

The Role of Perceived Marketplace Influence on Sustainable Consumption: Empirical Evidence from Bangladesh

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Abstract: Perceived Marketplace Influence (PMI) is a contemporary concept which has been applied in the developed country. It works in one's perception that the behavior or actions of human being plays an influential role in marketplace actors which leads to sustainable consumption. This concept has been used in the context of Bangladesh to identify PMI's role into sustainable consumption. This study extends previous research by including health-conscious behavior besides with three other behaviors and shows a relation with environmental concern and Perceived Marketplace Influence (PMI). To accomplish the objective of the study, 219 respondents were surveyed via. online. For testing the hypothesized associations, bivariate correlation analysis was applied. The study found that environmental concern and its related behaviors have a significant influence on sustainable consumption. In addition, another finding indicated that PMI can play an influential role by transforming environmental concern into behavior. Moreover, an understanding of this relationship provides the guidance to firms and policymakers for projecting and encouraging sustainable consumption behavior. This study revealed a few shortcomings as well. However, further research should broaden the respondents to understand the role PMI. The research has been done on the educated respondents, so, further study can be done on less or non-educated people for better understanding. This study tried to add valuable contribution on the enhancement of sustainable consumption scenario of Bangladesh.

Key words: Perceived Marketplace Influence (PMI), environmental concern, health-conscious, Bangladesh, respondents, consumption

INTRODUCTION

In today's world, sustainable consumption is a substantial corollary to meet the needs of the current and future generation. Sustainability, relates with many activities including reusing, reproducing, recycling, purchasing green products and willing to pay more for buying environmentally sound products (Moore and Moore, 1976). Regarding consumption, consumers are more conscious than before. No one can think a single day without consumption (Borgmann, 2000). By nature, consumption is significant as an intimate interaction between human and non-human (Whatmore and Throne, 1997). The positive attitude toward the environment are related with the consumption of environment friendly products (Alwitt and Pitts, 1996). Changes in sustainability are found in different arena like in individual behaviors and values, technologies and so, on in worldviews (Beddoe *et al.*, 2009). Increment in

income can lead to an increase in consumption and as a result it has an impact in environment pollution, so, the fact of ethical consumption should be placed in political agenda (Jackson and Michaelis, 2003; Witt, 2011). Many policies about sustainability, pay attention on the development of resource productivity and eco-friendly processes and products (Mont and Plepys, 2008). Perceived market influence works as a mediator between the environmental concern and sustainable consumption with different behaviors of the individual (Leary *et al.*, 2014).

From long standing to emerging hazards, environmental factors are a root cause a significant burden of death, disease and disability; globally and particularly in developing countries (Smith *et al.*, 1999; Ustun and Corvalan, 2007). They range from the poor water quality and access, vector-borne disease and air pollution to toxic chemical exposures, climate change and degraded Urban environments (Adelson *et al.*, 2008).

Bangladesh is considered as one of the developing countries. Food safety (Thomas, 2014) issues have become a big challenge for Bangladesh (Shahabuddin, 2010; Talukder, 2005). Lacking of food safety, causes three types of hazards; microbiological, physical and chemical (Geiser, 2015) which hinders our lives (Islam and Hoque, 2013). Most of the chemical hazards have long term health trouble for the consumers of food products (Sydow and Rolfe, 1975). Good food and good health is always important for daily activities (Chen, 2009). A good health can only ensure a long-term development (Craig, 2014). But there is a dearth research found on focusing the relation in between sustainable development with health-conscious behavior.

Few decades ago, unplanned waste disposal and improper waste management was not a very concerning issue in city area (Ababio, 2011; Cook *et al.*, 1990) but now a day, it has become a prime concern. Asib and Mohammad identified that a link lies between improper management of urban solid wastes and the environmental pollution. Referring the data of International Centre for Diarrhoeal Disease Research, Bangladesh (ICDDR), World Health Organization (WHO) expressed that in Bangladesh everyday at least 501 people visits different hospitals for diarrhoeal diseases that are related to food safety (Ali, 2013). Effect from health disease impacts in long term like renal failure, liver damage and cancer. Dissemination of food safety messages have been expanded through use of print and electronic media and by culture oriented folk music and theatre. Bangladesh Food Safety Authority (BFSA) outlined in the approved Safe Food Act, 2013. As the culture of Bangladesh focuses mainly on what other people do rather than their own activity. In this context, the perceived marketplace influence may play a better role in Bangladesh for engaging the individual into sustainable consumption by influencing their behaviors.

