
| RESEARCH ARTICLE

Consumer Behavior and Practices towards Green Marketing of Food Enterprises

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| ABSTRACT

There are human activities that cause problems and affect other living beings negatively. One of these problems is environmental issues like depletion of resources, challenges with electricity, usage of toxic agents, pollution, and waste because of consumption. These aforementioned environmental problems have started to come to society's concern with the natural environment; businesses have begun to modify their ways in an attempt to address these. A few developments have been integrated to address such issues. That's why green marketing and concepts emerged. Some businesses have been quick to accept concepts and have integrated concerns into all organizational activities. The changes awaken the business world and consumers regarding the responsibilities towards the environment. Consumers are now sensible to these and result preferably environment-friendly products or services. By this, it indicates that consumers are increasingly concerned and are changing their behavior. That means there is a growing market for sustainable and socially responsible products and services. In return for this behavior of the consumers, companies have started to form their marketing strategies so as to appeal to increasing awareness of this environment-friendliness named green marketing. Enterprises adopt green policies in their organizations and marketing mix, which are pricing, promotion, product, and places - distribution activities. Strategies targeting not only making a profit for the day but also for long-term profitability and environmentally friendly sustainability have started to become agendas of the companies. It holds the view that marketing which is a part of the business, not only has to satisfy customers in particular but also has to take into account the interests of society in general. This study will be conducted in order to determine what specific elements are involved with people's choosing habits and what components do have an impact and effect on them choosing one rather than the other. It further highlights the consumer perception and awareness of green marketing in food enterprises to see how consumer behaviors are influenced and impacted by these practices. The study discusses the market for food enterprises to be utilized more within consumers that have pro-environmental preferences.

| KEYWORDS

Consumerism, Consumer Behavior, Sustainability, Green Marketing

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1. Introduction

There are human activities that cause problems and affect other living beings negatively. One of these problems is environmental issues like depletion of resources, challenges with electricity, usage of toxic agents, pollution, and waste because of consumption. These environmental problems have started to come to society's concern with the natural environment, and businesses have begun to modify their ways to address these. Several innovations have been incorporated to address such concerns as the reason why green marketing and concepts emerged. Some businesses have been quick to accept ideas and have integrated concerns into all organizational activities.

The changes awaken the business world and consumers regarding the responsibilities towards the environment. Consumers are now sensible to these results, preferably environment-friendly products or services. By this, it indicates that consumers are increasingly concerned and are changing their behavior. That means there is a growing market for sustainable and socially responsible products and services. In return for this behavior of the consumers, companies have started to form their marketing

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strategies to appeal to increasing awareness of this environment-friendliness named green marketing. Enterprises adopt green policies in their organizations and marketing mix: pricing, promotion, product, and places - distribution activities. Strategies targeting making a profit for the day, long-term profitability, and environmentally friendly sustainability have become the companies' agenda. The study highlights the consumer perception and awareness of green marketing in food enterprises to see how consumer behaviors are influenced by these practices.

Our study will determine the following specific objectives regarding consumer behavior and green marketing. It highlights the consumer perception and awareness of green marketing in food enterprises. It sees how consumers act with these different practices and narrows it down to food enterprises since it is one of the most significant contributors to environmental damage.

The study aims to address the following objectives:

1. To evaluate the awareness of consumers with different green marketing of food enterprises.
2. To test the significant differences in the awareness of consumers with different green marketing of food enterprises according to age groups.
3. To identify the factors that influence consumer behavior and practices on green marketing of food enterprises in terms of product, place, price, and promotion.
4. To analyze the impact of green marketing strategies on consumer behavior and practices.

After going through several articles and journals, the researchers found that numerous researchers have researched relevant issues of said topics. This study will determine what specific elements are involved with consumer behavior and practices and what components impact the green marketing of listed food enterprises. Several factors influence consumer behavior. Given this complex scenario, the researchers narrowed down and focused on the different factors: the marketing mix, the product, price, promotion, and place.

From other previous studies, the researchers compared related perspectives in green marketing that emphasize promoting environmentally safe goods or services that still satisfy the wants and needs of the consumers (Ansar, 2013). The main objective of "green marketing," or sustainable marketing, is to create and provide products and services that are eco-friendly and safe. It differs from previous research and tackles the key factors influencing specific green purchase behavior, classified into three indicators: individual factors, product and marketing, and social factors in the food enterprises that the researchers listed.

2. Related Literature

In the last decade, consumer demand for goods and services worldwide has risen dramatically, causing natural resources to deplete and severely harm the environment (Chen & Chai, 2010). Several nations worldwide are starting to recognize this danger and are beginning to reduce the negative environmental effect of their economic operations.

This awareness and concern for the environment and society have led to 'sustainable development,' which stresses the need to achieve sustainability and promotes this type of development which minimizes adverse environmental and social effects. Sustainable development further promotes green consumerism and eco-innovation. Eco-innovation is an invention that allows a company to lower its environmental footprint while also incorporating green growth benefits (Wong et al., 2013). Furthermore, Figge and Hahn (2012) stated that sustainable strategies attempt to use fewer environmental resources per unit of production to promote effective use of green resources, exhibiting a thought on eco-efficiency. To participate in environmental management, simply adopting and implementing a sustainability strategy is insufficient (Wijethilake, 2017). Instead, businesses must be ready to adapt their business models to take advantage of green growth prospects (Chang and Chen, 2012).

2.1 Consumer Behavior

Consumers have the power to avoid or reduce environmental harm by buying green goods. A previous study shows that customers are enthusiastic about environmental preservation (Vermeir and Verbeke, 2006, Arvola et al., 2008, Liu et al., 2012). According to Boztepe (2012), green customers will quit consuming any dangerous product that may harm their health, including animal suffering or scenarios that cause environmental damage during manufacturing. Since the environment is always at the forefront of people's minds, and because the green consumption generation has come, businesses aggressively implement green marketing in response to market demand (Wang, 2017). While there has been a growing number of individuals willing to buy green products over the last few years, there is little to suggest that green products have increased. However, environmental concerns and customers' positive attitudes towards sustainable products and green products, the market share of green products remains restricted to 1-3% of the entire market (Bray, Johns and Killburn, 2011). This difference or gap between the consumer-friendly approach and the actual buying behavior of Green Products is known as "green purchasing inconsistency" or "green purchasing inconsistency." It means that a favorable customer attitude towards green products is not always practiced. Previous research has demonstrated

that while people comprehend the severity of environmental problems, it does not necessarily lead to green shopping on its environment. In addition, situational circumstances may hinder ecologically responsible purchases and reduce an excellent ecological attitude.

2.2 Consumer Practices

In the choice and buying of products and services, consumers play a crucial role. It is essential to understand the consumer's behavior to identify the consumer profile and promote pro-environmental practices in business (Lin 2017). The transmission of consumer practices between generations is the subject of several marketing studies (Hansen and al., 2020).

