



GOING BEYOND GREEN: EXPLORING CONSUMER BUYING BEHAVIOR TOWARDS GREEN PRODUCTS FOR SUSTAINABLE DEVELOPMENT IN THE 3RD DISTRICT OF ILOILO

Mary Jovelyn F. Abang¹, Rowena L. Gabalonzo²

WVSU – Calinog Campus, maryjovelyn.abang@wvsu.edu.ph

WVSU – Calinog Campus, rowena.gabalonzo@wvsu.edu.ph

ABSTRACT

Growing public awareness of environmental issues is promoting acceptance of green consumption trends. To improve their reputation and draw in new customers, businesses are increasingly producing eco-friendly products. This, in turn, encourages consumers, who are becoming more informed about green marketing, to buy environmentally friendly products. The study aims at finding green marketing awareness and the extent of consumers' buying behavior toward green products. A purposive sampling technique identified 338 residents from four out of nine municipalities in Iloilo's third congressional district. Data was collected using a researcher-designed questionnaire, divided into two parts: the first focusing on the respondents' personal information and the second assessing their awareness of green products and buying behaviors. Data collection occurred from May 2022 to June 2023, targeting individuals who had previously purchased green products. The sample was categorized by age, gender, employment status, income, education, civil status, and product type. Quota sampling ensured equal representation from each municipality. Results indicate that consumers showed a 'High' level of awareness regarding green products, with their buying behavior reflecting a "great extent" of alignment with sustainable consumption values. The findings highlight a significant relationship between awareness levels and purchasing behaviors. Consumers demonstrate a high level of awareness regarding green products, which significantly influences their purchasing behavior. This strong correlation indicates that increased knowledge about environmental issues leads to more substantial consumer engagement in sustainable practices, highlighting the importance of ongoing education and effective marketing strategies to promote eco-friendly choices.

Keywords: Consumers Buying behavior, Green products, Sustainable development

1. Introduction

Global warming, pollution and climate change are some of the problems that have become an increasingly concerned issue locally and internationally. Nowadays, more and more people became aware of the importance of protecting and preserving the environment due to the impact of climate change. Due to the many years of passive negligence by the people on waste management, the whole world experienced rapid changes in the climate. This fact brought consciousness to environmentalists, capitalists, chief executive officers, managers and concerned human rights advocates to make it their responsibility to protect the environment.

Environmental deterioration has led to businesses changing the way in which they conduct

themselves, leading to the emergence of green marketing. These environmental challenges have gained prominence in the business environment, as well as in the public domain. With escalating threats to the environment, a growing number of people have started to pay attention to sustainable development to protect the environment and society.

The concepts of green purchase and green marketing have gradually become popular. Green purchase refers to the green product purchase activities conducted by consumers to save resources and protect the environment. Green products also known as eco-friendly products are those that do not harm the environment whether in their production, use or disposal. In other words, these products help preserve the environment by significantly reducing the pollution and waste they could produce. Ayansola (2021) believes that green branding marketing techniques have become a popular area of research; however, the use of “green” terms confuses both businesses and customers. This has resulted in consumers becoming more suspicious about the validity of green marketing and green management practices.

These critical environmental issues combined with the demand by consumer groups for green products have led to the emergence of green marketing. According to the American Marketing Association, Green marketing also known as environmental marketing or ecological marketing in recent years, has begun to influence consumer and business activity. It relates to business practices which advocate sustainable development. It comprises the marketing of goods and services that are eco-friendly and promoting the preservation of the environment in a sustainable way. Polonsky (1994) defined green marketing as the marketing that consist of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment.

Das (2021) in his article “What is a green product”, mentioned that in the past 50 years, humans have consumed more resources than in all previous history. The fact that 9 out of 10 people worldwide breathe polluted air, 500 billion to 1 trillion plastic bags end up in landfills each year worldwide, and a plastic bag can take up to 1,000 years to decompose has drawn great attention of the end consumer towards green products and their benefits. Called the green generation, these consumers are more inclined to “going green”; they believe in making decisions that are environmentally friendly and use products that are sustainable and cause very less or no pollution.

The advantages to consumers for using green products may be summarized as follows: 1) Cost-effective since most of them last longer than conventional products. Moreover, these products consume less energy and other resources thus reducing the bills of consumers. 2) low maintenance that if operated responsibly and maintained properly, may result in low maintenance cost an example of which is green buildings; and 3) improves health since eco-friendly products are made from materials that are free from harmful chemicals and components, thus help improve physical as well as mental health.

