BUSINESS MANAGEMENT AND MARKETING

Marketing Practices and Consumer Purchase Intention toward Environmentally Friendly Products

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Abstract

This study aimed to examine the Marketing Practices and Consumer Purchase Intention toward Environmentally Friendly Products in the municipalities of Pagsanjan, Lumban, Pakil, Paete, and Siniloan. The researchers used quantitative and qualitative methods, including surveys and interviews, to gather data from 150 respondents and five business owners. The questionnaire focused on the respondents' demographic profiles, the extent of green advertising, eco-labeling, product packaging, and pricing, and their consumer purchase intention. The researchers utilized weighted mean and Spearman's rank correlation coefficient to analyze the data, while descriptive qualitative analysis was used to interpret the interview responses. The findings revealed that most respondents were female, aged 21–25, had reached college level, and had a monthly family income below ₱9,100. The results showed that green advertising, eco-labeling, and product packaging had significant relationships with consumer purchase intention, while eco-labeling and product packaging demonstrated highly significant relationships. However, pricing, age, sex, educational attainment, and monthly family income showed no significant relationship with purchase intention. These findings suggested that consumers' intention to purchase environmentally friendly products was more closely associated with environmental information, product labels, and sustainable packaging than with pricing and demographic characteristics. Overall, the study emphasized the importance of improving green advertising, eco-labeling, and sustainable packaging to encourage consumers to choose environmentally friendly products and support environmental sustainability.

Keywords: eco-labeling; green advertising; pricing; product packaging; purchase intention; environmentally friendly products

1 Introduction

Environmental sustainability had become an important concern as pollution, climate change, and excessive resource consumption continued to affect the environment. These challenges encouraged businesses and consumers to consider environmentally friendly products that helped reduce environmental harm. As awareness of environmental issues increased, consumers became more conscious of how their purchasing decisions affected the environment.

Green marketing became an important strategy for businesses promoting environmentally friendly products. It included green advertising, eco-labeling, product packaging, and pricing. Green advertising communicated environmental benefits, while eco-labeling provided information about products. Sustainable packaging encouraged responsible consumption, while pricing influenced consumers' purchasing decisions based on affordability.

In the Philippines, businesses faced challenges in encouraging consumers to choose environmentally friendly products. Some consumers considered environmental benefits, while others prioritized affordability, product quality, and availability. These differences highlighted the importance of understanding how marketing practices influenced consumers' willingness to purchase sustainable products.

Despite growing environmental awareness, businesses still needed to understand which marketing practices were associated with consumer purchase intention. Examining these practices could help business owners improve their promotional strategies, understand consumer preferences, and encourage environmentally responsible purchasing decisions.

This study examined marketing practices and consumer purchase intention toward environmentally friendly products in Pagsanjan, Lumban, Pakil, Paete, and Siniloan, Laguna. It assessed green advertising, eco-labeling, product packaging, and pricing, including their relationships with purchase intention. It also considered respondents' profiles, including age, sex, educational attainment, and monthly family income. Through surveys involving 150 respondents and interviews with five business owners, the study provided insights into marketing practices associated with consumers' intentions to purchase environmentally friendly products.

2 Methods

This study adopted a mixed-methods research design to investigate the relationship between marketing practices and consumers' intention to purchase environmentally friendly products. The researchers combined quantitative and qualitative methods to obtain measurable results and gather personal insights from individuals, providing a broader understanding of the research topic. [1].

The integration of these two approaches allowed the researchers to examine consumer preferences and business owners' experiences regarding environmentally friendly products. Survey results provided information about consumers' perceptions of different marketing strategies, while interviews offered additional explanations of how businesses promote environmentally friendly products and respond to customer preferences. By combining these sources of information, the researchers were able to examine the factors associated with consumers' purchasing intentions more thoroughly.

The research was conducted in the municipalities of Pagsanjan, Lumban, Pakil, Paete, and Siniloan, Laguna. A total of 150 respondents participated in the survey, while five business owners were interviewed to provide additional information. The participants contributed valuable insights into consumer behavior, product preferences, and marketing practices related to environmentally friendly products.