2.3 Green Marketing

Environmental issues, including global warming and pollution, have been discussed in recent years, and more consumers have become aware of the ecological challenges that society is facing. The challenge has been crucial for buyers and retailers, leading to demand for green products and the emergence of green marketing. Green marketing existed due to the deterioration of the environment (Yazdanifard and Mercy, 2011). Today as the environmental issues subside, the demand for green marketing increases, promoting goods or services which are environmentally safe and still satisfy the wants and needs of the consumers (Ansar, 2013). Dignel and Yazdanifard (2014) define green marketing as the scope or set of activities that enhance production processes, product lines, packaging, and advertising. The main objective of "green marketing," or sustainable marketing, is to create and sell products and services that are environmentally friendly and safe. The shift of how businesses conduct processes and production without exploitation of natural resources and adopting the system is part of social responsibility (Singh 2012). Green marketing refers to a comprehensive marketing concept where consumption, production, and marketing of services and products occur within a less damaging manner or practice to the environment (Sarymanthi 2014). Green marketing incorporates environmentally safe practices and includes a broad range of activities, modification of products and services, changes in its process, and type of advertisement. (AMA, 2015).

The following green practices raise consumer involvement and awareness, how many consumers prefer eco-friendly products, and utilize motivation to purchase green products (Bhatia and Jain, 2013). The key factors influencing specific green purchase behavior are classified into three indicators: Individual factors, namely: Product and Marketing, and Social Factors. Individual factors include attitude, awareness, beliefs, values, norms, and perception. Product factors include availability, product quality, packaging, price, brand, while Marketing factors are eco-label, message credibility, advertisement, and green certification. Social factors are subdivided into two social factors: peer influence, culture, and organization. These factors lead to significant differences in consumers' purchase intention behavior due to different demands (Sarymanthi 2014). These key factors are what consumers should consider when purchasing goods and services. With this, consumers intend to maximize the benefit of being environmentally concerned and practical.

Product factors are product attributes and marketing, as these factors influence consumers, advantages, and disadvantages. General purchase behavior is driven by an assessment of availability and cost, which are the disadvantages of green marketing. Environmentally conscious behavior is improbable to deliver instant and affordability. According to Srinivasan et al. (2018), more studies show that the benefits of individual consumers performing the behavior do not guarantee immediate changes, unlikely to deliver instant personal and societal gain but serve preparation for future-oriented results. Research links brand awareness to overall brand equity, using both customer mindset and product market outcome measures of brand equity (Keller and Lehmann 2013). Consumers are sensitive to obtaining such purchases and more aware and conscious of eco-friendly products and services that favor ecological desires and green practices (Tirelli and Martinez-Ruiz 2014).

According to Minmin Teng, Pihui Liu, and Chau Han (2020), one of the advantages is to encourage the production and distribution of environmental goods. The increasing concern of consumers towards the environment has led to changes. Its consequences arise from improper waste disposal that destroys systems, increasing concern of consumers has led to worldwide advocacies and motivation to practice green marketing. Another advantage of green marketing is better performance. According to (Khan & Rafat 2015), green marketing promotes value-addition and covers consumer concerns, businesses production, and preservation of natural resources. Furthermore, an advantage of green marketing is for health and safety. It incorporates several endorsements such as non-toxic contaminants, cruelty-free, chemical, and pesticide-free to be considered when buying a product and service and disposal of hazardous and high-risk products (Khan & Rafat 2015).

Some consumers are still up for the convenience and affordability of products and set the disadvantage of green marketing. Relationships also influence consumer behavior, especially products that reflect bonds and healthy connections. People tend to buy products to give them a sense of purpose or image, such as buying clothes to make them look good or furniture to make their homes feel like their own and look different from other people (Harrison, 2021). People prefer natural products as these are considered better in the long run for health-conscious consumers as they are less harmful, especially for those with sensitive skin

(Raya, 2017). There are a set of non-product factors that directly influence the purchasing decisions of individuals. These factors include the brand name and how it evokes imagery.

2.4 Food Enterprises

The food enterprise industry comprises a complex network of activities and operations related to the supply, consumption, and catering of food products and services to individuals. (Sadiku 2019). A community food enterprise is involved with how food is grown, harvested, processed, packaged, marketed, and distributed. The food industry is well known for its strong economic and political power, which must continuously develop the products in a highly competitive global market. (Sadiku 2019). A food enterprise must also achieve positive cash flow like the return of investment, which benefits the business itself and the local economy. (Sadiku 2019).

Food enterprises that influence and promote social change are a factor that generates trust from consumers. The food industry has several vital components and elements that create various food products and services, covering farming, food processing, production, the preservation of these food products, packaging, distribution, retailing, and wholesaling (Sadiku, Musa, Ashaolu 2019). Agriculture refers to the actual production of food, including processes like crop farming, livestock, and fishing. Food processing transforms raw ingredients from agricultural output into marketable food products and packaging them to protect the food from spoilage and transportation and preserve it for longer shelf life. The distribution includes how the food products are transported and stored, and marketed to the consumers.

2.4.1 McDonalds

With the development that is going on in today's world, all the marketing strategies that are being followed by the top companies will only be sustainable if the aim is for long-term use and can be used by the coming generation. McDonald's is grasping sustainability and started to incorporate green marketing promotions (Ranjana 2016). Many firms also began to realize that they are members of the wider community and are responsible for being environmentally responsible. (Ranjana 2016). With the development that is going on in today's world, all the marketing strategies that are being followed by the topmost companies will only be sustainable if the aim is for long term use and can be put to use by the coming generation that is why McDonald's is grasping sustainability and started to incorporate green marketing promotions (Scilly 2016).

A recent example of governmental regulation leading to green innovations in the fast-food field would be banning plastic straws. In 2018, when the UK issued a plan to ban plastic straws by early 2020, McDonald's quickly reacted to this and introduced paper straws in the UK (BBC, 2019). Eco-friendly products should preferably be packaged in a manner that they can be recycled and reused. Emphasis has also been put on the significance of efficient usage of raw material, particularly for resources that are non-renewable in the process of producing goods and services (Ranjana, 2016). An example would be restaurants using biodegradable boxes as takeaway containers instead of styrofoam (Ranjana, 2016). Using the new four flap McFlurry that has been developed to eliminate the need for a lid on the cup and recycling service goods composed of a collection of wastes from customers significantly reduce waste amounts that are emitted and save natural resources (Ranjana, 2016).

Customers are concerned about promoting eco-friendly products when they think it is the conservation or cause-deserving to control the environmental decline (Ranjana, 2016). Eco-promotion varies in addressing concerns from the "environmental issues, environmental friendliness of the products, corporate image campaigns and emphasis on the environmental credentials of large companies, to public campaigns promoting environmentally responsible behaviors" (Morel & Kwaye, 2012). From a constructive theory perspective, the consumer makes the decision based on the situation and environment at that moment. For example, the consumer might walk past a McDonald's advertisement promoting their sustainability, initially making them regard McDonald's as the more sustainable option (Kohi 2020).

