**GREEN MARKETING: AWARENESS AND INFLUENCE ON THE BUYING BEHAVIOR OF 3RD YEAR BSBA STUDENTS AT DIVINE WORD COLLEGE OF LEGAZPI – SY 2023-2024**

An Undergraduate Thesis Presented to the

Faculty of School of Business,

Management, and Accountancy Divine Word

College of Legazpi

Legazpi City

In Partial Fulfillment of the Requirements

for the Degree of Bachelor of Science in Business

Administration Major in Marketing Management and

Financial Management

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December 2024

**CHAPTER I**

**THE PROBLEM AND ITS SETTING**

**Introduction**

Green marketing involves the development and promotion of products based on their actual or perceived environmental sustainability. According to the American Marketing Association, it refers to the marketing of products believed to be environmentally safe.

The term Green Marketing came in the late 1980s and early 1990s, began in Europe in the early 1980s when certain products were found to be harmful to the environment and society. Consequently, new types of products were created, called "Green product" that would cause less damage to the environment product" that would cause less damage to the environment (Singh, 2012). The late 1980s marked the first phase of green marketing which was termed "Ecological" green marketing. Throughout that stage, all marketing activities were attempting to provide solutions to environmental problems. Marketers bean to indulge in different forms of green marketing to satisfy the needs and wants of the consumers. It was thought that people would buy green products, and this would, in turn, increase the organization's goodwill. These would help to capture a greater share of the market. Green marketing entered the second phase when marketers witnessed the backlash. The Second phase was termed "Environmental" green marketing. During that phase, the focal point shifted to clean technology, which was about designing new products that would not harm the natural environment (Arjunan, 2023).

At the mid-1990s, people began to be more aware of the protection and preservation of the natural environment. People were becoming more alert about environmental problems. This marked the third phase. The latter was termed "Sustainable" green marketing. As customers were buying products and services that were less detrimental to the natural environment, organizations were forced to change their selling behaviors.

This approach encompasses various activities such as modifying products, production processes, packaging, and advertising to align with environmental considerations. A green product or service may be eco-friendly in its production and packaging methods (Fernando, 2024). Polonsky (2012) defines green marketing as all activities aimed at promoting environmental sustainability. Additionally, green marketing serves as a communication strategy for businesses to engage with consumers to sell products and convey a narrative of sustainability and environmental awareness. Its goal is to raise consciousness, promote transparency, and encourage shared responsibility in making environmentally conscious choices. Ultimately, green marketing encourages individuals to think about the broader environmental impact of their purchasing decisions.

Today's youth, often referred to as digital natives, might not be fully aware of its potential and how it can contribute to making the world a better place towards environmental issues. Through platforms like blogging, texting, and social media, they can quickly mobilize large audiences and spark global conversations (Sehrawat, & Rana, 2014). Many consumers are increasingly conscious of the environmental impact of various chemicals, and there is a growing trend towards demanding eco-friendly products, particularly in developed nations. By learning about it, students saw why it was so necessary to protect the environment and make healthier choices. Understanding Green Marketing was important for 3rd-year Bachelor of Science in Business Administration (BSBA) students at Divine Word College of Legazpi. It was not just about knowing how to take care of the environment and stay healthy; it could also help them when they started working or building their own businesses. They would also be wise when they supported businesses that made positive contributions both to the environment and to the people who bought their products and services. The intention of this study was to analyze the awareness, attitudes, and preferences regarding environmentally friendly products and services of the 3rd Year (BSBA) students at Divine Word College of Legazpi. It also aimed to provide knowledge and a comprehensive understanding of how beneficial it was to produce and purchase eco-friendly products and services for business owners, consumers, and the environment, which could attract a larger customer base.

**Statement of the Problem**

The main objective of this study is to assess the level of awareness and influence on the buying behavior of 3rd year BSBA students at Divine Word College of Legazpi with green marketing. Specifically, this study seeks to answer the following questions:

1. What is the level of awareness of the 3rd year BSBA students on green marketing in terms of:
2. Global and local green marketing trends;
3. Environmental benefits of green products;
4. Environmental impact of non-green products;
5. Environmentally friendly products and services; and
6. How do the following factors influence the buying behavior of student respondents with green marketing?
7. Environmental education;
8. Mass media;
9. Perceived benefits;
10. Product design and features;
11. Pricing;
12. Peer influence;
13. Personal experience; and
14. Personal environmental values
15. What are the barriers that student respondents face when it comes to purchasing green products?

**Scope and Delimitation**

This study focused on the awareness and influence of green marketing practices specifically on the buying behavior of 3rd-year BSBA students at Divine Word College of Legazpi during the academic year 2023-2024. The study involved examining the level of awareness among students regarding green marketing, their perception of environmentally sustainable products, and how these factors influenced their purchasing decisions.

The delimitations included factors such as the specific demographic of 3rd-year BSBA students at Divine Word College of Legazpi, the timeframe of the study (SY 2023-2024), and the focus on buying behavior related to green marketing. The study did not extend to other academic years, different courses, or institutions outside of Divine Word College of Legazpi.

**Significance of the Study**

This study is conceived to be beneficial to the following:

**Bachelor of Science in Business Administration Students** – This research is related to their field as BSBA students. It focuses on the effects of green marketing, which is a key concept in business and marketing by understanding how green marketing influences buying behavior, students can develop a better understanding of consumer preferences and behavior, which can be applied in their future careers.

**Business owners –** The study will provide business owners with ideas on how to prioritize the environment and be environmentally friendly so that their enterprise may reach a wide target market.

