

Consumer Perception Towards Green Practice: An Empirical Study on Young Consumer from Bangladesh Perspective

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Abstract

The shift of consumer perception to green product is a great evolution in the recent year. Several changes are already appeared in consumer observation. Different variables are responsible for changing of consumer behavioral pattern. The two major revolutions in consumer market are awareness of environment friendly product or green product and switching to electronic store. This research empirically investigated the consumer awareness about environment friendly product from the perspective of Bangladeshi young consumers' perception. The investigation shows that young consumers are more interested to green products than ever before. Young consumers are highly satisfied with the label green practices. This generation is more conscious about future, they believe that the environment will reply roughly on their unconsciousness to it, they aware about product recycles, they aware about the danger of high carbon emission in this planet. However, such awareness is also related with level of education of country citizen and their universal knowledge. Young enthusiasts from Bangladesh have frequent access in online and offline media and they are developing knowledge on different matters. Green practices are recognized by different elite and authorized bodies, so consumer perception is also changing depending on movement regarding green practices. This research examined the scenario of young consumer perception toward green movement. Data has been collected from young enthusiast and sample size is 200. This research indicates that consumer with high environmental concern are more interested to buy and use green products.

Keywords: Consumer Perception, Green Practices, Green Consumer, Green Marketing

1. Introduction

Environment is in a great threat and people are responsible for that. Though there are some other reasons behind environmental pollution but human are extensively liable for that. On the other hand new generation or the young people are very conscious about their future. They are dreaming for a pollution free planet, interested about environmental friendly product. Consumer perception and attitude also changing based on green practice concept. Now consumers are more interested to buy green product which will not harm environment and they also started green practices. Majority of these consumers are young enthusiast. Because they are more educated than before, their thinking is different than past, their responsible mentality is richer than ever before.

Many researchers already published their work about green consumerism. Since the 1980s, green marketing achieved a great popularity among academician and practitioners. After a criticism in 1990s, green marketing became a popular concept in western market from 2000 (Ottman et al., 2006). 'Going Green' concept is now extending to the Asian region, because environmental threats are more dangerous for the citizens of this region (Lee, 2008). Consumers now a day's think about the environmental association about a product before purchasing. They show high interest on those products which can help the environment and not harmful for the environment (Rios et al., 2006). However, consumer attitude toward a brand mostly depend on environmental association with the brand (Wilkie, 1986). That means brands can gain consumer attention by following the concept of green practices. Most of the cases, now young consumers are more positive about green practices. Moving toward green product or practices is a great evolution for this generation as like as shifting interest toward electronic purchasing style. Growing interest in electronic purchase is also a kind of green practices. Dholakia and Uusitalo (2002) opined that, the shifting from physical store to non physical store is bringing benefits for consumer, like-time saving, convenience and hassle free. These benefits are also variables of green practices. This generation frequently purchases their products through online system which actually leads the green practices in some extents.

With the uprising awareness of green practices in consumer perception, the hospitality industry as well as the restaurant industry are more conscious to follow green trend (Hu et al., 2010). It also proof that organization are also changing their policy with the change of consumer perception. Young consumers are the major buyer of fast food restaurants and these restaurants are more conscious about the green practices inside and outside of their restaurants. Sustainable Restaurant Association (2011) has published a report where they found that 70 percent of the consumers are more likely to take dine in a restaurant that used sustainable and green practices (DiPietro et al., 2013). Consumer interest towards environment is a good predictor for having positive purchase intention for green

products. As Young consumer of Bangladesh are more conscious about environment so company can earn their expected profit by selling green products to this generation.

Low cost and product differentiation strategies are not so much effective rather integration of environmental marketing is more acceptable option to the organizations based on current situation (D'Souza et al., 2006). Organizations are not only to be competitive in the market and increase market share by following green practice concept but also increase customer loyalty (Chan, 2001; Fitzgerald, 1993; Porter and Van der Linde, 1995, D'Souza et al., 2006). That means Bangladesh is a very potential field in few extent for those organizations which are following green practice concept. As consumer's environmental awareness have moved into mainstream marketing, so it's very necessary from marketing perspective to know how consumers are informed about green products (D'Souza et al., 2006). On the other hand marketing people need to know which segment of customers are more interested to pay extra money for environment friendly product. Many researchers identified that knowledgeable and conscious people are showing more willingness to pay extra money for environment friendly product (Laroche et al., 2001).

