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**Relationship among Egoistic, Altruistic and Biospheric Value Orientations of Young Consumers' Purchasing Intention on Sustainable Product in Meycauayan City**

In Partial Fulfillment of the Requirements in  
**Practical Research II**

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## INTRODUCTION

Some claim that the industrial revolution marked the beginning of the concept of sustainability. Rapid economic and technical growth has brought even more convenience to human life and came up with several environmental problems like global warming, air pollution, and climate change (Moslehpour et al., 2023). Climate change was far lower before that era, but climate change became chronic over the years, expanding the production of green products all over the world. According to the World Health Organization (2023) climate change affects the physical environment as well as all aspects of both natural and human systems, including social and economic conditions and the functioning of health systems. In line with this, green purchase intention becomes a critical concept; referring to the intention of a customer to purchase a more environmentally friendly product and avoid purchasing products that are harmful to the environment.

In the past years, literature has paid a lot of emphasis on psychological factors as important influencers of green purchasing intention. With this view, Khan and colleagues (2023) reveal that while testing their hypothesis of green purchasing intention, there is a positive correlation between subjective norms, green products attitude and perceived behavior control. General self-efficacy refers to the perceived importance and utilization of selected general values in the management of life affairs. Three types of values have been linked to the young consumers' purchasing intention towards sustainable products: egoistic, altruistic and biospheric value orientation.

Egoism describes how individuals are motivated to improve themselves and maximize their own well-being. It implies a purely economic rationale (i.e., individuals are motivated by self-interest and seek to maximize their own welfare). Such an orientation is likely to be adversely connected with pro-environmental activity since self-improvement is focused towards achieving immediate individual rewards, which generally contradicts with the long-term benefits of pro-environmental behavior. On the other hand, altruism refers to the extent to which people care about other people. When there is a flow of motivation from the company, people are encouraged, hence they take good care of others without expecting to get something in return. This leads them into thinking when engaging in any activity whether they will be pro-environmental. Finally, those having high biospheric value orientation care most for the environment and the biosphere. It has been proved that concerns utilizing natural hazards facilitate forming environmental attitudes and the perceptions of moral obligation to help nature. Citizens engage in pro-environmental behaviors when they emotionally share the



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pain of nature and feel responsible for it (Caniels, et al., 2021). Such orientations may be valuable to explain details about young consumers' purchasing behavior.

There is yet a lack of understanding about youth response to green purchase intention and behavior through environmental awareness in a legislated policy setting, where societal culture has a hierarchical structure and collective norms to the Philippines (Abeysekera et al., 2022). Some of the young consumers in the country might have high knowledge about environmental issues, but the lack of response towards green purchasing intentions is still noticeable. Therefore, there is a need to investigate their value orientation, particularly the egoistic, altruistic, and biospheric orientation, to address this issue.

According to Kara and Min (2024), egoistic value orientation (feelings, engagement, and expectations) positively influences Gen Z's purchasing intention towards sustainable products; however, Prakash and colleagues (2019) analysis indicates that altruistic and egoistic values influence the purchasing intention of green products; however, altruistic value orientation exerts greater influence than egoistic values. Stated that altruistic and biospheric values influenced green product purchase intention positively, while egoistic values influenced it negatively (Li et al., 2021). Also, egoistic value orientation decreases the purchasing intention while biospheric values have a significant effect on the purchasing intentions of consumers for sustainable products (Imaningsih et al., 2023). With regards to biospheric value orientation, this variable called for consumers' active engagement through purchasing behavior with a boost on their positive attitude towards environmental conservation (Nguyen et al. 2016). Further, the work of Tiwaris (2022) revealed the impact of biospheric values of millennial customers on their buying behavior towards sustainable products while the analysis by Canials et al. (2021) noted that personal values particularly biospheric values are significant predictors of sustainable consumer behavior.

While previous studies showed the influence of egoistic, altruistic, and biospheric value orientation on the purchasing intention of people towards sustainable products, it is still unknown how these orientations influence the young consumers in the Philippines, specifically in Meycauayan City. On top of that, there is no research yet if egoistic, altruistic, and biospheric value orientations greatly affect the purchasing of green products in the said city in the Philippines.