**Consumer –** Consumers may be able to gain knowledge concerning their buying behavior when it comes to purchasing goods and services.

**Present Researchers –** In this study, this will help the researchers to be more aware about green marketing and widen their knowledge about it. As well as to start practice of using eco-friendly products and services.

**Future Researchers** – This study can be used as a reference by future researchers to learn more about how well green marketing techniques influence customer buying behavior and how to improve them. They can also research other elements or characteristics, including price sensitivity, packaging, product quality, or brand reputation, that might have an impact on how successful green marketing is.

**CHAPTER II**

**REVIEW OF RELATED LITERATURE**

This chapter includes the review of related literature and studies reviewed by the researchers to enlighten some perspectives, connections, and references to the present study. The synthesis of the state of the art, the gap to be bridged by the study, the theoretical and conceptual framework and its paradigm, and the definition of terms are presented in this chapter.

**Green Marketing**

Green marketing is somewhat new concept which evolves in recent years. But Marketing is the holistic approach towards identifying and satisfying needs and wants of consumer and potential consumer. Green Marketing means manufacturing and marketing of those products and services which are manufactured through green processes. According to the American Marketing Association (AMA), green marketing is the marketing of products that are presumed to be environmentally safe. Thus, green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. Green Marketing is not limited to adding green theme to company brand name or making websites or product/packaging design with green color. It is the overall efforts of a company to eliminate processes which are detrimental to the environment and use environmental-friendly processes and packaging for manufacturing and presenting product.

Given that businesses are socioeconomic entities, it is unlikely that they would stay unresponsive to "Environmental Awareness" that may influence customer behavior. Marketing managers, in particular, deal with environmentally conscious consumers. The previous idea of corporations as organizations with no other goal than profit quickly gives way to a new perception of firms as establishments that are sensitive to social concerns. Aside from manufacturing environmentally friendly goods and finding environmentally friendly markets, an essential concept of "environmentally friendly" must be embedded into business culture. Green marketing introduces consumers to concepts like ozone-friendly, environment-friendly, and recyclable items. However, green marketing is not confined to these phrases, but rather a much broader idea of marketing activity that may be applied to consumer goods, industrial goods and even to services (Erbaslar, 2010).

Over the years marketing strategists have come to terms with environmental issues affecting the global community and some have thought of responding to these concerns as most of the environmental issues have to do with consumption. The term green marketing has begun to assume importance as result of firms finding ways and means of being receptive to environmental concerns. Green marketing basically refers to making sure that the marketing activities of a business are geared to be responsive to minimize environmental hazards. This shows an increasing recognition on the part of firms towards cementing a positive relationship with the customers who have shown alacrity for the preservation of environment (Crane, 2000).

**Buying Behavior**

It is good to understand consumer buying behavior because it tells you how customers act when they decide to buy a product that meets their needs. It is a study of consumer behavior that makes them buy and use specific products. It is important for marketers to realize consumer buying behavior because then they can understand consumer expectations and what makes them buy the product. Marketers need to know what kind of products consumers like and bring them to market. Marketers need to know the consumer’s preferences to design their marketing just right for consumers. There are many studies of consumer buying behavior from different situations, such as why consumers buy, what they buy, when they buy, why they buy, and so on.

The corporation must comprehend how customers feel about the product. Knowing this will help your business thrive. The term "buying behavior" has several meanings. These include, among other things, identifying market trends, keeping customers loyal, preparing for relevant marketing, developing new items, and enhancing customer service.

1. **Identifying market trends**

* The first to demonstrate a shift in market trends is the examination of customer purchase behavior. For instance, consumers are currently interested in eating healthily and protecting the environment. For instance, salads are healthier options that burger restaurants have introduced to the market, which boosts sales for these businesses.

1. **Preparing for relevant marketing**

* Developing engaging marketing efforts is another benefit of knowing how consumers make purchases. Based on their activity, each campaign can be customized to a certain customer base. Marketers can easily grasp what drives people to shop by doing consumer behavior research, and they are able to utilize this knowledge to create campaigns that effectively target their target audience.

1. **Developing new items**

* There's a great chance that new items will fail. Businesses frequently update their product lineups, but it's possible that these updates don't reflect what their customers want to see. For this reason, to ensure the success of a new product, it is crucial to perform a customer behavior study prior to updating or renewing an existing one.

1. **Enhancing customer service**

* Customers place a high value on customer service. The likelihood is that the product won't be purchased if the customer believes he is getting poor service from the company. Different consumers require different kinds of customer care, and being aware of these distinctions enables businesses to offer each customer the best possible solution.

Green buying behavior involves the procurement of ecologically friendly, recyclable, or biodegradable products, as well as the avoidance of items that have harmful effects on the environment and society (Mostafa, 2007; Chan, 2001). Green customer behavior is assessed by customers' willingness or intention to buy eco-friendly products, demonstrating a proactive commitment or awareness towards procuring such products (Joshi & Rahman, 2015).

