The Role of Perceived Value and Green Consumption Attitude on Purchase Intention of Eco-Bag: A Study on Young Consumers

(Peranan Persepsi Nilai dan Sikap Penggunaan Hijau terhadap Niat Pembelian Beg-Eko: Kajian Terhadap Pengguna Muda)

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ABSTRACT

In recent decades, consumers have been eventually shifting towards responsive green consumption behaviour. This study will examine the role of the perceived value (social value, environmental value and economic value) on green consumption attitude and which, in turn, affects young consumers' purchase intention towards eco-bag. A conceptual model was adopted by developing hypotheses and analysed through structural equation modelling. The survey was performed where data were obtained from 373 young consumers from Chattogram, the commercial capital of Bangladesh. The empirical results suggest that economic value, social value and environmental value have a significant and positive influence on the green consumption attitude. Furthermore, green consumption attitude is also found to be a critical factor influencing the intention of young consumers for purchasing eco-bag. This research will help marketers, policymakers, and concerned stakeholders to create awareness among customers regarding eco-bag usage benefits and drive the industry towards sustainability and enhance green revolution to the competitive market structure.

Keywords: Economic Value; environmental value; social value; perceived value; green consumption attitude.

ABSTRAK

Dalam dekad kebelakangan ini, pengguna telah beralih ke arah tingkah laku penggunaan hijau yang responsif. Kajian ini akan mengkaji peranan persepsi nilai (nilai sosial, nilai alam sekitar dan nilai ekonomi) terhadap sikap penggunaan hijau dan seterusnya mempengaruhi niat membeli pengguna muda terhadap beg eko. Model konseptual telah diguna pakai dengan membangunkan hipotesis dan dianalisis melalui pemodelan persamaan berstruktur. Tinjauan dilakukan di mana data diperoleh daripada 373 pengguna muda dari Chattogram, ibu kota komersial Bangladesh. Keputusan empirikal menunjukkan bahawa nilai ekonomi, nilai sosial dan nilai alam sekitar mempunyai pengaruh yang signifikan dan positif terhadap sikap penggunaan hijau. Tambahan pula, sikap penggunaan hijau juga didapati menjadi faktor kritikal yang mempengaruhi niat pengguna muda untuk membeli beg-eko. Penyelidikan ini akan membantu pemasar, penggubal dasar dan pihak berkepentingan yang prihatin untuk mewujudkan kesedaran dalam kalangan pelanggan mengenai faedah penggunaan beg eko dan memacu industri ke arah kemampanan dan meningkatkan revolusi hijau kepada struktur pasaran yang kompetitif.

Kata kunci: Nilai ekonomi; nilai alam sekitar; nilai sosial; persepsi nilai; sikap penggunaan hijau.

INTRODUCTION

In the era of environmentally sensitive business atmosphere, the public and governments around the world are getting concerned about the effect of global warming, reduction of the ozone layer, acid rain and others; as a result, protecting the environment is a strategic agenda (Jaiswal & Kant 2018; Kautish & Sharma 2020). Consumers are eventually shifting from non-green consumption behaviour to responsive green consumption behaviour because they understand how their unplanned purchasing behaviours create severe effects on the environment (Testa et al. 2020).

Environmental concerns have brought a dramatic change in the socioeconomic atmosphere that drive marketers' motives to redesign the present strategic framework by considering green attributes in their product lines to fulfil demand conditions and ensure strategic fit in the competitive markets (Mostafa 2007). Dagher and Itani (2014) codify that consumers have a positive intention to change their purchasing behaviour by giving importance to green consumption to protect society and the environment in the long run. Therefore, business firms are considering formulating frameworks of competitive strategies to promote environment-friendly products by enhancing customers' knowledge to ensure sustainable

business operations (Muralidharan et al. 2016). In this connection, pragmatic strategic models are required to redesign to guide the potential and existing customers to accept and adopt the innovative idea of green consumption and drive the market economy towards sustainable development (Trivedi et al. 2018).