On the other hand, it can also benefit the society, wherein it can help generate more jobs. According to IRENA (International Renewable Energy Agency), the renewable energy industry had generated more than 5 million new job opportunities worldwide in 2017. They predicted that if demand for green products continues to grow, the number will rise to 16 million by 2030. Thus, with the development of green products not only the environmental but also the economic conditions will improve. Moreover, Green products reduce the threat of overuse of resources and fossil fuels and encourages the generation of energy using natural resources. Green products are made from organic and biodegradable materials and are designed to use least non-renewable resources and toxic chemicals to produce energy. This reduces the generation of greenhouse gases like CFCs, Ozone, methane etc. and hence prevents pollution and deterioration of the Ozone layer.

More and more businesses are aware of green technology. Entrepreneurs however, had a hard time pursuing this venture because they are facing a lot of challenges such as, to name a few, as follows: 1) Costly Products because green products require innovation and a lot of investment. This increases the cost of developing the products, which results in making them a bit costly than the available alternatives in the market. The cost factor usually discourages the consumers in buying them; 2) Ignorance since the common masses are still ignorant about the importance and benefits of going green; 3) Investment because green products require the development of new technologies. This requires a large investment in research and development (R&D). Not every company or startup can afford to spend this amount.

In the present marketing scenario, the study of consumer behavior has become essential. Consumers are the kings of markets. Without consumers no business organization can run. All the activities of the business concerns end with consumers and consumer satisfaction. Consumer buying behavior has become an integral part of strategic market planning. It has been always of great interest to

marketers. It is the behavior that consumers display in scanning for purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs.

The understanding of consumer behavior helps the marketer to realize how consumers think, feel and select from the alternatives like products, brands, quality and the like and how the consumers are influenced by their environment, their family, reference groups and salesperson offering the product. A consumer's buying behavior may be influenced by cultural, social, personal, and psychological factors. Most of these factors are unmanageable and beyond the grasps of marketers but they must be considered while trying to understand the intricacy of behavior of the consumer when purchasing products.

Even though we all know that some products do more harm to the environment than others, keeping track of which products are environmentally friendly can be challenging with so many consumer products being developed and made freely available to the public. Antibacterial gels, soaps, aerosol cans, detergents, chlorine bleaches, deodorants, sanitary napkins, toothpaste, and cosmetics are just a few of the household and personal care items that were purchased.

The study has significant implications to consumers since they will become more aware of the benefits brought about by using green products. The businessmen on the other hand, will gain more insights regarding the behavior of consumers in purchasing green products and use the data gathered to enhance their product offering and taking advantage of the opportunity to create more green products.

While going through the process of preparing this study, the researchers have observed that a lot of people are not yet aware of what household green products are and what benefits can be derived if they use them. Thus, the core idea of this study is to create awareness among people on the environmental issues and how consumers would be helping the environment if they switch over to using green products. This study also aims to provide more information to people by developing a consumer purchasing guide that would give consumers more insights on the uses and benefits of green products and at the same time providing entrepreneurs the knowledge of how green marketing can be a means for sustainable development.

2. Literature Review

Going green is slowly and progressively becoming the symbolic color of eco-consciousness in Philippines. The growing consumer awareness about the origin of products and the concern over impending global environmental crisis there are increasing the opportunities to marketers to convince consumers. Ridwan, Maulina, and Chan (2017) stated that consumer buying behavior is a process of interaction involving individuals or groups in which they conduct information searching, buying, and using up to evaluate goods and services they use with influence given by internal factors and external factors that surround the individual or the group. Consumer's Purchase Decision will be influenced by the consumer's knowledge of the product he/she will buy. Most consumers need a lot of information when they want to buy product/products such as, electronics, and insurance, and also for buying green products.

Nam, Dong and Lee (2017), stated that there is plenty of evidence that demonstrates that attitudes are strongly linked to green purchases. Consumers who maintained positive attitudes towards the environment more often bought ecological clothes. Consumers must appreciate the environment first, before they decide to purchase environment-friendly products. Aziz and Yani (2017) studies revealed that purchasers' behavior is driven not only by their wish to satisfy individual needs, but also concern about the interests of the entire society. Aman et. al., (2012) and Naz et al., (2020) noticed that concern about the environment exerts a positive impact on attitudes towards green products, which subsequently influences purchasing intentions to buy them. Some research proved that there is a link between knowledge and green purchase behavior. Fu and Elliott (2013), Aman et. al., (2012) cited that people with greater knowledge of environmental problems and methods of eradicating them showed a stronger inclination towards purchasing green.

