

GREEN MARKETING AND ITS IMPACT ON CONSUMER BUYING BEHAVIOR IN CITY OF MUNTINLUPA, PHILIPPINES. PART II.

MARKETING SCIENCE & INSPIRATIONS

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The purpose of this paper is to provide a comprehensive literature review of green marketing, eco-friendly products, and green consumers aims to give information about the effect of green marketing on customers purchasing behaviors. First of all, environment and environmental problems, one of the reasons why green marketing emerged, are mentioned, and then the concepts of green marketing and green consumer are explained. These days, green marketing businesses are significantly helping our environment in a competition with the other products in terms of producing eco-friendly products. Being eco-friendly comes up with how you will sell it in the market nowadays. The problem seeks to understand green marketing and its impact on consumers buying behavior in city of Muntinlupa. The researcher came up with a solution to easily attain objectives by gathering enough data through quantitative research, which allows the study to collect information from prospects through a set of Questions via an online survey that was a self-made validated questionnaire. For the sampling technique and size, researcher also used the quota sampling method to complete the 65 out of 100 participants which are based on G*Power analysis from ages 18–45 years' old who are residents in city of Muntinlupa. According to the results of the research analysis, the environmental awareness, green product features, green promotion activities and green price affect green purchasing behaviors of the consumers conclusively. The demographic characteristics have an average effect on the representation, that brand strategies like product, price, and promotion have a significant relationship with consumers buying behaviors in city of Muntinlupa.

3 REVIEW OF RELATED LITERATURE

Green marketing is aimed at directing a company's efforts to undertake the processes of designing a product, its promotion, pricing, and distribution in a way that can help to protect the environment (Polonsky 2011). It can encompass all production and distribution systems. Green marketing is a creative opportunity to innovate in ways that make a difference and at the same time achieve business success (Maheshwari 2014). Thus, green marketing is a production mechanism which strives to produce products that are safer to use and protect the environment. Like previous studies (Rahbar et al. 2011; Zandhessami et al. 2016; Sarkar 2012), the current study has measured green marketing using three key variables: eco-labeling, green branding and green advertising.

Eco-labels are initiatives taken by organizations in order to preserve the environment and for which they receive third-party certification. Such certifications in the form of ecolabels are then used as a competitive advantage by companies to attract more customers by showing them that they are offering more environmentally friendly and healthy products (Ng et al. 2015). The practice of eco-labeling is used on the one hand, as a marketing strategy, and on the other hand, it is aimed at dealing with the problems of climate change and global warming (Bernard et al. 2015).

The primary aim of green marketing efforts is to reduce the environmental losses and to earn a good reputation for the company as an environmentally concerned company, with a responsible attitude towards the environment (Sarkar 2012), even in tourism (Kilichov and Olsavsky 2023) or honey production (Olsavsky 2021). It is a novel concept which helps organizations to achieve their long-term objectives of attracting more consumers to increase their consumer base.

Organizations are paying increased attention to eco-innovation in order to use it as their marketing strategy. It is also helpful for organizations to not only achieve sustainable production processes but to gain a marketing advantage in the form of influencing the behavior of consumers to buy green products (Singh 2012). On the other hand, the organizations, by virtue of increased legal and regulatory pressures, are also bound to follow green practices for the protection of the environment and to provide consumers with healthy and green products and services (Sarkar 2012). The ultimate goal of all such activities is to influence consumers to contribute towards a healthy environment and a healthy lifestyle by purchasing green products.

Consumer buying behavior can be studied under Theory of Planned Behavior proposed (Ajzen 1991), which seeks to address the motivational factors behind the certain behavior of consumers as influenced by intentions, subjective norms and perceived behavioral controls. This theory says that intentions exhibit a significant influence on a consumer to behave in a certain way. Attitudes are formed by individual judgments of a certain behavior or the beliefs about the outcome of certain actions. For instance, if a consumer feels that purchasing a green product is helpful for him/her and society's well being, they will form the attitude to buy it and finally, they will perform the action. Normative beliefs, on the other hand, are societal or familial or spousal pressure on someone to act in a certain way. For example, societal or familial pressure on someone to buy and encourage consumption of green products for environmental protection influences a consumer's behavior to buy green products. Finally, perceived behavioral controls are the factors which influence consumer buying behavior in the form of whether he/she can afford to buy a product or the perceived ease or difficulty attached in its buying.