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This research aimed to:

**RO1.** To describe the participants' egoistic value orientation.

**RO2.** To describe the participants' altruistic value orientation.

**RO3.** To describe the participants' biospheric value orientation.

**RO4.** To determine the correlation among egoistic value orientation, altruistic value orientation, and biospheric value orientation of young consumers towards purchasing sustainable products.

The egoistic, altruistic, and biospheric value orientation of young consumers in Meycauayan City could help lessen the said lack of response on their purchasing intention on sustainable products in the country. It can provide the necessary information to contribute to the said lack of response regarding their purchasing intention on sustainable products in the country.

## STATEMENT OF THE PROBLEM

The general objective of this research is to fathom the relationship among value orientations, especially egoistic, altruistic, and biospheric value orientations of young consumers on purchasing sustainable products. Specifically, this research aimed to answer the following questions:

**RQ1.** How can the participants' egoistic value orientation be described?

**RQ2.** How can the participants' altruistic value orientation be described?

**RQ3.** How can the participants' biospheric value orientation be described?

**RQ4.** Is there a significant correlation among egoistic value orientation, altruistic value orientation, and biospheric value orientation of young consumers towards purchasing sustainable products?



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## **SIGNIFICANCE OF THE STUDY**

This study provides participants' purchase intentions for sustainable products related to their value orientations. The research offers significant insights into value orientation on purchasing intentions of sustainable products. It contributes to shaping a more sustainable society by linking personal values with purchasing intentions.

Benefiting this study are the various sectors as follows:

**The Consumers.** This study contributes to a better understanding of how personal values affect consumers' intentions to purchase sustainable items. Consumers can gain insights into their own purchase intentions by using the research to examine egoistic, altruistic, and biospheric orientations. This may lead to increased information and knowledge by people on their power to make literary, economic choices that reflect values that they desire for themselves, or society, or nature. Overall, the study gives attention to a conscious and intentional approach to the consumers' intentions which contributes towards supporting sustainability in people's livelihood.

**The Business/Economic Sector.** This study will provide an overview of consumer purchase intentions, which will assist the business and economic sectors in learning more about customer preferences for green products made by the industry. The business economic sector will benefit from this as well, since it will deepen their comprehension of customer behavior, mainly the purchasing intention. It is vital to the economy because it may support companies' sustainability initiatives and draw in customers who are interested in eco-friendly goods, both of which contribute to the long-term objectives of environmental preservation and economic expansion.

**The Future Researchers.** This study provides future researchers with an overview for their research into the value orientation and purchasing intention of sustainable products. It provides the basis upon which additional research into the relationship between these orientations and purchase intentions can be conducted. Additionally, the research adds to the expanding data of knowledge in the areas of value orientation, consumer intention, and sustainability findings, serving as a basis for further research.



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## SCOPE AND DELIMITATION

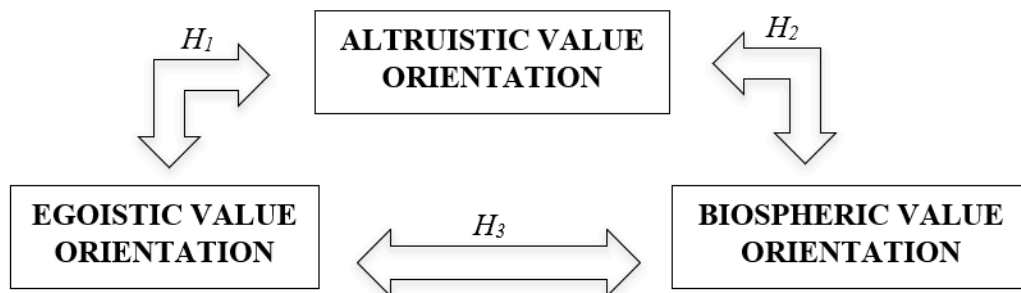
This study focused on the relationship of specific value orientations, particularly egoistic, altruistic, and biospheric orientations on purchasing sustainable products and does not extend to other value orientations. The findings are specific to three hundred eighty-four (384) young consumers aged 13 to 25 years old in the twenty-six (26) barangays in Meycauayan City, Bulacan. The study is only limited to the said personal value orientation and won't venture to other orientations. Additionally, the researchers congregated four hundred fifty-four (454) participants, and the researchers were only able to gather respondents on the eighteen (18) barangays in the city of Meycauayan due to the researcher not being able to reach their survey on the remaining barangays.