2.4.2 KFC

In the food industry across the globe, KFC has been a significant player. According to (Bediako 2012), more than 12 million customers are served in KFC restaurants each day, making it the most frequent food chain globally.

KFC Corporation has the vision of a fast, friendly environment that entices health-minded consumers, conscious about their consumption. KFC's core factors are marked on their business identity, ensuring a successful business in local and international markets. The corporate and brand identity consists of four significant elements, which are products, place (properties), publications (promotions), and presentation (Schmitt and Simonson, 2017). The food enterprise commits to sustainable packaging globally (Cottom, 2019). It approaches a real impact to the field wherein waste and packaging management will occur. It positions the core aspect with environmental sustainability, its commitment to acknowledge an obligation to address these severe environmental issues publicly. One of the enterprise strategies includes partnerships with major suppliers that use alternatives to plastics to identify waste reduction opportunities, sustainable packaging for items like plastic bags, straws, utensils, and set market-specific

goals to reduce, reuse and recycle. KFC's sustainability agenda will be applied globally and implemented based on conditions and regulations per franchise, as the chain plans to progress and continue to be consumer and environment-friendly. The demand for sustainable advertising and environmentally friendly over the past few decades approaches the dynamic of "green" marketing; consumers shift from being highly skeptical about the performance of green products. They have navigated these strategies by maintaining advocacy, building a green and sustainable rewarding brand, and spreading awareness and green marketing to the market. KFC's collaborative efforts and competitive advantage establish the strategic pillars that allow KFC to be the top and most popular fast food.

2.4.3 Burger King

Burger King is known for offering high-quality, delicious, and reasonably priced meals. It is the world's second-largest fast-food hamburger business, founded in 1954. Burger King announced the commencement of a green packaging pilot program to find cost-effective solutions for fast-food chain's most-used customer items, including cutlery, straws, drink lids, whopper wrappers, and napkins (Reding, 2021). The corporation engages in three categories of green advertising: product campaigns that are related to the biophysical environment, product campaigns that are related to green lifestyles, and company campaigns that are related to environmental responsibility (Tiwari et al., 2011). Burger King is one of the leading green communicators through its websites, given the considerable environmental impact of restaurant operations. (Ham & Lee, 2011). With the growing menu of Burger King that focuses on sustainability, people are willing and motivated to spend. According to the stakeholder theory, restaurant firms should heavily market green initiatives on their websites to attract customers who are growing increasingly environmentally conscious and willing to pay more for products and services from companies that include green practices (Ham & Lee, 2011).

2.4.4 Starbucks

Green marketing initiatives focus on the values and efforts that various companies incorporate into their marketing portfolio. The practice is driven by environmentally-conscious consumers, who demand eco-friendly, healthy, and sustainable products and services from organizations they perceive as socially responsible and do business with. (Ahmad 2015). With this, Starbucks chief executive officer Kevin Johnson announced that the company would focus on "giving more than we take from the planet" (Warnick 2020).

Starbucks does modifications to its products to practice green marketing; an example would be using recyclable cups for their coffee to reduce the capped waste that it will produce when customers carry their coffee out of the shop (Ratih 2017). The enterprise also stated that it would only purchase the highest quality coffee. Starbucks stated that it only gets its coffee from trusted manufacturers and safely sourced coffee (Ratih 2017). Starbucks also makes sure that its coffee is approved by the FairTrade Act by the coffee industry to reduce environmental footprint, fight climate change, and give back to their neighborhoods and community (Ratih 2017). Starbucks aims to reduce carbon emissions and reduce waste sent to landfills from stores and manufacturing by 50% (Warnick 2020). This action included installing water and electricity-saving technology in their retail stores to reduce their wastages. The company has also invested in energy-efficient lighting and HVAC systems, which are fully operational (Schultz 2015). Starbucks never misses out on earth day to manifest environmental conservation activities (Ratih 2017). Some notable year activities include free coffee to customers who brought reusable mugs and tumblers, where paper cups could be traded with reusable mugs. All the collected cups formed a sequoia tree (Ratih 2017). Starbucks utilized social media to be cost-efficient and minimize environmental hazards in advertising its products and services. Starbucks' green practices are driven by environmentally-conscious consumers, including people who want to buy eco-friendly, healthy, and sustainable products/services from organizations that they consider socially responsible (Ahmad 2015). In return, Starbucks has remained the market share leader in the coffeehouse industry (Ahmad 2015). The company created an emotional connection with customers through their environmental causes that encourage repeat patronage. At the same time, the company can increase its brand image and equity. (Schultz 2015).

2.4.5 Shakey's

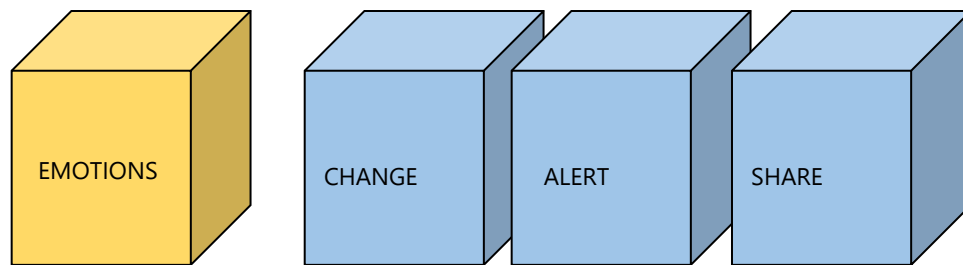
Shakey's is on its mission to do its share of saving the planet and going green by utilizing green marketing movements and strategies. Shakey's chose to do this by engaging in social and environmental causes that will promote quality of life (Gregorio 2019). To reinforce their move to save the environment, Shakey's is now setting its sights on becoming plastic neutral in 2020 – and has partnered with the World-Wide Fund for Nature (WWF) to promote its green marketing movements (Gregorio 2019). Shakey's Pizza Asia Ventures, Inc. has signed an agreement with Plastic Credit Exchange (PCEX) to certify its plastic neutrality. (Gregorio 2020). Shakey's will be the first food service company in the Philippines to acquire a third-party verification for being responsible for its plastics. (Gregorio 2020). While Shakey's and its vegetarian offerings are in line with its sustainability efforts, being a plastic-neutral company since 2019, it also launched the "good burger," a meat-free burger that is plant-based, making it healthier for the consumers and a lot safer and friendlier to the environment. (Gregorio 2019). Shakey's is committing to sustainable development by becoming more involved in social and environmental causes by partnering with World Wide Fund for Nature (WWF) through their #AyokoNgPlastik movement (Palma 2019). Shakey's came up with its slogan, "Love the planet like you love

our pizza,” which focuses on the company recognizing the need to share the love their products receive with a greater purpose (Palma 2019).