Researchers from neighbor country India have found that consumers are aware about green product and they also suggest that concerned authority must increase its communication and branding to increase green practice awareness (Bhatia & Jain, 2013). In another research, Pillai and Junare (2016) have found that majority of consumer know that eco friendly products are good for environment, have better quality, highly priced and they can easily distinguish in compare to conventional product. Soerjanatamihardja and Fachira (2017) found that Indonesian cosmetic consumers are very aware about green marketing and green products. Results of these research are almost same and concluded by the same output that is people are becoming more conscious about green product and green practices, specially people from Asian region are more interested in this issue.

Consumers' are also concern about sustainable lifestyle. Sustainable lifestyle is also incorporate with environmental factors. That means green actions or practices are considerable factor for sustainable lifestyle. In a study researchers tried to examine the green consumption in the perspective of an increasing focus on sustainable lifestyle (Gilg et al., 2005). In developing countries green product purchasing and product purchase intention are increasing compare to past (Ramayah et al., 2010). That means young, educated people from all over the world are concern about green practices and also aware about environment condition for their future. All research results also showed that awareness toward green practices are increasing. Besides that consumer perception toward green product and green practices are also increasing. Young and educated people of Bangladesh are also showing their awareness toward green practices.

Rationality of this paper is to find out consumer perception toward green product and green practices. Green life, green practices and sound environment are now prime concern in the whole world. People are concern about sustainable lifestyle, future living patterns and the way of achieving it. The study explored the present situation and delivered some valuable information about consumer perception and attitude toward green product and green practices.

2. Methodology of the Study

This is an empirical study and statistical measurement have been done to analysis data. Before that data has been collected by using online and offline survey questionnaire. And also collect secondary data by analyzing various research papers, books, articles, websites, journals etc. For this research used 56 predesigned close ended questions in one questionnaire. In this study, use close ended questions with 7 point Likert Scale. All respondents were Bangladeshi citizen. The total sample number is 200. 250 questionnaires were sent, but among them, 30 respondents showed unwillingness and 20 respondents provided wrong response. Researchers use simple random sampling techniques to select respondents. A well-designed close ended questionnaire distributed to conduct this survey. A summary (means, moves, total, index etc.) of the individual quantities variable values for the statistical units in a specific group Mean, Standard Deviation and frequency Distribution statistical measures are used in this dissertation. For these statistical measures use SPSS 20 for analyzing data. A mathematical distribution whose objective is to obtain a count of the number of responses associated with different values of one variable and to express the counts in percentage terms. The questionnaire is categorized into 5 sections, details are given below:

Category	Questionnaire item
Choice Behavior	Interested to buy environmentally friendly products
	Normally reuse shopping bags
	Ready to cut my costs to protect the environment
	Turn off lights if I am leaving a room
	Reduce the amount of my household trash by reusing or recycling items
	Refrain from buying a product which had harmful affect on environmental
Functional- Price of Green product	Willing to pay higher taxes in order to protect the environment
	Green product might be economical
	Buy products in refillable packages to reduce cost
Social Value	Interested to join in community cleanup programs
	Voluntarily visit a favorite spot less if it necessary to recover from environmental damage
	Society appreciates socially responsible behavior
Convincing and relational value	Try to convince others to boycott a store that sells products that damage the environment
	Try to convince relatives, friends to learn about the recycling facilities in their area
	Encourage others to use energy saving materials in his/her house or apartment
	Encourage others to set their household appliances, such as refrigerator, dishwasher, water heater, etc. at "energy-saver" levels

Above mentioned questions are picked from main questionnaire. Apart from these there were 56 close ended questions.

