**Findings**

The researchers have arrived at the following conclusions after analyzing the based collected data:

**Level of Awareness of the 3rd Year BSBA students on Green Marketing**

Students are generally aware of global and local green marketing trends, environmental benefits of green products, and the harmful impacts of non-green products. Understanding how green products contribute to environmental conservation had the highest weighted mean 3.36. The lowest weighted mean 2.99 was for awareness that companies embed sustainability into their business strategies. Students recognize environmentally friendly products, but their ability to easily identify them remains lower, with an overall awareness score of 3.15 for recognizing environmentally friendly products.

**Factors Influencing Buying Behavior**

Respondents demonstrated a strong understanding of eco-friendly packaging, with the highest weighted mean 3.37. This indicates that students are well aware of the sustainability aspects of packaging. However, the lowest weighted mean of 3.00 was for the influence of environmental education programs in school on purchasing habits. This suggests that while environmental education raises awareness, its impact on influencing actual buying behavior is relatively limited.

**Barriers to Purchasing Green Products**

Budget constraints and the perceived high cost of green products are the main barriers preventing students from buying eco-friendly items. Other barriers include lack of information, availability issues, and old habits of using non-green products.

Overall, the study provides valuable insights into students' awareness and the barriers related to green marketing and products. The findings suggest that price sensitivity and accessibility are key challenges that need to be addressed to encourage wider adoption of sustainable consumption practices.