The behavior specific belief; perceived marketplace influence has been developed and used in sustainable consumption (Leary *et al.*, 2014). The individual effort can work in the collective effort in making the environment sustainable. For making the environment healthy and sustainable, ethical consumption is a must. Ethical consumption the term is new for Bangladesh but its implementation lies in every perspective. Research has focused on exploring how consumption and consumers involvement with ethical and moral values that develops society (Soper, 2004). Because of complexity and visibility of global production, the consumers have become more aware of their consumption (Kleine, 2005). Ethical consumption reflects the sustainability of a country which has an impact in the whole world through creating consciousness (Carrier and Luetchford, 2012). The problem arises as to know the role of perceived marketplace influence on sustainable consumption. This

role has already been addressed by Leary *et al.* (2014). They've identified the concept of perceived marketplace influence which has an impact on sustainable consumption. As the human being one of the main drivers for the sustainability of a country, so, this research wants to show how the perceived marketplace influence can play a role for sustainability of Bangladesh.

Research objectives: The main purpose of this study is to understand how different behaviors play role on sustainable consumption in Bangladesh. For understanding the main purpose; some other purposes have to be investigated for better understanding; to construct a conceptual framework, recommended suitable hypothesis for understanding the relationships between environmental concern and its related behaviors on sustainable consumption. To empirically test the proposed model in order to exemplify the role of perceived marketplace influence on sustainable consumption.

Research questions:

RQ1: Who is concerned about the environment?

RQ2: How does this environmental concern affect behavior?

RQ3: How does the perceived marketplace influence work in changing the behavior of individuals for sustainable consumption?

RQ4: Does the post-consumption behavior have an impact in sustainable consumption?

RQ5: Does the energy efficiency behavior have an impact in sustainable consumption?

RQ6: Does the eco-conscious buyer's behavior have an impact in sustainable consumption?

RQ7: Does the health-conscious behavior have an impact in sustainable consumption?

Rationale of the study: Ethical consumption or sustainable consumption is relatively a new concept for Bangladesh. But the concept is quite well known in the developed countries. Many developing countries like Brazil, Chile, Malaysia and other developing countries have just begun their journey formally on ethical consumption (Ariztia *et al.*, 2016). Ethical consumption is the interplay between the government and markets but its source come from the citizen who are directly or indirectly engaged with the government agenda and public policies. Ethics is a common word but its impact is everywhere starting from morality, responsibility, obligation and care, between people and also in the environment (Hall, 2011).

Perceived marketplace influence is a new concept and shows a relation with the sustainability of a country's environment (Leary *et al.*, 2014). Bangladesh is one of the developing countries and the people of this country are not so much aware about the ethics; their rights, their responsibilities toward their consumption, so, the value of the ethics goes beyond description. This study has emphasized on the issue of perceived marketplace influence for better understanding its role of sustainability in the context of Bangladesh.

An overview of sustainable consumption practices Sustainable consumption in Bangladesh and around the

World: The concept of ethical consumption is new for Bangladesh as the inner meaning of this concept lies in every perspective but the use of this term is quite unusual. The ethics consider moral attitudes and also ethically complex decision making process such as affordability, acceptability, health, quality, preference, conformance and convenience (Howard and Willmott, 2001). In Bangladesh, environment pollution, chemical using in foods and inefficient waste disposal have become a burning issues. The media has dubbed it 'silent killer'. Turmeric powder is mixed with metanil yellow and chili powder is mixed with colored saw dust, brick powder (Chandro, 2014). To protect consumer's right to fresh and healthy food, different legislations are working relentlessly in Bangladesh like, Vokta Odhikar Songrokkhon Ain 2009 along with Pure Food Ordinance 1959 and Pesticide Ordinance 1971. Inspection and control was established to some extent for fish and fish related products through a different legislation, Fish and Fish Product Ordinance 1983. The water resource of Bangladesh becomes a major health hazard due to arsenic contamination, inadequate solid waste and industrial effluent management (Alam, 2007, 2009).

