossain, et al., 2019). In contrast, the outcomes of the study found that Environmental concern (EC) and Environmental knowledge (EK) factors insignificantly influence on Public Green consciousness (PGC). The results of this study can be beneficial for both investigators and specialists. For investigators, it provides guidelines for thoughtful consciousness designs, level, and their relative status. Furthermore, this study proposals real-world direction and pertinent suggestions to the general public and environmental experts to inspire the strategies for enhancing green consciousness as environmental issues are opportunities to generate demand in greening firms. This data may not be the true representative of Bangladeshi all general public due to sample size and area (DC). The outcome is attained based on the respondents' opinion. Therefore, there is a chance of a defendant's bias. The sample size is four hundreds. Future research is commended to improve the importance of the sampling by expanding the sample size and carrying out the survey in different topographical zones. The paper is conducted in six factors only as the independent variable. Thus, there may be some other variables which may influence on Public Green consciousness (PGC).

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