The survey instruments are self-made by the researchers particularly in this study, and results may vary due to the differences of the instruments and respondents. The findings of this study are specific to the topic and must be objectively interpreted considering the study's scope and delimitation.

## CONCEPTUAL FRAMEWORK

**Figure 1.**

*Conceptual Framework*





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### NULL HYPOTHESIS

*H<sub>1</sub>: There is no significant relationship between egoistic value orientations and altruistic value orientation on the purchasing intention of young consumers towards sustainable products.*

*H<sub>2</sub>: There is no significant relationship between altruistic value orientations and biospheric value orientation on the purchasing intention of young consumers towards sustainable products.*

*H<sub>3</sub>: There is no significant relationship between biospheric value orientations and egoistic value orientation on the purchasing intention of young consumers towards sustainable products.*





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**METHODOLOGY**

**RESEARCH DESIGN**

This study utilized a descriptive-correlational research design in its attempt to describe and determine the relationship between the value orientations; egoistic, altruistic, and biospheric of young consumers in purchasing sustainable products. Descriptive correlational research design describes the variables and measures the extent of the relationships that occur between and among the variables (Aprecia, et al., 2022). In this study, egoistic, altruistic, and biospheric value orientation of the young consumer's purchasing intention towards sustainable products were described and their relationship were assessed.

**POPULATION AND SAMPLE**

The study involved four hundred fifty-four (454) participants selected through non-probability voluntary response sampling from the eighteen (18) barangays in the City of Meycauayan, Bulacan. It is a type of non-probability method when researchers seek volunteers to participate in studies. Volunteers can be solicited in person, over the internet, via public postings, and a variety of other methods (Moss, 2019). Additionally, the sample size for the research was determined using the Raosoft Sample Size Calculator, following the formula:  $n = N \times ((N-1) E^2 + x)$ . Raosoft recommends a minimum sample size of three hundred eighty-four (384) participants. These include the (a) use of social media platforms to reach a wide audience, (b) distribution of survey links through messaging apps like Facebook and messenger, and (c) willingness of the young consumers to participate in the study.





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**Figure 2.**  
*Raosof Online Sample Size Calculator*

**Raosoft** Sample size calculator

What margin of error can you accept?  %  
5% is a common choice

What confidence level do you need?  %  
Typical choices are 90%, 95%, or 99%

What is the population size?   
If you don't know, use 20000

What is the response distribution?  %  
Leave this as 50%

Your recommended sample size is **384**

The margin of error is the amount of error that you can tolerate. If 90% of respondents answer yes, while 10% answer no, you may be able to tolerate a larger amount of error than if the respondents are split 50-50 or 45-55. Lower margin of error requires a larger sample size.

The confidence level is the amount of uncertainty you can tolerate. Suppose that you have 20 yes-no questions in your survey. With a confidence level of 95%, you would expect that for one of the questions (1 in 20), the percentage of people who answer yes would be more than the margin of error away from the true answer. The true answer is the percentage you would get if you exhaustively interviewed everyone. Higher confidence level requires a larger sample size.

How many people are there to choose your random sample from? The sample size doesn't change much for populations larger than 20,000.

For each question, what do you expect the results will be? If the sample is skewed highly one way or the other, the population probably is, too. If you don't know, use 50%, which gives the largest sample size. See below under **More information** if this is confusing.

This is the minimum recommended size of your survey. If you create a sample of this many people and get responses from everyone, you're more likely to get a correct answer than you would from a large sample where only a small percentage of the sample responds to your survey.

Online surveys with **Vovici** have completion rates of 66%!