On the other hand, NASPO is a non-profit association dedicated to advancing public procurement through leadership, excellence, and integrity. It is made up of the directors of the central purchasing offices in each of the 50 states, the District of Columbia and the territories of the United States. NASPO is an organization that helps its members achieve success as public procurement leaders through promotion of best practices, education, professional development, research, and innovative procurement strategies. The National Association of State Procurement Officials (NASPO) has developed this Green Purchasing

Guide for its members and others to use in navigating the sea of information surrounding the adoption of a green purchasing program. This guide is intended to be a straightforward, easy-to-use document that provides purchasers with: 1) A basic understanding of the concept and benefits of green purchasing. 2) Recommended steps and proven strategies to enable the implementation of a green purchasing program. 3) Links to other resources offering detailed information on specific elements of the process.

2.1 Green Products

Green Marketing came into prominence in the late 1980's and early 1990's and acquired an eminent status since early 1990's. Ansar (2013), Green marketing has become an important area of focus for both companies and society in general. It is similar to traditional marketing, the only difference is that it incorporates marketing activities that entail manufacturing, differentiating, pricing and promoting goods or services which are environmentally safe and are able to satisfy consumers' environmental needs.

Stern and Ander (2008), mentioned that the term "green marketing" is used interchangeably with "sustainable marketing", "ecological marketing" Environmental or "environmental marketing". The objective is, ultimately, to sell products that are harmless to the environment, whilst simultaneously actively encouraging consumers to support and protect the environment. This implies that businesses need to change the way in which they operate and to provide products that are beneficial to both consumers and the environment. The study has found that promotional activities on eco-friendly products influences consumers green products awareness. Majority of the respondents are aware of green products. This study also reveals that green products awareness as the critical factor, which affects consumers green purchasing decision.

Choudhary et. al., (2013) stated that marketers always try to recognize the new opportunities and threats constantly presented by the marketing environment and simultaneously they understand the importance of continuously monitoring and adapting to that environment. Today the main challenge before marketers is to think creatively about how marketing can fulfill the needs of most of the worlds" population for a better standard of living in the midst of sustainable development. To grasp the new emerging opportunities and to ensure a better standard of living with sustainable development, the new concept-Green Marketing has emerged. Green marketing is a philosophy which primarily advocates sustainable development. Realizing the importance of people" s concern for a healthy environment to live and preferring environmentally friendly products and services to consume, marketers these days are trying to capitalize on the same to ensure sustainable development and using these concepts in developing their strategies.

Garg et. al., (2017). cited that the ideas of green marketing such as designing of green products, implementing a green supply chain, packaging, pricing and advertising are beneficial to society and to the environment as a whole. Environmental or green marketing is perceived to be a tool towards sustainable development as pollution levels are getting worse day by day, which will eventually lead to the perpetual deterioration of human life (Rajasekaran & Gnanapandithan, 2013). Green product should not be considered as just one more approach to marketing, but must be pursued with much greater vigor, as it has an environmental and social dimension to it. With the threat of global warming looming large, it is extremely important that green product becomes the norm rather than an exception or just a fad. The green product and its important started creating an awareness and help for the sustainable development, which is the required for the future generation.

Divyapriyadharshini (2019) found that a promotional activity on eco-friendly products influences consumers green products awareness. Majority of the respondents are aware of green products. This study also reveals that green products awareness as the critical factor, which affects consumers green purchasing decision. Weiner and Doescher (1991) defined green consumerism as a form of "pro-social" consumer behavior. Polonsky (1994) defined green marketing as the marketing that consist of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment. With the increasing threats to the environment, an increasing number of people have started to pay attention to sustainable development to protect the environment and society.

Sheng et. al., (2018) cited that the concept of green marketing and purchasing green products have gradually become popular. Green purchase refers to the green product purchase activities conducted by consumers to save resources and protect the environment. Groening et. al., (2018), defined green marketing as the marketing activities designed by enterprise for all consumers. The purpose of these activities is to minimize the environmental impact of the company's products and services. Ayansola

(2021) believes that green branding marketing techniques have become a popular area of research; however, the use of “green” terms confuses both businesses and customers. This has resulted in consumers becoming more suspicious about the validity of green marketing and green management practices.