There is a paradigm shift among academicians showing keen interest in research focusing on environment-friendly products in particular and environment-related issues in general (Shahid-ul-Islam & Mohammad 2014; Sharma et al. 2020; Trivedi et al. 2015). A range of empirical studies has examined the association between green consumption and a broad spectrum of socioeconomic influences (Li et al. 2019; Li et al. 2019). Although there is a growth of interest among researchers in developed countries, there remains a gap in understanding why people buy environment-friendly products in emerging countries (Jahanshahi & Jia 2018). Again, emerging countries implement stricter legislation than developed countries; the excessive usage of plastic bags is alarming in most developing countries of Asia (Quoquab & Mohammad 2020). Therefore, conducting a conceptual study to determine the key drivers of perceived value and purchase intention of eco-bag would be justified.

Eco-bag, an ecological-friendly bag concerned with the environment, contributes to the popularisation of environmentally sustainable eco-trend in fashion. Eco-bag has been considered the best option for addressing environmental issues produced by plastic bags (Agyeman & Badugu 2017). As an alternative to plastic bags, jute bags, clothing bags, paper bags, and a wide range of other varieties have been named eco-bag (Agyeman 2014). Gano-an (2018) postulated that the analysis of consumer preferences and their opinions demonstrated a significantly higher level of eco-bag use. As the widespread information about plastic contamination is fairly evident worldwide, the promotional programme continues to increase policy acceptance and shift consumers' intention towards eco-bag use (Vassanadumrongdee et al. 2020). Individuals' attitudes towards eco-bag usage are necessary to ensure a secure environment and a sustainable future (Arı & Yılmaz 2017). Although different fashion retailers have started selling environmentally friendly products, particularly fair trade, biodegradable, and recycled products, a minimal number of retail brands have introduced environmentally friendly bags (Smith et al. 2016). In earlier studies, the general category of the green product was emphasised, but the intention to purchase eco-bag has not been adequately highlighted (Arı & Yılmaz 2017, Kanchanapibul et al. 2014;).

As the global market evolves, sustainability issues, including ecological footprint, economic viability, and social fairness, are progressively incorporated into marketing strategies (Adhitiya & Astuti 2019). One of the essential criteria in determining whether or not consumers will purchase green products is the

consumers' attitudes and values (Jung et al. 2020). However, research has largely ignored the importance of individuals' values in developing countries, which may be affected by economic and social factors (Majeed et al. 2022). Again, consumers are concerned about environmental issues and are engaged in green marketing efforts; however, they are not considering environmental factors when making purchases (Sobhanifard & Balighi 2018). Therefore, the objective of the current research was to examine young consumers' purchasing intention of eco-bag, integrating perceived value theory, including economic, social and environmental values and attitude-behaviour-context (ABC) theory. Earlier studies suggest that the study of young consumers in developing nations has gained minimal coverage in terms of their environmental behaviour (Adnan et al. 2017). However, young consumers are more concerned for the environment and are more likely to purchase environmentally friendly products than traditional generations(Wang et al. 2018). This empirical research will provide meaningful insight by considering perceived values, particularly the environmental, social and economic values that drive young consumers' attitudes that affect their environment-friendly purchase intentions in the long run. Moreover, this study will help marketers, policymakers, and related stakeholders regarding the potential advantages of eco-bag usage and drive the industry towards sustainability by creating, disseminating, and channelling innovative green value in the ever-changing markets.

This paper starts with a theoretical discussion based on attitude-behaviour-context (ABC) theory, along with green consumption attitude, then perceived value is discussed, including economic, environmental and social value through formulating hypotheses with regard to purchase intention. Consequently, measures and estimations are thoroughly explained. Finally, the topic concludes with theoretical and practical implications, limitations along with pragmatic recommendations for future research.

LITERATURE REVIEW

ATTITUDE-BEHAVIOUR-CONTEXT (ABC) THEORY

Attitude-behaviour-context (ABC) theory, widely adopted by academicians and researchers, provides a practical framework for examining how attitudes lead to specific behaviours (Cheng et al. 2020; Liao et al. 2020). According to this theory, behaviour is the outcome of the coordinated efforts of attitude and contextual factors, which are crucial in determining whether an individual performs the behaviour (Guagnano et al. 1995). However, ABC theory posits that environmental attitudes and values might not be adequate to explain environmental behaviours; thus, contextual or situational aspects that may influence consumer behaviours should be included (Groening et al. 2018). Based on this proposition, the

current study has been classified into three categories: the antecedents, which include perceived values, including economic, social and environmental values; the attitudinal factor referring to young consumers' green consumption attitude and the behavioural factor, eco-bag purchase intention.