Researchers have also used behavioral theories to establish a behavior – attitude relationship for consumers, i.e. the consumers make buying decisions based on their favorable attitude towards certain products. The relationship between green behavior and the attitude of consumers is low (Ottman 2017). The study was conducted in the Turkish context to understand the role of environmental knowledge on shaping consumer buying behavior (Albayrak et al. 2011).

They found that green consumers are like confused consumers. This is because they are unable to specify what exactly is meant by green, so forming an attitude for green products is also difficult.

Many companies are trying to preserve the environment by delivering environment friendly products (Renfro 2010). Previous research argued that there are several factors which influence the behavior of the consumer in terms of the purchase of green products. Like previous research findings from different countries, in India consumer's income class and social norms (Purohit 2012), in Turkey environment protection behavior and social norms pressure (Boztepe 2012), in Korea gender, age, education, and income status (Lee et al. 2012) respectively plays an important role in the purchase of green products. Psychological and social factors are persuasively more influential on the consumer's behavior as compared to the demographic factors for the consistency of the green product purchase (Pickett et al. 1995). Green consumers are more educated and wealthier, yet there is democratization in the purchase behavior in Europe and North America (Laroche et. al. 2001).

All of this indicates that patterns of buying these green products and services are not similarly shared by all consumers. However, the scope of current research is restricted to the study of the direct impact of green marketing on consumer buying behavior and it has not taken into account the role of demographics to study their role for enhancing or decreasing the impact of green marketing activities on consumer buying behavior. Overall, many previous studies (such as Purohit 2012; Spanos 2008; Boztepe 2012; Lee et al. 2012) propose that organizations' green marketing practices directly or indirectly have a positive influence on the consumer buying behavior in different consumer goods industries. Marketers may use eco-labeling in order to show that they have used environmentally safe and profound ways of production and distribution of goods. Such products hold a license from independent third parties for being environmentally friendly products (Okada and Mais 2010; Mishra and Sharma 2010). Ng and Wong (2015) found that in the construction sector of Hong Kong, the technique of eco-labeling has been largely used by marketers and it has been reported to bring positive results for marketers, influencing consumer buying behavior for the purchase of green products.

Another important determinant of green marketing is green branding. Green marketing contributes value to a brand image (Suki 2016). The main strategy used for green branding is green positioning (Raska and Shaw 2012). The positioning can be either emotional or functional, where functional strategy appeals to rational minds through the provision of detailed knowledge on the environmental benefits of products, while the emotional strategy focuses on emotional needs of consumers.

4 MATERIALS AND METHODS

The study will be in a quantitative type of research. Quantitative research is a formal, objective, systematic process to describe and test Relationships and examine cause and effect interactions among variables. Surveys may be used for descriptive, explanatory, and exploratory research. Since the present study or investigation focuses on determining the Brand strategy related to consumers' purchasing intention. The quantitative research method was the most appropriate method to use. The researchers used a descriptive research design to achieve the objective of the study in developing eco-friendly materials that may help improve the current productivity and efficiency of green marketing.

The study respondents will be the Business owner of selected eco-friendly products and Residents who consume eco-friendly products. The respondents must be 18-45 years old and currently living in the city of Muntinlupa. The

participants will be randomly selected using a quota sampling method. A quota sample is a non-probability sample selected based on the assigned number or quota of individuals.

The total number of participants will be determined using G-power analysis:

- They must be 18-45 years old
- They must be resident in city of Muntinlupa.
- They bought an eco-friendly product.
- They are willing to participate in the study.

In this study, the researcher will be using a self-validated survey questionnaire to achieve the study's main objective. The researcher creates a questionnaire to gather data that will be used in the study and serve as primary tools using the Likert Scale. The questionnaire will be distributed to selected residents of city of Muntinlupa. The survey questionnaire will consist of (2) parts: First is the demographic profile of respondents based on the name, age and sex. The second part is assessing the brand strategies that are related to customers' buying behavior.

