

Green Marketing Strategies and Consumer Behavioral Scenario in Bangladesh Perspective

Md. Sohel Rana

North Western University, Khulna, Bangladesh

Email: msohel303@gmail.com

Keywords

Green Marketing; Sales; Market Share; Brand Profitability; Sustainability.

ABSTRACT

Green marketing has emerged as a significant strategic tool for businesses worldwide, especially as environmental awareness and sustainability concerns continue to grow. In Bangladesh, where environmental challenges such as pollution, climate change, and resource depletion are increasingly pressing, green marketing offers both an opportunity and a responsibility for businesses. This research investigates the impact of green marketing strategies on sales performance, market share, and brand profitability, focusing on the Bangladeshi business context. Using a mixed-methods approach, the study combines quantitative data from 200 consumer surveys with qualitative insights from 10 interviews with marketing professionals in Dhaka, Khulna, and Chattogram. The findings reveal that green marketing practices, such as eco-friendly product design, sustainable packaging, environmental branding, and corporate social responsibility (CSR) initiatives, positively influence consumer behavior, foster brand loyalty, and contribute to improved financial outcomes. The study considers 10 independent variables to measure their effects on consumers' monthly purchasing preferences. The results demonstrate a significant correlation between effective green marketing efforts and increases in sales and market share. The study concludes that, although green marketing is still evolving in Bangladesh, it holds substantial potential for enhancing both environmental sustainability and business performance. Recommendations are provided for businesses, policymakers, and marketers to create more impactful and trustworthy green marketing strategies. The multiple regression results show that RMI, RED, SPA, GPP, and GMS have positive and significant relationships with consumers' purchasing preferences.

INTRODUCTION

The growing environmental challenges facing the world today, including climate change, pollution, and the depletion of natural resources, have made sustainability a core concern for consumers, businesses, and governments alike (OECD, 2005). In response, organizations are increasingly integrating green marketing into their business strategies to align with consumer values, meet regulatory requirements, and gain a competitive advantage.

Green marketing involves promoting products or services based on their environmental benefits, such as eco-friendly production methods, recyclable packaging, energy efficiency, and a reduced carbon footprint. In developed countries, green marketing has matured

significantly, influencing customer loyalty and brand preference. In contrast, developing nations such as Bangladesh are only beginning to witness the emergence of green marketing as a competitive strategy.

In Bangladesh, rapid industrialization, urbanization, and growing environmental awareness among consumers have created new opportunities for businesses to adopt sustainable practices. Companies such as Unilever Bangladesh (2023), Aarong, and PRAN have introduced green product lines, corporate social responsibility (CSR) initiatives, and environmentally friendly branding to capture this emerging market segment. However, the actual impact of these strategies on sales, market share, and brand profitability remains underexplored, especially from a local perspective. Green marketing refers to the process of developing, pricing, promoting, and distributing products and services in ways that do not harm the environment. It includes the marketing of products that are presumed to be environmentally safe, as well as the adoption of sustainable business practices.

According to the American Marketing Association (AMA), green marketing is defined as all marketing efforts made to produce, promote, package, and reclaim products in ways that are sensitive to ecological concerns (Dangelico & Vocalelli, 2017; Nair & Ndubisi, 2023). In other words, green marketing does not focus only on sales but also considers the environmental impact of each stage of the product life cycle (Dangelico & Vocalelli, 2017; Aulina et al., 2025). More specifically, the AMA explains that green marketing practices include various integrated activities. First, environmentally friendly product design refers to designing products from the outset by minimizing their carbon footprint or using materials that do not harm ecosystems (Nair & Ndubisi, 2023; Garg & Sharma, 2025). Second, the use of recyclable or biodegradable packaging helps reduce the accumulation of plastic and other forms of waste (Priya et al., 2025). Third, energy-efficient production refers to manufacturing processes that optimize resource use while reducing greenhouse gas emissions (Sahoo et al., 2025). Fourth, transparency regarding environmental impact means that companies honestly and openly communicate how their products affect nature, both through product labels and sustainability reports (Priya et al., 2025; Groening et al., 2018). Fifth, corporate social responsibility (CSR) focused on sustainability involves companies actively carrying out social programs aligned with environmental conservation, such as tree planting, waste management, or public education on ecological issues (Sahoo et al., 2025). Thus, the AMA views green marketing as a holistic approach that requires companies to no longer ignore environmental issues but instead make them an integral part of their business strategy to create a balance among economic, social, and ecological needs (Dangelico & Vocalelli, 2017; Aulina et al., 2025).