The buying behavior of individuals and households purchasing products for personal consumption is a critical aspect of consumer behavior (Madhavan & Kaliyaperumal, 2015). The actions of marketers have a significant impact on consumer behavior, which in turn informs the development of marketing strategies that target consumers (Bruwer et al., 2011). The complex process of consumer behavior involves various cognitive, emotional, and physical activities that individuals engage in while selecting, purchasing, and disposing of products and services that fulfill their wants and needs (Alzoubi et al., 2022). This behavior is motivated and complex, involving multiple stages, with various external forces, such as culture, society, location, and family, influencing consumer decisions (Akram et al., 2022). Buying decisions refer to the probability that a customer would buy a brand (Phelps & Hoy, 1996), and the process involves identifying needs, researching alternatives, selecting an appropriate product, purchasing, and using the product, and deciding to repurchase the same or switch to another one based on past experiences (Perner, 2008). Customer purchase intentions refer to the likelihood of a consumer purchasing a particular product (Phelps & Hoy, 1996) and are an element of cognitive behavior concerning how customers plan to purchase a specific brand, product, or service (Kwek, 2010 Alhamad, Osman, Manaf, Abdullah, & AlShatnawi, 2015). Several factors trigger purchase intentions and the decision-making process, such as word of mouth, product features, and price (Sheu, 2010). Celebrity endorsements can positively influence customer buying behavior, with consumers tending to copy their favorite celebrities, leading to higher sales of the products they endorse (Forbes, 2011; Pui yi & Priscilla, 2012; Faraj, & Alhamad, 2022). However, not all celebrity endorsements are successful, and marketers must be cautious when selecting their celebrity endorser to ensure a proper fit with the product advertised (Ohanian, 1991). Effective advertising strategies must include celebrities who are credible, trustworthy, and preferably with attractive physical features, and advertisers must consider the fit between the celebrity’s character and the product feature to create a positive perception of the advertised product (Ajzen & Fishbein, 1980).

**Global and local green marketing trends**

As human wants and needs become unlimited, resources are becoming limited therefore, it is important for marketers to utilize the resources efficiently without waste to achieve organizational objectives. Consumers all over the world are becoming concerned about the environment and are changing their behavior about product purchase, consumption, and disposal. As a result of this, green marketing has become inevitable regarding the growing markets for sustainable and socially responsible products and services. Most industries and public utilities have had to invest a lot of money in pollution-control equipment and more environmentally friendly fuels (Pathak, 2017).

Green advertising, which is advertising that, emphasizes the environmental friendliness of the product. For example, the use of attributes such as degradability, recyclability, lower pollution is considered to be environmentally friendly (Akter, 2012).

Green marking gained adoption and acceptance by the companies. Sustainable marketing, future orientation and emphasis on needs became popular in companies of many industries (Katrandjiev, 2016).

**Environmental benefits of green marketing**

During the past decades, many concepts about the environment emerged such as global warming or greenhouse effect, and greenhouse gases among others. These established a vital concern to respond to critical issues that arose from world-wide climate change and natural resource conservation (Olson, 2008). The challenges of global warming have led nations and people develop high concern for environmental protection and as a result, a new format of business has emerged known as Green Business. The industries who claim that they are environment friendly and have concern for society are known as green industries, their marketing philosophy is termed as green marketing, and their environment friendly products are known as green products (Saxena & Khandelwal, 2010).

The direct beneficiary of green marketing is the environment. Fossil fuels consumption are the main sources of greenhouse gases associated with climate change. The product development under green marketing leads to less energy consumption as fuel efficient appliances are being made. The introduction of hybrid vehicles reduces air pollution levels. Farming methods which are eliminating the use of chemical fertilizers reduces the amount of excess nutrients which leads to reduction of contamination of ground water (Chetna Priti, 2021).

**Environmental impact of non-green products**

Consumers will pursue to purchase eco-friendly options for products that produced high level of environmental impact correspond to those with low level of environmental impact. Malaysian consumers consider aerosols, household cleaning, glass based, pesticides and plastics as non-green product classifies with high level of impact to environments (Rahbar & Wahid, 2011).

**Environmentally friendly products and services**

Cherian and Jacob (2012) stated that increasing awareness on the various environmental problems has led a shift in the way consumers go about their life. There has been a change in consumer attitudes towards a green lifestyle. People are actively trying to reduce their impact on the environment. However, this is not widespread and is still evolving. Organizations and business however have seen this change in consumer attitudes and are trying to gain an edge in the competitive market by exploiting the potential in the green market industry. Maichum et al. (2016) stated that green products that produced the following sustainable development principles are among the most widely used products globally due to the environmental benefits embedded in them, such as safety for purchasers (health) and superior quality. Kianpour et al. (2014) addressed that consumers are more concerned about environmental issues in recent decades, and they responded that environmentally friendly is an important part of a product along with other dimensions of product quality which should be considered by manufacturers and producers.

(Singh, 2012; Ansar, 2013; Diglel & Yazdanifard, 2014). When making decisions about what to buy, think about how a product will affect the environment over time and go for products that are reusable, locally produced, or use less packaging. Look for eco-friendly product-focused retailers and online stores to assist businesses who are interested in lowering their carbon impact. We may lessen our effect on the environment by making thoughtful purchasing decisions. Choosing environmentally friendly items can help create a healthier world, healthier us, healthier future and inspire other companies to make green a top priority.

**Environmental education**

Al and Ambusaidi (2022) studied that the environmental curriculum appears to be a moderate contributor to environmental attitudes and behaviors, whereas environmental knowledge appears to be a positive contributor to environmental attitudes and behaviors. Environmental education for a long time has been viewed as a critical step in the process of creating an environmentally literate population, leading to the development of knowledge, changing attitudes and behaviors of a population and as a process to a more environmentally sustainable way of life. Masona (2022) define environmental education for a long time has been viewed as a critical step in the process of creating an environmentally literate population, leading to the development of knowledge, changing attitudes and behaviors of a population and as a process to a more environmentally sustainable way of life.

