IIUC Business Review, Vol.-12, Issue-1, Dec. 2023
DOI: https://doi.org/10.3329/iiucbr.v12i1.88338

Behavioral intention to green consumption: A perspective of Muslim consumers in Bangladesh

Md. Shariful Haque
Department of Economics and Banking
International Islamic University Chittagong (IIUC), Bangladesh

Abstracts
Green consumption refers to environmentally friendly practices involving biodegradable, energy-efficient, reusable, and organic products. This study examines how behavioral intentions influence green consumption among Muslim consumers in Bangladesh. Behavioral intention is treated as the independent variable and actual green consumption as the dependent variable. Data were collected from 255 respondents through a mall-intercept survey, yielding a 63% valid response rate. Path analysis using SMART-PLS shows a positive relationship between intention and behavior, with a path coefficient of 0.138, t-value of 2.941 ($p < 0.01$), and p-value of 0.003, indicating that stronger intention significantly predicts green consumption. Muslim consumers demonstrated a favorable attitude toward green behavior and a strong intention to purchase sustainable products. The findings highlight the critical role of behavioral intention in explaining green consumption. Methodologically, the application of SMART-PLS offers a robust framework for studying intention–behavior links. Practically, marketers can leverage these insights to design strategies aligning green products with Muslim consumers' values, thereby boosting demand for sustainable offerings.

Keywords Intention to engage in green behavior, Green behavior, Muslim consumers, Bangladesh

Paper type Research paper

1. Introduction

Uncontrolled consumption patterns worldwide have led to escalating environmental concerns, with adverse impacts on ecosystems and climate stability (WWF, 2020). The overexploitation of natural resources and the generation of excessive waste necessitate a shift toward more sustainable consumption behaviors. In this context, green consumption has emerged as a pivotal strategy for mitigating environmental degradation (Peattie, 2010). Despite the global emphasis on sustainability, the adoption of green consumption practices varies significantly across different cultural and religious contexts.

Rising global issues related to the environment are urging increased recognition of the necessity

IIUC Business Review
Vol.-12, Issue-1, Dec. 2023
pp. 9-24

ISSN 1991-380X

for sustainable consumption habits. In the face of challenges posed by change in climate, depletion of resources, and environmental decline, there are thriving demands for individuals as well as communities to grasp Eco-conscious behaviors. A noteworthy aspect of this movement towards green or sustainable consumption is the rise of green or environmentally friendly products, and services crafted to minimize their environmental impacts across their entire life cycle. These eco-friendly products encompass a spectrum from energy-efficient appliances to biodegradable packaging and organic foods. They serve as a means through which consumers can actively contribute to fostering a more sustainable future.

The swift growth of industry and developmental pursuits have improved living standards, yet it has introduced a range of ecological and societal challenges. Issues like climate change, natural resources' depletion, heightened pollution levels, and economic disparities among various societal groups raise serious concerns as they endanger our lives (Harper & Snowden, 2017; Wang, Liu, & Qi, 2014). These issues talk about a significant risk of drastically changing the planet and endangering numerous species, including humans.

Human consumption has substantial impacts on the environment. Therefore, it is important for consumers to give priority to sustainable or green behaviors, avoiding conventional damaging habits, in order to guarantee a good environmental impact (Wu, 2015). Marketers are increasingly focusing on consumers' rising environmental awareness, leading to the development of 'environmentally friendly' or 'green' products. (Kim, 2005).

In developing nations like Bangladesh, numerous individuals face challenging livelihoods for poverty, inadequate governance, and reliance on exhaustible resources. (Smith, 2013). Although there has been a noticeable rise in awareness regarding the threat to the planet in the past few decades, environmental degradation persists. In recent years, there has been a surge in interest regarding the behavioral aspects contributing to environmental issues, signifying an increasing acknowledgment that human actions, especially consumption behavior, play a crucial role in environmental degradation. (Tanner, 1999). Therefore, changes in consumption patterns, such as adopting green or eco-friendly behaviors, have the potential to positively benefit the environment's well-being.