The main problem in connecting environment to poverty is that ordinary people consume natural resources in an indefensible way to meet their day to day needs. Incremental rate of pollution over environment in Bangladesh is increasing day by day not with standing laws like the Bangladesh Environment Conservation Act, 1995 Act No. 1 of 1995 (Anonymous, 1995). In practice, these acts are not complied by people as well as the concerned agencies. WGB (Work for Green Bangladesh) is a non-profitable organization that started its journey in 2014 with the objective is to respond against any environmental pollution and find ways to protect the environment within the body's capacity. Severe air, water and noise pollution are threatening human health, ecosystems and economic growth of Bangladesh. The educated people can be considered as the first mover in this silent killing approach. Recycling and using the

recycled products are new for acquiring and the prices for environment friendly products are also expensive, so, it becomes difficult for the people Bangladesh to accommodate with the price.

Different factors play roles in the segment of ethical or sustainable behavior. According to the World Business Council for sustainable development shows in a study that consumers in all countries come forward when it's about environment. A Global Synovate Survey along with BBC world also found that consumers in most countries are becoming aware about environmental concerns. Levels of awareness are not going together with environment protective behavior. Consumers are more likely to adopt environmentally responsible behaviors if both cost-efficient and convenient. A McKinsey survey of consumers in Brazil, Canada, China, France, Germany, India, UK and the US found that 53% were concerned about environmental and social issues but not willing to take action at the shops. According to the WBCSD (2008), Future Leaders Team Business Role Workstream-Dialogue on Sustainable Consumption in India, addresses the fourth factor as "tragedy of the commons", refers to the tendency of consumers to be more willing to act if they see their peers acting as well; it reflects an "I will if you will" mentality. According to the Nielsen, trust in advertising, a global Nielsen consumer report, 2007 cited by WBCSD (2008) identifies people trust each other more than any other source of information.

Literature review

Sustainable consumption: Many early works paid attention in sustainable consumption and its connected factors. Different research about this relationship (Carrington *et al.*, 2014) identified a difference between one's level of concern or perception and what they actually do in their daily life.

Many current works found out that different behaviors or actions are related with ethical or sustainable consumption such as recycling (Minton and Rose, 1997), purchasing "green products" (Chan, 2001) and willingness to pay more for environmentally sound products (Laroche *et al.*, 2001) cited by Leary *et al.* (2014). Leary *et al.* (2014) have identified perceived marketplace influence as an indicator that influences three behaviors: energy efficiency behavior, eco-conscious behavior, post-consumption behavior and these behaviors have an active relation with ethical or sustainable consumption.

Environmental concernment: Previous works on environment concern was only about demographic and social variables (Van Liere and Dunlap, 1981) and their

findings was compatible over time. But the research by Steg *et al.* (2005) identified that environmental concern and its related behavior is inconsistent. Steg *et al.* (2005) illustrated that these inconsistencies between general values and behavior become mediated by other causes like behavior specific beliefs". Current studies (Bamberg, 2003; Steg *et al.*, 2005) cited by Leary *et al.* (2014) identified that environmental concern outstrips situations and contexts and its impact on situation specific behaviors are confined. Stern and Dietz (1994) envisaged environmental concern as a value which is certainly related to other people, the earth and environment. Early research on sustainable consumption assumed environmentally relevant behavior undifferentiated and homogeneous with all such behavior having similar antecedents and consequences (Stern, 2000). There is a contradiction between the research by Bamberg (2003) and Leary *et al.* (2014) as one considered that environment related concern has no direct influence on behavior and other considered that perceived marketplace influence works as a behavior-specific belief that intermediate between environmental concern and sustainable consumption related behaviors.