GREEN CONSUMPTION ATTITUDE

Attitude is a learned predisposition to act with a given object in a favourable or unfavourable nature (Ajzen 1985). Green consumption attitude indicates how customers like or dislike green consumption behaviour (Lao 2014). Green consumption attitude usually relates to the perspective or perception towards green consumption, including the consequent or negative evaluation of the individual concerning the environment in which the consumer wishes to participate in green consumption behaviour (Li et al. 2016; Lien 2012). The idea of green consumption has gained considerable interest in recent years due to its impact on bringing environmental philosophies into consumption mode (Sun et al. 2019). Young consumers, particularly university students with a moderate level of sustainable consumption attitude, possess a high degree of sustainable consumption awareness, which may be improved if a suitable action or policy is implemented (Ahamad & Ariffin 2018).

PERCEIVED VALUE THEORY

Perceived values are considered key determinants used by a consumer while attempting to make a presumption and direct the choice in making decisions (Varshneya & Das 2017). According to Zeithaml (1988), perceived value is a consumer's opinion of a product or service based on an evaluation of what the consumer received and gave to purchase the goods or service. Sweeny and Soutar (2001) constructed a perceived-value scale based on physical, emotional, economic, and social values. Again, in a few studies, economic value has been included along with the social, emotional and functional value while evaluating the perceived value of eco-friendly apparel (Chi 2015). Kim et al. (2021) addressed emotional, social, epistemic, and environmental value while evaluating behavioural intentions towards circular fashion consumption. Scholars, depending on the nature of their research topics, consider a variety of attribute values and include or exclude specific components depending on the circumstances that influence consumers' perceived value (Sweeney & Soutar 2001; Wang et al. 2018). As this research is concerned with eco-bag, the perceived value framework has been developed by integrating economic value, environmental value and social value to focus on the cause-and-effect relationship.

PERCEIVED VALUE AND GREEN CONSUMPTION ATTITUDE

Economic Value The economic value represents the direct monetary aspects reflected in price,

sale, discounts, expenditure or investments, which implies the amount of money given up or sacrificed to purchase a particular commodity (Wuestefeld et al. 2012). It has been defined as the financial value, and the cost-benefit analysis involved in the product exchange is commonly referred to as a price (Watanabe et al. 2020). In the perspective of green products, the economic value is equivalent to the functional value to the perceived economic value of a commodity extracted from product qualities such as durability, reliability and price (Jan et al. 2019). Wolin et al. (2002) argued that the positive economic value of a product is an economic driver that accelerates customer buying decisions. Again, Nguyen et al. (2015) found that economic value directly influences purchasing intentions and represents organic food consumers' financial value and cost-benefit. Furthermore, economic value has been identified as a critical value in the relationship with customer attitudes towards environment-friendly clothing (Xu et al. 2014). In the case of the luxury fashion house, consumers are willing to pay a premium price for their products, expecting higher quality and better contribution towards ensuring social and environmental sustainability (Jain 2019). Therefore, the following hypothesis can be drawn:

H_1 Economic value (ECV) significantly affects young consumers' green consumption attitude (ATT)

Environmental Value Environmental value comprises reasonably stable ideas regarding the problems such as population limits met by the planet and connections between the environment and development (Biswas & Roy 2015). It refers to the utility generated from the environmental-friendly function of an energy-saving product, whose consumption helps to reduce environmental damage (Zhang et al. 2020). The connection between environmental value and green purchase behaviour has been tested by several studies that proved the emergence of the effect of environmental value on purchase decisions (Biswas & Roy 2015; Dagher & Itani 2014; Rahnama & Rajabpour 2017). Furthermore, Sangroya and Nayak (2017) claimed that the environmental value of a product is an important influence on green purchasing behaviour that may constitute a significant antecedent for consumer attitudes. Thus, the following hypothesis can be proposed:

H_2 Environmental value (ENV) significantly affects young consumers' green consumption attitude (ATT).