The study by Aura et al., (2023) found that the integration of local wisdom into character education can be an effective means of strengthening cultural values and increasing environmental awareness. Character education rooted in local wisdom has a significant positive impact on students' social behavior and environmental awareness. Integrating local wisdom into the education curriculum can be an effective strategy for building a young generation that has a strong cultural identity and cares about the environment and a generation that is more responsible and loves the environment.

**Mass Media**

Interactive digital channels enable more flexible customer seller discussions, which challenges the idea of one-way marketing communications (Ozuem et al. 2008). Customers can be cultivated, so that they develop from passive receivers into active influencers. According to Hening-Trurau et al. (2010), they argue that traditional media companies may formulate and control their marketing communication messages in the way they want, but in social media they are only participants in the conversation and interaction with customers.

Weinberg and Pehlivan (2011) state that social media has properties that empower consumers and give them influence, enabling relationship building between organizations and customers. It emphasizes the transformative role of social media in consumer behavior, highlighting its capacity to empower consumers and foster influential relationships between organizations and their customers. This theory resonates deeply in the context of green marketing, where consumer awareness and behavior are increasingly shaped by digital interactions and online information.

**Perceived benefits**

Perceived benefits are beliefs about the positive outcomes associated with a behavior in response to a real or perceived threat (Chandon et al., 2000). The perceived benefit of buying construct is most often applied to normal shopping behaviors and is specific to an individual’s perception of the benefits that will yield satisfaction by engaging in a specific shopping action.

Functional motives are related to utilitarian functions such as convenience, variety and quality of merchandise, and price, whereas nonfunctional (hedonic) motives are related to social and emotional needs for enjoyable, interesting shopping experiences (Forsythe et al., 2006).

Agyeman (2014) believes that consumer’s choice of a green product is heavily influenced by the promotion if it is through eco-friendly practices.

**Product design and features**

Taking environmental quality as the decision on green-product design, Chen (2001) use a quality-based model to analyze the green product design decisions facing a segmentation market containing consumers with or without green awareness. Relaxing the assumption in Chen (2001) that environmental and functional attributes are conflicting, Su et al. (2012) study the product pricing and design (design for traditional quality and environmental quality) problems under ZeroSum and Synergy technology. Different from Chen (2001), their result shows that Synergy technology can improve environmental performance. Some researchers focus on the impacts of consumers’ green awareness on green design (Nouira et al., 2014; Zhu and He, 2017), and their results show that it positively influences environmental performances. Hong et al. (2018a) examines a product design problem considering supply chain configuration where the environmental attribute of the product is related to the emissions generated from all production/operations stages in the supply chain. Our study also considers the consumers’ green awareness on green product design.

**Pricing**

Green product market is growing so customers who have awareness about the environment if foods are properly priced and have better functions (Norm et al., 2013). In an-other study it is stated that customers will not purchase green products if the products are of low quality and high price. Customers will prefer to buy products which he/she have used before. Past experience will also mold the customers green purchase behavior. It means that price does matter in green purchase behavior along with quality of the product (D’Souza et al., 2006).

Green products are believed to be a lower quality product. Consumers may have doubts about buying green products because they suspect that the products have a lower quality or higher price. Some doubts might also reflect individual diversity, such as doubts that the product can change the world or skepticism towards green marketing in general (Chang C, 2011).

People are more willing to pay money for green purchasing if it can create a psychological benefit of warm glow and self-satisfaction due to the pursuit of a positive emotional state to help others and the earth (Nunes, 2003).

**Peer influence**

Moreira et al. (2023) investigated the influence of green marketing on the consumption decisions of young people and adults, exploring whether they recognize the importance of this approach and whether they are committed to adjusting their habits to mitigate the environmental impact of excessive consumption. Despite the growing global prominence of environmental preservation, reflected in the rise of green marketing, the study identified a gap between consumers' theoretical understanding of the relevance of sustainable practices and their effective actions.

Silva and Filho (2022) developed research with the objective of analyzing the impacts of green marketing on consumers' purchasing intentions, focusing on the behavior of undergraduate students at the Federal University of Paraná. The results obtained reveal that the behavior of these students reflects characteristics of responsible consumers, indicating an evident environmental awareness, a willingness to modify habits in favor of sustainability and a declared preference for green products and services.

**Personal experience**

Joshi and Rahman (2015) researched the importance of factors influencing consumer perceptions, purchase intentions, and actual behavior (purchases) regarding green products. They found two major groups of relevant factors that determine consumer environmental behavior: individual factors (variables specifically related to the decision-maker, such as emotions, environmental concern, perceived consumer effectiveness or the extent to which one’s behavior can make a difference, personal values (environmental, social, ethical) and norms), and situational factors (product price, eco-labeling and certification, product attributes and quality, product availability, subjective norms/social norms and reference groups, brand image). Additionally, research so far has also investigated actions that can help bridge the gap between consumer environmental concern (as an attitude) and consumer behavior. Steg and Vlek (2009) reviewed and emphasized interventions as an effective way of fostering behavioral change related to the environment. White et al. (2019) named social influence, habit formation, individual self, feelings and cognition, and tangibility as relevant psychological processes of consumer engagement in environmentally friendly behavior.

**Personal environmental values**

The increase in environmental awareness has made consumers behave environmentally friendly in their product choices, and businesses have given importance to this subject in their production methods and product designs (Khaleelia & Jawabri, 2021). People known as environmental customers have started to prefer these products. Environmental customers are defined as consumers who avoid products that threaten human health, significantly damage the environment during production, use, and after consumption, consume too much energy, cause unnecessary waste, and contain materials that endanger the environment (Puspitasari et al., 2018). Environmental customers are aware of and deal with environmental problems (Chen & Chai, 2010). They are also aware of how they contribute to protecting the environment by refusing to buy harmful products. Therefore, they avoid purchasing products perceived as risky for health and containing endangered habitats or species (Akehurst et al., 2012). Environmental customers show purchasing behaviors known as green product buying by choosing products that do not harm nature and preferring businesses that use environmentally sound practices (Schubert et al., 2010).