3. Data Analysis

Frequency Distribution Table

Table::01

Variable No	Variables	Percentage is considering the 7 point scales of value respectively in the below table							
		0	3	3	1.5	15.5	22.5	54.5	
1	Refuse companies involved in any environmentally harmful activities	0	3	3	1.5	15.5	22.5	54.5	
2	Interest to pay much higher taxes in order to protect the environment	12.5	33	9	9	23.5	12	1	
3	Interest to do volunteer work for a group that helps the environment	6.5	16.5	5	7	22	33	10	
4	Participation in community cleanup efforts	1.5	9.5	10	3	25	44	7	
5	Avoid a product because that has potentially harmful environmental effects	1.5	7	2	12.5	21	44	12	
6	Interest in buying refillable packages	0	8	5.5	15.5	17.5	48.5	5	
7	Interest to buy organic fruits and vegetables	1.5	1.5	5	11.5	13.5	49.5	17.5	
8	Willingness to buy fruits and vegetables locally	3	4.5	0	13.5	17.5	53	8.5	
9	Intention to buy environmentally friendly products	3	3	1.5	3	19.5	37.5	32.5	
10	Willingness to shift in energy-saver refrigerator, water heater, etc.	3	4	7	6	7	40.5	32.5	
11	Use of green shopping bags	2.5	13	4	14	28	21	17.5	
12	Intention to save water and reclining water	3	10	6	8	16	30	28	
13	Follow the concept Cut cost and save environment	4.5	14.5	15	13	28	16.5	8.5	
14	Use dish and plate that can be recycled	5	4.5	6	3	7.5	46.5	27.5	
15	Energy saving mentality	4.5	3	7.5	2.5	11.5	34.5	36.5	
16	Interest to reduce the amount of household trash by recycling items to the fullest extent possible	1.5	5.5	6	16	32,5	31.5	7	
17	Use household waste for compost to use in garden	1.5	19	15.5	14	21	19	8.5	
18	Use of windows for ventilation rather than using energy wastage fan or air conditioner	1.5	13	4.5	6	24	39	12	

Variable No	Variables	Percentage is considering the 7 point scales of value respectively in the below table						
19	Convince others to refuse a store that sells products that damage the environment	6.5	3	1.5	1.5	12	39	36.5
20	Convince others to learn about the recycling facilities	2	7	5.5	9.5	29.5	39.5	7
21	Convince someone to use energy saving materials	0.5	11	4	6	19.5	50	7.5
22	Convince someone to reduce the use of household cleaning materials, like-detergent	3	11	5	6.5	19.5	48.5	5.5
23	Interest to buy fruits and vegetables in green bags	4.5	8.5	7.5	11	19	37.5	11
24	Interest to buy products packaged in containers that either can be reused or recycled or are made of recycled materials	3.5	7	7	8	22.5	37.5	14.5
25	Aware about anti-environment activities	5	7	7.5	5	11	22	40.5
26	Reuse envelopes by putting a label over the old address	12	37	8	9.5	17.5	10	6
27	Interest to use appliances at energy saving level	4.5	6	8.5	9.5	11	38	22.5
28	Water usage anti-environmentally	7	7	1.5	10	8.5	44	22
29	Don't wastage food and if then feed the animals	21.5	28	5	3.5	9	25.5	7.5
30	Disturb creature and vegetation for own interest	4	5.5	3	3	17.5	39.5	27.5
31	Intend to behave in a way that will not harm plants and animals	3.5	7	4.5	3	16.5	36.5	29
32	Observe the nature and wildlife detailed	2.5	10	4	17	19	31	16
33	Use clothes that coincided with forest ecosystem	12.5	33.5	5.5	27	18	10.5	3
34	Maximum use of cloths and personal attires	5	34.5	18.5	8.5	18	10.5	5
35	Interest to repair a cloth before stop using it totally	5	35.5	6	16	22.5	15	0
36	Use of leather shoes	5	50.5	13	12.5	13.5	4	1.5
37	Maximum use of shoes and other related materials	6.5	37.5	17	9.5	15	13.5	1.5
38	Try to eat everything given to my plate nothing remain left	2.5	15	6	13.5	12	33.5	17.5
39	Clean (encourage others) litter left by other people	13	32.5	8	10	21.5	12	3
40	Before leaving a picnic, clean the place as it was originally	1.5	25.5	9.5	10	22.5	25	6
41	Aware about heritage tourism cleanup issue	1.5	7	1.5	8.5	27.5	35.5	18.5
42	Conscious about neighbors' practices	1.5	5.5	1.5	11.5	32	38	10
43	visit a favorite spot less if it needed to recover from environmental damage	1.5	6.5	4	19	42	25	1
44	stop visiting a favorite spot if it needed to recover from environmental damage	0	5.5	7.5	19	36	28	4
45	Bring personal cleaning products while on a tour	1.5	4.5	9.5	6.5	24.5	41.5	12
46	Choose products or services with eco-labels while on a tour	0	6	4.5	10	20	54	5.5
47	If necessary use local products and services while on a tour	0	7	2.5	6	26	46.5	12
48	Don't collect flora and fauna specimens without permission while on a tour	3.5	3	3	4	21.5	48	17
49	My society appreciates socially responsible behavior	0	4.5	1.5	2	14	57.5	20.5
50	My culture motivates to choose environmentally responsible behavior	7	4.5	0	10	10.5	56.5	11.5
51	Have economic barrier to choose environmentally friendly products	18	28	7.5	9.5	19	13.5	4.5