Despite the more challenging business environment, Shakey’s remains committed to integrating sustainability in the way it runs the business and will continue in this direction to better its company and all its stakeholders (Palma 2019). Studies show that while the Philippines is right in the middle of the epicenter of earth’s marine biodiversity, it is, ironically, the third-largest contributor to plastic pollution in the planet’s oceans. (Gregorio 2019). Shakey’s and WWF strongly advocate against single-use plastics, emphasizing that plastics are made of fossil fuel, create a considerable carbon footprint, and remain present after thousands of years. (Gregorio 2019).

3. Theoretical Framework

Fig 1. The Marketing Mix Theory Model



The study is anchored in the Marketing mix theory by E.J. McCarthy (1960); it is considered as a tool that marketers use to identify a product offering. In fact, the marketing technique, approaches, opinions, and concepts have all evolved throughout time. (Demiril, 2016) and to fulfill the firm's aims, if the marketing mix is designed appropriately, it can lead to the intended results (Priyankara et al., 2017). It was based on several related theories that have emerged due to developments in marketing theory. The Marketing theory focuses on marketers’ decision-making and consideration of product, price, place, and promotions.



Fig 2. The Action Theory of Modern Marketing

The Action Theory of Modern Marketing by Seth Godin (2014) believes that a business consistently interacts with its environment as it seeks to capture the customers’ emotions. This was done by the organizations to have sustainable growth in the market (Lullano & Spenelli, 2014). This theory claims that in offering a product or a service, an organization needs to appeal to the minds of the consumers. Similarly, Green marketing involves marketing activities that aim to positively impact the environment and allow this act to have a relative position in the customer’s minds. Green marketing is based on two assumptions: first, potential customers will view a product's green features as a value and influence their purchasing decision, and second, people will be willing to pay more for green items than conservatism. The Action Theory of Modern Marketing believes that great companies cause their customers to change and thus influence their buying decisions.

Similarly, a new model of ethical consumption claims that ethics influence consumers' attitudes and purchase intentions towards certain products. Ethical consumers know that their purchases have a public impact and that their purchasing power can affect social change. (Lamberto Zollo, 2018). Likewise, consumers should be aware of the products offered in green marketing while purchasing green marketing products. Marketers attempt to sway each of these decisions by providing information to aid product evaluation (Mohd, 2013).

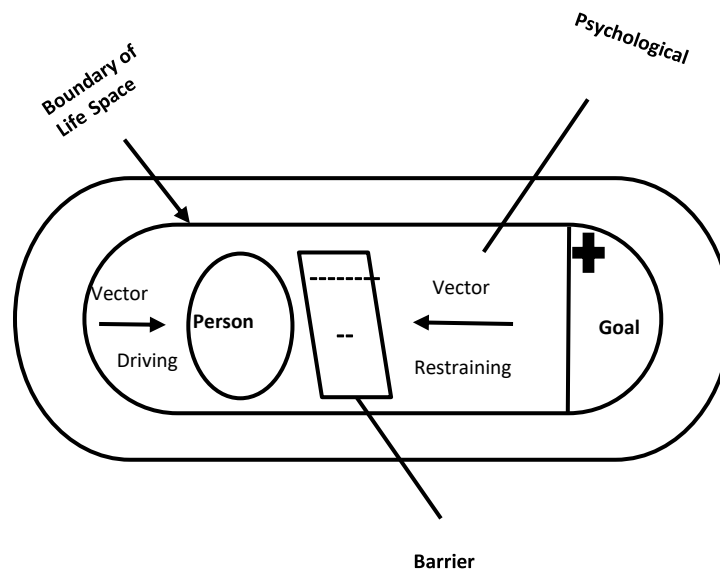


Fig. 1.3 Field Theory

Based on the Field theory of Kurt Lewin, states that an individual's behavior (including cognitions and feelings) is the outcome of psychological forces acting on the individual at a given time. Psychological forces are the result of a relationship between at least two areas of a person's life-space. They are determined by the strength of the individual's needs (internal forces) and the region's characteristics (external forces and barriers). Changes in an individual's moods, cognitions, and behavior result from changes in the constellation of psychological factors. Being in an unstructured environment is unpleasant since it is impossible to predict whether a particular action will lead to or away from the desired outcome. The individual is governed by the resulting forces, which control his or her behavior (or a lack of a response). Forces can attract or repel one another, and each life space can have several forces. The agent's behavior, actions, interactions, and choices are all determined by the cumulative effect of these pressures. As a result, a high level of uncertainty should intensify the negative impact of a barrier on the approach to the goal. (Berthaume, A., Romoser, M., Collura, J., & Ni, D., 2014). A person makes a purchase decision after considering a product, quality, price, advertising, merchants, and other factors blended into a specific pattern that meets the buyer's expectations. Similarly, Green policies are implemented by businesses in the food industry in their marketing mix, which includes price, promotion, product, and distribution locations. Companies' objectives have begun to include strategies aimed not only at generating a profit for the day but also at long-term profitability and environmental sustainability, which can affect the purchase decision of consumers (Zelazna et al., 2020).

4. Hypotheses of the Study

With the growing popularity of ecological sustainability, the influence of the food service business on the environment has attracted people's interest, and green marketing of food enterprises has become a trend in the industry to catch consumers' interest. Accordingly, the researchers proposed the following three hypotheses:

H1: There are no specific factors that influence consumer behavior and practices on green marketing of food enterprises in terms of product, place, price, and promotion.

H2: There is no significant difference in the awareness of consumers with different green marketing of food enterprises according to age groups.

H3: Green marketing strategies have no impact on consumer behavior and practices.

5. Conceptual Framework

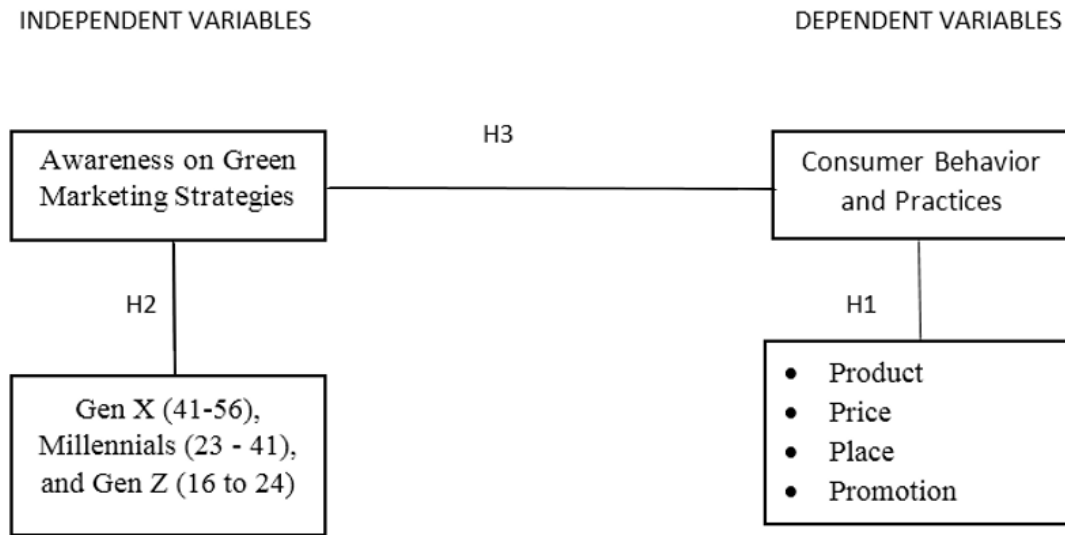


Figure 1.1 The Proposed Research Model

The figure above illustrates the conceptual framework for this research, indicating the connection between the variables. This framework will serve as a guide for the researcher during the study.