In Bangladesh, green marketing is still in the developmental stage but is gaining traction among urban consumers and leading brands. Several theoretical frameworks support the study of green marketing. Developed by Ajzen (1991), the Theory of Planned Behavior (TPB) explains how attitudes, subjective norms, and perceived behavioral control influence individual decision-making. This theory is useful for understanding why consumers choose green products: positive attitudes toward the environment, social pressure, and belief in the effectiveness of their actions can lead to eco-conscious purchasing. Freeman's (1984) Stakeholder Theory posits that companies must consider the interests of all stakeholders, including the environment and society. Firms engaging in green marketing often do so to satisfy broader stakeholder expectations. Elkington's (1997) Triple Bottom Line (TBL) approach

focuses on three dimensions of performance: people, planet, and profit. This framework supports the idea that sustainability initiatives, including green marketing, can drive profitability while benefiting society and the environment.

Empirically, Ottman (2011) found that companies that integrated green practices across their operations experienced higher consumer engagement and long-term profitability. A study by Chen (2010) showed that green brand positioning significantly improves customer trust and loyalty. In a survey conducted by Nielsen (2015), 66% of global consumers were willing to pay more for sustainable brands. In India and Sri Lanka, green marketing campaigns have shown measurable improvements in brand awareness and customer acquisition (Kumar et al., 2020). However, price sensitivity and skepticism toward green claims remain barriers in developing economies. Rahman et al. (2022) found that awareness of green marketing is growing among urban consumers in Dhaka. Companies such as Unilever Bangladesh and Aarong have benefited from green branding, reporting increased customer retention and brand loyalty. However, most small and medium enterprises (SMEs) still struggle to implement sustainable marketing practices due to cost and knowledge barriers.

Although global and regional studies confirm the benefits of green marketing, limited research exists on how these strategies directly affect sales, market share, and profitability in Bangladesh. Existing studies often focus on consumer perception or environmental awareness, while few examine business outcomes quantitatively. Specifically, several gaps remain unaddressed. First, previous research in Bangladesh, such as that by Rahman et al. (2022), has primarily explored consumer awareness and attitudes without linking them directly to measurable business performance indicators such as market share and brand profitability. Second, existing studies have not developed a comprehensive index to measure green marketing strategies (GMS) as a composite variable encompassing knowledge of greenhouse effects, sustainable packaging, eco-labels, green shipping, product modification, and waste management. Third, prior research has not systematically examined the role of moderating factors such as solar panel availability (SPA) and green pricing policy (GPP) in shaping consumer purchasing preferences in the Bangladeshi context. Fourth, most studies have relied solely on either quantitative or qualitative methods, lacking an integrated mixed-methods approach that combines consumer surveys with in-depth interviews with marketing professionals.

The novelty of this research lies in several key aspects. First, this study develops and introduces a Green Marketing Strategies (GMS) Index Score, a composite measurement tool that captures six dimensions of green marketing knowledge and practices. Second, this research is the first in the Bangladeshi context to quantitatively assess the impact of ten independent variables, namely RMI, RED, RAG, RFM, RGN, ROP, SPA, GPP, MC, and GMS, on consumer purchasing preferences using multiple regression analysis. Third, this study provides empirical evidence on how specific variables, such as solar panel availability and green pricing policy, moderate consumer behavior, a dimension previously unexplored in Bangladesh. Fourth, the research employs a mixed-methods design, combining 300 consumer surveys with 10 in-depth interviews with marketing professionals from leading green marketing practitioners, including Unilever Bangladesh, Aarong, and PRAN, thereby offering both breadth and depth of analysis. Fifth, this study bridges the gap between consumer perception studies and business

performance outcomes by directly measuring the correlation between green marketing strategies and sales, market share, and brand profitability.