Social Value Social value can be assumed as a utility that derives from the affiliation of an approach with one or more particular social groups (Sheth et al. 1991). Kim et al. (2011) stated that social value relates to the representation and support of social self-image and relationships. It is known as the value of identity creation of consumers showing their social status and ability to gain acceptance in society through purchasing

products (Wu & Chang 2016). Hur et al. (2007) revealed that social value is the consumption motivation that customers pose other than product functionalities. In a particular socioeconomic atmosphere, a linkage between social value and self-image in considering the product has a significant effect on the green consumer attitude (Khan & Mohsin 2017). In an empirical study, Finch (2005) has identified a significant effect of social value on the green consumer attitude while purchasing organic food purchase behaviour. Extended research indicates that social value influences environmental attitude significantly (Teng et al. 2015) and consumer decision-making (Gassenheimer et al. 1998; Suki & Suki 2015). Based on the above evidence, the following hypothesis can be drawn:

H$_3$ Social value (SV) significantly affects young consumers' green consumption attitude (ATT).

GREEN CONSUMPTION ATTITUDE AND PURCHASE INTENTION

Several studies have identified a significant positive relationship between consumption attitude and purchasing intention (Lao 2014; Li et al. 2019). Fazio (1990) , mentioned that if consumers have a positive outlook towards a commodity, this attitude would positively impact future purchase choices and actual purchasing behaviour. Again, Hartmann and Apaolaza-Ibáñez (2012) measured green consumption attitude towards the purchase intention of green energy brands and identified distinctive cognitive benefits significantly influencing consumer attitudes, thus increasing purchasing intention. Buyers' attitudes towards organic produce significantly impact their purchasing intention

towards organic food (Chen 2007). Prakash et al. (2019) identified an association between consumer attitudes and the intention to purchase eco-friendly packaged goods. Therefore, from the above discussion, the following hypothesis can be drawn:

H$_4$ Young consumers' green consumption attitude (ATT) significantly affects young consumers' green purchase intention (PI) towards eco-bag.

Based on the above discussion, the conceptual framework was developed and provided in FIGURE 1.

METHODOLOGY

From a philosophical perspective, a cross-sectional study and a positivism approach have been considered for the current research, with a strong focus on identifying and empirically testing hypotheses in deductive form and quantitative techniques (Cassell et al. 2018).

QUESTIONNAIRE DEVELOPMENT

A self-administered survey-based questionnaire has been utilised in this study, where the items in the survey are extracted from previous studies. The conceptual features of the questionnaires have been pre-tested by integrating views from experts having a strong focus on environmental issues to enhance the accuracy and clarity of the questionnaire. A pilot test was performed with thirty-five participants in the study to analyse the questionnaire's functionality. In exploratory factor analysis, items with cross-loading values of more than 0.6 have been considered (Henseler et al. 2009). After
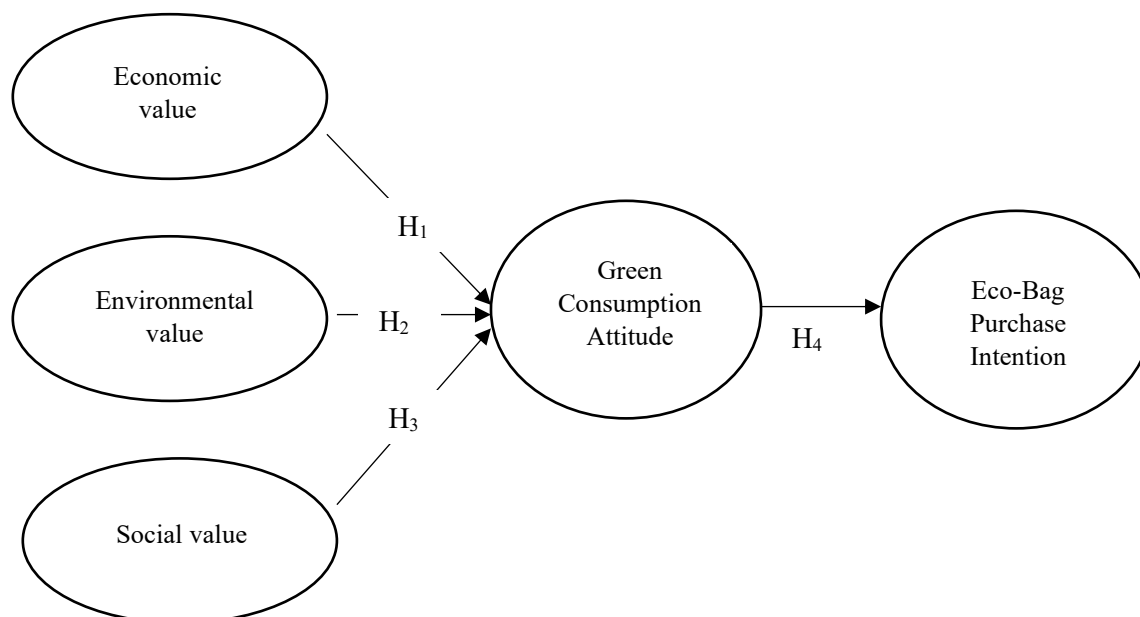