Bangladesh, with its predominantly Muslim population, represents a crucial market segment for studying and adopting green consumption behaviors. The country's consumers are increasingly aware of environmental issues, influenced by both religious teachings and rising environmental advocacy (Haque & Akhtar, 2018). Islamic principles, which emphasize stewardship of the Earth, provide a strong ethical

foundation for promoting green consumption among Muslim consumers (Rahman & Islam, 2019). Understanding the behavioral intentions of Bangladeshi Muslim consumers toward green consumption is essential, as their significant market presence and purchasing power can drive substantial shifts toward sustainability in the region. By focusing on this demographic, this research aims to elucidate the factors influencing green consumption behavior, thereby contributing to broader efforts to foster sustainable consumer practices globally.

At the same time, the religious and cultural beliefs of people in Bangladesh, who are predominantly Muslim, play a crucial role in shaping their attitudes and behaviors. Islam, the predominant religion in the country, encompasses various teachings and principles that encourage responsible stewardship of the environment. With Bangladesh's population being predominantly Muslim, exploring the relation between the intention to engage in green consumption (IEGC) and green behavior (GB) within this demographic is of significant interest.

Now it is needed to know the degree of relationship among the factors like Intention to Engage in Green Consumption (IEGC) and actual Green Behavior (GB). In this research these two significant factors have been considered for analysis. The factors have been picked with modification from The Theory of Planned Behavior (TPB). By providing modality into the factors that influence these behaviors, this research aims to assist policymakers, businesses, and scholars in promoting sustainable consumption practices in the country.

2. Objective of the study

This study is conducted with a view to investigating the relationship between the behavioral intention to engage in green consumption and actual green behavior.

3. Literature review and development of hypothesis

The review of literature is designed to explain the need for more justification or clarification about green behavior and the intention to engage in green consumption. It is believed that consumers possess broad intentions to use green products, but their actual consumption behavior often falls short. The evolving landscape of green consumption appears to be a process greatly shaped by consumer values, norms, and habits, yet it is remarkably intricate, varied, and contingent on context. (Peattie, 2010). Several research outcomes indicate that numerous individuals exhibit a predatory pattern. While they express positive attitudes toward the environment, they endeavor to convert these pro-environmental and

ethical beliefs into tangible actions when deciding to engage in green behaviors. (Connolly & Prothero, 2008; Kollmuss & Agyeman, 2002).

Green behavior consists of compromises, discrepancies, and contradictions. Individuals may strive to make eco-friendly decisions, but they encounter numerous obstacles, trade-offs, and conflicting elements that impede or complicate their capacity to uphold genuine green behavior (Kennedy, Beckley, McFarlane, & Nadeau, 2009; Kollmuss & Agyeman, 2002). Numerous research endeavors have been conducted to comprehend the disparity between attitudes and behaviors in green consumerism, delving into the motivational and practical complexities encountered by consumers. (Kollmuss & Agyeman, 2002; Moisander, 2007; Pettit & Sheppard, 1992; Wall, 1995). Challenges like the customers' cost, marketers' convenience that are related to green or sustainable products often lead consumers to compromise their pro-environmental beliefs in favor of conventional products. While many consumers hold pro-environmental attitudes, only a small subset actually aligns their attitudes with purchasing behavior. (Ozcaglar-Toulouse, Shiu, & Shaw, 2006). There is still a lack of comprehensive understanding regarding how consumers manage and justify behaviors that contradict their pro-environmental attitudes. Consumers' encounters with green behavior involve the aftermath of processes of decision-making (i.e., buying, using, post-use and disposal), yet all of these steps have been overlooked by present researches (Peattie, 2010). Understanding the willingness of green (environmentally friendly) and mainstream users and their way of demonstrating willingness at individual level experience are some critical areas of research (Iqbal & Nisha, 2010).

Behavioral intention is defined as the combined willingness and dedication to react to a particular object. Studies demonstrate that the decision to purchase or consume is influenced by an individual's intention to purchase or engage in consumption. The Intention of an individual consumer is vital to favorably respond toward consumption of environmentally friendly products or services (Peattie, 2010). Former studies show the intention does have a positive impact on recycling or reusing behavior (Khan, Ahmed, & Najmi, 2019) and willingness to purchase green or environmentally friendly products (Chan & Lau, 2002; Vermeir & Verbeke, 2006; Yan, Hyllegard, & Blaesi, 2012) .