Based on the identified research gaps and novelties, this study has six main objectives. First, it aims to identify and categorize green marketing strategies implemented by businesses in Bangladesh's urban centers, such as Dhaka, Khulna, and Chattogram. Second, it analyzes consumer attitudes, perceptions, and behavioral responses to green products across various demographic segments. Third, it assesses the quantitative impact of green marketing strategies on business performance, including sales growth, market share, and brand profitability, using multiple regression analysis. Fourth, it tests the moderating role of specific factors, such as solar panel availability and green pricing policies, in shaping consumer purchasing preferences. Fifth, it explores the challenges faced by marketing professionals in implementing green initiatives, including costs, consumer skepticism, greenwashing, and policy support. Sixth, it formulates actionable recommendations for business actors, policymakers, and researchers to improve the effectiveness of green marketing strategies in Bangladesh.

This research provides significant theoretical, practical, and policy benefits and implications. Theoretically, this study expands the application of the Theory of Planned Behavior and Stakeholder Theory in the context of Bangladesh's emerging economy, develops the Green Marketing Strategies (GMS) Index as a validated measurement tool, and bridges the gap between consumer behavior research and business performance analysis. For business practitioners, this research offers insights into designing more effective green marketing campaigns, implementing premium pricing strategies for authentic green products, and building green credibility through verified actions and transparent communication. For policymakers, these findings support the introduction of fiscal incentives, the establishment of regulatory standards for green product labeling, and the development of inclusive public awareness campaigns in rural areas. From a social perspective, the study encourages environmental awareness and more responsible consumption patterns among Bangladeshi consumers while opening opportunities for future longitudinal and comparative studies. Thus, this research aims to fill the existing research gap by offering a holistic understanding of the role of green marketing in Bangladesh's sustainable development.

METHOD

This study adopts a mixed-methods research design, combining both quantitative and qualitative approaches to obtain a comprehensive understanding of the research problem. The quantitative method was used to collect data from consumers through structured surveys, while the qualitative method involved interviews with marketing professionals to gain deeper insights into business strategies and performance.

A total of 300 respondents were selected using convenience sampling from three major cities: Dhaka, Khulna, and Chattogram. These cities were chosen because of their relatively higher levels of awareness and availability of green products. Additionally, 10 marketing managers and executives from companies actively involved in green marketing, such as Unilever Bangladesh, Aarong, and PRAN, were selected using purposive sampling.

The survey data were analyzed using STATA. The statistical techniques applied included descriptive statistics, consisting of frequencies, percentages, means, and standard deviations; correlation analysis, which was used to identify relationships between green marketing

strategies and consumer behavior; and regression analysis, which was used to examine the impact of green marketing on sales and profitability. Interview data were analyzed using thematic analysis to identify recurring patterns, themes, and strategic insights shared by marketing professionals.

The reliability of the survey instrument was assessed through a pre-test involving 20 respondents to ensure clarity and consistency. Cronbach’s alpha was calculated to test internal consistency. Validity was ensured through expert review of the questionnaire. The interview guide was also reviewed by academic advisors and industry professionals.

RESULTS AND DISCUSSION

Data Analysis

This chapter presents the results of the data collected through surveys and interviews and analyzes how green marketing strategies impact consumer behavior, sales, market share, and brand profitability in Bangladesh. The findings are structured around the study’s objectives and research questions.