For data gathering, the researchers distributed survey questionnaires to collect information about the respondents' demographic characteristics, including age, sex, educational attainment, and monthly family income. The questionnaire also assessed four marketing practices: green advertising, eco-labeling, product packaging, and pricing. Furthermore, it examined the respondents' intention to purchase environmentally friendly products. Interviews with five business owners were conducted to understand their experiences in promoting these products and their observations of customer purchasing decisions.

For data analysis, the weighted mean was used to determine the extent of marketing practices and the level of consumer purchase intention. Spearman's rank correlation coefficient was applied to

identify significant relationships between the respondents' demographic profiles, marketing practices, and purchase intention. Meanwhile, descriptive qualitative analysis was used to interpret the interview responses and provide further understanding of the quantitative findings. These methods helped the researchers develop conclusions and recommendations based on the collected data.

3 Results and discussion

3.1 Profile of the respondents

The findings showed that the 150 respondents represented different demographic backgrounds, including age, sex, educational attainment, and monthly family income. Most respondents were female, aged 21–25 years old, had reached college level, and reported a monthly family income below ₱9,100.00. The study also examined green advertising, eco-labeling, product packaging, and pricing practices, along with their relationship to consumer purchase intention.

These findings provided a basis for understanding the respondents' perceptions of green marketing practices and their purchase intentions toward environmentally friendly products. The statistical results showed that green advertising, eco-labeling, and product packaging had significant relationships with consumer purchase intention, while eco-labeling and product packaging demonstrated highly significant relationships. However, pricing, age, sex, educational attainment, and monthly family income showed no significant relationship with purchase intention.

3.2 Extent of marketing practices

The extent of the four marketing practices is summarised in Table 1.

Table 1. Extent of marketing practices.

Aspect	Mean	SD
Green advertising	3.43	0.55
Eco-labeling	3.47	0.56
Product packaging	3.57	0.50
Pricing	3.53	0.54

Based on the results, product packaging obtained the highest mean score of 3.57, with a standard deviation of 0.50, indicating that respondents strongly agreed that packaging practices supported the promotion of environmentally friendly products. Overall, marketing practices showed high ratings across all four aspects, with product packaging receiving the highest assessment among the indicators.

The extent of marketing practices in terms of green advertising is shown in Table 2.

Table 2. Green advertising.

Statement	Weighted Mean	Interpretation
1. Notice advertisements that promote environmentally friendly products.	3.47	Strongly Agree

Statement	Weighted Mean	Interpretation
2. Become more aware of eco-friendly products through green advertisements.	3.39	Strongly Agree
3. Trust advertisements that provide accurate and truthful environmental information.	3.51	Strongly Agree
4. Influenced by green advertisements to purchase eco-friendly products.	3.39	Strongly Agree
5. Influenced by promotional materials that show eco-friendly business practices.	3.41	Strongly Agree
Overall	3.43	To a Great Extent

Table 2 presents the extent of green advertising. The highest mean of 3.51 indicates that respondents trust advertisements containing truthful environmental information. This is followed by noticing advertisements promoting environmentally friendly products, with a mean of 3.47. While awareness and purchase influence both received 3.39, these results show that green advertising helps inform consumers and encourages interest in eco-friendly products. Overall, the findings suggest that respondents strongly agree that green advertising influences their awareness and purchasing decisions.

The extent of marketing practices in terms of eco-labeling is shown in Table 3.

Table 3. Eco-labeling.

Statement	Weighted Mean	Interpretation
1. Notice eco-labels or environmental certifications on products.	3.46	Strongly Agree
2. Use eco-labels to identify environmentally friendly products.	3.42	Strongly Agree
3. Check for eco-labels before buying a product.	3.42	Strongly Agree
4. Trust products with credible eco-labels.	3.46	Strongly Agree
5. Feel more confident buying products with eco-label certifications.	3.57	Strongly Agree
Overall	3.47	To a Great Extent

Table 3 shows the extent of eco-labeling among respondents. The highest mean of 3.57 indicates that eco-label certifications increase consumers' confidence when purchasing products. Noticing eco-labels and trusting products with reliable environmental certifications both received a mean of 3.46. Meanwhile, using eco-labels to recognize environmentally friendly products and checking labels before making purchases each obtained a mean of 3.42. These findings suggest that consumers value eco-labels because they provide helpful information about a product's environmental impact. Overall, the results show that respondents strongly agree that eco-labeling helps them identify products and feel more confident in their purchasing decisions.