It is evident from the literature related to green behavior that a beneficiary's (green consumer) behavior is somewhat inconsistent to ones' attitudes or willingness to consume environmentally friendly products (Carrington, Neville, & Whitwell, 2010; Connolly & Prothero, 2008; Kennedy, Beckley, McFarlane, & Nadeau, 2009; Kollmuss & Agyeman, 2002). There exists a limited understanding of the way consumers

neutralize the guilt feelings that can arise from behaving in an attitudinally contrasting manner. With the understanding of consumer rationalizations for non-environmental behavior, people may perceive how individuals align when they behave in ways contradictory with their pro-environmental attitudes. Some quantitative researches have inferred that social factors are important drivers of Green Behavior (Testa et al., 2021; Griskevicius, Tybur, & Van den Bergh, 2010; K. Lee, 2008; Young, Hwang, McDonald, & Oates, 2010). Research should emphasize enhancing the understanding of environmentally friendly or green behavior, the gap between intention and actual behavior, and fostering behavioral changes. This requires examining the key variables that form the foundation, and influence Green Behavior. The following matrix, more specifically, shows works on the mentioned variables:

Table I

Literature matrix showing the variables used in this study

Study Title	Authors	Methodology	Key Findings	Variable used
Moral identity, consumption values and green purchase behavior	Rana & Solaiman (2023).	Structured questionnaire mall-intercept survey	It examines the direct relationship between consumption values and Green Purchase Behavior.	Behavioral intention to engage in green consumption, and Green Behavior
A longitudinal study of sustainability attitudes, intentions, and behaviors	Trail & McCullough (2021)	Longitudinal study with repeated measures	Demonstrated that higher levels of perceived consumer effectiveness were associated with increased green consumption behavior	Green Behavior
Employee green behavior: A meta-analysis	Katz, Rauvola, Rudolph & Zacher (2022)	Meta-analysis of existing studies	Found a significant positive effect of green marketing on consumer green consumption behavior in an organization	Green Behavior
Intention and behavior towards green consumption among low-income households	Al Mamun, Mohamad, Yaacob & Mohiuddin (2018)	Survey questionnaire	Discovered a strong positive correlation between environmental concern and behavioral intention to engage in green consumption	behavioral intention to engage in green consumption

Study Title	Authors	Methodology	Key Findings	Variable used
			among low income households	
Understanding green consumption: A literature review based on factor analysis and bibliometric method	Yao, Guo, Wang, & Jiang (2022)	Literature Review	Identified key determinants of green consumption behavior including environmental concern, perceived consumer effectiveness, social norms, and green marketing influence.	Green Consumption (Behavior)
The effect of religiosity on pro-environmental behavior based on the theory of planned behavior: A cross-sectional study among Iranian rural female facilitators	Karimi, Liobikienė, & Alitavakoli (2022)	Cross-sectional survey	Found that higher levels of religiosity among Female consumers in Iran were positively associated with both behavioral intention to engage in and actual green consumption behavior.	Behavioral intention to engage in green consumption, and green behavior.
Factors influencing Muslim and non-Muslim consumers' consumption behavior: A case study on halal food	Billah, Rahman, & Hossain (2020)	Qualitative interviews	Highlighted the significant influence of social factors such as family, peers, and religious leaders on shaping behavioral intention towards green consumption	Behavioral intention towards green consumption among Muslim and non-Muslim consumers

Source: Literature review

4. Methodology

This paper deals with only one research question which is as follows: RQ: Does the intention to engage in sustainable or green consumption influence green behavior among Bangladeshi Muslim consumers? So, the research objective is to investigate whether the intention to engage in sustainable or green consumption influences green behavior among Bangladeshi Muslim consumers. The study is carried out through a research that is empirical in nature. Therefore, this one is a quantitative research that vows to find a causal relationship between the dependent and independent variables.