Perceived marketplace influence: Ellen considered Perceived Consumer Effectiveness (PCE) as a belief by which an individual can make a difference or can take a decision in the solution to a problem. Leary *et al.* (2014) has introduced the base of perceived marketplace influence and tried to come with a concept that an individual or consumer's decision creates an impact in other consumers or organization or in both. Bettman *et al.* (1998) supports a notion an individual or a consumer usually, feel the need to justify or defend their own behavior to others or to themselves eventually. O'Sullivan and Taylor (2004) worked on environment psychology and noted that an individual belief influence behavioral action. Kim and Choi (2005) has tried to make a concept that if one has fringe in their ability to make a distinction on others are more likely to act on their values because it indicates a belief about one's perceived influence on others which is noteworthy in translating one's values into behavior.

Leary *et al.* (2014) have taken a cue from Bamberg (2003) and propose that perceived marketplace influence plays a great role in mediating the relationship between environmental concern and sustainable consumption. They use the perceived marketplace influence as a mediator to show a link between environmental concerns with three behaviors. Their future research puts attention to include new behavior-specific beliefs into the framework to precisely understand the influential impact of PMI beyond

sustainable consumption. This research puts concern on this behavioral perspective to understand the role of PMI as a mediator between environmental concernment and ethical or sustainable consumption by including one behavior with existing behaviors.

Sustainable consumption behavior: Leary *et al.* (2014) propose three consumption behaviors as their sustainable consumption behavior and they are post-consumption, energy efficiency and eco-conscious behavior. It has been based on the research by Stern (2000) which has come up with a concept that that sustainable consumption behavior is multi-dimensional in nature with several distinct types.

Leary *et al.* (2014) has defined in his research that three types of behaviors; post-consumption behavior (which is more connected with disposition of products through recycling), energy efficiency behavior (which is used to reduce the overall amount of electricity needed for any kind of operation) and finally eco-conscious buyer behavior (is defined as to select and purchase products which are less pernicious to the environment).

Health conscious behavior: Jayanti and Burns (1998) describe the concept of health consciousness as the degree to which health concerns are integrated into a person's daily activities, whereas Dutta (2007) also focuses on the psychological characteristic of health consciousness and tries to differentiate it from three other indicators of health orientation which are health information orientation, health beliefs and healthy activities. For the purpose of a healthier lifestyle, people have had a growing tendency to consume more cautiously and it increases in their consciousness resulting in the avoidance of overconsumption (Michaelidou and Hassan, 2008). Shaw and Newholm (2002) exemplify the concept of voluntary simplicity as the degree to which an individual consciously chooses a way of life, motivated by anti-consuming which is intended to maximize the individual's control over his/her life by buying less and purchasing only organic health-friendly foods or pursuing vegetarian diets. Mehrara and Masoumi (2014) indicates that increasing income leads to deterioration of physical environment of a country and also leads in pollution of water, soil and weather. They also indicates that increasing in income does not always help in health improvement and labor force in bad health condition does not productivity, therefore, economic growth will decline.

Based on the literature review, some hypothesis have been developed to better understand the role of perceived marketplace influence on ethical or sustainable consumption behavior.

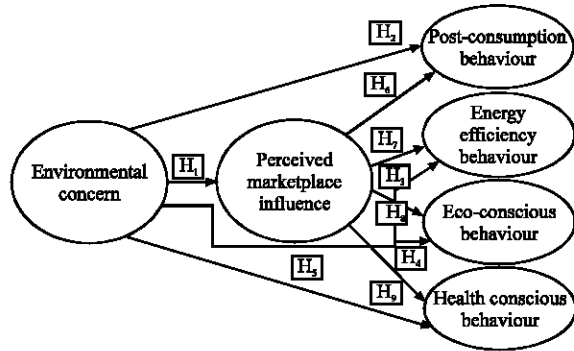


Fig. 1: Conceptual framework

- H₁: environmental concern is positively correlated with perceived marketplace influence
- H₂: environmental concern is positively correlated with post-consumption behavior
- H₃: environmental concern is positively correlated with energy efficiency behavior
- H₄: environmental concern is positively correlated with eco-conscious behavior
- H₅: environmental concern is positively correlated with health conscious behavior
- H₆: perceived marketplace influence is positively correlated with post-consumption behavior
- H₇: perceived marketplace influence is positively correlated with energy efficiency behavior
- H₈: perceived marketplace influence is positively correlated with eco-conscious behavior
- H₉: perceived marketplace influence is positively correlated with health conscious behavior