The primary source of the study focuses on the gathered data in survey questionnaire that are distributed in selected Muntinlupa residents, and the secondary source of this study is the literature that supports the study. This literature may include books, research papers and reports.

5 RESULTS AND DISCUSSIONS

The aim of this study, by analyzing the impact of environmental awareness, green product features, green product prices, green product advertisement and demographic features of consumers on purchasing behaviors of consumers, is to determine whether there is a significant relationship between them and if there is, to reveal direction and level of this relationship and hence to give advices to companies producing environment-friendly products. To identify factors that influence the consumer's buying behavior through environmental marketing, consumer behavior, availability and environmental factors. The objectives of this study are the following; to study the green marketing strategy will affect consumers' buying behavior in terms of quality, price, design and environmental benefits; to learn the benefits that consumers' get when purchasing environmentally friendly products through satisfaction, health benefit and peace of mind; to know if eco-friendly products affect consumers' buying decisions and to spot the level of effectiveness of having green marketing through eco-friendly products in consumers buying behavior.

As a result of the study, as environmental consciousness, green product features, green promotion and green price increase, green purchasing behavior increases as well. In most of the studies conducted until today, a negative relation between green price and purchasing behavior has been observed. Nevertheless, the result of our study shows that people are now willing to pay more for environmentally-friendly products. With industrialization and development and progress of technology, diversification in human needs has increased. The use of natural sources, environmental devastation and pollution affect human life negatively. Humans have been in the search for ensuring their futures and sustaining their life in appropriate conditions. Consumers, by not remaining insensitive to environmental problems such as environment pollution and global warming, have started to consider whether the products they purchase are environment-friendly or not apart from price and quality features of the products. With environment and environmental problems gaining importance for people, companies have started to change their production, goods or service generation, and hence marketing strategies accordingly. They have started to produce environment-friendly products and have tried to reach the green marketing concept to the consumers.

Table 1: Descriptive statistics on green marketing strategy in terms of price

Source: Author

Table 1 shows the descriptive statistics on green marketing strategy in terms of price. „I buy eco-friendly products because it is affordable.“ and „The design in eco-friendly looks expensive but it is cheaper.“ both got the same mean score of 3.326 and were both interpreted as highly affected. However, „I'm willing to pay a higher price when buying eco-friendly products.“ got a mean score of 3.196 and was interpreted as affected. Therefore, a total mean score of 3.283 and SD of 0.575 was perceived by the respondents that the green marketing strategy in terms of price highly affects their purchasing intention.

Table 2: Descriptive statistics on green marketing strategy in terms of promotion

Source: Author

Table 2 shows the descriptive green marketing strategy in terms of price. „I buy eco-friendly products because it promotes a cleaner environment.“ got the highest mean score of 3.80 which was interpreted as highly affected. However, „I like to buy eco-friendly products because of green advertisements.“ got a score mean of 3.54 and „I like the eco-friendly products because of its good packaging.“ got a score mean of 3.15 and it is also both interpreted as highly affected. Therefore, a total mean score of 3.62 and SD of 0.41 was perceived by the respondents that the green marketing strategy in terms of promotion affects their purchasing intention.

Table 3: Descriptive statistics on green marketing strategy in terms of place

Source: Author

Table 3 shows descriptive statistics on green marketing strategy in terms of place that they bought Eco-friendly products because it is easily accessible with a score mean of 3.326 and was interpreted as Highly affected. While „Availability of eco-friendly products near me.“ got the lowest score mean of 3.087 and also interpreted as highly effective. Therefore, a total mean score of 3.181 and SD of 0.485 was perceived by the respondents that the green marketing in terms of place affects their purchasing intention.

Table 4: Descriptive statistics on green marketing strategy in terms of products

Source: Author

Table 4 shows the descriptive statistics on eco-friendly products in terms of products. „I buy eco-friendly products because it is made up of green materials that help clean our environment.“ got the highest mean score of 3.500 which is interpreted as highly affected. While „I usually buy eco-friendly products when I go to malls.“ got the lowest score of 2.978 but was also interpreted as highly affected. Therefore, a total mean score 3.188 and SD 0.425 was perceived by the respondents that the green marketing strategy in terms of products highly affects their purchasing intention.