The extent of marketing practices in terms of product packaging is shown in Table 4.

Table 4. Product packaging.

Statement	Weighted Mean	Interpretation
1. Prefer products with recyclable or biodegradable packaging.	3.65	Strongly Agree
2. Prefer products with recyclable packaging because it influences my purchasing decisions.	3.63	Strongly Agree
3. Attracted to products with sustainable packaging designs.	3.53	Strongly Agree
4. Believe environmentally friendly packaging adds value to a product.	3.53	Strongly Agree
5. Influenced by packaging that communicates eco-friendly benefits.	3.51	Strongly Agree
Overall	3.57	To a Great Extent

Table 4 presents the respondents' preferences regarding product packaging. The highest mean of 3.65 shows that consumers prefer products packaged with recyclable or biodegradable materials. This is followed by recyclable packaging influencing purchasing decisions, which received a mean of 3.63. Sustainable packaging designs and the belief that environmentally friendly packaging adds value both obtained a mean of 3.53. Meanwhile, packaging that communicates environmental benefits received the lowest mean of 3.51. Overall, respondents strongly agree that sustainable packaging is important and can influence their product preferences and purchasing decisions.

The extent of marketing practices in terms of pricing is shown in Table 5.

Table 5. Pricing.

Statement	Weighted Mean	Interpretation
1. Encouraged to buy eco-friendly products when prices are reasonable.	3.81	Strongly Agree
2. Willing to pay more for eco-friendly products with clear benefits.	2.83	Agree
3. More likely to purchase eco-friendly products when they are affordably priced.	3.70	Strongly Agree
4. Consider the price before purchasing environmentally friendly products.	3.60	Strongly Agree
5. Compare prices before buying eco-friendly products.	3.70	Strongly Agree
Overall	3.53	To a Great Extent

Table 5 illustrates the respondents' opinions regarding the pricing of environmentally friendly products. The highest mean of 3.81 indicates that consumers are more encouraged to buy eco-friendly products when prices are reasonable. This is followed by affordable pricing and comparing prices before purchasing, both with a mean of 3.70. Considering the cost before buying received a mean of 3.60, showing that price is an important consideration. Meanwhile, willingness to pay more for products with clear environmental benefits obtained the lowest mean of 2.83. Overall, respondents prefer affordable eco-friendly products and consider their budget when making purchasing decisions.

Regarding marketing practices, the following statements were gathered from the responses of the Green Marketers (GM) concerning green advertising, eco-labeling, product packaging, and pricing:

- **GM1:** Uses word-of-mouth marketing and cost-based pricing, with affordable prices strongly influencing customers' purchasing decisions.
- **GM2:** Relies on personal recommendations and product offerings, while maintaining affordable prices to meet price-conscious customers' preferences.
- **GM3:** Highlights environmental benefits through personal recommendations and sustainable packaging, encouraging customers to purchase eco-friendly products.
- **GM4:** Builds customer relationships through personal recommendations, eco-labeling, and competitive pricing to encourage environmentally friendly purchases.
- **GM5:** Emphasizes product quality, customer relationships, pricing, and labeling in accordance with regulations to encourage eco-friendly purchases.

The results showed that the businesses applied different marketing practices in promoting environmentally friendly products. GM1 and GM2 emphasized word-of-mouth marketing and affordable pricing, while GM3 focused on environmental benefits and sustainable packaging. GM4 highlighted eco-labeling, competitive pricing, and customer relationships, whereas GM5 emphasized product quality, customer relationships, pricing, and compliance with government labeling requirements. These responses reflected the different marketing approaches used by the businesses based on the specific practices they considered relevant to their products and customers.