The independent variables include the awareness and the generations that are going to be the respondents and the different age groups that will be used for the study. These variables will aid researchers in gaining a comprehensive understanding of customer behavior regarding the green marketing of food enterprises. H1 on the model represents the hypothesis that there are no specific factors that influence consumer behavior and practices on green marketing of food enterprises in terms of Product, Place, Price, and Promotion which are dependent variables. Meanwhile, H2 represents the second hypothesis which states that "There is no significant difference in the awareness of consumers with different green marketing of food enterprises according to age groups." With this, these generations will be tested by the researchers to know the difference in their awareness. Lastly, H3 represents the third hypothesis "Green marketing strategies have no positive impact on consumer behavior and practices."

At the conclusion of the study, the researchers anticipate that the findings would demonstrate that green marketing by food businesses will lead the following age groups to be aware of green marketing.

6. Methodology

6.1 Research Design

This quantitative research study aims to evaluate consumers' awareness of different green marketing of food enterprises and identify the factors that influence consumer behavior and practices on green marketing in terms of product, place, price, and promotion. This research design will be utilized on the grounds that it notices circumstances or that influence individual and produces objective information that can be conveyed through measurements and numbers, which is appropriate for the chosen study. It is used to describe the respondents' activities and their judgments about the items presented on the scale.

This study will use a random sampling method. The survey will use this sampling method as it is meant and suitable to create an unbiased representation of the total population where the respondents agreed on the presented items. Surveys involved using a predetermined set of questions, generally in the form of a questionnaire.

6.2 Subjects and Study Sites

The participants of this study will be limited to individuals who belong to these groups of generations: Gen X (41-56), Millennials (23 - 41), and Gen Z (16 to 24) and currently residing in NCR. The researchers selected the locale of the study in the following cities of NCR: Manila, Makati, Taguig, Quezon City, Pasig, Mandaluyong as it is where McDonald's, Burger King, KFC, Shakey's, and Starbucks food enterprises are most established and have most franchises. The researchers will exclude respondents who are not

customers of the listed food enterprises. Raosoft sampling formula will be utilized to determine the sample size at a 5% margin of error with a confidence interval of 95%; the computed minimum sample size is 385.

6.3 Research Instruments

The study will utilize a self-constructed questionnaire designed to deal more directly with the nature of people's thoughts, opinions, and feelings. It consists of statements used to obtain participants' self-reported attitudes or beliefs about the topic (Santrock, 2005). The questionnaire of the respondents consists of four parts. Part I consists of the items which gather respondents' profiles, and the survey questionnaire has five statements that determine the awareness related to the main topics. Part II consists of questions that identify the factors that influence consumer behavior on green marketing of food enterprises in terms of product, place, price, and promotion, while part III will be on consumer practices. Lastly, Part IV includes the impact of green marketing strategies on consumer behavior and practices. The study will use a 5-point Likert Scale to assess the respondents' side in the questions conveniently. As to Lamarca (2011), since it does not require the participant to provide a concrete and straightforward yes or no answer, it does not force the participant to take a stand on a particular topic, allowing the respondents to answer in a degree of agreement. The basis of the items' description in the scale was drawn from concrete and specific factors connected with how people will usually react in such situations—specifically, determinants of Consumer Behavior and Practices towards Green Marketing of Food Enterprises.

6.4 Data Gathering Procedure

Once given the certificate of validity, the researchers will create a google form of the questionnaire. The researchers will distribute the online survey through social media platforms like Facebook for our respondents to see and engage. The researchers will create a promotional advertisement where the respondents will get an incentive/price after answering the survey questionnaire. After getting the respondents' consent to participate in the survey, the respondents will be given questions wherein they choose which best applies to their answers and preferences. The scales will include choices such as strongly agree, agree, somewhat agree or disagree, disagree, and strongly disagree. The researchers of this study will be maximizing the Likert Scale model in collecting the data from the respondents. Likert scale measures how much the respondents agree or disagree with the statements (McLeod, 2019). Later on, the researchers will tabulate the data in an electronic spreadsheet.

6.5 Mathematical or Statistical Treatment of Data

The researchers will use a weighted mean in computing the data gathered from the conducted questionnaires to efficiently compute, assess, and later translate the data and draw specific conclusions. The researchers will use Analysis of Variance (ANOVA) to test the significant differences in the awareness of respondents with different green marketing of food enterprises according to age groups which are Gen X (41-56), Millennials (23 - 41), and Gen Z (16 to 24). In addition, Pearson's Product Moment Correlation (Pearson R) will be used to justify the impact of green marketing strategies on consumer behavior and practices.

7. Results

The respondents in this study were male (36.8 %), female (58.1 %), and people who prefer not to say (5.1%). On top of that, most of the respondents are from the Gen-Z age group, which is 18-24 years old (49.1%), followed by the Millennial age group, which is 25-40 years old (39.7%), and from Gen X which is 41-56 years old (11.2%). Furthermore, on a family's income, the majority range is Php 35,000 and above (63.4%). For marital status, (90.1%) of 338 respondents are single as for the food enterprises that frequently visit, (68%) answered that they choose to eat at McDonalds and followed by Starbucks which is (61.3%), (48%) who often visit Burger King, (42.9%) in Shakeys and (42.7%) in KFC. In addition, the majority of the respondents reside in Quezon City (56.3%), Manila (53.1%), Makati (38.9%), Taguig (29.3%), Pasay (12%), and Mandaluyong (11.5%).

Table 1. Demographic Profile

Age	f	%
Gen Z (ages 9 to 24)	149	49.1%
Millennials (ages 25 - 40)	148	39.7%
Gen X (ages 41 - 56)	42	11.2%
Total	375	100 %

Marital Status	f	%		Frequency (Food Enterprise)	f	%
Single	338	90.1%		Mcdonald's	255	68%
Married	30	8%		KFC	160	42.7%
Widow/widower	7	1.9%		Burger King	183	48.8%
Total	375	100%		Shakeys	161	42.9%
				Starbucks	230	61.3%
				Total	1089	

Location	f	%		Frequently	f	%
Manila	199	53.1%		Once a month	143	38.1%
Makati	146	38.9%		Twice a month	100	26.7%
Taguig	110	29.3%		Three times a month	99	26.4%
Quezon City	211	56.3%		Four or more times a month	33	8.8%
Pasig	45	12%		Total	375	100%
Mandaluyong	43	11.5%				
Total						

Objective 1: To evaluate the awareness of consumers with different green marketing of food enterprises.