**Alternate scenarios**

With a sample size of	<input type="text" value="100"/>	<input type="text" value="200"/>	<input type="text" value="300"/>	With a confidence level of	<input type="text" value="90"/>	<input type="text" value="95"/>	<input type="text" value="99"/>
Your margin of error would be	<b>9.80%</b>	<b>6.93%</b>	<b>5.65%</b>	Your sample size would need to be	<b>271</b>	<b>384</b>	<b>662</b>

## RESEARCH TOOL/INSTRUMENT

To get the relationship among egoistic, altruistic, and biospheric value orientation of consumers in Meycauayan City, Bulacan with their purchasing intention of sustainable products, the researchers utilized an online survey as their research tool, researchers can acquire feedback quickly and efficiently by using online questionnaires like Google Forms. A computerized data collection tool used for gathering responses or input from respondents. The researchers make use of the 4-point Likert scale to measure these relationships:

**Table 1. Research Statements**

4 "Strongly Agree"   3 "Agree"   2 "Disagree"   1 "Strongly Disagree"
<b>EGOISTIC VALUE ORIENTATION</b>
It's not important to me that sustainable products contribute to my personal convenience.
I consider purchasing green products a good idea because they benefit my personal needs.



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Buying sustainable products doesn't enhance my image and reputation.

Purchasing sustainable products makes me feel good about myself.

**ALTRUISTIC VALUE ORIENTATION**

I don't believe that purchasing green products is a way to contribute to a better future for all living beings.

The well-being of future generations is a major factor in my decision to purchase green products.

I am interested in purchasing green products to avoid chemicals that adversely affect human health.

I am not willing to purchase green products to help individuals to have a healthier environment.

**BIOSPHERIC VALUE ORIENTATION**

I choose products that are of great importance and made without harming the environment.

I am constantly considering buying green products to protect the environment.

I don't support environmentally friendly practices because I believe they wouldn't lead to a healthier environment.

I am willing to purchase green products to support nature and reduce pollution.



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## DATA COLLECTION/RESEARCH PROCEDURES

The study utilizes the four phases to the research process: conceptualization, design, empirical, and the analytical phase. Considering the study, the following are the steps in conducting this research:

1. *Conceptualization Phase.* The researchers identified the research problem they wished to tackle and defined clear objectives to guide the research. Researchers defined the scope and the delimitation of the work that was performed to prevent the study from being too broad. Furthermore, a literature review and theoretical analysis were carried out to augment the research study and define the gaps in the existing knowledge.
2. *Design Phase.* Data collection methods used in the study were decided by the researchers. The researchers also explained how the variables including egoistic, altruistic and biospheric values, can be adopted and measured on the purchasing intention of young consumers for sustainable products and the attainability of data collection. The researchers then made four research statements for each value orientations and then purposely added a control item to make their data valid and clean, and therefore constructed an online questionnaire through google form survey that will be used in the data collection and decided to use non-probability voluntary sampling technique. Furthermore, the selected population is the young consumers aged 13 to 25 years old in Meycauayan City, and the minimum sample size of this study is calculated in the Raosoft Sample Size Calculator, which is three hundred eighty-four (384).
3. *Empirical Phase.* The researchers gather data and perform the outlined research plan. The researchers then began to send the Google form survey link on the messenger to the young consumers, who are living in the twenty-six (26) barangays in Meycauayan City. The researchers realized that this strategy won't make up the sample size of three hundred eighty-four (384) due to its slow progress. Hence, the researchers decided to go to places where a lot of people frequently visit, such as the markets and El Camino. The respondents have answered the survey on the device of the researchers to ensure that their responses will be recorded. These changes are made by the researchers that are necessary to make the study possible and feasible. This allows them to handle any problems that crop up during the data gathering process on their own. The two (2) respondents answered "I do not agree" on the consent form and the other ninety-four (94) respondents, who do not meet the age bracket and those who answered the control item wrong, have been deleted out of four hundred fifty-four (454) participants. The Google form link was closed when it reached three hundred



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sixty (360) respondents since the researchers can no longer reach the given sample size by the calculator.

4. *Analytical Phase.* The researchers have transferred the raw data responses from Google Forms to Excel to calculate the data. The mean score and standard deviation of egoistic, altruistic, and biospheric value orientation, have been computed to answer RO1, RO2, and RO3, respectively. Furthermore, to answer RO4, the researchers utilized Kingdom Online Correlation Calculator to calculate the Spearman's correlation to confirm that the result is accurate. It also provides the needed p-value to interpret the findings. The researcher's intent and evaluate the data to draw the right conclusions. Researchers look at the results with regards to the first problem to assess the impact of the three value orientations: egoistic, altruistic, and biospheric on the young consumers' purchasing intention towards sustainable products.