The findings suggested that businesses considered various factors when applying marketing practices for environmentally friendly products, including affordability, product quality, environmental benefits, packaging, eco-labeling, customer relationships, and regulatory compliance. The differences in their responses indicated that businesses did not rely on a single marketing practice but applied combinations of practices suited to their products and customers. These findings provided qualitative support for the quantitative results, particularly the relevance of green advertising, eco-labeling, product packaging, and pricing in the marketing of environmentally friendly products.

3.3 Level of consumer purchase intention

The level of consumer purchase intention toward environmentally friendly products is shown in Table 6.

Table 6. Level of consumer purchase intention toward environmentally friendly products.

Statement	Weighted Mean	Interpretation
1. Intend to purchase environmentally friendly products in the future.	3.51	Strongly Agree
2. Prefer environmentally friendly products over conventional alternatives.	3.49	Strongly Agree
3. Intend to increase my purchase of environmentally friendly products in the future.	3.53	Strongly Agree
4. Willing to try new environmentally friendly products.	3.51	Strongly Agree

Statement	Weighted Mean	Interpretation
5. Would recommend environmentally friendly products to others.	3.53	Strongly Agree
6. Will continue buying environmentally friendly products when available.	3.59	Strongly Agree
7. Choose products with sustainable packaging whenever possible.	3.60	Strongly Agree
8. Would purchase eco-friendly products made from safe and sustainable materials.	3.57	Strongly Agree
9. Willing to pay little more for environmentally friendly products if they provide environmental benefits.	3.40	Strongly Agree
10. Will make an effort to look for environmentally friendly products even if they are not easily available.	3.55	Strongly Agree

The findings indicated that respondents generally demonstrated a high level of purchase intention toward environmentally friendly products. Choosing products with sustainable packaging whenever possible received the highest rating, emphasizing the importance of sustainable packaging in consumers' purchasing decisions. Favorable responses were also observed toward purchasing products made from safe and sustainable materials and continuing to support environmentally friendly products when available. Meanwhile, willingness to pay more for green products received a comparatively lower rating, suggesting that additional costs may influence consumers' purchasing decisions. Overall, sustainable packaging, product safety, environmental considerations, and price sensitivity were important factors influencing consumers' purchase intention toward environmentally friendly products. These findings are consistent with Garcia and Campos [2], who examined consumers' purchase intention toward eco-friendly packaging in the Philippine setting; willingness to pay a higher price received comparatively lower agreement.

Regarding consumer purchase intention, the following statements were gathered from the responses of the Green Marketers (GM) concerning green advertising, eco-labeling, product packaging, and pricing:

- **GM1:** Affordable prices, environmental awareness, and customer comfort with eco-friendly products strongly influence their purchase intention.
- **GM2:** Familiarity and affordability encourage repeat purchases, while higher prices of eco-friendly products remain a significant barrier.
- **GM3:** Environmental awareness, government regulations, product quality, and reasonable prices encourage customers to purchase eco-friendly products.
- **GM4:** Good customer relationships and affordable prices encourage purchases, whereas higher costs and quality concerns discourage customers.
- **GM5:** Awareness of environmental benefits and affordable pricing motivates customers to purchase environmentally friendly products.

The results showed that consumer purchase intention was influenced by affordability, environmental awareness, product quality, and customer relationships. GM1 and GM2 emphasized reasonable prices and familiarity, while GM3 highlighted environmental awareness, government regulations, and

product quality. GM4 and GM5 focused on customer relationships, affordability, and awareness of environmental benefits.

Despite differences in consumer preferences, all respondents demonstrated that price and environmental awareness played important roles in purchasing environmentally friendly products. Higher prices remained a common barrier, particularly when compared with plastic alternatives. However, customers were encouraged to purchase when products were affordable, comfortable, high-quality, and beneficial to the environment. Effective marketing practices could strengthen consumer purchase intention toward environmentally friendly products. Businesses could encourage purchases by offering affordable prices, maintaining product quality, using appropriate labeling and packaging, and building customer relationships. These practices could help increase consumer awareness, trust, satisfaction, and willingness to purchase eco-friendly products.