Abang (2013) in her study green marketing: awareness, attitude and practice among hotel managers found out that managers in Iloilo City were aware of green marketing and that they have a positive attitude towards green marketing although they never practice green marketing because of some factors like difficulty of using modern technology, and the support from the owners and board of directors. McGuire (2010) supported the claims that a call for greater attention to environmental issues in all areas of management may be possible through the development of marketing modules with the support of the stakeholders, which plays an influencing role in any organizations and market.

Witek (2017) mentioned green products markets in developed countries are nowadays seen as fast-growing sectors. In developing countries, on the other hand, specifically in Central and Eastern Europe, the green products market has a tremendous potential, which is being exploited, unfortunately, only to a lesser extent, hence there is a pressing need for the identification of factors determining and limiting its growth. It must be emphasized that the market growth is conditional on changes taking place in purchasers' behavior, who—when making purchasing decisions—take into consideration criteria relating to environmental protection. The behavior of purchasers on the green products market is evolving, which demonstrates a need for the thorough examination of aspects associated with socio-demographic factors that have a bearing on purchase behavior towards green products.

2.2 Perception of Green Products

Green products are sustainable products designed to minimize their environmental impacts throughout their entire life cycle, from production to disposal. These products aim to achieve two primary goals: reducing waste and maximizing resource efficiency. By adopting green products, consumers can significantly reduce their ecological footprint and contribute to a more sustainable future. The biodegradable materials used in eco-friendly packaging can take a variety of different forms such as bioplastics, or plant-based plastics, recycled paper and plastics, and post-consumer products, such as recycled bulk bags while non-bio, while the non-bio packaging are non-biodegradable materials are often synthetic products like plastic, glass and batteries. Because they don't break down easily, if not disposed of properly, non-biodegradable waste can cause pollution, block drains and harm animals.

Despite their environmental benefits, green products are often more expensive due to the higher costs associated with their production processes and high-quality raw materials. Additionally, obtaining a licensed eco-label can add to the cost of green products. As a result, price becomes a significant factor in purchasing decisions, with higher costs deterring some consumers from buying green products. However, if the standard of the green product is credible and perceived as worth the extra cost, consumers may be willing to pay a premium for the value they offer. Kotler and Armstrong (2014) who describes perception as the process by which people select, organize and interpret information to generate a meaningful picture of the world. Consumers will thus have standing beliefs of the nature of green products and how they are different from non-green products.

Chao and Uhagile (2020) results revealed that consumers' intention to buy is highly influenced by their health benefit perceptions on green food products. Food quality and its safety were also found to be good predictors of consumers' buying intention that affect it positively contrary to price which influenced the same negatively. Lai and Cheng (2016) supported that consumers' perception has also been shown to directly influence their purchase intention for organic or green products, because of perceiving the products to be more environmentally friendly, safe, and good for their health. Lee et. al., (2012). stated that consumers' perception of eco-friendly brands provides positive influences to their purchasing behavior.

3. Research Method

3.1 Research Design

The descriptive-correlational research was conducted in May 2022 and was finished in June 2023. A researcher-made questionnaire was used in this study where Part I contains the personal demographic profile of the respondents, and Part 2 are the questions on the level of awareness of green products, and the consumer buying behavior when purchasing green products. The questionnaire aims to get responses

on the awareness and understanding of green products as well as the factors that influence consumers to buy green based products.

3.2 Respondents

A quantitative approach was adopted using a validated researcher-made questionnaire to the 338 residents of the 4 municipalities out of nine (9) municipalities in the 3rd congressional district in the province of Iloilo. A Slovens formula was used to identify the number of respondents in each municipality, where 76 came from Cabatuan, 83 from Janiuay, 100 from Lambunao and 78 were from Calinog respectively. The respondents were those who experience buying green product and will be categorized into age, sex, employment status, monthly family income, highest educational qualification, civil status, and type of green products purchased. Quota sampling will be used, whereby an equal portion of samples will be taken from each municipality.

3.3 Statistical Analysis

The mean was used to determine the consumer's level of awareness towards green products, while rank was used to determine what influence the respondent's buying behavior when purchasing green products. Further, the Pearson's *r* was used to determine the significant relationship between the level of awareness of green products and extent of consumers' buying behavior when purchasing green products.