## DATA ANALYSIS

Mean, and standard deviation were used to analyze the participants' egoistic, altruistic, and biospheric value orientations. Four-point Likert scale were used to measure the mean of each value orientation.

To understand the relationship among the three value orientations: egoistic, altruistic, and biospheric, Spearman rho correlation was used. Spearman's rank correlation measures the strength and direction of association between two ranked variables (Gupta, 2024).

The table below shows how the mean of egoistic, altruistic, and biospheric value orientation of young consumers were interpreted in this study:

**Table 2.** *Egoistic, Altruistic, and Biospheric Value Orientation Interpretation*

	Value	Range
Strongly Disagree	1	1.00 – 1.74
Disagree	2	1.75 – 2.49
Agree	3	2.50 – 3.24
Strongly Agree	4	3.25 – 4.00



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The data below shows how the relationship strength between variables will be interpreted (EZ SPSS, 2024):

**Table 3.** *Relationship Strength Interpretation*

Relationship Strength Between Variables	Positive	Negative
Weak	0.10 – 0.29	-0.10 – -0.29
Moderate	0.30 – 0.49	-0.30 – -0.49
Strong	0.50 – 1.00	-0.50 – -1.00

The table below shows the summary of the alignment of research objectives, statement of the problem, instrument, and how the collected data were analyzed in this study:

**Table 4.** *Data Analysis*

RESEARCH OBJECTIVES	RESEARCH QUESTIONS	INSTRUMENT	DATA ANALYSIS
<b>RO1.</b> To describe the participants' egoistic value orientation	<b>RQ1.</b> How can the participants' egoistic value orientation be described?	Online Survey	<ul style="list-style-type: none"><li>• Mean</li><li>• Standard Deviation</li></ul>
<b>RO2.</b> To describe the participants' altruistic value orientation.	<b>RQ2.</b> How can the participants' altruistic value orientation be described?		
<b>RO3.</b> To describe the participants' biospheric value orientation.	<b>RQ3.</b> How can the participants' biospheric value orientation be described?		



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<b>RO4.</b> To determine the correlation between egoistic value orientation, altruistic value orientation, and biospheric value orientation of young consumers towards purchasing sustainable products	<b>RQ4.</b> Is there a significant correlation between egoistic value orientation, altruistic value orientation, and biospheric value orientation of young consumers towards purchasing sustainable products?	Online Survey	<ul style="list-style-type: none"><li>• Spearman Rho Correlation</li></ul>
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## RESULTS AND DISCUSSION

This part of the research presents the result and discussion of the collected data from the three hundred sixty (360) young consumer respondents in Meycauayan City, which answered the statement of the problem. Furthermore, the results were presented in alignment with the research objectives.

### RO1. The participants' egoistic value orientation

Presented in Table 3 were the results of the egoistic value orientation of the young consumers aged 13 years old up to 25 years old in Meycauayan City, Bulacan.

**Table 5.** *Mean, Standard Deviation, and Verbal Interpretation of Egoistic Value Orientation*

EGOISTIC VALUE ORIENTATION			
Statements	Mean	Standard Deviation	Verbal Interpretation
It's not important to me that sustainable products contribute to my personal convenience.	2.01	0.79	Disagree
I consider purchasing green products a good idea because they benefit my personal needs.	3.18	0.55	Agree
Buying sustainable products doesn't enhance my image and reputation.	2.27	0.70	Disagree
Purchasing sustainable products makes me feel good about myself.	3.26	0.70	Strongly Agree
<b>OVERALL</b>	<b>2.68</b>	<b>0.10</b>	<b>Agree</b>

*Note: 1.00-1.74 is Strongly Disagree, 1.75-2.49 is Disagree, 2.50-3.24 is Agree, 3.25-4.00 is Strongly Agree*