Variable No	Variables	Percentage is considering the 7 point scales of value respectively in the below table						
52	Watch television very often	12	16.5	9.5	9	21	17.5	14.5
53	I learn many things regarding environmentally friendly behavior from television	1.5	4.5	0	3	25	49.5	16.5
54	Talk shows convince my behavior to choose sustainable lifestyle	0.5	8.5	6	9	16	49	11
55	Drama convince my behavior to choose sustainable lifestyle	4.5	24.5	5.5	10	24	23	8.5
56	Special program on sustainable lifestyle convince my behavior to choose sustainable lifestyle	1.5	6	0	8.5	11.5	40	32

As per the table-01, Variable No (V).-01, 3% of respondents are disagree, 3% are somewhat disagree, 22% are agree and 54.5% are strongly agree with the statement refuse companies involved with harmful activities. Also the mean value is 6.1500, that is more than unsure (4) value; respondents shows positive attitude towards the statement. V-2, 12.5% of respondents are strongly disagree, 33% are disagree, 23.5% somewhat agree with the statement willing to pay higher taxes in order to protect the environment. Also the mean value is 3.3800, that is less than unsure (4) value; respondents shows negative attitude toward the statement. V-3, shows that 16.5% of respondents are disagree, 22% are somewhat agree, 33% agree and 10% strongly agree with the statement do volunteer environmental activities. Also the mean value is 4.6050, that is more than unsure (4) value; respondents shows positive attitude towards the statement. V-4, 10% are somewhat disagree, 25% somewhat agree and 44% agree with the statement join community cleanup activities. Also the mean value is 5.0050, that is more than unsure (4) value; respondents shows positive attitude towards the statement. V-5, 12.5% are unsure, 21% somewhat agree, 44% agree and 12% strongly agree with the statement refrain from buying a harmful product. Also the mean value is 5.2450, that is more than unsure (4) value; respondents shows positive attitude towards the statement. V-6, 8% of respondents are disagree, 5.5% are somewhat disagree, 48.5% agree and 5% strongly agree with the statement buy refillable package products. Here the mean value is 5.0800, that is more than unsure (4) value; respondents shows positive attitude towards the statement. V-7, 1.5% of respondents are disagree, 5% are somewhat disagree, 49.5% agree and 17.5% strongly agree with the statement Make a special effort to buy fruits and vegetables grown without pesticides or chemicals. Also the mean value is 5.5250, that is more than unsure (4) value; respondents shows positive attitude towards the statement. V-8, 4.5% of respondents are disagree, 17.5% are somewhat agree, 53% are agree with the statement Make a special effort to buy fruits and vegetables from local. Also the mean value is 5.3100, that is more than unsure (4) value; respondents shows positive attitude towards the statement. V-9, 3% of respondents are disagree, 19.5% are somewhat agree, 37.5% are agree buy environmental friendly products. Here the mean value is 5.7550, that is more than unsure (4) value; respondents shows positive attitude towards the statement.