Conceptual framework: In summary, this study is expected that post-consumption behavior, energy efficiency behavior, eco-conscious behavior (Leary *et al.*, 2014) and health conscious behavior are positively correlated and influenced by the environmental concern. In addition, these behaviors are also positively correlated and influenced by the perceived marketplace influence. An outline of the conceptual framework is presented in Fig. 1.

MATERIALS AND METHODS

A quantitative research, particularly descriptive research design was used to accumulate data and a qualitative research approach has been applied for identifying the variables. A complete investigation of existing literature was carried out to determine the proper role of perceived marketplace influence on sustainable consumption behaviors. Secondary and primary data were used for this survey. The target populations are the

household buyers who actively participate in the buying activities. Online users who are related with the buying activities are considered as sample frame and the users who have actively responded are considered as the respondents; sample elements. Simple random sampling was used in this study and the survey has been done through online based on 219 sample. Through the sample profile analysis, it was clearly revealed that male was 62.87% and the female was 37.13%. The age group was mostly within the age of 23 and other age groups were there but limited in percentage. Most of the respondents have completed their 4 years college degree 48.28, 31.90% were from college degree, 13.79% have completed Master’s degree and 0.86% were from other degrees. A survey questionnaire was designed as the measuring instrument to address the relationship between perceived marketplace influence and ethical or sustainable consumption behavior. Environmental concern was with four items (perceived marketplace influence, post-consumption, energy efficiency behavior and eco-conscious behavior) from Mittelstaedt *et al.* (2009) cited by Leary *et al.* (2014). Health conscious behavior which has been newly added in the framework and they’ve been taken from and also other two items have been taken from (Mehrara and Masoumi (2014). Respondents were asked questions through 7 point Likert-type scale anchored by strongly disagree and strongly agree and has been taken from Leary *et al.* (2014). In the first order construct, environmental concern was considered as independent variables where the perceived marketplace influence and four behaviors were considered as dependent variables. In the second order construct, perceived marketplace influence was considered as independent variable where the four behaviors were considered as dependent variables.

RESULTS AND DISCUSSION

Reliability test: Cronbach alpha scores have been used for scale reliability, the values were calculated for each scale to test internal consistency. The scale reliability test has been done through SPSS Version 21. The first three behaviors: post-consumption behavior, energy efficiency behavior and eco-conscious behavior have been taken from Leary *et al.* (2014). All constructs appeared to be robust and acceptable as they exceeded threshold of 0.70. (Environmental concern a = 0.706, perceived marketplace influence b = 0.703, post-consumption behavior c = 0.789, Energy efficiency behavior d = 0.709, eco-conscious behavior e = 0.731, health conscious behavior F = 0.747 (Table 1-14).

Table 1: Bivariate correlation analysis

Variables	EC	PMI	PCB	EEB	ECB	HCB
Environmental concernment	1	0.305	0.882	0.435	0.368	0.380
Perceived marketplace influence		1	0.283	0.317	0.156	0.435
Post-consumption behavior			1			
Energy-efficiency behavior				1		
Eco-conscious behavior					1	
Health conscious behavior						1

Table 2: Expectations in the conceptual framework

Hypothesis	Relationship	p-values	Significant or not significant
H ₁	Environmental concernment is positively correlated with PMI	0.000	Significant
H ₂	Environmental concernment is positively correlated with	0.000	Significant
H ₃	Environmental concernment is positively correlated with energy efficiency behavior	0.000	Significant
H ₄	Environmental concernment is positively correlated with eco-conscious behavior	0.000	Significant
H ₅	Environmental concernment is positively correlated with health-conscious behavior	0.000	Significant
H ₆	PMI is positively correlated with post-consumption behavior	0.000	Significant
H ₇	PMI is positively correlated with energy efficiency behavior	0.000	Significant
H ₈	PMI is positively correlated with eco-conscious behavior	0.022	Significant
H ₉	PMI is positively correlated with health-conscious behavior	0.000	Significant