The first statement received a mean score of  $M = 2.01$ ;  $SD = 0.79$ , and a verbal interpretation of "Disagree." This suggests that, on average, respondents disagree with the statement, indicating that while they may value sustainable products, personal convenience is not a primary factor in their support for them. The second statement received a mean score of  $M = 3.18$ ;  $SD = 0.55$ , and a verbal interpretation of "Agree." This indicates that, on average, respondents agree with the statement, meaning they view buying green products as beneficial for their personal needs. The third statement with a mean score of  $M = 2.27$ ;  $SD = 0.70$ , indicates that respondents generally agree with this perspective. The mean score suggests a moderate level of agreement, meaning respondents tend to feel that purchasing sustainable products does not significantly influence their social image. This interpretation implies that, for these respondents, the motivation to buy sustainable products is likely driven by personal values or other factors, rather than a desire to improve their reputation or how they are





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perceived by others. The last statement received a mean score of  $M = 3.26$ ;  $SD = 0.70$ , interpreted as "Strongly Agree." This suggests that respondents generally feel a strong sense of personal satisfaction or pride when buying sustainable products, indicating a positive emotional response to these purchases. The egoistic value orientation received an overall mean score of  $M = 2.68$ ;  $SD = 0.10$ , it implies that, for the young consumers, purchasing sustainable products are align with their personal values and it also gives them a sense of fulfillment of ethical satisfaction.

The results support the findings of Kara and Min (2024), they said that egoistic value orientation (feelings, engagement, and expectations) positively influences Gen Z's purchasing intention towards sustainable products. The study's findings were that the egoistic value orientation of the young consumers aged 13 to 25 years old in Meycauayan City are considered as an underlying factor on their purchasing intention on sustainable products.

## RO2. The Participants' Altruistic Value Orientation.

Presented in Table 4 were the results of the altruistic value orientation of the young consumers aged 13 years old up to 25 years old in Meycauayan City, Bulacan.

**Table 6.** Mean, Standard Deviation, and Verbal Interpretation of Altruistic Value Orientation

ALTRUISTIC VALUE ORIENTATION			
Statements	Mean	Standard Deviation	Verbal Interpretation
I don't believe that purchasing green products is a way to contribute to a better future for all living beings.	1.97	0.67	Disagree
The well-being of future generations is a major factor in my decision to purchase green products.	3.08	0.81	Agree
I am not willing to purchase green products to help individuals to have a healthier environment.	2.14	0.77	Disagree
I am interested in purchasing green products to avoid chemicals that adversely affect human health.	3.39	0.68	Strongly Agree
<b>OVERALL</b>	<b>2.64</b>	<b>0.33</b>	<b>Agree</b>

*Note: 1.00-1.74 is Strongly Disagree, 1.75-2.49 is Disagree, 2.50-3.24 is Agree, 3.25-4.00 is Strongly Agree*

The first statement received a mean score of  $M = 1.97$ ;  $SD = 0.67$  and verbal interpretation is "Disagree". Means that the results indicate that most young consumers believe purchasing



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green products can contribute to a better future for all living beings, even if they might not be the sole solution. The respondents expressed their doubt about how buying green products will affect the condition of all living things, meaning they consider such purchases rather insignificant in producing positive effects. The second statement received a mean score of  $M = 3.08$ ;  $SD = 0.81$ , and a verbal interpretation "Agree". This means that the results indicate that young consumers buy green products to support future generations, as they believe these products foster sustainability and health. This implies that when making decisions on the purchase of green products, the speaker considers more of the future health and life quality of generations to come, which speaks of sustainability's long-term perspective. The third statement received a mean score of  $M = 2.14$ ;  $SD = 0.77$ , and a verbal interpretation "disagree". Which implies that the statement opposes the typical reason for buying green products, which is to support a healthier environment. This means that the young consumers do have the intention of purchasing green products just so that the state of the environment is better for other people, suggesting a sense of responsibility towards a healthier environment for others. This last statement received a mean score of  $M = 3.39$ ;  $SD = 0.68$  and verbal interpretation "Strongly agree". Meaning that the results suggest that most young consumers are motivated to buy green products primarily by environmental concerns and support for sustainable practices, rather than a desire to avoid harmful chemicals. The altruistic value orientation received an overall mean score of  $M = 2.64$ ;  $SD = 0.33$ , and a verbal interpretation "Agree", this implies that others greatly affect the decision of young consumers on purchasing sustainable products.

### RO3. Participants' Biospheric Value Orientation.

Presented in Table 5 were the results of the biospheric value orientation of the young consumers aged 13 years old up to 25 years old in Meycauayan City, Bulacan.