Individual action is the conscientious decision by a singular person to participate in sustainable behavior aimed at addressing complex problems. Consumer habits, lifestyle choices, and civic engagement are the roles individuals play. These roles are meant to advance an environmental, social, or economic aspect of sustainability. Consumer habits encompass the decisions individuals make regarding purchases. Lifestyle choices are actions that involve a deeper commitment to sustainability, such as becoming a vegetarian or choosing to use renewable energy. (Levesque, 2019).

Fhrizz Saet De Jesus et al. (2021) stated in their research entitled: Green Marketing: A Descriptive Analysis of its Influence on Consumer Buying Behavior that Customers are encouraged to use eco-friendly items by green marketing strategies. Customers' purchasing decisions were influenced by green marketing strategies, such as employing eco-friendly items to reduce their environmental impact and supporting green marketing. Customers are more inclined to buy ecologically friendly products when they are more conscious of environmental issues. To satisfy the demands of consumers who care about the environment, marketers everywhere are experimenting with and developing environmentally friendly products in a variety of areas. Another way that green marketing strategies influenced customer purchasing decisions was to make the environment safer. Green products increase the sustainability of the environment's natural resources and decrease resource efficiency, demonstrating how customers are becoming more environmentally sensitive and aware of the environmental situation.

Costales (2020) defines a "green consumer" as someone who chooses to buy green products instead of conventional ones and/or adopts ecologically friendly activities. Green consumers have stronger internal controls because they think that everyone can have a significant impact on environmental preservation. Their belief is that customers have a role to play in environmental protection and that it shouldn't be just the responsibility of the government, corporations, environmentalists, and scientists. Additionally, they are less dogmatic and more accepting of new ideas and products. Their open-mindedness helps them to accept green products and behaviors.

Vani (2021) A study entitled: “Consumer perception towards green marketing with reference to bengaluru”. Customers are aware of Green Marketing concepts and products. There is association between gender, levels of education and the status of awareness of green marketing. There is no association between age group, monthly income, and the status of awareness of green marketing. Majority of the customers’ decision to buy the green products are influenced by several attributes. Most of the customers are strongly agreed the different descriptions of green products. It means people are ready to accept but still, the entrepreneurs and the Government must take initiative for promoting and implementing the concept of green marketing and green products. As environmental issues continue to affect human activities, society is more concerned in this regard. Most firms have started using sustainable development framework which is known as green marketing and most of the organizations have acknowledged green products which are environmentally friendly. A major barrier in the purchasing of green products is concern over whether the product will perform as expected. The essence of this study says that “People buy products that are less damaging to the environment so that they feel better”.

Mande and Taofeek (2023) stated in their research entitled: Effect of Green Marketing Strategy on Consumer Buying Behavior and Decision Making of Nigerian Bottling Company, the study revealed that, green marketing positively influenced the consumer buying behavior and decision, hence, there is a significant relationship between green marketing and consumer. The study revealed that green marketing positively influenced the consumer buying behavior and decision, hence, there is a significant relationship between green marketing and consumer. The findings and results in this study is in line with the reference from Akehurst et al, (2012) that environmental advertisement have significant relationship with consumer buying behavior and decision, also with Myburghlouw and Shaughnessy (1994), that eco-labelling and eco-brand has significant relationship with consumer buying behavior and decision through a correlation.

According to Pinto (2020) study which entitled: Influence of Green Marketing Customers Buying Behavior, consumers are shifting towards eco-friendly products to protect the environment. Businesses must segment the green market through advertising and focus on green positioning, promotion, packaging, and logistics. Recycling waste and using electric or hybrid vehicles can help. Businesses should form strategic alliances and educate customers about eco-friendly products and their benefits. Customers should have the freedom to choose whether to purchase environmentally friendly goods, becoming brand ambassadors.

**Synthesis of the State of the Art**

The Review of Related Literature and Studies has been made, several studies concluded that Green Marketing has a significant role in the environment as well as to consumers. Majority of the studies stated the importance, benefits, and role of Green Marketing and how it affects and influence the buying behavior of consumers. According to De Jesus et al. (2021), companies that are using green marketing encourages consumers to start purchasing eco-friendly products. They defined green marketing as products that promote good effect for the environment so when companies do this, customers are most likely to buy and avail these goods and services for them to help reduce the bad impact on the environment. Green marketing also helps consumers feel like they’re making the environment safer by buying these products. This only shows that consumers are becoming more aware of environmental issues and want to make choices that help protect the environment.

Costales (2020), defined green consumer as someone who prefers to buy environmentally friendly products instead of regular ones and participates in activities that are good for the environment. Green consumers are open-minded and willing to try new ideas and products. They are not rigid in their thinking and are more accepting of eco-friendly behaviors and products. This type of consumer are individuals who prioritize environmental considerations when making purchasing decisions, they play a crucial role in driving positive environmental change through their consumption choices, advocacy efforts, and support for sustainable initiatives. Furthermore, Oshma Rosette Pinto study is about highlighting the growing trend among consumers who are increasingly opting for eco-friendly products to contribute to environmental protection. To cater to this evolving market, businesses are advised to segment their target audience through targeted advertising and emphasize green attributes in their positioning, promotion, packaging, and logistical strategies. The study also emphasizes the importance of empowering customers to make informed choices regarding environmentally friendly purchases, potentially turning them into advocates for the brand’s sustainability initiatives.