V-10, 4% of respondents are disagree, 7% are somewhat agree, 40.5% are agree and 32.5% are strongly agree with the statement home appliance to energy saver levels. Also the mean value is 5.6150, that is more than unsure (4) value; respondents shows positive attitude towards the statement. V-11 13% of respondents are disagree, 8% are somewhat disagree, 42% agree and 17.5% strongly agree with the statement of reusing shopping bags. Here the mean value is 4.8500, that is more than unsure (4) value; respondents shows positive attitude towards the statement. V-12, 10% of respondents are disagree, 6% are somewhat disagree, 30% agree and 28% strongly agree with the statement of using less water than others while taking a bath. Here the mean value is 5.2400, that is more than unsure (4) value; respondents shows positive attitude towards the statement. V-13, 14.5% of respondents are disagree, 28% are somewhat agree, 16.5% are agree to accept cuts standard of living to protect the environment. Here the mean value is 4.2900, that is more than unsure (4) value; respondents shows positive attitude towards the statement. V-14, 4.5% of respondents are disagree, 7.5% are somewhat agree, 46.5% are agree to conserve water by turning off the tap while washing dishes or brushing teeth. Here the mean value is 5.5300, that is more than unsure (4) value; respondents shows positive attitude towards the statement. V-15, 3.0% of respondents are disagree, 11.5% are somewhat agree, 34.5% are agree to turn off lights when leaving a room for some moments. Here the mean value is 5.6300, that is more than unsure (4) value; respondents shows positive attitude towards the statement. V-16, 5.5% of respondents are disagree, 32.5% are somewhat agree, 31.5% are agree to reduce the amount of my household trash by reusing or recycling items. Here the mean value is 4.9500, that is more than unsure (4) value; respondents shows positive attitude towards the statement. V-17, 19% of respondents are disagree, 21% are somewhat agree, 19% are agree and 8.5% are strongly agree to use household waste for compost to use in garden. Also the mean value is 4.2690, that is more than unsure (4) value; respondents shows positive attitude towards the statement. V-18, 13% of respondents are disagree, 24% are somewhat agree, 39% are agree and 12% are strongly agree to open windows for ventilation rather than using a fan or air conditioner. Also the mean value is 5.0300, that is more than unsure (4) value; respondents shows positive attitude towards the statement. V-19, 3% of respondents are disagree, 12% are somewhat agree, 39% are agree and 36% are strongly agree to convince

someone to boycott a store that sells products that damage the environment. Also the mean value is 5.7250, that is more than unsure (4) value; respondents shows positive attitude towards the statement.

V-20, 7% of respondents are disagree, 29.5% are somewhat agree, 39.5% are agree and 7% are strongly agree to convince someone to convince someone to learn about the recycling facilities in their area Also the mean value is 5.0400, that is more than unsure (4) value; respondents shows positive attitude towards the statement. V-21, 11% of respondents are disagree, 19.5% are somewhat agree, 50.0% are agree and 7.5% are strongly agree to convince someone to use energy saving materials in his/her house or apartment .Also the mean value is 5.1624, that is more than unsure (4) value; respondents shows positive attitude towards the statement. V-22, 11% of respondents are disagree, 19.5% are somewhat agree, 48.5% are agree and 5.5% are strongly agree to convince someone to buy household cleaning and/or laundry products that don't harm the environment. Also the mean value is 5.6000, that is more than unsure (4) value; respondents shows positive attitude towards the statement. V-23, 8.5% of respondents are disagree, 19% are somewhat agree, 37.5% are agree and 11% are strongly agree to convince someone to buy fruits and vegetables loose rather than in plastic bags. Also the mean value is 5.4000, that is more than unsure (4) value; respondents shows positive attitude towards the statement. V-24, 7% of respondents are disagree, 22.5% are somewhat agree, 37.5% are agree and 14.5% are strongly agree to convince someone to buy products packaged in containers that either can be reused or recycled. Also the mean value is 5.0950, that is more than unsure (4) value; respondents shows positive attitude towards the statement. V-25, 7% of respondents are disagree, 11% are somewhat agree, 22% are agree and 40.5% are strongly agree to convince someone to report someone who violates a law or laws that protect our natural resources. Also the mean value is 5.8990, that is more than unsure (4) value; respondents shows positive attitude towards the statement. V-26, 37% of respondents are disagree, 8% are somewhat disagree, 10% agree and 6% strongly agree with the statement of convincing someone to reuse envelopes by putting a label over the old address. Here the mean value is 3.3750, that is less than unsure (4) value; respondents shows negative attitude towards the statement. V-27, 6% of respondents are disagree, 11% are somewhat agree, 38% are agree and 22.5% are strongly agree to convince someone to convince someone to set their household appliances. Also the mean value is 5.2050, that is more than unsure (4) value; respondents shows positive attitude towards the statement. V-28, 7% of respondents are disagree, 8.5% are somewhat agree, 44% are agree and 22% are strongly agree to convince someone to Convince someone to conserve water by not running the water while brushing his/her teeth or shaving and/or installing a water saving device in the tank of his/her toilet(s). Also the mean value is 5.2600, that is more than unsure (4) value; respondents shows positive attitude towards the statement. V-29, 28% of respondents are disagree, 9% are somewhat agree, 25.5% are agree and 7.5% are strongly agree to tell companions not to feed the animals. Also the mean value is 3.5700, that is less than unsure (4) value; respondents shows negative attitude towards the statement.