FIGURE 1. Conceptual framework

conducting the stage, the final questionnaire was sent through an email enclosed with a questionnaire link to each participant. Guidance was given to ensure that all answers are clear and understandable. In the questionnaire, two parts were included where the first section contained questions about demographic characteristics such as educational background, family monthly income, gender and age range of respondents, while the second part included 24 items where a five-point Likert-type scale was implemented (where 1= Strongly disagree to 5=Strongly agree) to evaluate young consumers' green purchasing intention towards eco-bag. The items were drawn from earlier research and have been modified to a degree of knowledge compatible with the level of understanding of young consumers. The economic value was evaluated using five items adapted from Koller et al. (2011). On the other hand, the environmental value was considered by adopting five items from Soyez (2012) and Haws et al. (2014). Social value was measured through five items adapted from Sweeney and Soutar (2001) and Rahnama and Rajabpour (2017). Five items were adopted for green consumption attitude from Taylor et al. (1997) and four items adapted from Chan (2001 and Kim et al. (2013) were considered for evaluating eco-bag purchase intention. The initial measurement items were extracted by factor loadings, and items containing cross-loading values higher than 0.6 were considered for the final analysis.

SAMPLE AND RESPONDENTS

The data for this analysis were obtained utilising Google Forms through self-administered survey questions. The convenience sampling method was employed to draw the respondents as it is known as a flexible method of quantitative research (Bornstein et al. 2013). The young consumers were chosen as respondents residing in Chattogram, the commercial capital of Bangladesh. A significant portion of the young generation represents the entire population in Bangladesh (Alam et al. 2020). The young consumer segment represents a large portion of the socio-economy with potential controlling power and drives market dynamics as future entrepreneurs, workers and customers (Joshi & Rahman 2016; Kanchanapibul et al. 2014). Naderi and Van Steenburg (2018) firmly argued that young consumers are considerably more conscious about environmental issues than aged citizens since their mindset is somehow shaped by social learning. Out of 600 participants, a total of 373 young consumers responded to the questionnaire and provided valuable responses to the data analysis. Tabachnick and Fidell (2012) mentioned that a sample size of 300 is usually reasonable.

DATA ANALYSIS

The study employed structural equation modelling (SEM) due to its effectiveness in evaluating behaviour in management and marketing-related studies (Ali et al. 2018; Jamshidi et al. 2018). Structural equation modelling (SEM) is considered an analytical approach that offers a realistic measure of causal relations between variables (Hair et al. 2014). Among the variance-based SEM techniques, partial least squares modelling (PLS) is considered to be the most completely developed and comprehensive system (Henseler 2017). PLS-SEM is able to operate with a considerably wider context when compared to CB-SEM; it works in both lower and bigger sample sizes by efficiently resolving a wider range of problems with its less constrained data assumptions (Hair Jr. et al. 2017). The research design was devised through formulating a measurement and structural model, as recommended by Anderson and Gerbing (1988). Initially, SPSS 23 was used to conduct factor analysis and later, SmartPLS-3.2.6 software was utilised to determine the causal relationships among variables.

RESULT AND ANALYSIS

DEMOGRAPHIC PROFILE

The demographic information obtained from the survey (n=373), including age, gender, level of education, and employment status, is shown in Table 1. A total of 373 responses were obtained, which included 244 male (65.33%) and 129 female respondents (34.6%). The respondents' age ranges between 16 and 35, where 74.4% were single, and 25.55% of the respondents were married (TABLE 1).

MEASUREMENT MODEL

TABLE 2 introduces the measurement model, where all constructs fulfil the criteria by displaying satisfactory convergent and discriminant validity. All factor loadings, average variance extracted (AVE), and composite reliability were evaluated to assess the reliability of the measurement model. Composite reliability measures are found satisfactory (more than 0.7), and Cronbach's alpha (α) indices were above 0.7and implies reliability. In order to achieve the required AVE of 0.5, variables with loadings below 0.4 were omitted. For all constructs, the AVE, CR and α indices were above the prescribed values (Hair et al., 2011). The improved model, therefore, showed ample evidence to support its claims towards convergent validity.