Table 1. Demographic Data Analysis of Respondents

Demographic Criteria	Frequency	Percentage
Age		
Below 18	24	8
Age 18-25	57	19
Age 26-35	72	24
Age 36-45	47	16
Age 46-55	42	14
Age 56-65	32	11
Above 65	26	8
Total	300	100
Gender		
Male	125	42
Female	175	58
Total	300	100
Monthly Income Scenario		
Below BDT 15,000	36	12
BDT 15,001 to 20,000	44	14.66
BDT 20,001 to 25,000	42	14
BDT 25,001 to 30,000	38	12.66
BDT 30,001 to 35,000	33	11
BDT 35,001 to 40,000	30	10
BDT 40,001 to 45,000	26	8.66
BDT 45,001 to 50,000	25	8.33
Above 50,000	26	8.66
Total	300	100

Educational Qualification		
Post Graduate	13	4.33
College graduate	85	28.33
College undergraduate	75	25
High school graduate	62	20.67
High school undergraduate	36	12
Elementary graduate	22	7.33
Elementary undergraduate	5	1.67
No grade completed	2	0.67
Total	300	100

Source: Author Own Compilation, 2026

Table 2. Green Marketing Strategies on Consumer Preferences (GMS)

Indicators	Scoring Index	Required Score
Knowledge about Greenhouse Effect	1 to 5	Very Low=1, Moderate = 2, Good=3, Very Good=4, (Minimum Score=5 and Maximum Score =30)
Knowledge about Sustainable Packaging	1 to 5	
Transparency and Eco-Labels	1 to 5	
Green Shipping Option	1 to 5	
Knowledge about Product Modification for green marketing	1 to 5	
Knowledge about Wastage Management	1 to 5	

Source: Author Own Compilation, 2026

Table 3. Estimation of Variables with Expected Sign for Green Marketing Strategies

No	Variables Name	Variable Sign	Measurement Scale	Expected Sign	Literature References
1.	Respondent Monthly Income	RMI	In BDT (Monthly)	+	Peattie (2005)
2.	Respondent Education	RED	Years of Schooling	+	Ottman (2011)
3.	Respondent Age	RAG	In Numbers	+ or -	Rahman (2022)
4.	Respondent Family Members	RFM	In Numbers	+	Sharma (2012)
5.	Respondent Gender	RGN	Male =1, Female = 0	+ or -	Zameer (2019)
6.	Respondent Occupation	ROP	If Job-holder=1, Others =0	+ or -	Chen (2010)
7.	Solar Panel Availability	SPA	If Yes=1, Others=0	+	Ottman (2011)
8.	Green Pricing Policy	GPP	If Yes=1, Others=0	+	Ottman (2011)
9.	Media Connectivity	MC	If Yes=1, Others=0	+ or -	Ajzen (1991)
10.	Green Marketing Strategies	GMS	Index Score	+	Author Own Compilation

Dependent Variable: Consumer Product Purchasing Preferences in Number (CPPP) per Month

Source: Author Own Compilation, 2026

Table 4. Multiple Regression Model to measure the impact of independent variables on CPPP

Variables Name	Variable Sign	Coefficient Value	t Value
Respondent Monthly Income	RMI	0.0064***	7.78
Respondent Education	RED	4.429**	2.78
Respondent Age	RAG	0.7523	0.782
Respondent Family Members	RFM	7.0245	1.452
Respondent Gender	RGN	-12.753	-0.25
Respondent Occupation	ROP	2.45	1.23
Solar Panel Availability	SPA	14.433**	3.20
Green Pricing Policy	GPP	6.794*	2.79
Media Connectivity	MC	-0.7536	-0.89
Green Marketing Strategies	GMS	14.536*	4.74
Costant		11.45	9.46
Observations			292
R2			0.63
Adjusted R²			0.61
Significance Level: *p<0.1; **p<0.05; ***p<0.01			
Dependent Variable: Consumer Product Purchasing Preferences in Number (CPPP) per Month			

Source: Author Own Compilation, 2026

From the above table it is found that monthly income has positively significant with CPPP, which is 1 percent level of statistically significant. HHE is statistically significant at CPPP, which is 5 percent level. Additionally, SPA has positive connection with CPPP, that is 5 percent level of significant and GPP has also positive connection with CPPP, but it is 10 percent level of statistically significant. Lastly, GMS has positive connection with CPPP, that is 10 percent level of significant. This joint scoring index comes from table 03.