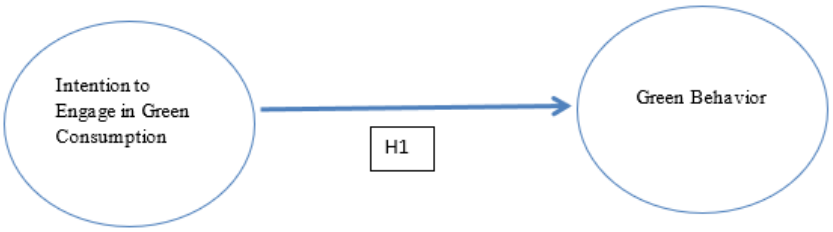

Figure 1
Research Framework

The assumed relationship of intention to engage in green consumption on green behavior is shown in Fig. 1. This research attempts to examine the impact of the intention to engage in green consumption on one's green behavior. So, this study develops necessary tests with the model as shown in Fig. 1. This research, by nature, involves the correlational research methods that uses inferential statistics. An inferential statistic usually infers the sample which are importantly representative to the response or views of the population. This statistical method helps determine the likelihood that a noted distinction between groups is a dependable observation or one that could have occurred randomly. Constructing and evaluating hypotheses are fundamental aspects of correlational research.

In the TPB (Theory of Planned Behavior) by Ajzen (1991), intention holds a positive influence on main behavior as it represents the consumer's desired actions. Intention is regarded as the most reliable predictor of behavior according to Ajzen (1991), and Van Hooft, Born, Taris, Van der Flier, & Blonk, (2005). To demonstrate the reliability of intention as a behavior predictor, consider this scenario: "Do you plan to purchase organic food during your next grocery trip?" If the respondent answers affirmatively, it is plausible that the consumer will indeed buy organic food. Conversely, a negative response suggests the opposite outcome—a likelihood of not purchasing organic food. Sometimes, this relationship does not hold true, as evident from the highlighted statistics—40% for attitude and 4% for actual behavior concerning the buying of green food (UN 2005). This gap, observed between intention and behavior, is influenced by attitude to some extent. To bridge this gap, the model integrates the context factor derived from the ABC model (McDonald, 2014; Guagnano, Stern, & Dietz, 1995). On the basis of mentioned reviews, a hypothesis can be developed as follows:

H1: Behavioral intention to engage in green consumption has a positive impact on green behavior

This research method involves a researcher's toolkit to deeply analyze an issue before attempting to convert responses into data that are

statistically inferable. Primary data were gathered from chosen participants through a self-administered questionnaire using mall-intercept survey method. Convenience sampling technique is used to reach respondents in the selected malls. Sample size was 400 out of which 255 (63% valid response rate) individuals responded effectively. Prior to sampling, the population is categorized based on significant characteristics for the research. The sampling units comprise specific shopping malls listed in Chattogram (the commercial capital) and Dhaka (the capital of Bangladesh) cities. Questionnaires were distributed across various locations within these cities, encompassing diverse areas. Exploratory and Confirmatory Factor Analyses are conducted to explore connections between variables and identify reliable constructs. The fundamental idea behind factor analysis is that various observed variables exhibit similar response patterns as they are linked to an underlying (not directly measured) variable. The sampling frame generally is considered, as the all appropriate sampling units' list (Hair, Bush, & Ortinau, 2006).

5. Data analysis and interpretation

In this study, responses were gathered using a seven-point Likert scale, ranging from 1 for strongly disagree to 7 for strongly agree. Table II displays the descriptive statistics for the variables utilized, encompassing the intention to engage in green consumption and green behavior. The statistics encompass the minimum, maximum, mean, and standard deviation of these research variables.

Table II

Descriptive statistics of the variables

Variables	Mean	Std. deviation	Maximum value	Minimum Value
Intention to engage in green consumption	5.561	0.452	7	2
Green behavior	5.538	0.530	7	2

Source: Survey data

The descriptive statistics outlined in Table II indicate that all the variables received a maximum response of 7 and a minimum is of 2. Mean column in the table illustrates the average response, indicating that the mean values for all variables surpass 5, with nearing 6. This suggests a general agreement among respondents with the questionnaire statements. On the other hand, variability can be assessed by reviewing the values in the standard deviation column, which measures the extent of variability in a variable's distribution. In Table II, the standard deviation for all variables remains under 1. These results reveal relatively low standard deviations across all variables, indicating a high degree of similarity among the data points.

In this study, multivariate normality was utilized to evaluate the distribution of data by examining Kurtosis, which refers to the degree of peakedness or flatness compared to a normal distribution, and Skewness, which assesses the symmetry or balance of a distribution around its center (Hair, Sarstedt, Ringle, & Mena, 2012). It is also suggested that statistical programs provide empirical measures for both Kurtosis and Skewness. Nevertheless, according to the results presented in Table III, the values of Skewness and Kurtosis for the metric variables were below the critical threshold of 2.58, confirming the normality of the data studied.