Table 5: Summary of descriptive statistics on green marketing strategy that affects consumers purchasing intention

Source: Author

Table 5 shows the summary of descriptive statistics on green marketing strategy that affects consumers buying behavior. Among the four marketing strategies, promotion has the highest mean score of 3.62 and was interpreted as highly

affected. It is followed by price with a mean score of 3.283 and was also interpreted as highly affected. Then, the product was ranked 3 with a mean score of 3.188 and was also interpreted as highly affected. Place got the lowest rank with a mean score of 3.181 and was interpreted as highly affected. Therefore, the green marketing strategy highly affects the consumer purchase intention of the respondents with a total mean score of 3.317 and SD of 0.367.

Table 6: Descriptive statistics on level of effectiveness on eco-friendly product in terms of sociodemographic

Source: Author

Table 6 shows the descriptive statistics on level of effectiveness on eco-friendly products in terms of sociodemographic. „I buy eco-friendly products because I’m educated to help our environment.“ got the highest score of 3.522 and interpreted as highly effective. While „Your income must be high enough to buy eco-friendly products.“ got the lowest score mean of 2.739 and interpreted as effective. Therefore, a total score mean of 3.08 and SD of 0.462 was perceived by the respondents that the level of effectiveness on eco-friendly products in terms of sociodemographic was effective.

Table 7: Descriptive statistics on level of effectiveness on eco-friendly product in terms of financial status

Source: Author

Table 7 shows the descriptive statistics on level of effectiveness on eco-friendly products in terms of financial status. „I am ready to pay higher prices for a green product.“ got the highest mean score of 2.957 which was interpreted as effective. While „Green product purchasing is a sign of prestige and higher social status.“ got the lowest score which was interpreted as less effective. Therefore, a total mean score of 2.688 and SD of 0.551 was perceived by the respondents that the level of effectiveness on eco-friendly products in terms of financial status was effective.

Table 8: Summary of descriptive statistics on level of effectiveness on eco-friendly product

Source: Author

Table 8 shows the summary of descriptive statistics on level of effectiveness on eco-friendly products in consumer purchasing intention. Sociodemographic got the highest mean score of 3.080 and was interpreted as effective. While, financial status got a mean score of 2.688 and was also interpreted as effective. Therefore, there is an effective eco-friendly product in consumer purchasing intention with a total mean score of 2.884 and SD of 0.465.

Table 9: Pearson's correlations between green marketing strategies and consumers' purchasing intention

Source: Author

Table 9 shows Pearson's correlation between green marketing's strategies and consumers buying behavior. Data revealed that there is a moderate positive correlation between price and sociodemographic with r value of 0.369 and p -value = 0.012 lower than the significance level at 0.05. While place has a strong positive correlation with sociodemographic ($r = 0.408$, p -value = 0.005), has a weak positive relationship with financial status ($r = 0.299$, p -value = 0.043), and moderate positive correlation with consumer purchase intention ($r = 0.38$, p -value = 0.008) with p -values lower than the significance level at 0.05. Product has a moderate positive correlation with sociodemographic ($r = 0.387$, p -value = 0.008) and weak relationship with consumer purchase intention ($r = 0.282$ and p -value of 0.058). Green marketing strategy has a strong correlation with sociodemographic ($r = 0.445$, p -value = 0.002). Green marketing strategy has a moderate positive correlation with consumer purchase intention with r values of 0.336 and p -values of 0.022 lower than the significance level at 0.05. Therefore, we will accept the alternative hypothesis.

The following conclusion were derived:

1. Residents of Muntinlupa are engaged in buying eco-friendly products when it is affordable.
2. In terms of promotion, consumers bought eco-friendly products because it promotes a cleaner environment.
3. When an eco-friendly product is easily accessible, consumers are engaged to buy the product.
4. The result revealed that consumers bought eco-friendly products because they are made up of green materials.
5. It showed in the result that promotion is the mostly affecting variable in all of the factors that affects consumer purchasing intention.
6. The result showed that Muntinlupa residents bought eco-friendly products because they were educated to help our environment.
7. In terms of financial status, Muntinlupa residents are willing to pay higher prices for an eco-friendly product.
8. The result revealed that there is a significant effect between green marketing and customers buying behavior.
9. They are Pearson's correlations between green marketing strategies and consumers' purchasing intention.