The adapted measurement framework was validated for discriminant validity to see whether it followed the Fornell-Larcker criterion (1981). In addition, the Heterotrait–Monotrait (HTMT) ratio has been addressed as a recent parameter over more conventional evaluation approaches such as the Fornell–Larcker criterion. Previous researchers have proposed thresholds of 0.85 and 0.9 for HTMT while calculating discriminant validity (Vinzi et al. 2010) (TABLE 3).

ASSESSMENT OF STRUCTURE MODEL

In order to validate the hypothesis and evaluate the significance of the regression coefficient, the structural model was estimated using bootstrapping techniques where a 5000 sample size was utilised, which is bigger than the number of bootstrap cases (373 cases) (Hair et al. 2011). Hair et al. (2014) clarified that subsamples are randomly selected from the entire dataset with replacement to estimate the model, and the whole procedure is replicated until a sufficient number of random subsamples have been generated (usually more than 5000). While verifying the lateral multicollinearity of the constructs and vertical collinearity of variables, it

TABLE 1. Demographic characteristics of respondents

Item	Classification	Frequency	Percentage
Gender	Male	244	65.33
	Female	129	34.67
Age	16–20 years	110	29.43
	21-25 years	125	33.56
	26-30 years	104	27.87
	31-35 years	34	9.14
Marital Status	Single	278	74.45
	Married	95	25.55
Education	High school/ Diploma/College	31	8.43
	Bachelor's degree	194	52.03
	Master's degree	134	36.00
	Doctoral degree	13	3.54
Family size	2 persons	43	11.65
	3–4 persons	179	47.87
	More than 4 persons	151	40.48
Employment status	Student	129	34.68
	Unemployed	69	18.45
	Business	31	8.37
	Full-time job	127	33.97
	Part-time job	17	4.53

TABLE 2. Measurement model

Construct		Loading	Cronbach's Alpha (α)	CR	AVE
Economic Value (ECV)	ECV1	0.796	0.75	0.857	0.667
	ECV2	0.845			
	ECV3	0.808			
Environmental Value (ENV)	ENV1	0.879	0.823	0.894	0.738
	ENV2	0.85			
	ENV3	0.849			
Social Value (SV)	SV1	0.834	0.867	0.909	0.714
	SV2	0.829			
	SV3	0.862			
	SV4	0.855			
Green Consumption Attitude (ATT)	ATT1	0.799	0.706	0.836	0.629
	ATT2	0.809			
	ATT3	0.77			
Eco-bag Purchase Intention (PI)	PI1	0.773	0.737	0.851	0.656
	PI2	0.857			
	PI3	0.798			

has been identified that such variables quantify the same construct (Rahi & Ghani 2019). Tests of the statistical model showed that VIF was not above 3.3 and indicated no multicollinearity issues.

Assessment of the structural model includes path coefficient (β), standard deviations (SE), and t-statistics along with their significance level. It was found that ATT is positively significant with ECV (β=0.246, p<0.01), which means the H_1 hypothesis is accepted. Again, ENV (β=0.356, p<0.01) is found significant with ATT, thus supporting H_2. Furthermore, SV (β=0.215, p<0.05) is also found to be significant with ATT; hence, the H_3 hypothesis is accepted. Finally, ATT is found significant to PI (β=0.618, p<0.01), which validated hypothesis H_4. TABLE 4 summarises all the results for β values along with the significance level:

Cohen (2013) suggested that R^2 is deemed low if it exists between 0.02 and 0.13, moderate if it exists between 0.13 and 0.25, and high if it is above 0.26.

Again, Chin (1998) reports that values above 0.67 are significant, around 0.33 are moderate, and below 0.19 are low. In the current study, the value of R^2 for green consumption attitude is found to be 0.493, indicating that young consumers' perceived value can explain 49.3% of the variance in green consumption attitude. Again, the R^2 for eco-bag purchasing intention is 0.379, signifying that a green consumption attitude can describe 37.9% of the variance in eco-bag purchase intention. All the R^2 values are more than 0.26, suggesting that the model is valid (Fornell & Larcker 1981; Hair et al. 2010).