Table III
Normality test results

	Skewness		**Kurtosis**	
	Statistic	Std. Error	Statistic	Std. Error
Intention to engage in green consumption	-1.045	.153	2.134	.304
Green behavior	-1.086	.153	1.909	.304

Source: Survey data

A reliability test was done using α (coefficient alpha) and a composite reliability or construct reliability values are found to evaluate the construct status. Table IV demonstrates that all the alpha (α) and composite reliability values exceed 0.70, signifying strong internal consistency of the data (Hair et al., 2012). This confirms the reliability of all the constructs examined in this study.

Table IV
Properties (Measurement) of the constructs

Variables	**Items**	**Loadings**	**Cronbach alpha (α)**	**Composite Reliability**	**Average Variance Extracted (AVE)**
Intention to Engage in Green Consumption (IEG)	IEG1	0.844	0.811	0.877	0.643
	IEG2	0.857			
	IEG3	0.852			
	IEG4	0.636			
Green Consumption Behavior (GB)	GB1	0.711	0.852	0.885	0.594
	GB2	0.772			
	GB3	0.719			
	GB4	0.776			
	GB6	0.521			
	GB7	0.726			
	GB8	0.653			
	GB9	0.711			

Source: Survey data

In Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis, the PLS measurement model provides reliability and validity test results, path coefficients, and the coefficient of determination. The structural equation model in PLS analysis typically represents the

connections between variables in a diagram, illustrating the directional relationships between exogenous and endogenous variables. The PLS measurement model diagram displays three types of values: path coefficients, item loadings, and the coefficient of determination (R^2). The results from the measurement model are also detailed in table IV and figure 2.

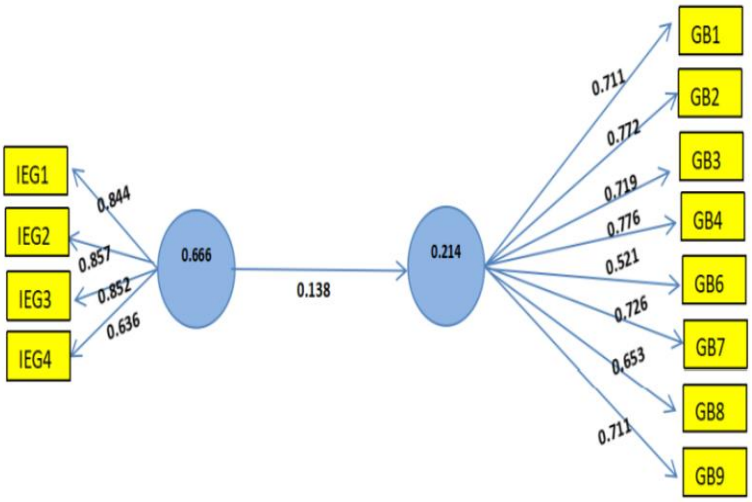

Figure 2
The PLS-SEM Measurement Model

To evaluate convergent validity, the construct's Average Variance Extracted (AVE) and factor loadings are utilized. Convergent validity is established when all constructs demonstrate an Average Variance Extracted (AVE) value exceeding 0.50 (Fornell & Larcker, 1981). As depicted in table 4, all AVE values surpass 0.50, affirming the convergent validity of the constructs. The absolute standardized outer loadings of items also exceed 0.50. Chin (1998) suggests that loadings above 0.5 are acceptable, while Hair, Sarstedt, Ringle, & Mena (2012) propose a loading of 0.40 and above, especially if other indicators within the block are present for showing comparisons. It is shown in the Table 4 that all item loadings exceed 0.50 and they are statistically significant, confirming convergent validity at the indicator level. Hence, AVE values of 0.50 or higher for all constructs and item loadings exceeding 0.50 confirm convergent validity within this study. So, it is proven that there is a considerable relationship in between the dependent (GB - green behavior) and independent variable (IEG - Intention to engage in green consumption).