Table 3: Reliability test 2 (Environmental concern)

Cronbach's alpha	No. of items
0.706	4

Table 4: Item statistics for environmental concern

Items	Mean	SD	N
When deciding what to buy, consumers should balance what is cheapest with what is in th...	5.66	1.151	219
Those who consume more bear the greatest responsibility when it comes to protecting the environment	5.81	1.223	219
As a consumer you consider the environment as one of their stakeholders when making decisions	6.01	1.032	219
To be environmentally responsible, consumers need to make purchase that account for the earth's physical and social limits	5.90	1.292	219

Table 5: Reliability test 2 (Perceived marketplace influence)

Cronbach's alpha	No. of items
0.703	3

Table 6: Item statistics for perceived marketplace influence

Items	Mean	SD	N
I believe my individual efforts to be environmentally friendly will persuade others in...	5.63	1.242	218
The choice I make can influence what companies make and sell in the marketplace	5.65	1.127	218
If I buy environmentally friendly products companies will introduce more of them	5.98	1.154	218

Table 7: Reliability test 3 (Post-consumption behavior)

Cronbach's alpha	No. of items
0.789	3

Table 8: Item statistics for post-consumption behavior

Items	Mean	SD	N
I want to give my best efforts in recycling paper	6.00	1.036	221
I want to give my best efforts in recycling plastic	5.90	1.286	221
I want to give my best efforts in recycling glass	5.81	1.218	221

Table 9: Reliability test 4 (Energy efficiency behavior)

Cronbach's alpha	No. of items
0.709	2

Table 10: Item statistics for (Energy efficiency behavior)

Items	Mean	SD	N
I replace light bulbs with energy efficient bulbs	6.18	1.127	222
I buy Energy Star rated appliances	5.54	1.235	222

Table 11: Reliability test 5 (Eco-conscious behavior)

Cronbach's alpha	No. of items
0.731	3

Table 12: Item statistics for eco-conscious behavior

Items	Mean	SD	N
I make every effort to buy paper products made from recycled paper	5.22	1.440	222
When I purchase products, I always make a conscious effort to buy those products that are low in pollutants	5.42	1.498	222
I try only to buy products that can be recycled	4.50	1.677	222

Table 13: Reliability test 6 (health conscious behavior)

Cronbach's alpha	No. of items
0.747	7

Table 14: Item statistics Health conscious behavior

Items	Mean	SD	N
Living life in the best possible health is very important to me	6.12	1.041	217
Eating right, exercising and taking preventive measures will keep me healthy for life...	6.21	0.953	217
My health depends on how well I take care of my health	6.05	1.139	217
I actively try to prevent diseases and illness	5.64	1.277	217
I do everything I can to stay healthy	5.19	1.523	217
If my income increases I'll spend my money in buying environment friendly product	5.71	1.195	217
Do you think that dumping waste on water and street not only polluting the environment	6.61	0.798	217

Bivariate correlation analysis: For testing the hypothesis according to the conceptual framework, bivariate correlation analysis has been done through SPSS Version 21.

For hypothesis one, independent variable (environmental concern) represents overall satisfaction level toward perceived marketplace influence whereas

dependent variable represents a satisfied level with the environmental concern. Statistical representation shows ($R = 0.305, p \leq 0.5 (0.000)$) in Table 1, it can be concluded that hypothesis one has accepted as there exists a significant positive correlation with the environmental concern and perceived marketplace influence.

For hypothesis two, independent variable (environmental concern) represent overall satisfaction level toward post-consumption behavior whereas dependent variable; post-consumption represents a satisfied level with the environmental concern. Based on the statistical representation ($R = 0.882, p \leq 0.5 (0.000)$) in Table 2, it can be concluded that hypothesis two has accepted as there exists a significant positive correlation with the environmental concern and post-consumption behavior.