In order to investigate the changes in R^2, the effect size of variables (f^2) is analysed. According to Cohen (1988), the acceptable values of effect size (f^2) for considerable, medium, and small effect sizes are 0.35, 0.15, and 0.02, respectively. According to the (f^2) values presented in Table 5, all of the effect sizes of exogenous constructs on endogenous constructs are within the range of acceptability. Again, to determine

TABLE 3. Discriminant Validity analysis

Fornell-Larcker Criterion					
	ECV	ENV	SV	ATT	PI
ECV	0.816				
ENV	0.502	0.859			
SV	0.651	0.673	0.845		
ATT	0.563	0.625	0.613	0.793	
PI	0.497	0.610	0.615	0.616	0.810
Heterotrait-Monotrait Ratio (HTMT)					
	ECV	ENV	SV	ATT	PI
ECV					
ENV	0.638				
SV	0.804	0.793			
ATT	0.767	0.811	0.776		
PI	0.664	0.784	0.771	0.850	

TABLE 4. Hypothesis Ttsting

Hypothesis	Relationship	β	SE	t-value	p-value	Decision
H1	ECV → ATT	0.246	0.061	4.043	0.000	Supported
H2	ENV → ATT	0.356	0.063	5.739	0.000	Supported
H3	SV → ATT	0.215	0.072	2.942	0.003	Supported
H4	ATT → PI	0.618	0.043	14.425	0.000	Supported

TABLE 5. Effect size

Constructs	f² values	Significance
ECV→ATT	0.067	Small effect size
ENV→ATT	0.137	Medium effect size
SV→ATT	0.037	Small effect size
ATT→PI	0.610	Considerable effect size

the Q^2 values, independent blindfolding procedures were conducted for each endogenous variable. The Q^2 values for green consumption attitude and eco-bag purchasing intentions are 0.298 and 0.246, respectively. The model has predictive relevance since both Q^2 values for the endogenous variables are greater than zero (Cohen 1988).

DISCUSSION

The current study will add significant insight to future research in the context of green consumption. In the study, economic value is significantly related to a green consumption attitude, which is relevant to the earlier studies. It has been found that economic value has a major impact on purchasing green products (Jan et al. 2019). Therefore, businesses should emphasise the economic aspect of the young consumers, as this may drive them to protect and safeguard nature through purchasing in an environmentally responsible manner. Again, environmental value is found to be significant with a green consumption attitude. The existing studies were also found relevant to these findings (Shin et al. 2017). Lee and Jan (2015) found that environmental values and attitudes are considered essential factors for environmentally responsible behaviours. Furthermore, social value is also found to be significant with a green consumption attitude. In previous studies, a significant relationship has been found between social value and attitude (Boenigk & Möhlmann 2016; Sung & Woo 2019). The results of this study suggest that marketing professionals in developing countries can increase eco-bag consumption by emphasising the product's social value to consumers. Finally, a green consumption attitude is found significant to purchase intention. Several researchers have identified consumption attitude as a significant predictor of purchase intention (Chen et al. 2012; Tan & Goh 2018). Improving consumer attitudes towards the use of green products can help bring about the purchase and adoption of green consumption (Li et al. 2016).

THEORETICAL IMPLICATION

Regarding purchasing green products, particularly eco-bag, the findings of this research offered significant theoretical contributions to the existing body of knowledge. Firstly, the current study has developed a theoretical framework integrating perceived value theory and attitude-behaviour-context (ABC) theory through examining young consumers' purchasing intentions. Secondly, the findings of this research reveal a cause-and-effect relationship through developing a crystal-clear framework about dependable variables consisting of economic, social and environmental values that affect young consumers' attitudes, which eventually affect consumers' environment-friendly purchase intentions. Such interdependent relationships, in turn, enhance the trend of green purchases in our society. Thirdly, this study proved how a well-constructed model helps scholars investigate and evaluate previous literature and innovate new dimensions of useful knowledge in academia. The valid information from this study will create value in the knowledge and academic literature related to green purchase and consumption.