Table V
The Structural estimates

Hypotheses	Hypothesized Path.	Path Coefficient	Standard Error	T-Value	P-Value	Level of Significance
H1	ICG ->GCB	0.138	0.146	2.941	0.003	***

Note: **P<0.05; ***P<0.01. Source: Survey Data

Table V shows, behavioral intention to engage in green consumption has a direct (positive) relationship with green behavior. This hypothesis is supported as the table 5 depicts that the path coefficient value is 0.138 and the corresponding t statistics is 2.941 (P<0.01) that indicates 1 percent significance level. So it is accepted that behavioral intention to engage in green consumption has a positive relationship with green consumption behavior.

6. Acknowledgement of cultural specificity

This work explores the behavioral intention to green consumption specifically within the context of Muslim consumers in Bangladesh. As per the National Report on Population and Housing Census 2022 done by Bangladesh Bureau of Statistics (BBS), there are 91.08% Muslim population in Bangladesh. It is important to acknowledge that the findings presented herein are deeply rooted in the cultural, religious, and socioeconomic fabric unique to this population. The high level of religiosity among Bangladeshi Muslims, combined with local cultural norms and values, significantly influences consumer behavior towards green consumption (Haque & Akhtar, 2018).

The constructs measured and the relationships established between behavioral intention and green consumption behaviors may reflect cultural specifics that are not universally applicable. For instance, the positive correlation observed between religiosity and green consumption behavior can be attributed to Islamic principles emphasizing environmental stewardship, which might not be as pronounced in non-Muslim populations or different cultural settings (Rahman & Islam, 2019). Furthermore, social influences such as family, peers, and religious leaders play a significant role in shaping consumer intentions and behaviors in Bangladesh. These social dynamics are integral to the collectivist culture prevalent in the country, which may differ from more individualistic cultures where personal values and beliefs predominantly drive consumer behavior (Ali & Ahmed, 2017).

While the Average Variance Extracted (AVE) and factor loadings confirm the convergent validity of the constructs within this study (Fornell & Larcker, 1981; Chin, 1998; Hair, Sarstedt, Ringle, & Mena, 2012), it is crucial to recognize that these validations are situated within

the specific cultural context of Bangladeshi Muslim consumers. The results and interpretations should therefore be considered with caution when applying them to different cultural or religious contexts, where the underlying motivations and social structures influencing green consumption may vary.

While this study provides valuable insights into the behavioral intentions toward green consumption among Muslim consumers in Bangladesh, future research should consider cross-cultural comparisons to enhance the generalizability of these findings. Understanding cultural specificity is essential for accurately interpreting the results and their implications for promoting green consumption in diverse cultural settings.

7. Policy recommendations and implications of this study

These robust study findings affirm the convergent validity of constructs through AVE values exceeding 0.50 and absolute standardized outer loadings surpassing the 0.50 threshold. Thus it is imperative to derive policy recommendations that address the academic and industry implications of promoting green behavior among Muslim consumers in Bangladesh.

7.1 Academic contributions

7.1.1 Integration of cultural and religious dimensions in sustainability education

Policymakers in the education sector should consider integrating cultural and religious dimensions, particularly Islamic teachings on environmental stewardship, into sustainability education programs. This can enhance students' understanding of the intersection between faith, culture, and sustainable practices.

7.1.2 Support for further research on faith-centric environmentalism

Academic institutions and research funding bodies should encourage and support further research exploring the role of faith-based values in shaping environmentally responsible behaviors. This will bestow to a more meaningful understanding of how different factors influence sustainable or green consumption.

7.2 Industry contributions

7.2.1 Development of culturally tailored green marketing strategies

Businesses and marketers should recognize the significance of cultural and religious values in influencing consumer behavior. Developing marketing strategies that align with Islamic principles of environmental responsibility can enhance the appeal of green products to Muslim consumers in Bangladesh.

7.2.2 Collaboration with religious and community leaders

Companies engaging in sustainable practices should collaborate with religious and community leaders to promote eco-friendly behaviors. This collaboration can involve educational campaigns within religious institutions and community events to raise awareness about the environmental impact of consumer choices.