For hypothesis three, independent variable (environmental concern) represent overall satisfaction level toward energy-conscious behavior whereas dependent variable; energy-efficiency behavior represents a satisfied level with the environmental concern. Based on the statistical representation ($R = 0.435, p \leq 0.5 (0.000)$) in Table 1, it can be concluded that hypothesis three has accepted as there exists a significant positive correlation with the environmental concern and energy-conscious behavior.

For hypothesis four, independent variable (environmental concern) represent overall satisfaction level toward eco-conscious behavior whereas dependent variable; eco-efficiency behavior represents a satisfied level with the environmental concern. Based on the statistical representation ($R = 0.368, p \leq 0.5 (0.000)$) in Table 1, it can be concluded that hypothesis four has accepted as there exists a significant positive correlation with the environmental concern and eco-conscious behavior.

For hypothesis five, independent variable (environmental concern) represent overall satisfaction level toward health-conscious behavior whereas dependent variable; energy-efficiency behavior represents a satisfied level with the environmental concern. Based on the statistical representation ($R = 0.380, p \leq 0.5 (0.000)$) in Table 5, it can be concluded that hypothesis five has accepted as there exists a significant positive correlation with the environmental concern and health-conscious behavior.

For hypothesis six, independent variable (perceived marketplace influence) represents overall satisfaction level toward post-consumption behavior whereas dependent variable represents a satisfied level with the perceived marketplace influence. Based on the statistical representation ($R = 0.283, p = 0.5 (0.000)$) in Table 1, it can be concluded that hypothesis 6 has accepted

as there exists a significant positive correlation with the perceived marketplace influence and post consumption behavior.

For hypothesis seven, independent variable (perceived marketplace influence) represent overall satisfaction level toward energy-efficiency behavior whereas dependent variable; energy-efficiency behavior represents a satisfied level with the perceived marketplace influence. Based on the statistical representation ($R = 0.317, p \leq 0.5 (0.000)$) in Table 1, it can be concluded that hypothesis seven has accepted as there exists a significant positive correlation with the perceived marketplace influence and energy-efficiency behavior.

For hypothesis eight, independent variable (perceived marketplace influence) represents overall satisfaction level toward eco-conscious behavior whereas dependent variable; eco-conscious behavior represents a satisfied level with perceived marketplace influence. Based on the statistical representation ($R = 0.156, p \leq 0.5 (0.022)$) in Table 1, it can be concluded that hypothesis eight has accepted as there exists a significant positive correlation with perceived marketplace influence and eco-conscious behavior.

For hypothesis nine, independent variable (perceived marketplace influence) represent overall satisfaction level toward health-conscious behavior whereas dependent variable; health-conscious behavior represents a satisfied level with perceived marketplace influence. Based on the statistical representation ($R = 0.435, p \leq 0.5 (0.000)$) Table 1, it can be concluded that hypothesis nine has accepted as there exists a significant positive correlation with perceived marketplace influence and health-conscious behavior.

From this correlation analysis, it can be said that all the hypotheses were consistent with the expectations mentioned in the conceptual framework.

CONCLUSION

The conceptual framework which has been developed to understand the role of perceived marketplace influence on sustainable consumption in Bangladesh has been successfully achieved. In order to contribute in the gaps of the literature, this study determined the fourth categories; Health-conscious behavior as one of the sustainable consumption behavior. The findings have been divided into two divisions; firstly, environmental concern has been used as the independent variable when PMI and other behaviors remain dependent and secondly, PMI has been used as the independent variable when other behaviors remain dependent.