Lastly, according to Vani (2021), it reveals that customers in the area where the study conducted are generally aware of green marketing concepts and products. Interestingly, the study finds a correlation between gender, levels of education, and awareness of green marketing, suggesting that certain demographic factors influence individuals' understanding of eco-friendly initiatives. However, age group and monthly income do not appear to have a significant impact on this awareness. Despite this awareness, the decision to purchase green products is influenced by various attributes, indicating a complex interplay of factors in consumer decision-making. As environmental concerns increasingly shape societal attitudes, many firms have adopted sustainable development frameworks, integrating green marketing principles into their operations. Despite this progress, concerns about the performance of green products remain a barrier to widespread adoption. Ultimately, the study suggests that consumers are motivated to purchase products that are less harmful to the environment, driven by a desire to feel better about their consumption choices.

**Gap to be Bridged by the Study**

The researchers discovered several studies and literature on Green Marketing that has a significant role in the environment as well as to consumers and how does it affect and influence their buying behavior. The researchers found a relevance of the previous study to the current study that serves as the foundation and rationale for the success of the study.

On the other hand, the researchers claimed that the current study is distinct from previous studies on green marketing. The researcher considers these distinctions as a gap and uniqueness of the current study. There have been numerous research studies on green consumers conducted in the Philippines and other countries in different localities and places, but there have been no relevant studies conducted about the awareness of green marketing on the buying behavior decisions of the students, more specifically in 3rd year BSBA courses. The study also aims to seek the specific factors that influence the students to have this buying behavior towards green marketing as well as the barriers faced by the students when they are purchasing green products. The researchers would also provide recommendations or additional information on how green marketing affects the consumer’s buying behavior for them to be aware and what choices of products and services they should purchase.

**Theoretical Framework**

Utilizing the concept of the triple bottom line in this study will provide a comprehensive framework that emphasizes sustainability in three key areas: social, environmental, and economic impacts. By examining how companies’ green marketing strategies contribute to environmental sustainability by assessing the environmental impact of products from production to disposal, evaluating how marketing promotes sustainable practices like recycling, renewable energy use, and reduction of carbon footprints, the researchers can gain insights into their preferences and motivations for choosing environmentally friendly options. This approach provides a complete analysis of green marketing, showing its environmental, social, and economic benefits and challenges. This approach will enable us to assess the overall influence of green marketing on the consumption patterns of BSBA students and inform strategies for promoting sustainable choices among this demographic.

According to John Elkington (1994), the triple bottom line concept is an accounting framework with three parts:

**People**

ECONOMIC

**SUSTAINABILITY**

SOCIAL

ENVIRONMENTAL

**Figure 1: Theoretical Paradigm**

This represents the social aspect of the TBL, focusing on the impact of

business activities on employees, customers, communities, and other stakeholders. It involves considering fair labor practices, community engagement, social equity, and overall human well-being. Companies are encouraged to operate in a socially responsible manner, ensuring positive contributions to society.

**Planet**

This component addresses the environmental impact of business operations. It emphasizes the need for sustainable environmental practices that reduce negative impacts on the natural world. This includes managing resources efficiently, reducing waste and emissions, protecting ecosystems, and promoting environmental stewardship. The goal is to minimize the ecological footprint of business activities.

**Profit**

The economic dimension of the TBL focuses on the financial performance of a business. It is not just about generating profit but doing so in a way that is ethical and sustainable. This involves creating economic value that benefits not only the company but also its stakeholders, including employees, customers, and the broader community. Sustainable profit means long-term financial health without compromising social and environmental responsibilities.

**Conceptual Framework**

This study explores how the awareness of green marketing influences the purchasing behavior of 3rd year BSBA students at Divine Word College of Legazpi

**3RD YEAR BSBA STUDENTS AT DIVINE WORD COLLEGE OF LEGAZPI**

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**Level of Awareness of 3rd Year BSBA in Green Marketing**

**Factors that Influence the Buying Behavior on Green Marketing**

**Barriers Faced by the Respondents**

**Figure 2: Conceptual Paradigm**

during the academic year 2023-2024. It examines their knowledge of global and local trends in green marketing, the environmental benefits of eco-friendly products, the consequences of non-green alternatives, and their personal practices related to sustainability. Additionally, the research investigates a range of factors that shape their purchasing decisions, including environmental education, the influence of mass media, perceived advantages of green products, pricing factors, dynamics of peer influence, characteristics of product design, personal consumption experiences, and the significance of personal environmental values.

Moreover, the study aims to identify barriers that hinder students from choosing green products, aiming to provide insights into challenges that could prevent the adoption of sustainable consumption practices. Recommendations by the respondents was also included in the paradigm.

**Definition of Terms**

In order to have a clear and better understanding of the study, the following terms were defined conceptually and operationally. This will help to guide you through the meaning of each word.

**Green Marketing** - Green marketing is the practice of promoting products or services that are sustainable and eco-friendly. Furthermore, green marketing can raise awareness among consumers about the importance of sustainability and the environmental impact of their purchasing decisions. It could encourage consumers to make more eco-friendly choices that could help reduce waste, pollution, and other negative impacts on the planet (Ramakrishnan, 2023). In this study, this refers where the customers interact with the products and services that are environmentally friendly.

**Awareness -** knowledge that something exists or understanding of a situation or subject at the present time based on information or experience (Cambridge Dictionary). In this study, this refers to the awareness of the of the consumers/ students towards to the green marketing.