8. Conclusion

This research has found the intricate relation between the Intention to Engage in Green Consumption (IEG) and the Green Behavior (GB) of Muslim consumers in Bangladesh. Rigorous analysis of the data revealed compelling insights, affirming the convergent validity of different constructs at both the latent and indicator levels. The Average Variance Extracted values exceeding the 0.50 benchmark and the absolute standardized outer loadings surpassing the 0.50 threshold underscored the robustness of the study's measurement model. The findings of this research not only contribute to the academic understanding of sustainable consumption behavior but also offer valuable implications for industry practices in Bangladesh. The exploration of the cultural and religious dimensions influencing green consumption is particularly noteworthy in the context of a predominantly Muslim population. The integration of Islamic teachings on environmental stewardship into sustainability education programs is a key academic recommendation, fostering a deeper understanding of the interplay between faith, culture, and eco-friendly practices.

This study not only adds to the academic literature on green behavior but also provides actionable recommendations for policymakers, educators, and industry stakeholders. The convergence of cultural, religious, and sustainability considerations offers a nuanced understanding of the factors influencing consumer choices in Bangladesh, applying the way to a more sustainable and culturally resonant future. As the global community grapples with environmental challenges, the insights derived from this study contribute to the broader discourse on promoting sustainable behaviors within diverse cultural and religious contexts.

References

Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes, 50*(2), 179-211.

Al Mamun, A., Mohamad, M. R., Yaacob, M. R. B., & Mohiuddin, M. (2018). Intention and behavior towards green consumption among low-income households. *Journal of Environmental Management*, *227*, 73-86.

Billah, A., Rahman, M. A., & Hossain, M. T. B. (2020). Factors influencing Muslim and non-Muslim consumers' consumption behavior: A case study on halal food. *Journal of Foodservice Business Research*, *23*(4), 324-349.

Chan, R. Y., & Lau, L. B. (2002). Explaining green purchasing behavior: A cross-cultural study on American and Chinese consumers. *Journal of International Consumer Marketing, 14*(2-3), 9-40.

Chin, W. W. (1998). The partial least squares approach to structural equation modeling. *Modern Methods for Business Research, 295*(2), 295-336.

Chin, W. W. (2010). How to write up and report PLS analyses *Handbook of Partial Least Squares* (pp. 655-690): Springer.

Connolly, J., & Prothero, A. (2008). Green consumption life-politics, risk and contradictions. *Journal of Consumer Culture, 8*(1), 117-145.

Fornell, C., & Larcker, D. F. (1981). Structural equation models with unobservable variables and measurement error: Algebra and statistics. *Journal of Marketing Research*, 382-388.

Griskevicius, V., Tybur, J. M., & Van den Bergh, B. (2010). Going green to be seen: status, reputation, and conspicuous conservation. *Journal of Personality and Social Psychology, 98*(3), 392.

Guagnano, G. A., Stern, P. C., & Dietz, T. (1995b). Influences on attitude-behavior relationships: A natural experiment with curbside recycling. *Environment and Behavior, 27*(5), 699-718.

Hair, J., Bush, R., & Ortinau, D. (2006). Market Research: New York: McGraw-Hill.

Hair, J. F., Sarstedt, M., Ringle, C. M., & Mena, J. A. (2012). An assessment of the use of partial least squares structural equation modeling in marketing research. *Journal of the Academy of Marketing Science, 40*(3), 414-433.

Harper, C., & Snowden, M. (2017). Environment and society: Human perspectives on environmental issues. Routledge.

Iqbal, M., & Nisha, N. The Role of Religion on Purchase Behavior of Muslim Consumers: The Context of Bangladesh. *Advances in Islamic Finance, Marketing, and Management* (pp. 245-270).

Karimi, S., Liobikienė, G., & Alitavakoli, F. (2022). The effect of religiosity on pro-environmental behavior based on the theory of planned behavior: A cross-sectional study among Iranian rural female facilitators. *Frontiers in Psychology*, *13*, 745019.

Katz, I. M., Rauvola, R. S., Rudolph, C. W., & Zacher, H. (2022). Employee green behavior: A meta-analysis. *Corporate Social Responsibility and Environmental Management*, *29*(5), 1146-1157.

Kennedy, E. H., Beckley, T. M., McFarlane, B. L., & Nadeau, S. (2009). Why we don't" walk the talk": Understanding the environmental values/behaviour gap in Canada. *Human Ecology Review,* 151-160.

Kim, Y., Choi, S.M. (2005). Antecedents of Green Purchase Behavior: An Examination of Collectivism, Environmental Concern, and PCE. *Advances in Consumer Research, 32*, 592-599.