V-30, 5.5% of respondents are disagree, 3% are somewhat agree, 39.5% are agree and 27.5% are strongly agree to do not intend to disturb any creature and vegetation. Also the mean value is 5.5300, that is more than unsure (4) value; respondents shows positive attitude towards the statement. V-31, 7% of respondents are disagree, 16.5% are somewhat agree, 36.5% are agree and 29% are strongly agree to intend to behave in a way that will not harm plants and animals. Also the mean value is 5.4750, that is more than unsure (4) value; respondents shows positive attitude towards the statement. V-32, 10% of respondents are disagree, 19.5% are somewhat agree, 31% are agree and 29% are strongly agree to observe the nature and wildlife detailed. Also the mean value is 3.5800, that is more than unsure (4) value; respondents shows positive attitude towards the statement. V-33, 23.5% of respondents are disagree, 18% are somewhat agree, 10% are agree and 3% are strongly agree to wear the clothes that coincided with forest ecosystem. Also the mean value is 3.5150, that is less than unsure (4) value; respondents shows negative attitude towards the statement. V-34, 34.5% of respondents are disagree, 18% are somewhat agree, 10.5% are agree and 5% are strongly agree to plan to wear a cloth for more than two years. Also the mean value is 2.9700, that is less than unsure (4) value; respondents shows negative attitude towards the statement. V-35, 35.5% of respondents are disagree, 22.5% are somewhat agree, 15% are agree to plan to repair a cloth before stop using it totally. Also the mean value is 3.6050, that is less than unsure (4) value; respondents shows negative attitude towards the statement. V-36, 50.5% of respondents are disagree, 13.5% are somewhat agree, 4% are agree to use a shoe for more than two years. Also the mean value is 2.9700, that is less than unsure (4) value; respondents shows negative attitude towards the statement. V-37, 37% of respondents are disagree, 15% are somewhat agree, 13.5% are agree to repair a shoe more than twice to continue its use. Also the mean value is 3.3600, that is less than unsure (4) value; respondents shows negative attitude towards the statement. V-38, 15% of respondents are disagree, 12% are somewhat agree, 33.5% are agree to eat everything given to my plate nothing remain left. Also the mean value is 4.8800, that is more than unsure (4) value; respondents shows positive attitude towards the statement. V-39, 32.5% of respondents are disagree, 21.5% are somewhat agree, 12% are agree to pick up (encourage others) litter left by other people. Also the mean value is 3.4250, that is less than unsure (4) value; respondents shows negative attitude towards the statement.

V-40, 25.5% of respondents are disagree, 22.5% are somewhat agree, 25% are agree to leave the place as clean as it was originally after a picnic. Also the mean value is 4.2550, that is more than unsure (4) value;

