

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

**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.

## 1 INTRODUCTION

There are several aspects that influence the outcomes of buying decisions, some of these specifically happen in an exact situation and occasion determined by social status, preferences, disposition, and economic position of the customers or consumers. Most likely Entrepreneurs consider consumer's interest and like leading them to create new brands that definitely fits to their taste and affordable to their budget. Recently, consumers are well informed and influenced by social media in considering appearance, price, and availability and location of the product.

The globalization process continues across the world, and also brought some problems with it. The leading problem is our environmental issues that affect all living beings negatively. These aforementioned environmental problems have started to come to the agenda over the years and people have started to talk about these negativities. Consumers now have concern about the future of the world and as a result of this mostly prefer environment friendly products. In return to these attitudes of the consumers, companies have started to form their marketing strategies so as to appeal to increasing apprehension of this environment-friendliness. These marketing strategies, named as green marketing, have caused companies to adopt green policies in their pricing, promotion, product features and distribution activities. On the other hand, global warming has reached everyone's mind and there are lots of campaigns on the green environment and making us advocate to preserve Mother Earth. The ideas have been relevant to plan creating ways in how to promote a greener environment, thus a long-term planning must be executed to recycle post-consumer products for the packaging of the products. Consequently, green marketing must exhibit eco-friendly goods and services. Besides,

the opposite of this idea is disastrous to the environment. Most likely air pollution, etc. will destroy surroundings, habitat, and nature as a whole. Presently we are experiencing trying times on the pandemic, world economics shut down and manufacturing ceased for a time. However, new products come out like new face masks, new brands of alcohol, soap, vitamins, and etc. Manufacturing starts to redesign their venue and sites to fit on health protocols, hence site expansion and work schedule shifting happened to promote social distancing to maintaining the operations.

The green consumer is generally defined as one who adopts environmentally friendly behaviors and/or who purchases green products over the standard alternatives. Green consumers are more internally-controlled as they believe that an individual consumer can be effective in environmental protection. Thus, they feel that the job of environmental protection should not be left to the government, business, environmentalists and scientists only; they as consumers can also play a part. They are also less dogmatic and more open-minded or tolerant toward new products and ideas. Their open-mindedness helps them to accept green products and behaviors.

A number of past studies have analyzed the relationship between demographic variables and attitudes/ consumptions of ecologically aware consumers. Such variables, if significant in terms of statistics, offer easy and efficient ways to segment the market and capitalize on green attitudes and behaviors for marketers. The purpose of this empirical study is to operationalize the relationship of green marketing's influence on consumer attitudes via the mediating role of marketing mix towards green products; willingness to be environmentally friendly. The model is based on structural equation modeling (SEM) from data collected from 977 online consumers. The findings revealed that green consumption intention was significantly and indirectly driven by attitude to green products. Additionally, the effect of perceived quality on marketing mix and consumer willingness in environmental concern is both significant and positive. However, when a restaurant has high consumer social responsibility (CnSR) for marketing mix, the consumer attitudes of cognitive, affective, and behavioral model (C-A-B model) is less effective.

These findings have contributed to the revival of the theory of planned behavior (TPB) and offer a comprehensive understanding of consumer attitude, consumer social responsibility, marketing mix and perceived quality impact that a restaurant has on the ability to raise consumer willingness to purchase green products or food. We provide valuable suggestions to marketers to design from the perspective of green marketing policies and strategies in order to accommodate Taiwan's indigenous green restaurants.

The purpose of this paper is to provide a comprehensive literature review of green marketing, eco-friendly products and green consumers. Nowadays, awareness on different environmental problems has increased significantly and it is of global concern to reduce negative impact on the environment. In relation to this, there has been a change in consumption patterns. As a result, a new segment of consumers were introduced, the so called green consumers. Green marketing tries to adapt by putting in the center of attention the needs of such a consumer. An increase of organic products exists in both parts, in demand and offer. To maintain the welfare of present and future generations, sustainable development is essential. The effect of environmentally friendly paper toward purchasing intention.

This research aims to examine and analyze the effect of green positioning, product attributes, health consciousness, social influence on purchase intention. The method used in this research is a descriptive method. The object of this research is consumers of PT. Berkah Wahana Saudara with 130 respondents. The approach used in this research is Structural Equation Model (SEM) analysis tool Smart-PLS 3.2. 8. The results showed green positioning had a significant positive effect on purchase intention. Product attributes have a significant positive effect on purchase intention. Health consciousness has a significant positive effect on purchase intention. Social influence has a significant positive effect on purchase intention.

## 2 THEORETICAL FRAMEWORK

This study was anchored on the theories of human behavior adapting the green innovation process like green technology to manage sustainable development among organizations to ensure social-ecological change from various authors. The theories developed by Siebenhuner and Arnold primarily focused on environmental sustainability strategies and their underlying strategies in helping organizations. This study was also supported by Schwatz's Norm Activation Theory (NAT) which states that activation of personality held moral norms influences prosocial behavior such as which are considered determinants of consumers' pro-environmental behavior. Another theoretical foundation of this study is Stern's Value-Belief-norms Theory (VBN) which explains that green behaviors are more likely to occur when a casual series of variables (i.e., values, belief and personal norms) is present. These theories will serve as a guide for this study as the researcher aimed at determining the green marketing and its impact on consumer buying behavior in city of Muntinlupa.

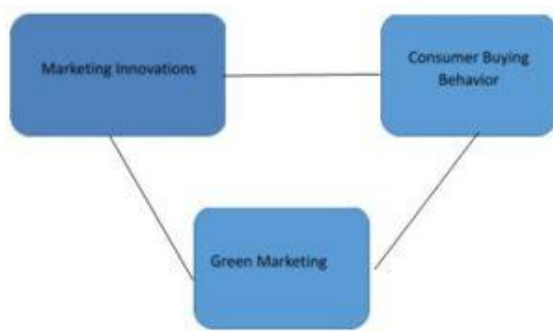


Figure 1: Theoretical framework of the study

Source: Author

The framework illustrates that green marketing is the main variable which has been measured through eco-labeling, green branding and green advertising. Its direct as well as mediated impact on consumer buying behavior. The theories developed by Siebenhuner and Arnold primarily focused on environmental sustainability strategies and their underlying strategies in helping organizations. This study was also supported by Schwatz's Norm Activation Theory (NAT).

End of Part I.

## POZNÁMKY/NOTES

I would like to acknowledge and give thanks to my family for understanding when undertaking my research and writing my project. And dedicated this journal in loving memory of my mother who passed away in 2022 before I finished this research study.

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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 I.** 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

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