**Table 7.** *Mean, Standard Deviation, and Verbal Interpretation of Biospheric Value Orientation*

BIOSPHERIC VALUE ORIENTATION			
Statements	Mean	Standard Deviation	Verbal Interpretation
I choose products that are of great importance and made without harming the environment.	3.75	0.48	Strongly Agree



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I don't support environmentally friendly practices because I believe they wouldn't lead to a healthier environment.	1.71	0.71	Strongly Disagree
I am constantly considering buying green products to protect the environment.	3.34	0.53	Strongly Agree
I am willing to purchase green products to support nature and reduce pollution.	3.52	0.54	Strongly Agree
<b>OVERALL</b>	<b>3.08</b>	<b>0.27</b>	<b>Agree</b>

*Note: 1.00-1.74 is Strongly Disagree, 1.75-2.49 is Disagree, 2.50-3.24 is Agree, 3.25-4.00 is Strongly Agree*

The first statement received a mean score of  $M = 3.75$ ;  $SD = 0.48$ , and verbal interpretation of "Strongly Agree". This indicates that the young consumers, in general, tend to attribute a very high importance to picking items that do not harm the environment. It suggested that there is a high level of agreement among the respondents on the importance of choosing environmental and friendly products. The second statement has a mean score of  $M = 1.71$ ;  $SD = 0.71$ , and a verbal interpretation of "Strongly Disagree". This indicates that, on average, young consumers disagreed with the statement, the young consumers believed that environmental and friendly practices are important for a healthier environment. The third statement received a mean score of  $M = 3.34$ ;  $SD = 0.53$ , and a verbal interpretation of "Strongly Agree". This means that most of the young consumers usually purchase green products to protect the environment. The last statement received a mean score of  $M = 3.52$ ;  $SD = 0.54$ , and a verbal interpretation of "Strongly Agree". This indicates that young consumers are willing to buy green products to protect nature and reduce pollution. The biospheric value orientation received an overall mean score of  $M = 3.08$ ;  $SD = 0.27$ , and a verbal interpretation "Agree", this implies that the young consumers do consider the environment when it comes to purchasing sustainable products.

#### **RO4. The Correlation Among Egoistic Value Orientation, Altruistic Value Orientation, and Biospheric Value Orientation of Young Consumers Towards Purchasing Sustainable Products.**

Table 6 presents the correlation between egoistic, altruistic, and biospheric value orientation of young consumers aged 13 years old up to 25 years old in Meycauayan City, Bulacan.



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**Table 8.** *Spearman's Rank Correlation Between Egoistic, Altruistic, and Biospheric Value Orientation of Young Consumers in Meycauayan City*

Relationship	p-value	Verbal Interpretation	$r_s$	Verbal Interpretation
Correlation between Egoistic and Altruistic Value Orientation	0.000	Significant	0.372	Moderate Positive
Correlation between Altruistic and Biospheric Value Orientation	0.000	Significant	0.442	Moderate Positive
Correlation between Biospheric and Egoistic Value Orientation	0.000	Significant	0.304	Moderate Positive

Note: p-value verbal Interpretation range: p-value  $< 0.05$  is statistically significant,  $r_s$ -value verbal interpretation range: 0.10 to 0.29 is weak positive, 0.30 to 0.49 is moderate positive, 0.50 to 1.00 is strong positive, -0.10 to -0.29 is weak negative, -0.30 to -0.49 is moderate negative, and -0.50 to -1.00 is strong negative.

The table showed that there is a statistically significant moderate positive relationship between the egoistic and altruistic value orientation of young consumers in Meycauayan ( $p=0.000$ ,  $r=0.372$ ). The results denoted that when egoistic value orientation increases, the altruistic value orientation also did, and these findings supported the study of Prakash and colleagues (2019) analysis indicates that altruistic and egoistic values influence the purchasing intention of green products; however, altruistic value orientation exerts greater influence than egoistic values. The results showed that the egoistic value orientation of the young consumers was one of the higher factors on their purchasing intention towards sustainable products and it still has a relationship with the young consumers altruistic value orientation when purchasing sustainable products. Thus, their self-awareness is still present alongside their consciousness of others when buying sustainable products.