4. Results and Discussion

Table 1. Profile of the Respondents in selected municipalities in the 3rd Congressional District of Iloilo during 4th Quarter of 2022

Category	f	%
Entire Group	338	100
Age		
20-24 y/o	84	24.9
25-35 y/o	32	9.5
36-54 y/o	101	29.9
55-75 y/o	121	35.8
Sex		
Male	183	54.3
Female	154	45.7
Highest Educational Attainment		
Without college degree	150	44.5
With college degree	188	55.6
Employment Status		
Employed	233	68.9
Unemployed	105	31.1
Civil Status		
Not been married	175	51.9
Ever been married	162	48.1
Green Products Purchased		
Baby products	54	16.0
Body care	109	32.3
Cosmetics	21	6.2
Food	143	42.3
Cleaning	11	3.3

The data in table 1 displayed the demographic characteristics of the respondents. In terms of age, 36% of the respondents belonged to the 55-75 years age group (Baby Boomers), 30% fell within the 36-54 years age bracket (Generation X), 10% were aged 25-35 years (Millennials), and 25% were in the 20-24 years age range (Generation Y). More than half of the respondents (54%) were male, and 56% of them had earned a college degree. Furthermore, a significant majority (69%) of respondents were employed, while 52% had not been married. Regarding their purchases of green products, a substantial portion (42%) bought food items, 32% purchased body care products, 16% opted for baby products, 6%

chose cosmetics, and 3% selected cleaning products.

Table 2. Respondents' Level of Awareness on Green Products

Category	Mean	Description	SD
Entire Group	4.00	High	.69
Age			
20-24 y/o	4.32	High	.51
25-35 y/o	3.99	High	.61
36-54 y/o	3.93	High	.74
55-75 y/o	3.31	Average	.89
Sex			
Male	3.95	High	.69
Female	4.06	High	.69
Highest Educational Attainment			
Without college degree	3.95	High	.68
With college degree	4.04	High	.70
Employment Status			
Employed	4.01	High	.71
Unemployed	3.99	High	.66
Civil Status			
Not been married	4.09	High	.59
Ever been married	3.90	High	.77
Green Products Purchased			
Baby products	4.38	High	.52
Body care	4.26	High	.53
Cosmetics	4.15	High	.61
Food	3.66	High	.72
Cleaning	3.67	High	.46
House products			

The interpretation was based on the following scales: 1.00 – 1.50 – Very Low, 1.51 – 2.50 – Low, 2.51 – 3.50 – Average, 3.51 – 4.50 – High and 4.51 – 5.00 – Very High.

As indicated in Table 2, the respondents demonstrated a high level of awareness regarding green products ($M=4.00$, $SD=0.69$). In terms of age, all age groups, except for individuals aged 55-75 years, exhibited a 'High' level of awareness regarding green products, with mean scores ranging from 3.93 to 4.32 and standard deviations ranging from 0.51 to 0.74. However, regardless of factors such as gender, highest educational attainment, employment status, civil status, and green products purchased, the respondents consistently displayed a 'High' level of awareness regarding green products, with mean scores ranging from 3.66 to 4.38 and standard deviations ranging from 0.46 to 0.77.

Table 3. Respondents' Extent of Consumers' Buying Behavior When Purchasing Green Products

Category	Mean	Description	SD
Entire Group	3.76	Great Extent	.84
Age			
20-24 y/o	4.32	Great Extent	.63
25-35 y/o	3.79	Great Extent	.81
36-54 y/o	3.50	Great Extent	.82
55-75 y/o	3.23	Moderate Extent	.91
Sex			
Male	3.65	Great Extent	.86
Female	3.88	Great Extent	.81
Highest Educational Attainment			
Without college degree	3.75	Great Extent	.91
With college degree	3.77	Great Extent	.79
Employment Status			

Employed	3.71	Great Extent	.81
Unemployed	3.87	Great Extent	.90
Civil Status			
Not been married	3.95	Great Extent	.81
Ever been married	3.54	Great Extent	.82
Green Products Purchased			
Baby products	4.18	Great Extent	.53
Body care	4.16	Great Extent	.65
Cosmetics	4.30	Great Extent	.46
Food	3.25	Moderate Extent	.82
Cleaning	3.31	Moderate Extent	.85
House products			

The interpretation was based on the following scales: 1.00 – 1.50 – No extent, 1.51 – 2.50 – Limited Extent, 2.51 – 3.50 – Moderate Extent, 3.51 – 4.50 – Great Extent and 4.51 – 5.00 – Very Great Extent.