The findings from this research revealed that environmental concern had positively correlated with

perceived marketplace influence (H_1). It has already been found in the developed countries context that PMI can influence the behavior (Leary *et al.*, 2014) but this research has shown that PMI can also influence the environmental concern in the developing countries like Bangladesh. It has also revealed that environmental concern had positively correlated with post-consumption behavior (H_2). From the survey it has been found that people want to give their best efforts in recycling paper, plastic and glasses. Likewise, environmental concern had positively correlated with energy-efficiency behavior (H_3). Now a days, energy-efficiency behavior has been considered one of the important concepts in business practices to promote their product saying energy-efficient for saving the electricity. On the other hand, environmental concern had positively correlated with eco-conscious behavior (H_4). The branded companies are now advertising their product through the concept of “eco-friendly” which reveals the concept of environment-friendly and it also help to promote CSR activities. Likewise, environmental concern had positively correlated with health-conscious behavior (H_5). It has a close correlation with the environmental concern. If individual wants to lead a healthy life then he or she should keep the environment clean by not only dumping the waste on water or street, etc. but also having a proper food activities.

Now, the PMI is going to be used as the independent variable. PMI had positively correlated with Post- consumption behavior (H_6). Here, the PMI plays a role in the people’s mind by influencing the behavior of others from his or her own action. Likewise, PMI had positively, correlated with energy-efficiency behavior (H_7). PMI can help the community or the society for replacing the light bulbs with energy efficient bulbs by an individual action if it is done in a sustainable perspective. Other findings also show that PMI had positively correlated with eco-conscious behavior (H_8) and also with health-conscious behavior (H_9). When individuals realize that their behavior motivate others than it becomes easier to justify their own behavior and they also think that their actions have an influence in other consumers which can be large. PMI is one of them and is a powerful mechanism through which values like environmental concern are translated into action. With the goal of increasing sustainable consumption behaviors, firms and policymakers may be able to shrink the gap between environmental concern and behavior by encouraging PMI.

LIMITATIONS

In spite of achieving all objectives, a few limitations were addressed throughout this study. First of all as the sample size of the study ($n = 219$) was small, so it does not

reflect the overall role of perceived marketplace influence on sustainable consumption behavior of Bangladesh. Secondly, the sample was collected mainly from the college and postgraduate students between ages of 23 and 30 besides other education level respondents with different age levels were there but they were in limited percentage, so it overlooked the diversity of the respondents. Using less item scale make an inappropriate validation and in this research two item scale has been used in energy efficiency behavior which create a confinement in affirming the measure. This research has been done on the educated respondents, so, further study can be done on less or non-educated people for better understanding the role of perceived marketplace influence which may be very effective in Bangladesh perspective. This research tests the relationship between environmental concern, PMI and with behaviors generally perceived to be environment-friendly. In this research, health-conscious behavior has been added as one of the gap in the behavior aspect, so, further studies are needed to test this behavior in different aspect for considering it one of the influential factors in sustainable consumption.

SUGGESTIONS

As Stern (2000) considered that behaviors are multi varied in nature, so, future research should go on with other types and sets of behavior to provide a better understanding of how PMI influences behavior in the context of Bangladesh. Sustainability is now not only the concern of a particular country but also has become the major needs of the world. In fulfilling the needs of the current generation and to provide a sustainable future for the next generation is a must to sustain in a healthy environment. Developed countries have come forward in this issue and raised their voice according to their needs. It has found that the pollution from developed countries is in high in comparison to developing countries but their ethical values are also is in high position than others. It has been found in studies that where the income levels are high, pollution levels are also high. To remain sustainable, ethical consumption comes in concern. If the country people, government and other marketplace actors maintain their ethics in every aspect then the country’s sustainable level will remain with strong evidence. This research has showed that health conscious behavior has an influence in sustainable consumption though other behaviors have also shown a positive relation with environmental concern and PMI. As the culture of Bangladesh and also the consumer trust other customer most, so in this context, perceived marketplace influence can work as the motivational factor and can be used in other arena to make others environment cognizant. Business must create sustainable value for consumers by

supplying products and services that can meet the functional and emotional needs while considering environmental limits and ethical values.

Abbreviation:

- WGB (Work for Green Bangladesh)
- Recycled Handmade Paper (RHMP)
- Rural Enterprise Project (REP)
- Greendex 2014: Consumer Choice and the environment. A worldwide tracking survey
- World Business Council (WBC) Report-2009
- Global Synovate Opinion Survey-2007
- World Business Council for Sustainable Development (WBCSD) (2008)

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