Table 2. Descriptive Statistics of Consumers Awareness with different green marketing

	N	Mean	Std. Deviation	
Statements on Awareness Towards Green Marketing [I observe that food enterprises have goals and objectives to make business environmentally friendly. (Naobserbahan ko na ang mga negosyo sa pagkain ay may mga layunin na gawing environmentally friendly s	375	4.1867	0.91764	Agree
Statements on Awareness Towards Green Marketing [I observe that food enterprises are producing green advertisement practices. (Naobserbahan ko na ang gma negosyo sa pagkain ay gumagawa ng mga kasanayan sa green marketing)]	375	4.04	0.76417	Agree
Statements on Awareness Towards Green Marketing [I observe that food enterprises have stationeries that are properly utilized (Naobserbahan ko na ang mga negosyo sa pagkain ay may mga stationery na maayos na ginagamt.)]	375	4.0933	0.70849	Agree
Statements on Awareness Towards Green Marketing [I observe that food enterprises properly dispose of biodegradable and non-biodegradable wastes. (Naobserbahan ko na ang mga negosyo sa pagkain na maayos na nagtatapon ng mga nabubulok at hindi nabubulok na	375	4.056	0.70488	Agree
Statements on Awareness Towards Green Marketing [I observe that food enterprises set the standards in practicing green operations. (Naobserbahan ko na itinakda ng mga negosyo sa pagkain ang mga pamantayan sa pagsasanay ng green operations)]	375	4.0133	0.75808	Agree
Statements on Awareness Towards Green Marketing [I observe that food enterprises follow environmental laws and regulations. (Naobserbahan ko na ang mga negosyo sa pagkain ay sumusunod sa mga batas at regulasyon sa kapaligiran.)]	375	4.0053	0.78418	Agree
Statements on Awareness Towards Green Marketing [I observe that food enterprises modify their products to make them environmentally friendly. (Naobserbahan ko na binabago ng mga negosyo sa pagkain ang kanilang mga produkto upang magawa ang mga ito sa kapa	375	4	0.78079	Agree
Statements on Awareness Towards Green Marketing [I observe that food enterprises associate their branding with green marketing practices. (Naobserbahan ko na ang mga negosyo sa pagkain ay nauugnay ang kanilang tatak sa berdeng mga kasanayan sa pagmemerkad	375	3.992	0.77903	Agree
Statements on Awareness Towards Green Marketing [I observe that food enterprises use a green supply chain for procurement and distribution. (Naobserbahan ko na ang mga negosyo sa pagkain ay gumagamit ng isang berdeng supply chain para sa pagkuha at pamama	375	4.0133	0.71824	Agree

Statements on Awareness Towards Green Marketing [I observe that food enterprises modify their product packaging to suit the environment. (Naobserbahan ko na binago ng gma negosyo sa pagkain ang kanilang packaging ng produkto upang umangkop sa kapaligiran.	375	4.024	0.75073	Agree
Awareness_GreenMarketing	375	4.0424	0.57057	Agree

Table 3. Summary of Descriptive Statistics of Consumers Awareness with Different Green Marketing

	N	Mean	Std. Deviation
Awareness_GreenMarketing	375	4.0424	.57057

As shown in Figure 1.1, the Proposed Research Model, the following green practices raise consumer involvement and awareness, how many consumers prefer eco-friendly products, and utilize motivation to purchase green products (Bhatia and Jain, 2013). The key factors influencing specific green purchase behavior are classified into three indicators: Individual factors, namely: Product and Marketing, and Social Factors. Individual factors include attitude, awareness, beliefs, values, norms, and perception. These factors lead to significant differences in consumers' purchase intention behavior due to different demands (Sarymanthi 2014).

Table 2, the statements of the awareness of consumers towards green marketing; Green marketing is defined as a comprehensive marketing concept where consumption, production, and marketing of services and products occur within a less damaging manner or practice to the environment (Sarymanthi 2014). Also, Table 3 shows the summary of consumers' awareness (\bar{x} = 4.0424 SD = 0.57057). This implies that they are aware of the green marketing strategies of the food enterprises.

Objective 2: To test the significant differences in the awareness of consumers with different green marketing of food enterprises according to age groups.

Table 4. Awareness on Green Marketing (according to Age Group)

	N	Mean	Std. Deviation
Gen Z (9-24)	184	4.0636	.56523
Millennials (25-40)	149	4.0081	.55575
Gen X (41-56)	42	4.0714	.64931
Total	375	4.0424	.57057

ANOVA

Awareness on Green Marketing

	Sum of Squares	df	Mean Square	F	Sig.	
Between Groups	.294	2	.147	.450	.638	THERE IS NO SIGNIFICANT DIFFERENCE
Within Groups	121.462	372	.327			
Total	121.756	374				

The majority of the respondents were from Millennials (25-40). The researchers took time to consider age groups as a possible part of the demographic profile. In Figure 1.1, independent variables include the awareness and the generations that are going to be the respondents and the different age groups that will be used for the study. These variables will aid researchers in gaining a comprehensive understanding of customer behavior regarding the green marketing of food enterprises. Between groups and within groups, the interpretation from the table is no significant difference among the awareness of the respondents on green marketing when grouped according to age group.

Objective 3: To identify the factors that influence consumer behavior and practices on green marketing of food enterprises in terms of product, place, price, and promotion.

Table 5, Product influence on consumer behavior

	N	Mean	Std. Deviation	
I buy products whose components do not include the elements which could cause damage to the environment. (Acidification, eutrophication, contents, etc.) (Bumibili ako ng mga produkto na walang halong sangkap o elemento na maaring maging sanhi ng pinsala sa kapaligiran. (acidification, eutriohication, nilalaman, atbp)	375	4.0880		Agree
I buy products made or packaged in recycled materials. (Bumibili ako ng mga produktong gawa o nakabalot sa mga recycled na materyales) (Bumibili ako ng mga produktong gawa o nakabalot sa mga recycled na materyales.) (Bumibili ako ng mga produktong gawa o nakabalot sa mga recycled na materyales.)	375	4.0613		Agree
I am considering buying a product made with natural ingredients. (Isinasaalang-alang ko ang pagbili ng isang produktong gawa sa natural na sangkap)	375	4.1040		Agree
I buy products because of their product quality and	375	4.0693		Agree

have gone through the environmental management system (EMS) process. (Bumibili ako ng mga produkto dahil sa kalidad ng kanilang produkto at dumaaan sa proseso ng sistema ng pamamahala sa kapaligiran o EMS.)				
I think sufficient information should be provided on eco-labels. (Sa palagay ko ay dapat ibigay ang sapat na impormasyon sa mga eco-label.)	375	4.1387		Agree