respondents shows positive attitude towards the statement. Variable No.-41, study shows that 7% of respondents are disagree, 27.5% are somewhat agree, 35.5% are agree to observe the history and culture heritage detailed. Also the mean value is 5.3400, that is more than unsure (4) value; respondents shows positive attitude towards the statement. V-42, shows that 5.5% of respondents are disagree, 32% are somewhat agree, 38% are agree to understand residents' life-styles. Also the mean value is 5.2100, that is more than unsure (4) value; respondents shows positive attitude towards the statement. V-43, 6.5% of respondents are disagree, 42% are somewhat agree, 25% are agree to voluntarily visit a favorite spot less if it needed to recover from. Also the mean value is 5.1450, that is more than unsure (4) value; respondents shows positive attitude towards the statement. V-44, 5.5% of respondents are disagree, 36% are somewhat agree, 28% are agree to voluntarily stop visiting a favorite spot if it needed to recover from. Also the mean value is 4.8550, that is more than unsure (4) value; respondents shows positive attitude towards the statement. V-45, 4.5% of respondents are disagree, 24.5% are somewhat agree, 41.5% are agree to bring my personal cleaning products while on a tour. Also the mean value is 5.2050, that is more than unsure (4) value; respondents shows positive attitude towards the statement. V-46, 6% of respondents are disagree, 20% are somewhat agree, 54% are agree to choose products or services with eco-labels first while on a tour. Also the mean value is 5.2800, that is more than unsure (4) value; respondents shows positive attitude towards the statement. V-47, 7% of respondents are disagree, 26% are somewhat agree, 46.5% are agree to buy (or use) local products and services while on a tour. Also the mean value is 5.3850, that is more than unsure (4) value; respondents shows positive attitude towards the statement. V-48, 3% of respondents are disagree, 21.5% are somewhat agree, 48% are agree not to do collect flora and fauna specimens without permission while on a tour. Also the mean value is 5.4900, that is more than unsure (4) value; respondents shows positive attitude towards the statement. V-49, 4.5% of respondents are disagree, 14% are somewhat agree, 57.5% are agree with the statement of society appreciates socially responsible behavior Also the mean value is 5.8000, that is more than unsure (4) value; respondents shows positive attitude towards the statement. V-50, 4.5% of respondents are disagree, 10.5% are somewhat agree, 56.5% are agree with the statement of culture motivates to choose environmentally responsible behavior. Also the mean value is 5.2800, that is more than unsure (4) value; respondents shows positive attitude towards the statement. V-51, 28% of respondents are disagree, 19% are somewhat agree, 13.5% are agree with the statement of economic barrier to choose environmentally friendly products. Also the mean value is 3.4200, that is less than unsure (4) value; respondents shows negative attitude towards the statement. V-52, 16.5% of respondents are disagree, 21% are somewhat agree, 17.5% are agree to watch television very often. Also the mean value is 4.2100, that is more than unsure (4) value; respondents shows positive attitude towards the statement. V-53, 4.5% of respondents are disagree, 25% are somewhat agree, 49.5% are agree to learn many things regarding environmentally friendly behavior from television. Also the mean value is 5.6000, that is more than unsure (4) value; respondents shows positive attitude towards the statement. V-54, 8.5% of respondents are disagree, 16% are somewhat agree, 49% are agree to talk shows convince behavior to choose sustainable lifestyle. Also the mean value is 5.2250, that is more than unsure (4) value; respondents shows positive attitude towards the statement. V-55, 24.5% of respondents are disagree, 24% are somewhat agree, 23% are agree to drama convince behavior to choose sustainable lifestyle. Also the mean value is 4.2750, that is more than unsure (4) value; respondents shows positive attitude towards the statement. V-56, 6% of respondents are disagree, 11.5% are somewhat agree, 40% are agree to special program on sustainable lifestyle convince behavior to choose sustainable lifestyle. Also the mean value is 5.7250, that is more than unsure (4) value; respondents shows positive attitude towards the statement.

4. Findings and Discussion

Study shows that most of the respondents boycott or have intention to boycott companies involved in harmful activities. Study also shows that most of the respondents buy environment friendly products, refrain from buying harmful products and don't have economic barrier to buy environment friendly products. Now the people are very much conscious about environment, about their health, about the diseases and also for future generation and think about environmental association of a product before purchasing (Rios et al., 2006). Price of natural or environment friendly product is less than chemically procured. Now people know the negative effect of environment pollution and harmful effects of faulty products. People are now educated, more conscious and programs about environmental problems on television make people aware about the issue. Educated and knowledgeable consumer are more interested for green product (Laroche et al., 2001). Now many health related programs run on television, doctors talks about the diseases and effects of harmful products, commercial ads also play a significant role against harmful products for health etc make people health and environment conscious. So maximum respondent not just boycott harmful products and companies they convince others not to buy harmful products even if the price is high. However, another reason of uprising awareness of green practices is sustainable lifestyle (Gilg et al., 2005). Most of the respondents show negative attitude and don't want to pay higher taxes to protect the environment. Above 50% want to cut his standard of living for the betterment of environment. So marketer need to identify which segments of customer is paying extra money for green product (Laroche et al., 2001). People think that its government task to protect the environment, people don't have enough money to pay for extra tax, above 50%