Kollmuss, A., & Agyeman, J. (2002). Mind the gap: why do people act environmentally and what are the barriers to pro-environmental behavior? *Environmental Education Research, 8(3)*, 239-260.

Khan, F., Ahmed, W., & Najmi, A. (2019). Understanding consumers' behavior intentions towards dealing with the plastic waste: Perspective of a developing country. *Resources, Conservation and Recycling*, 142, 49-58.

Lee, K. (2010). The green purchase behavior of Hong Kong young consumers: The role of peer influence, local environmental involvement, and concrete environmental knowledge. *Journal of International Consumer Marketing, 23(1)*, 21-44.

Moisander, J. (2007). Motivational complexity of green consumerism. *International Journal of Consumer Studies*, *31(4)*, 404-409.

McDonald, F. V. (2014). Developing an integrated conceptual framework of pro-environmental behavior in the workplace through synthesis of the current literature. *Administrative Sciences*, 4(3), 276-303.

Nawang, W. R. W., Shukor, S. A., Mursidi, A., & Ismail, A. (2023). Extending the Theory of Planned Behavior to Examine Factors Influencing Intention to Purchase Halal Chocolate Among Malaysian Muslims. *Asian Journal of Business and Accounting,* 281-311.

Ozcaglar-Toulouse, N., Shiu, E., & Shaw, D. (2006). In search of fair trade: ethical consumer decision making in France. *International Journal of Consumer Studies, 30*(5), 502-514.

Peattie, K. (2010). Green consumption: Behavior and Norms. *Annual Review of Environment and Resources, 35*, 195-228.

Pettit, D., & Sheppard, J. P. (1992). It is Not Easy Being Green: The Limits of Green Comsumerism in Light of the Logic of Collective Action. *Queen's Quarterly, 99*(2), 328.

Rana, S. S., & Solaiman, M. (2023). Moral identity, consumption values and green purchase behaviour. *Journal of Islamic Marketing*, 14(10), 2550-2574.

Smith, K. (2013). *Environmental hazards: Assessing risk and reducing disaster*: Routledge.

Tanner, C. (1999). Constraints on environmental behaviour. *Journal of Environmental Psychology, 19*(2), 145-157.

Testa, F., Pretner, G., Iovino, R., Bianchi, G., Tessitore, S., & Iraldo, F. (2021). Drivers to green consumption: A systematic review. *Environment, Development and Sustainability*, 23, 4826-4880.

Trail, G. T., & McCullough, B. P. (2021). A longitudinal study of sustainability attitudes, intentions, and behaviors. S*ustainability Science*, *16*(5), 1503-1518.

Van Hooft, E. A., Born, M. P., Taris, T. W., Van der Flier, H., & Blonk, R. W. (2005). Bridging the gap between intentions and behavior: Implementation intentions, action control, and procrastination. *Journal of Vocational Behavior, 66*(2), 238-256.

Vermeir, I., & Verbeke, W. (2006). Sustainable food consumption: Exploring the consumer "attitude–behavioral intention" gap. *Journal of Agricultural and Environmental ethics, 19*(2), 169-194.

Wall, G. (1995). Barriers to individual environmental action: The influence of attitudes and social experiences. *Canadian Review of Sociology, 32*(4), 465-489.

Wang, P., Liu, Q., & Qi, Y. (2014). Factors influencing sustainable consumption behaviors: A survey of the rural residents in China. *Journal of Cleaner Production, 63*, 152-165.

Wu, S.-I. (2015). Effect of Green Consumption Perception Degree on Relationship Model of Green Behavior. *Journal of Management and Strategy, 6*(2), p109.

Yan, R.-N., Hyllegard, K. H., & Blaesi, L. F. (2012). Marketing eco-fashion: The influence of brand name and message explicitness. *Journal of Marketing Communications, 18*(2), 151-168.

Yao, J., Guo, X., Wang, L., & Jiang, H. (2022). Understanding green consumption: A literature review based on factor analysis and bibliometric method. *Sustainability*, *14*(14), 8324.

Young, W., Hwang, K., McDonald, S., & Oates, C. J. (2010). Sustainable consumption: Green consumer behavior when purchasing products. *Sustainable Development*, *18*(1), 20-31.

Corresponding author

Md. Shariful Haque can be contacted at: sharif.debiiuc@gmail.com; sharif@iiuc.ac.bd