C. Consumer Behavior - Product	375	4.0923	0.60702	Agree
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Table 5.1, Price influence on consumer behavior

	N	Mean	Std. Deviation	
I do not mind paying a premium price for purchasing an eco-friendly product. (Hindi ko alintana ang pagbabayad ng isang premium na presyo para sa pagbiling isang eco-friendly na produkto.)	375	4.0293	0.72885	Agree
I think it is reasonable to pay a higher price for products produced ecologically. (Sa palagay ko makatwirang magbayad ng mas mataas na presyo para sa mga produktong ginawa sa ekolohiya.)	375	4.0000	0.74575	Agree
I understand that a portion of the price for green products goes to a worthy environmental cause. (Naiintindihan ko na ang isang bahagi ng presyo para sa mga berdeng produkto ay napupunta sa isang karapat-dapat na hangaing pangkapaligiran.)	375	4.0160	0.72743	Agree
I feel that the price of green products affects my purchase behavior. (Nararamdaman ko na ang presyo ng mga green products ay nakakaapeto sa aking pag-uugali sa pagbili.)	375	4.0133	0.74024	Agree
I feel good about paying for brands that are less damaging to the environment. (Magaan sa pakiramdam ang pagbabayad o pagtangkilik sa mga brand na hindi gaanong nakakasira sa kapaligiran.)	375	4.1013	0.69017	Agree
Consumer Behavior - Price		4.0320	0.54177	Agree

Table 5.2, Promotion influence on consumer behavior

	N	Mean	Std. Deviation	
I am more likely to be impressed with the advertisements which emphasize that products are eco-friendly. (Humahanga ako sa mga anunsyo na tumutukoy sa mga produktong eco-friendly.)	375	4.1067	0.69323	Agree
I promote the food enterprise that has clearly stated its environmental objectives & action plans. (Tinatangilik ko ang negosyo ng pagkain na malinaw na nakasaad ang mga layunin sa kapaligiran at mga plano sa pagkilos.)	375	4.0240	0.78893	Agree
I support brand positioning in creating an impression in customers' minds about green features. (Sinusuportahan ko ang pagpo-posisyon ng mga brands sa paglikha ng isang impression sa isip ng gma customer tungkol sa mga green features.)	375	4.1333	0.68859	Agree
I educate myself on how to dispose of the containers and trays in an environmentally friendly manner through various promotion methods such as posters, Labels, newsletters, Tv & radio. (Inaalang ko kung paano amgtapon ng gma lalagyan at tray sa isang paraan na pangkalikasan sa pamamagitan ng iba't ibang mga pamamaraan ng promosyon tulad ng mga poster, Labels, newsletter, TV at radio.)	375	4.1387	0.68753	Agree
I relate myself more to a brand with the green image that they promote. (Mas naiugnay ko ang aking sarili sa isang brand na may green image na isinusulong nila.)	375	4.0693	0.72797	Agree
Consumer Behavior - Promotion		4.0944	0.55725	Agree

Table 5.3, Place influence on consumer behavior

	N	Mean	Std. Deviation	
I trust well-known food enterprises. (Nagtitiwala ako sa mga kilalang negosyo sa pagkain.)	375	4.0960	0.69093	Agree
I feel safer if the food enterprise has a supplier that also produces and practices green marketing. (Sa tingin ko ay mas ligtas kung ang food enterprise ay may	375	4.0561	0.78152	Agree
I want convenience in purchasing products. (Gusto ko ng kaghawaan sa pagbili ng mga produkto.)	375	4.1600	0.74647	Agree
I appreciate food enterprises that use e-bikes, bikes or any eco-friendly transportation to deliver. (Pinahalagahan ko ang mag negosyo sa pagkain na	375	4.1658	0.73174	Agree

gumagamit ng mga e-bike, bisikleta o anumang eco-friendly bilang transportasyon.)				
I would consider purchasing products from enterprises that practice an environmental management system (EMS). (Isasaalang-alang ko ang pagbili ng mga produkto mula sa mga negosyo na nagsasanay ng isang sistema ng pamamahala sa kapaligiran kagaya ng EMS.)	375	4.1467	0.68391	Agree
Consumer Behavior - Place		4.1245	0.56841	Agree

Table 6, Product influence on consumer practices

	N	Mean	Std. Deviation	
I make sure that the products that I consume are non toxic. (Tinitiyak kong hindi nakakalason ang mga produktong kinakain ko.)	375	4.1493	0.69305	Agree
I reuse product packaging (paper bags, straws, cups, etc.) (Ginagamit ko ulit ang packaging ng produkto (mga paper bag, straw, cups, atbp.)	375	4.0693	0.72797	Agree
I acknowledge that the information on packaging is an important criterion. (laalam ko na ang impormasyon sa pagpapakete ay isang mahalagang pamantayan.)	375	4.0960	0.74314	Agree
I buy products when the packaging designs are environmentally sensitive. (Bumibili ako ng mga produkto kapag ang mga disenyo ng packaging ay sensitibo sa kapaligiran.)	375	4.0347	0.77830	Agree
I consume products that make use of recycled raw materials. (Gumagamit ako ang mga produktong gumagamit ng mga recycled na materyales.)	375	4.0693	0.76731	Agree
Consumer Practice - Product		4.0837	0.58367	Agree

Table 6.1, Price influence on consumer practices

	N	Mean	Std. Deviation	
I buy a green product if there is a considerable price list that is within my allotted budget. (Bumibili ako ng isang green products kung mayroong considerable ng presyo na pasok aking inilaang badyet.)	375	4.2049	0.69305	Agree
I understand when a food enterprise charges high prices for green/environmentally friendly products due to the cost of environmental preservation. (Naiintindihan kko kapag naniningil ang isang negosyong pang-pagkain ng mataasna presyo para sa mga produktong berde / pangkalikasan dahil sa gastos ng pangangalaga sa kapaligiran.)	375	4.1725	0.72797	Agree
I pay an extra fee if the product's packaging is made out of recyclable materials. (Nagbabayad ako ng dagdag na bayad kung ang pakete ng produkto ay gawa sa mga recyclable na materyales.)	375	4.1294	0.74314	Agree
I am willing to pay any amount if it is for green marketing causes. (Handa akong magbayad ng anumang halaga kung ito ay para sa mga sanhi ng berdeng marketing.)	375	4.1162	0.77830	Agree
I consider the price justifiable if the portion of it goes to the environment. (Isaalang-alang ko ang presyo na nabibigyang katwiran kung ang bahagi nito ay napupunta sa kapaligiran.)	375	4.0667	0.76731	Agree
Consumer Practice - Price		4.1109	0.58367	Agree