people lived below poverty line, people are not affluent enough, 50% people can sacrifice their standard of living for environment but 50% don't want to do so for maintaining their luxury living or fashion consciousness. Most of the respondents believe their society and culture appreciate social and environmental responsible behavior and most of them are also involved in environmental volunteer group. By the help of books, social media, television, movies, acts, talk shows etc the whole world know the negative effects of environment pollution and its solution. So most of the people are now take responsibility to work for society and environment. Study also shows that most of the respondents join community cleanup activities. But when they are on a picnic 50% clean the place as it was originally and 50% don't do so. When people in a fun program or picnic most of them forget or avoid their responsibility. Study shows most of the respondents make special efforts to buy fruits and vegetables, most of them also convince others not to use plastic bags. People are well educated and knowledgeable about the harmful result of pesticides, chemicals and plastic. Study analysis shows that most of the respondents agree and show positive attitude with the recycle related issues. People of Bangladesh want to maximum use of a product and try to use products for another reason when lifecycle is over. 50% people of this country stay below poverty line, most of them are not affluent enough; so people want to use household trash or other products reusing or recycling item fullest extent possible and also try to convince others to do so. Study shows that most of the respondents buy refillable package products, reuse of their shopping bags. Most of the people of Bangladesh are poor and middleclass. They always try to minimize their cost want to maximum use of products or packages or bags. Study also shows that people are not reusing envelopes cause of they have no use or minimal use of this thing. Most of the respondents not only save energy but also convince others to save energy. Study shows that most of the respondents visit less or stop visiting if it needed to recover from environmental damages. People are now learned and know that environment is their friend. People of all aged like fresh air, water, sound and don't like air, water, sound pollution. When people move on a tour they always select a sound and nice place to make some enjoyment or remove monotonous. Study shows that maximum of the respondents don't want to harm any plants and animals and convince others not to use any harmful products. Study shows that most of the respondents are wanted to compliant against those are violating laws and make illegal use of natural resources. People know the value of natural resource and know it is limited. Researchers find that most of the respondents observe the nature and wildlife detailed, don't intend to disturb plants and animals, wear clothes that coincided with forest ecosystem but don't tell companions not to feed animals. Bangladeshi people are very kind hearted, want to make friendship with nature and animals but maximum of them don't know if they feed any animal that could be harmful for them. Study shows that 50% of the respondents watch television very often and 50% of the respondents show television regular basis. Most of the respondents think that they learn many environmental friendly behaviors from television. Study also shows that talk show convince most of the respondents behavior to choose sustainable lifestyle but Less than 50% respondents think that drama convince their behavior to choose sustainable behavior. Another factor shows that special program on sustainable lifestyle convince most of the respondents behavior to choose sustainable lifestyle. TV has a very significant role towards every aspects of life. More and more sustainability related programs, acts, dramas, talk shows, movies, commercial ads etc on television can make people conscious about sustainable lifestyle.

5. Conclusion

Choice, willingness, interest are continuously shifting based on demand and situation. Generation needs are normally changed with the time and demand. Young, educated and knowledgeable people thinking is not same as like as other people in the society. Today's demand is sound and pollution free environment for the betterment of future. This research exposed that the people who are young, educated, knowledgeable and enthusiast are more interested to follow Go Green concept. Their willingness toward green practices are high even in few extent their sacrificing mentally is better than any other people in society. But some people are not interested to follow Go Green concept in this segment. It may consider as standard error from a big calculation. Statistical analysis shows that people are interested about green practices but some of them are not as per expectation. Moreover, this research is helpful for marketer who holds green product because they can easily identify the profitable segment for their product. Another thing is sustainable lifestyle and people also interested to use green and environmental product for sustainable lifestyle. It's really appreciable that they started to think about next generation and future of this planet. Moreover, some Asian countries are more vulnerable from the perspective of environmental pollution. That's why people from developing countries are more conscious now-a-days. Specifically perception and attitude of consumer from Bangladesh are more notable and the whole research focused on this issue.

Theoretically green practices already achieved its platform but practically it's long away from implementation. Practitioners are doing research and try to seek general people attention toward this issue and in few extents they are successful. But massively the concept is not up to expectation. So the importance of further research is very high on why implementation is so constricted.

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