The table also indicates that there is a statistically significant moderate positive relationship between altruistic and biospheric value orientation of young consumers ( $p=0.000$ ,  $r=0.442$ ). The results found that the young consumers considered the well-being of others while also considering the environment. This signifies that young consumers reflect on themselves and the environment when purchasing sustainable products. Moreover, it signifies that the young consumers in Meycauayan City still carry their safe-keeping attitude towards the environment, parallel to their attitude of awareness of others well-being when purchasing sustainable products.

Furthermore, the table shows that there is a statistically significant moderate positive relationship between biospheric and egoistic value orientation of the young consumers



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( $p=0.000$ ,  $r=0.304$ ). The findings said that both egoistic and biospheric value orientation has a significant relationship to each; results showed that biospheric value orientation has the highest agreement among the other two. Meaning to say, the young consumers' self-awareness and their awareness to the environment has a significant influence towards their purchasing intention on sustainable products. This recommended that the young consumers' egoistic, and biospheric value orientations is one of the essential factors towards their purchasing intention on sustainable products.

Additionally, the findings of this study are diverse to the findings of Li and colleagues because they stated that altruistic and biospheric values influenced green product purchase intention positively, while egoistic values influenced it negatively. The researchers' findings are that although the table shows the significant relationship of the three, the egoistic value orientation and biospheric value orientation greatly affect the purchasing intention of young consumers, and altruistic value orientation is also a significant factor in their purchasing of sustainable products but have the lowest agreement among the younger consumers.

## CONCLUSION

The researchers have drawn a conclusion based on the result to answer the research questions, the major findings of this study are presented in alignment with the research objectives:

1. The results indicate that young consumers generally agree with the statements that are associated with an egoistic value orientation. This suggests that, on average, respondents do prioritize self-centered benefits, such as personal needs or status, when it comes to making purchasing decisions about sustainable products. This uniformity reinforces that egoistic motivations are generally influential in their intention to buy sustainable products.
2. Young consumers tended to agree with the statement regarding the motivation to avoid harmful chemicals. This means that people are aware of the issues surrounding the use of chemicals; however, the main reason for the purchase of eco-friendly products is more likely than not based on environmental issues. Consequently, it could be inferred that the promotion of green products may be more effective if it centers on the environmental concerns rather than addressing health concerns because the latter seems to have a less impact on the buying behavior.
3. The results indicate that young consumers generally agree with statements associated with a biospheric value orientation. This suggests that, on average, respondents do prioritize the environmental actions that support the well-being of the world, when it



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comes to making purchasing decisions about sustainable products. It indicates minimal variation in responses, meaning that most participants had similar levels of agreement with biospheric values. This uniformity reinforces that biospheric motivations generally have a higher influence in their intention to buy sustainable products.

4. To sum up, the findings revealed the correlation between the three (3) value orientations; egoistic, altruistic, and biospheric values of young consumers in Meycauayan City.
  - a. Egoistic and altruistic value orientations statistically have a significant moderate positive relationship to each other, meaning that young consumers' self-awareness and their awareness of others significantly affect their purchasing intention on sustainable products.
  - b. Altruistic and biospheric value orientation statistically have a significant moderate positive relationship to each other, meaning that young consumers' awareness of others and awareness of the environment significantly affect their purchasing intention on sustainable products.
  - c. Biospheric and egoistic value orientation statistically have a significant moderate positive relationship to each other, meaning to say that the young consumers' awareness of the environment and their self-awareness significantly affect their purchasing intention on sustainable products.

## RECOMMENDATION

The researchers recommend the following matters for further improvement of the study:

1. Conduct research on the impact of egoistic, altruistic, and biospheric value orientations on purchasing intention of sustainable product to gather more precise data and supporting proof.
2. Provide examples and narratives that illustrate favorable changes brought about by heightened use of green goods. This may augment the belief that individual buying behaviors can produce great effects.
3. Additional research or study is needed to know more about the egoistic, altruistic, and biospheric value orientation of young consumers on purchasing sustainable products and utilize non-probability random sampling to generalize the data collected. Furthermore, future researchers can venture not only on the purchasing intention but also other factors that affect their personal values.