Table 6.2, Promotion influence on consumer practices

	N	Mean	Std. Deviation	
I support advertisements that promote environmentally friendly practices, which are important in this food industry. (Sinusuportahan ko ang mga ad na nagtataguyod ng mga kasanayan sa kapaligiran na mahalaga sa industriya ng pagkain.)	375	4.1067	0.74168	Agree
I support informative brands about green marketing in different mediums like social media, tv, radio, and print. (Sinusuportahan ko ang mga nagbibigay-kaalaman na tatak tungkol sa berdeng marketing sa iba't ibang mga medium tulad ng social media, tv, radio, at print.)	375	4.0933	0.72343	Agree
I support businesses that educate customers and competitors to use environmentally friendly products. (Sinusuportahan ko ang mga negosyo na nagtuturo sa mga customer at kakumpitensya na gumamit ng	375	4.0853	0.79313	Agree

gma produktong environment friendly.)				
I support food enterprises that promote the product's eco-environmental benefits & features. (Sinusuportahan ko ang mga negosyo sa apgkain na nagtataguyod ng mga benepisyo at tampok sa eco-environment ng produkto.)	375	4.1253	0.74055	Agree
I leave good reviews in restaurants that use sustainable sources, recycling programs, and environmentally friendly materials. (Nag-iiwan ako ng magagandang pagsusuri sa mga restawran na gumagamit ng napapanatili ng mapagkukunan, mga programa sa pag-recycle at mga materyal na madaling gamitin sa kapaligiran.)	375	4.1067	0.72343	Agree
Consumer Practice - Promotion		4.1035	0.59460	Agree

Table 6.3, Place influence on consumer practices

	N	Mean	Std. Deviation	
I prefer to order in a restaurant that uses environmentally friendly products, energy-saving gadgets, heaters, air conditioners, and computers. (Mas gusto kong mag-order sa isang restawran na gumagamit ng mga produktong madaling gawin sa kapaligiran, mga gadget na nakakatipid ng enerhiya, heater, aircon, at computer.)	375	4.0960	0.73591	Agree
I bring my utensils/ straws instead of requesting them, to reduce plastic waste. (Dinadala ko ang aking mga kagamitan sa halip na humiling sa kanila upang kabawasan sa mga basurang plastik.)	375	3.9867	0.79929	Agree
I educate myself on products' manufacturing and production process by simply observing the process in front of me. (Inaalang ko ang mga proseso ng pagmamanupaktura at paggawa ng mga produkto sa pamamagitan lamang ng pagmamasid sa proseso sa harap ko.)	375	4.0240	0.78554	Agree
I prefer to order in a restaurant that complies with the government regulations on environmental issues. (Mas gusto kong mag-order sa isang restawran na sumusunod sa mga regulasyon ng gobyerno sa mga isyu sa kapaligiran.)	375	4.0587	0.79556	Agree
I make myself aware of the signages, infographics, banners about awareness placed in the food enterprise.(Inaalang ko ang mga signage, infographics, banner tungkol sa kamlaayan na inilagay sa negosyo ng pagkain.)	375	4.1307	0.67933	Agree
Consumer Practice - Place		4.0592	0.59626	Agree

Objective 4: To analyze the impact of green marketing strategies on consumer behavior and practices.*Table, Green marketing strategies impact on consumer behavior and practices*

	N	Mean	Std. Deviation	
Green Value [It is important to me that the products I use do not harm the environment. (Mahalaga sa akin na ang mga produktong ginagamit ko ay hindi makakasama sa kapaligiran.)]	375	4.2480	0.84956	Strongly Agree
Green Value [I would describe myself as environmentally responsible. (Ilalarawan ko ang aking sarili bilang responsable sa kapaligiran.)]	375	4.0240	0.78213	Agree
Green Value [I consider my actions to have a potential environmental impact. (Isinasaalang-alang ko ang aking mga pagkilos na may potensyak na epekto sa kapaligiran.)]	375	4.1253	0.70352	Agree
Green Value [I purchase products which are concerned about contributing to pollution in our environment. (Bumibili ako ng mga produkto na nag-aalala tungkol sa pag-ambag sa polusyon sa ating kapaligiran.)]	375	4.1013	0.69017	Agree
Green Value [I am willing to practice green marketing and take action before consuming products. (Handa akong magsanay ng green marketing)]	375	4.2160	0.66119	Strongly Agree
Green Marketing - Impact	375	4.1429	0.57585	Agree

8. Interpretations and Discussions

The findings of this study provide several insights and highlight the consumer perception and awareness of green marketing in food enterprises. It sees how consumers act with these different practices and narrows it down to food enterprises since it is one of the most significant contributors to environmental damage. The findings indicate that under the 4P's, which are price, promotion, place, and product, the price was a significant indicator in consumer practices. Furthermore, the relevance of this is an individual-level price strategy in which the prices differ based on customer perception (Kotler and Armstrong 2010). A number of studies have shown that when consumers are dissatisfied with the magnitude and proximity of the price changes, they resort to spreading negative comments about sellers and engage in behaviors that damage the brand name of sellers (Garbarino and Lee 2003; Kannan and Kopalle 2001; Kung et al. 2002; Kovács and Kot 2016; Victor and Bhaskar 2017). On the other hand, consumer behavior was indicated as a significant factor in the application of green marketing strategies; this is made clear when it was stated that since the environment is always at the forefront of people's minds, and because the green consumption generation has come, businesses aggressively implement green marketing in response to market demand (Wang, 2017) With this, consumers have the power to avoid or reduce environmental harm by buying green goods.

While, the impact of green marketing strategies green value results with the willingness to practice green marketing and take action before consuming products.

Nonetheless, these factors alone may be considered as indicators of either aspect of green marketing. The key factors influencing specific green purchase behavior are classified into three indicators: Individual factors and Social Factors. Individual factors include attitude, awareness, beliefs, values, norms, and perception. More importantly, this aids SMEs to focus on the use of these following factors to create a more well-rounded marketing strategy approach that utilizes the application of genuine green marketing tactics in order to generate profit and be more sustainable at the same time.

9. Conclusion and direction for future study

With people being more and more aware of the current situation of our environment, especially the degradation, they are slowly choosing the greener path and starting to think more critically with their decisions, specifically purchasing products and services. With this, it is geared towards businesses opting to make use of more environmentally friendly strategies and approaches in their corporate practices and business processes which is why businesses are making the switch and started to incorporate green marketing in their operations. The researchers determined that these green marketing approaches do have a positive impact on both the consumer's behavior and their practices when purchasing goods and services. The study also concluded that green marketing strategies are indeed significant by having positive responses when the 4ps of marketing (Product, Price, Place, and Promotion) were utilized in the survey questionnaire.

Lastly, this study provides businesses with significant data that is reliable when it comes to determining the effectiveness of utilizing green marketing strategies in their business as this study provides detailed information and makes very specific components be clarified in the data gathering. This can serve as a back-bone for both businesses that are planning to switch to more environmentally friendly processes and for businesses that are already on the verge of application.

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