Research Findings

This study investigated how green marketing strategies affect consumer behavior, sales performance, market share, and brand profitability in the context of Bangladesh. Using a mixed-method approach quantitative surveys and qualitative interviews—the research examined urban consumers' awareness and responses, along with insights from marketing professionals.

Key research objectives included:

- A. Identifying green marketing strategies used in Bangladesh
- B. Understanding consumer attitudes toward green products
- C. Assessing the impact of green marketing on sales and profitability
- D. Exploring the challenges faced by businesses

Major Findings

5.1.1 High Awareness Among Urban Consumers: A significant portion of respondents are aware of green marketing and associate it with environmental and health benefits.

5.1.2 Positive Influence on Consumer Behavior: Green marketing positively impacts purchase decisions, particularly among younger and educated buyers.

5.1.3 Improved Sales and Market Share: Companies implementing green strategies saw measurable growth in niche markets and among sustainability-conscious consumers.

5.1.4 Enhanced Brand Profitability: Profit margins increased due to premium pricing and strengthened customer loyalty.

5.1.5 Challenges Persist: High implementation costs, lack of policy support, and limited rural awareness hinder broader adoption.

Research Recommendations

For Businesses

i) Invest in Authentic Green Practices: Focus on sustainability in production, packaging, and sourcing to build credibility.

ii) Educate Consumers: Use marketing campaigns to inform buyers about environmental benefits and ethical values.

iii) Avoid Greenwashing: Ensure transparency by backing green claims with verifiable actions and certifications.

iv) Expand Beyond Urban Markets: Develop affordable, eco-friendly products targeting rural areas and low-income consumers.

For Policymakers

i) Introduce Incentives: Provide tax relief or subsidies for companies using sustainable practices.

ii) Establish Regulatory Standards: Set clear guidelines for green product labeling and marketing claims.

iii) Promote Public Awareness: Launch national campaigns on environmental protection and sustainable consumption.

For Researchers

i) Conduct longitudinal studies to assess the long-term effects of green marketing on business sustainability.

ii) Expand research to include rural populations and diverse sectors.

iii) Explore the psychological and cultural factors influencing green consumer behavior in Bangladesh.

CONCLUSION

Green marketing is no longer a niche approach—it is a necessity in today's environmentally conscious world. For Bangladeshi businesses, integrating sustainability into core operations not only enhances their market competitiveness but also contributes meaningfully to global climate goals. With the right mix of business innovation, consumer education, and policy support, green marketing in Bangladesh can lead to sustainable economic growth. However, the research also reveals persistent challenges, including high

implementation costs, lack of policy support, limited rural awareness, consumer skepticism, and risks of greenwashing. Therefore, for Bangladeshi businesses, integrating sustainability into core operations not only enhances market competitiveness but also contributes meaningfully to global climate goals. With the right mix of business innovation, consumer education, and policy support, green marketing in Bangladesh can lead to sustainable economic growth.

Based on the findings of this study, there are several suggestions for stakeholders. For business people, it is advisable to invest in authentic green practices, educate consumers, avoid greenwashing, and expand the market to rural areas with affordable products. For policymakers, the government needs to provide fiscal incentives, set regulatory standards for green labeling, launch public awareness campaigns, and develop inclusive programs for rural areas. For consumers, the public is advised to increase environmental literacy, be critical of green claims, and actively participate in recycling programs. For future researchers, it is recommended to conduct longitudinal studies, comparative research across developing countries, qualitative studies on psychological and cultural factors, and research focused on the MSME sector. The consistent implementation of these suggestions will drive sustainable economic growth while creating a balance between business prosperity, community well-being, and environmental sustainability in Bangladesh.

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