Table 3 reveals that, as a whole, the respondents exhibited a 'Great Extent' of buying behavior related to green products ($M=3.76$, $SD=0.84$). When considering age, all age groups except those aged 55-75 years demonstrated a 'Moderate' extent of buying behavior towards green products, with mean scores ranging from 3.50 to 4.32 and standard deviations ranging from 0.63 to 0.82. However, irrespective of factors such as gender, highest educational attainment, employment status, and civil status, the respondents consistently displayed a 'Great' extent of buying behavior towards green products, with mean scores ranging from 3.54 to 3.95 and standard deviations ranging from 0.79 to 0.91. Furthermore, the extent of buying behavior towards green products among the respondents was notably high for baby products, body care, and cosmetics, with mean scores ranging from 4.16 to 4.30 and standard deviations ranging from 0.46 to 0.65. Conversely, their extent of buying behavior on green products was moderate for food and cleaning, with mean scores ranging from 3.25 to 3.31 and standard deviations ranging from 0.82 to 0.85.

Table 4 . Pearson's r Test Results for the Relationship between the level of awareness of green products and extent of consumers' buying behavior when purchasing green products

Pairs	r	p-value
Level of awareness on green products Extent of consumers' buying behaviors on green products	.697	0.000

The results presented in Table 4, depicting Pearson's correlation coefficients, indicate a moderate degree of positive and direct relationship. This finding suggests a significant relationship between the level of awareness of green products and the extent of consumer buying behavior when purchasing green products ($r=0.697$, $p=0.000$). These results provide strong evidence for a positive linear correlation between the two variables. The correlation coefficient of 0.697 is notably higher than zero, indicating a moderately strong linear correlation between these two variables. This further shows that the higher the level of awareness of green products, the higher is their propensity to buy green based products.

5. Conclusion and Recommendations

Based on the findings, it can be concluded that.

1. For consumers to become more aware and fully understand the importance of using green products. Consumers must need to be involved more fully and, hence, are more concerned about environmental quality and more motivated to participate in environmentally responsible behaviors.

2. The “great extent” exhibited in the consumer’s buying behavior is an indication that they support the use of green products and that consumers seem to subscribe to the values that are imbibed in using green products.
3. The findings provided basic insights into the level of consumer awareness regarding the effects on health and the environment. However, by identifying the key drivers, marketers, legislators, and other organizations can develop effective strategies to encourage sustainable consumption, foster a more environmentally conscious society, and support sustainable development. Additionally, since businesses rely on profitability, market advantage, and global competition in addition to natural resources, these factors should be given much more careful thought.
4. In conclusion, the result demonstrates a significant and moderately strong positive relationship between consumer awareness of green products and their buying behavior when it comes to eco-friendly products. This finding suggests that increasing awareness about green products can lead to a higher likelihood of consumers choosing to purchase sustainable items. The correlation coefficient of 0.697 and the statistically significant p-value of 0.000 provide strong evidence for this positive linear correlation. These insights can be valuable for businesses, policymakers, and marketing professionals to develop strategies that promote sustainable consumption practices and contribute to environmental conservation.

Based on the findings and conclusions, the following recommendations were drawn:

1. Consumers should strive to become more aware and fully understand the importance of using green products and their impact on the environment and health. Additionally, consumers should be more concerned about environmental quality and participate in environmentally responsible behaviors, such as reducing waste.
2. Businesses should develop a wide range of green products that cater to consumer needs and preferences and promote them effectively through targeted marketing campaigns and social media, emphasizing their environmental sustainability and health benefits.
3. Local government units in respective municipalities should adopt or incorporate green awareness program in training, seminars, lectures, and symposiums relating to supporting variables of green awareness, which is green advertising, green perceived value, green brand image, and green brand attribute exposing consumers for more relevant information.
4. Taking into consideration the consumers’ buying behavior, businesses selling green product should increase consumer awareness of green products through targeted education and marketing campaigns, as this has been shown to have a significant and positive impact on buying behavior, leading to a higher likelihood of consumers choosing to purchase sustainable items.
5. Replication of the study with a wider scope is highly recommended. Aside from awareness, they may include other attributes and factors contributing to consumers buying behavior. In addition, participants may include other neighboring towns in the 3rd district of Iloilo.