**Influence** - The power to have an important effect on someone or something. If someone influences someone else, they are changing a person or thing in an indirect but important way (Vocabulary). In this study, it refers to have an effect and have a significant role on the buying behavior of the consumers towards purchasing a product or services that are environmentally friendly.

**Buying Behavior** - Buyer behavior refers to the decision and acts people undertake to buy products or services for individual or group use. It’s synonymous with the term “consumer buying behavior,” which often applies to individual customers in contrast to businesses. Buyer behavior is the driving force behind any marketing process (Sydorenko, 2023). In this study, it is the main topic which refers to consumers' attitudes, motivations, perceptions, and actions when considering and purchasing environmentally friendly or sustainable products and services.

**Triple Bottom Line** -John Elkington in 1994 coined the triple bottom line (or otherwise noted as TBL or 3BL) is an accounting framework with three parts: social, economic, environmental factors. The phrase, "people, planet, and profit" to describe the triple bottom line and the goal of sustainability (WIKIPEDIA). In this study, this refers to the theory that has been used for the study.

**Student** - A person who is studying at a school. In this study, it refers to the respondents specifically the 3rd Year BSBA Students of Divine Word College of Legazpi.

**CHAPTER III**

**RESEARCH METHODOLOGY**

This chapter describes and discusses how the researcher will gather the necessary data and information that will be used in the entire study. It describes who will be the respondents and the focus of the research. This also shows the procedure of data collection and instruments used; these chapter also discuss the type of research, research method and the research locale where the study will conduct.

**Research Design**

The researcher employed a descriptive quantitative method to investigate “Green Marketing: Awareness and Influence on the Buying Behavior of 3rd Year BSBA Students at Divine Word College of Legazpi – SY 2023-2024”. Descriptive quantitative research was used since it enables the methodical collection and analysis of numerical data to characterize the features of a population under study. This method will facilitate the examination of the students' perceptions, attitudes, and behaviors towards green marketing initiatives within the context of their educational environment. By utilizing surveys or questionnaires, the researcher can collect quantitative data to measure the impact of green marketing practices on the awareness, preferences, and purchasing behaviors of the 3rd Year BSBA students at Divine Word College. This approach will provide valuable insights into the effectiveness of green marketing strategies in influencing consumer behavior among college students, thereby contributing to the existing body of knowledge in both marketing and sustainability disciplines.

**Sources of Data**

The primary source and the secondary source will provide the data for this research. The primary data information of this study will be gathered from the responses of the participants. Secondary data will come from, Books, journals, articles, Internet, published and unpublish research paper which include necessary information.

**Respondents of the Study**

The target respondents of this study will be 60 students of 3rd year BSBA Students at DWCL. The survey questionnaire will be given to the students from BSBA marketing management, BSBA financial management, BSBA human resource management, and BSBA operations management. The respondents will answer the survey questionnaire that the researchers provided and the information that the researchers will get from the respondents will be used to complete the study.

**Research Instrument**

The data of this study will be gathered through the survey questionnaires. The questionnaire has three parts. The first part pertains to the level of awareness of the 3rd Year BSBA Students on green marketing. The second part is the influence of the following factors on the buying behavior of students on green marketing and the last part is the barriers that student respondents face when it comes to purchasing green products.

**Data Gathering Procedure**

The researchers’ data gathering process used by the study was a survey questionnaire. Once the sample questionnaire was approved by the thesis adviser, the researchers immediately distributed the survey questionnaires to the respondents. Upon distributing the questionnaires, the researchers formally asked the selected respondents to have a little amount of time to answer the survey and gave few instructions on how the respondents will answer it. Questionnaires were reproduced and personally given to the selected respondents. The completed questionnaires were gathered, tallied, presented, and organized.

**Statistical Treatment of Data**

The researchers will tally the results and analyze them. To be credible and reliable about the findings, statistical tool will be used to compute the percentage. Frequency refers to the number of times a response appears while the percentage refers to the proportion of responses over a total number of respondents.

To determine the level of awareness and influence on the buying behavior of the student respondents on green marketing, the weighted mean will be calculated based on the following 4-point Likert Scale.

**Level of Awareness on Green Marketing**

|  |  |  |
| --- | --- | --- |
| Scale | Range | Adjectival Rating |
| 4 | 3.50 – 4.00 | Fully Aware |
| 3 | 2.50 – 3.49 | Aware |
| 2 | 1.50 – 2.49 | Somewhat Aware |
| 1 | 1.00 – 1.49 | Not Aware |

**Influence on the Buying Behavior**

|  |  |  |
| --- | --- | --- |
| Scale | Range | Adjectival Rating |
| 4 | 3.50 – 4.00 | Strongly Agree |
| 3 | 2.50 – 3.49 | Agree |
| 2 | 1.50 – 2.49 | Disagree |
| 1 | 1.00 – 1.49 | Strongly Disagree |

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**Green Marketing: Awareness and Influence on the Buying Behavior of 3rd Year BSBA Students at Divine Word College of Legazpi**

Name (optional): Age:

Gender: Course:

**Part I. The Level of Awareness of the 3rd year BSBA Students on Green Marketing**

**Direction**: Read the questions carefully. Put a check (✓) in the box next to the answer of your choice.

Scale Adjectival Rating

4 Fully Aware

3 Aware  
 2 Somewhat Aware  
 1 Not Aware

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Indicators** | **4** | **3** | **2** | **1** |
| **Global and Local Green Marketing Trends** |  |  |  |  |
| I keep myself updated on the latest developments in green marketing worldwide. |  |  |  |  |
| I am aware that companies are embedding sustainability into their business strategies. |  |  |  |  |
| I am knowledgeable about “green products”. |  |  |  |  |
| The increasing awareness about environmental concerns has been changing customers' preferences and tastes. |  |  |  |  |
|  |  |  |  |  |
| **Environmental Benefits of Green Products** |  |  |  |  |
| I understand how green products contribute to environmental conservation. |  |  |  |  |
| I can explain the benefits of using green products. |  |  |  |  |
| I understand the advantages of green products over traditional products regarding environmental impact. |  |  |  |  |
| I will benefit from choosing eco-friendly products rather than buying the chemical and unhealthy products available in the market. |  |  |  |  |
|  |  |  |  |  |
| **Environmental Impact of Non-green Products** |  |  |  |  |
| I can explain the negative environmental impacts of non-green products such as plastic and paper coffee cups. |  |  |  |  |
| I can identify the harmful effects of non-green products on the environment. |  |  |  |  |
| I understand the long-term environmental consequences of using non-green products such as health risks and global warming. |  |  |  |  |
|  |  |  |  |  |
| **Environmentally Friendly Products and Services.** |  |  |  |  |
| I can recognize products that are marketed as environmentally friendly. |  |  |  |  |
| I recognize food that contains all organic and healthy ingredients. |  |  |  |  |

**Part II. Influence of the Factors with Green Marketing on the Buying Behavior of Student Respondents**

**Direction**: Read the questions carefully. Put a check (✓) in the box next to the answer of your choice.

Scale Adjectival Rating

4 Strongly Agree

3 Agree

2 Disagree

1 Strongly Disagree

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Indicators** | 4 | 3 | 2 | 1 |
| **Environmental Education** |  |  |  |  |
| My purchase habit is the influence of the environmental education programs in school. |  |  |  |  |
| The non-formal environmental education activities, such as community clean-up events affect my decision-making. |  |  |  |  |
| After knowing today’s environmental situation, I willingly start to help and support efforts to solve environmental problems by starting to use eco-friendly product/s. |  |  |  |  |
|  |  |  |  |  |
| **Mass Media** |  |  |  |  |
| I often encounter information about eco-friendly products in my daily life. |  |  |  |  |
| I understand the information on eco-friendly packaging. |  |  |  |  |
| I follow news and updates about environmentally sustainable products and practices. |  |  |  |  |
|  |  |  |  |  |
| **Perceived Benefits** |  |  |  |  |
| I believe that buying environmentally friendly products may help preserve the environment. |  |  |  |  |
| I intend to buy environmental products because they are less polluting. |  |  |  |  |
| Green marketing focuses on organic and locally sourced foods, and is free from harmful chemicals and pesticides, making them healthier options for consumers. |  |  |  |  |
|  |  |  |  |  |
| **Product Design and Features** |  |  |  |  |
| The packaging of green products is easy to catch attention, clean, fresh-looking, and very refreshing in the eyesight |  |  |  |  |
| I check various symbols / certifications / other identifiers which declare the product as a green product before I buy. |  |  |  |  |
| The contents of food from eco-friendly products make me more interested in purchasing them. |  |  |  |  |
|  |  |  |  |  |
| **Pricing** |  |  |  |  |
| The price of eco-friendly products and services affects my buying decision |  |  |  |  |
| I prefer eco-friendly products and may even be willing to pay more for them. |  |  |  |  |
| If the price difference between green and conventional products is too high, I may opt for the cheaper option. |  |  |  |  |
|  |  |  |  |  |
| **Peer Influence** |  |  |  |  |
| Friends and families are most likely to influence me to start buying eco-friendly products. |  |  |  |  |
| I hear and I pay attention to my friends/family's opinion. |  |  |  |  |
| My friends started using eco-friendly skincare products, and I was influenced to switch to sustainable beauty brands as well to align with their values and choices. |  |  |  |  |
| My classmates are buying “ukay” or second-hand to reduce textile waste and I was encouraged to do the same. |  |  |  |  |
|  |  |  |  |  |
| **Personal Experience** |  |  |  |  |
| By using energy-efficient LED light bulbs in our home, I have seen a noticeable decrease in our electricity bill |  |  |  |  |
| Opting for biodegradable household products reduced our household waste |  |  |  |  |
| Buying skin products from green marketing minimized my exposure to harmful chemicals. |  |  |  |  |
| Buying food that contains all organic and healthy ingredients other than the usual junk food offered in the market makes me health conscious. |  |  |  |  |
|  |  |  |  |  |
| **Personal Environmental Values** |  |  |  |  |
| I would describe myself as environmentally responsible. |  |  |  |  |
| I am concerned about wasting the resources of our planet. |  |  |  |  |
| I like products that I use on a day-to-day basis that are not harmful to humans, the environment, or other living thing. |  |  |  |  |
| I use reusable items like shopping bags, water bottles, and containers instead of single-use products. |  |  |  |  |
| I incorporate more plant-based foods into my diet. |  |  |  |  |
| I use environmentally friendly cleaning products that do not contain harmful chemicals. |  |  |  |  |

Other factors that influence the buying behavior of green products, please specify below.

|  |
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|  |

**Part III. The Barriers that Student Respondents Face when it Comes to Purchasing Green Products**

[ ] Budget constraints

[ ] Cost

[ ] Lack of information

[ ] Difficulty finding green products

[ ] Availability of green products

[ ] Old habit of using nongreen products

[ ] Lack of motivation

[ ] Others, please specify

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