MANAGERIAL IMPLICATION

From real-world perspectives, the findings of this research have significant managerial implications with strategic importance. Firstly, this empirical research will help managers to formulate or develop a strategic framework to eventually create awareness and persuade young generations in the long run. Due to the environmental and technological advancements in the economy, younger consumers are more likely to be informed about eco-friendly options than their most senior predecessors. Again, young consumers, representing a potentially powerful force for conserving the environment with high knowledge of environmental issues, can act as accelerators for creativity and innovation within their economies. Secondly, marketing managers may explore innovative opportunities in the present market and
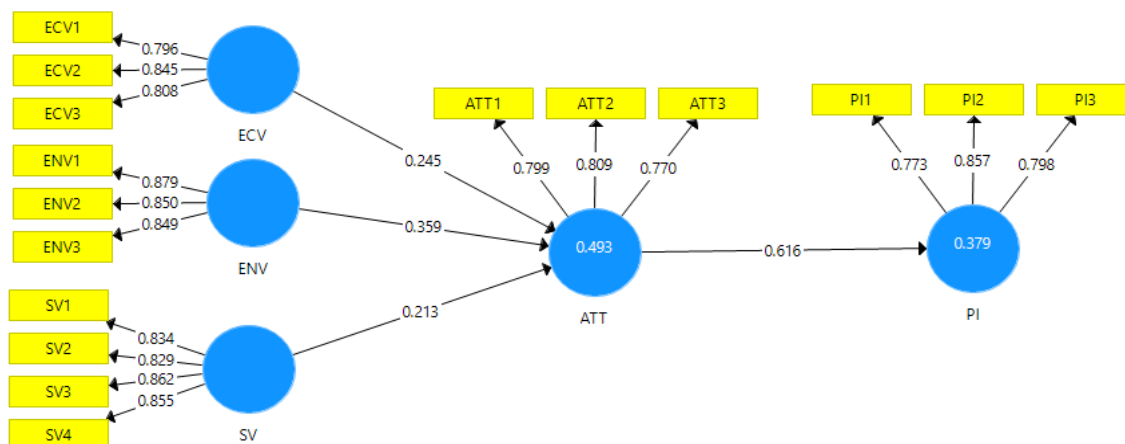

FIGURE 2. Coefficient in the path analysis

profitably differentiate their products/ services without damaging the environment. Since fabric and textile wastages have become a worldwide concern, many of these items end up in amorphous garbage, which finds its way to landfills or is incinerated. This empirical study will help pave the way for a circular economy in which waste can increasingly be viewed as a resource and, therefore, applied throughout the entire production cycle, use and redistribution of resources. Thirdly, by creating awareness among customers regarding eco-bag usage benefits, marketing managers will be in a favourable position to drive the industry towards sustainability by creating, communicating, and channelling innovative value in the ever-changing markets. Finally, marketing managers would benefit from the ultimate outputs of this research, as it generates some meaningful insights regarding the attitude, intention and behaviour of green consumers, market dynamics of green products and existing market trends for eco-bag in particular and green products in general. Marketers need such kind of realistic information to gain an in-depth understanding of adopting innovative strategies to bring the green revolution to the competitive market structure.

CONCLUSION

On the basis of attitude-behaviour-context theory, this study evaluates young consumers' purchasing intention of eco-bag, integrating perceived value theory, including economic, social and environmental values. In this study, a new framework along with four research hypotheses have been pinpointed that explicitly reveal the role of green consumption attitude towards eco-bag purchase intention. With the sample of 373 young consumers residing in Chattogram, the study found that economic, social and environmental values are significantly related to green consumption attitude, influencing green purchase intention towards eco-bag. Findings from this research may encourage stakeholders to pay more attention to young consumers who are both environmentally conscious and technologically savvy.

While interpreting the results of this study, it should be borne in mind that there are a number of limitations. This study has only incorporated eco-bag as environment-friendly products, and other environmentally friendly products have not been considered; further studies on those products and services should be encouraged. Again, the young generation has been considered in the sample, which does not reflect senior citizens' attitudes and intentions in particular and entire populations in general. It is suggested that future researchers may conduct further research, including entire populations, or make a comparative analysis while considering the impact of demographic attributes. Furthermore, this is a purely empirical study based on a survey where qualitative analysis has been given less priority, and the sample size of the survey is considered from Chattogram, Bangladesh.

Cross-cultural research and longitudinal research might prove helpful for a more in-depth understanding of the similarities and differences across emerging economies. Therefore, it is recommended to do empirical research focusing on a more representative sample, integrating variables noted in the current study while encompassing diverse geographical regions to better forecast young consumers' green consumption behaviour. Finally, this study analysed perceived values that may have different impacts in other cultural and social contexts; hence, future research might focus on other factors to evaluate the link between attitude, behaviour, and contexts.

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