References

- Abang, M. J. (2013). Green marketing: Awareness, attitude, and practice among hotel managers. (Unpublished master's thesis). West Visayas State University, La Paz Campus.
- Aman, A. L., Harun, A., & Hussein, Z. (2012). The influence of environmental knowledge and concern on green purchase intention: The role of attitude as a mediating variable. *British Journal of Humanities and Social Sciences*, 7, 145-167.
- Ansar, N. (2013). Impact of green marketing on consumer purchase intention. *Mediterranean Journal of Social Sciences*, 4(11), 650-655. doi: Not available (since it's an online article without a DOI)
- Aziz, N. A. A. N., & Yani, A. (2017). The determinant factors of green consumption behavior. *South East Asia Journal of Contemporary Business, Economics and Law*, 12, 16-22.
- Chao, E., & Uhagile, G. T. (2020). Consumer perceptions and intentions toward buying green food products: A case of Tanzania. *Journal of International Food & Agribusiness Marketing*. doi: 10.1080/08974438.2020.1845904
- Choudhary, A., & Gokarn, S. (2013). Green marketing: A means for sustainable development, 4, 26-32.
- Das, P. (2021, July 15). What is a green product – Examples, advantages and challenges. Retrieved from <https://www.feedough.com/green-product/>

- Divyapriyadharshini, N. (2019). Consumer awareness towards green products and its impact. [Journal name not provided], 2454-6186.
- Fu, F. Q., & Elliott, M. T. (2013). The moderating effect of perceived product innovativeness and product knowledge on new product adoption: An integrated model. *Journal of Marketing Theory and Practice*, 21(3), 257-272. doi: [CrossRef]
- Garg, S., & Sharma, V. (2017). Green marketing: An emerging approach to sustainable development, 12, 177-184.
- Groening, C., Sarkis, J., & Zhu, Q. (2018). Green marketing consumer-level theory review: A compendium of applied theories and further research directions. *Journal of Cleaner Production*, 172, 1848-1866. doi: [CrossRef]
- Kotler, P., & Armstrong, G. (2014). *Principles of marketing: Global edition*. Edinburgh: Pearson Education Limited.
- Lai, C. K., & Cheng, E. W. (2016). Green purchase behavior of undergraduate students in Hong Kong. *The Social Science Journal*, 53, 67-76.
- Lee, N., Choi, Y. J., Youn, C., & Lee, Y. (2012). Does green fashion retailing make consumers more eco-friendly? The influence of green fashion products and campaigns on green consciousness and behavior. *Clothing and Textiles Research Journal*, 30(1), 67-82.
- Nam, C., Dong, H., & Lee, Y. A. (2017). Factors influencing consumers' purchase intention of green sportswear. *Fashion and Textiles*, 4, 1-17.
- Naz, F., Oláh, J., Vasile, D., & Magda, R. (2020). Green purchase behavior of university students in Hungary: An empirical study. *Sustainability*, 12, 10077. doi: [CrossRef]
- Polonsky, M. J. (1994). An introduction to green marketing. *Electronic Green Journal*, Issue #2, UCLA Library, UC Los Angeles.
- Ridwan, A., Maulina, E., & Chan, A. (2017). Comparisons of factors that influence male consumer behavior in purchasing skin care products (Case study: Men from Suwon City, South Korea and Bandung, Indonesia). *Review of Integrative Business and Economics Research*, 6(Supplementary Issue 1), 2017.
- Sheng, G. H., Ge, W. D., & Tang, L. (2018). The impact of consumer's environmental responsibility on green products purchase behavior – A case of energy saving household appliances. *Forum Statisticum*, 33, 114-120.
- Stern, N. Z., & Ander, W. N. (2008). *Greentailing and other revolutions in retail: Hot ideas that are grabbing customers' attention and raising profits*. New Jersey: John Wiley & Sons.
- Weiner, J. L., & Doescher, T. A. (1991). A framework for promoting cooperation. *Journal of Marketing*, 55, 38-47.
- Witek, L. (2017). Barriers to green products purchase-from Polish consumer perspective. In O. Dvoulety, M. Lukes, J. Misar (Eds.), *Proceedings of the 5th International Conference Innovation, Management, Entrepreneurship and Sustainability (IMES 2017)*, Prague, Czech Republic, 25-26 May 2017 (pp. 1119-1128). University of Economics: Prague, Czech Republic.