3.4 Relationship between the profile of the respondents and the extent of marketing practices

The relationship between the profile of the respondents and the extent of marketing practices is shown in Table 7.

Table 7. Relationship between the profile of the respondents and the extent of marketing practices.

Variable	p-value	Relationship
Age	0.069	Not Significant
Sex	0.052	Not Significant
Educational Attainment	0.352	Not Significant
Monthly Family Income	0.073	Not Significant

The results showed that age, sex, educational attainment, and monthly family income had no statistically significant relationship with the extent of marketing practices. The findings indicated that none of the demographic and socioeconomic variables examined was significantly associated with the respondents' assessment of green advertising, eco-labeling, product packaging, and pricing practices at the 0.05 level. This suggested that the respondents' assessment of marketing practices did not significantly differ according to their demographic and socioeconomic characteristics.

The findings further indicated that respondents from different age groups, sexes, educational attainment levels, and monthly family income categories provided assessments of marketing practices that were not statistically associated with these profile variables. However, the absence of a statistically significant relationship should not be interpreted as proof that demographic characteristics had no effect whatsoever on respondents' assessments. Rather, it indicated that the study did not find sufficient statistical evidence to establish a significant association between the profile variables and the extent of marketing practices. This is relevant to the study of Chuluunbaatar and Baldangombo [3], which examined the influence of age and gender on eco-friendly purchase intention and green marketing effectiveness.

The results were limited to the variables, respondents, and conditions covered by the study. Therefore, the findings indicated only that age, sex, educational attainment, and monthly family income were not significantly associated with the measured extent of green marketing practices at

the 0.05 level. They did not establish that these demographic characteristics were completely unrelated to marketing practices.

3.5 Relationship between marketing practices and consumer purchase intention

The relationship between the extent of marketing practices and the level of consumer purchase intention toward environmentally friendly products is shown in Table 8.

Table 8. Relationship between the extent of marketing practices and the level of consumer purchase intention toward environmentally friendly products.

Variable	Spearman's rho	p-value	Relationship
Green Advertising	0.258	0.001	Significant
Eco-Labeling	0.268	<.001	Highly Significant
Product Packaging	0.315	<.001	Highly Significant
Pricing	0.095	0.247	Not Significant

The results of the test of the relationship between marketing practices and consumer purchase intention toward environmentally friendly products showed that eco-labeling and product packaging had highly significant relationships with consumer purchase intention, while green advertising had a significant relationship. In contrast, pricing did not have a statistically significant relationship with consumer purchase intention. These findings indicated that three of the four marketing practices examined were significantly associated with consumers' intention to purchase environmentally friendly products. However, statistical significance did not necessarily indicate a strong relationship. Therefore, the results should be interpreted as significant associations rather than evidence of strong relationships.

The findings suggested that green advertising, eco-labeling, and product packaging were significantly associated with consumer purchase intention. Among the four marketing practices, product packaging showed the strongest association, although the relationship remained relatively weak. This indicated that visible and credible environmental information and sustainable product presentation were relevant to consumers' purchase intention.

4 Conclusion

Based on a thorough assessment and interpretation of the results, the study arrived at the following conclusions:

1. The study found that most respondents were female, aged 21–25, had reached college level, and earned below ₱9,100 monthly. However, age, sex, education, and family income had no significant relationship with purchase intention, suggesting that demographic characteristics did not significantly influence consumers' willingness to buy environmentally friendly products.
2. Respondents demonstrated high purchase intention, with an overall weighted mean of 3.53, interpreted as Strongly Agree. Product packaging received the highest rating, while willingness to pay more received the lowest. This indicated that consumers valued sustainable products but remained concerned about additional costs. Businesses should maintain affordable prices and emphasize environmental benefits.

3. Green advertising showed a significant relationship with purchase intention, while eco-labeling and product packaging showed highly significant relationships. Pricing had no significant relationship. These findings highlighted the importance of environmental promotions, trustworthy labels, and sustainable packaging in encouraging environmentally conscious purchasing decisions.

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