The recommendation are formulated and hereby endorsed:

1. Since promotion was highly affected among green marketing strategies, it is recommended that eco-friendly businesses should use different kinds of advertisement to promote their product to promote the use of green eco-friendly products.
2. The research revealed that place was the least affected among green marketing strategies. On this basis, green marketing eco-friendly businesses should prioritize the location of their store from their target consumer and how it can be accessible to customers.
3. The researcher recommended that eco-friendly businesses should focus on socio demographic of their target market because it is the highly effective variable in having eco-friendly products in consumers buying behavior.
4. The researcher recommended that green marketing eco-friendly businesses must pay attention to financial status of their target market. The study showed that customers are willing to pay higher prices for eco-friendly products.
5. The study revealed that there was a significant relationship between green marketing and purchasing intention. The researcher recommended that eco-friendly businesses must invest in green marketing strategies that can help the business to be efficient.
6. Consumer observation of the environment will impact purchase decisions, especially for green products.
7. Selling products that are eco-friendly are profitable and help to build brand loyalty that achieve the best results for the product strategy, market analysis and product research.
8. Raise recognition among consumers about the value of sustainability and the environmental impact of their purchasing decisions of eco-friendly products that could help reduce waste, pollution, and other negative impacts on the planet.
9. Green marketing collaborates with influencers and partnering with influential personalities who are passionate about sustainability can help promote green marketing that can significantly impact consumers' purchasing intention.

End of Part II.

POZNÁMKY/NOTES

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KLÚČOVÉ SLOVÁ/KEY WORDS

green marketing, environmental awareness, green product features, green promotion, green price, green purchasing behavior

zelený marketing, environmentálne povedomie, zelené vlastnosti produktu, zelená propagácia, zelená cena, ekologické nákupné správanie

JEL KLASIFIKÁCIA/JEL CLASSIFICATION

M31, M38

RÉSUMÉ

Zelený marketing a jeho vplyv na nákupné správanie spotrebiteľov v meste Muntinlupa, Filipíny. Časť II.

Cieľom tohto príspevku je poskytnúť komplexný prehľad literatúry o zelenom marketingu, ekologických výrobkoch a zelených spotrebiteľoch s cieľom poskytnúť informácie o vplyve zeleného marketingu na nákupné správanie zákazníkov. Najprv sa definuje životné prostredie a environmentálne problémy, ktoré sú jedným z dôvodov vzniku zeleného marketingu a potom sa vysvetľujú pojmy zelený marketing a zelený spotrebiteľ. V súčasnosti podniky

zeleného marketingu výrazne pomáhajú nášmu životnému prostrediu v konkurencii s ostatnými výrobkami, pokiaľ ide o výrobu ekologických výrobkov. V kontexte myšlienky ekologickej produkcie je potrebné zodpovedať otázku, ako sa bude v súčasnosti predávať na trhu. Cieľom problému je pochopiť zelený marketing a jeho vplyv na nákupné správanie spotrebiteľov v meste Muntinlupa. Autorka uvádza výsledky získaných údajov v kvantitatívnom prieskume. Ten umožnil zhromaždiť informácie od potenciálnych zákazníkov prostredníctvom súboru otázok v online prieskume formou dotazníka. Ako techniku a veľkosť vzorky autorka použila metódu kvótového výberu, aby získala 65 účastníkov zo 100 oslovených, ktorí sú na základe analýzy G*Power vo veku 18-45 rokov. Všetci sú obyvateľmi mesta Muntinlupa. Podľa výsledkov analýzy dát environmentálne povedomie, zelené vlastnosti výrobku, zelené propagačné aktivity a zelená cena jednoznačne ovplyvňujú ekologické nákupné správanie spotrebiteľov. Demografické charakteristiky majú priemerný vplyv na tvrdenie, že stratégie značky, produktu, ceny a propagácie majú významný vzťah na nákupné správanie spotrebiteľov v meste Muntinlupa.

RECENZOVANÉ/REVIEWED

25. September 2023 / 30. September 2023