| RESEARCH ARTICLE

Socially Oriented Behavior and Purchasing Emotions of Filipino Consumers towards Eco-Friendly Apparel Products

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| **ABSTRACT**

In recent years, Filipino consumers are becoming more socially aware of the usage of products that can be harmful to the environment. Purchasing eco-friendly products is a big step towards sustainable development in the Philippines. The objectives of this study are to identify what are the socially-oriented behavior that influences Filipino consumers to purchase eco-friendly apparel products, if emotions play a role in the purchasing behavior regarding eco-friendly apparel products, and to identify the key determinants that are behind the reason for the intention-behavior gap and purchasing behavior of Filipino consumers regarding eco-friendly apparel products. Filipino consumers from age 18 and above and those residing in Metro Manila are the respondents, while the use of descriptive survey methods was utilized in data collection. The results revealed that the three variables, which are Socially Oriented Behavior, Emotions, and Key Determinants, all passed the PLS-SEM and have discriminant validity. However, the discussion of the results had proved that only two out of three hypotheses had been proven to be true, which are hypotheses 1 and 3. Socially Oriented Behavior and Key Determinants have been proven to affect Purchasing Behavior, whereas emotions play no significant role in the purchasing behavior of Filipino consumers. In addition, this study showed that the Key Determinants factor quality and availability of green apparel could influence the intention-behavior gap.

1. Introduction

Over the years, climate change and other environmental issues have been prevalent across the globe. Heo et al. (2019) mentioned that as harmful toxins and environmental issues continue to rise in previous years, the need to protect the environment has gained popularity among consumers who are socially and environmentally conscious. According to Witek (2020), eco-friendly apparel products have been increasing in popularity and importance in recent years because of environmental degradation and the acknowledgement of sustainable development. In addition, eco-friendly products are toxin-free and can also be seen as a way to support sustainable development and help preserve the environment as well as human well-being. Kumar et al. (2020) recognized that consumers who are concerned about the environment are willing to change their behavior for environmental protection. Consumers take part in sustainable development across the globe, especially if they have sufficient knowledge and are avid users of eco-friendly products. Prakash et al. (2019) emphasized that the increasing demand of customers for eco-friendly products and apparel is a consumer's way of being environmentally conscious. With consumers being conscious about their purchasing decisions that may affect the environment, companies and enterprises are forced to develop eco-friendly products and motivate professionals and academicians to further understand the buying behavior of customers towards eco-friendly products.

However, no matter how concerned the consumers are for the environment, it does not lead to support for the consumption of eco-friendly products. Dhir et al. (2020) explained that a consumer who is fully aware and knowledgeable about environmental issues does not guarantee to purchase green apparel. Thus, this results in an intention-behavior gap which means that consumers

who are pro-environmental and willing to purchase green products do not reflect upon acquiring environmentally friendly products. While there have been studies about green marketing in the Philippines, there have been no studies conducted on the socially oriented behavior and purchasing emotions of Filipino consumers in regards to environmentally friendly apparel products. With this being the problem, this research study intends to bridge the gap and understand the factors why there are consumers who are environmentally conscious but still will not purchase any eco-friendly apparel. This paper can help consumers, marketers, and individuals to understand the fundamental principles of eco-friendly apparel adaptation through behavior, emotions, and the key determinants. The discussion of socially oriented behavior, purchasing emotions, and key determinants are further discussed in the literature review section, while the remaining section of the paper contains the results and findings of this study.

2. Literature Review
2.1 Socially Oriented Behavior
According to Gavillano et al. (2018), society oriented is directed towards the goal of being able to contribute, support, and develop society. Social orientation also refers to how a particular individual behaves and adapts to other people or in society in general. Yue et al. (2020) identified that environmental responsibility is wherein a person expresses an intention to take initiative action that is directed towards solving environmental problems. This type of consumer acts not for their own economic interest but through a citizen-consumer concept of societal-environmental well-being, that benefits both the environment and the society. Han and Stoel (2017) explained that socially responsible consumers are the ones who seek products and services that have a positive impact on the environment and support businesses that attempt to promote social change and green marketing.

2.2 *Pro-Environmental Behavior and Environmental Attitude:*
Pro-environmental behaviors are socially oriented individuals that have a strong desire to protect the environment and tend to think that they have a certain responsibility in contributing and taking care of the environment by purchasing environmentally friendly products Joshi and Rahman (2015). Some consumers are now pro-environment due to the contribution of general awareness of environmental and sustainability issues that increased individuals to be environmentally concerned and to be consciously aware of their purchasing habits as they try to look for a more sustainable way of living. Previous studies revealed the factor of environmental concern influencing the consumer's intentions to adopt pro-environmental behavior (Alzubaidi et al., 2020; Mataraci & Kurtulus, 2020)

Chekima et al. (2016) explained that environmental attitudes are what an individual perceives as part of nature because it is rooted in the concept of one's self. Environmental attitude asserts to be a significant motivator of environmental behavior because it surpasses environmental concerns. However, Rausch et al. (2020) dispute the analysis by stating that a pro-environmental attitude does not equal actual purchase intention and sustainable action in terms of acquiring green clothes due to barriers that affect consumers' purchasing intentions. Whereas Dhir et al. (2020) explained that environmental attitude is one of the most important predictors in terms of Pro-Environment Behavior. It has been found that this can also trigger a consumers' intention to purchase green apparel.

It is hypothesized that:

H1. Socially Oriented Behavior affects the purchasing behavior of Filipino consumers towards eco-friendly apparel.

2.3 Positive and Negative Emotions
Guiterrez and Seva (2016) recognized that even though purchasing green products may be limited in terms of cost, the decision of a consumer to patronize expensive products is brought by good intentions. Pride and respect are positive emotions that have positive influences on purchasing green products, with pride being the strongest emotion according to (Wang and Wu, 2016). It has been reported that the correlation between positive emotions will likely predict the behavior of consumers towards purchasing green products due to environmental responsibility of the environment.

A previous study stated that negative emotions do not reflect green purchase behavior. Kao and Du (2020) explained that environmental problems might cause strong emotional distress and can trigger psychological defense mechanisms that can lead to non-individual engagement in contributing towards environmental protection. However, according to (Wang and Wu, 2016), guilt, anger, and disappointment are the negative emotions that influence the intention to purchase green products and restrict consumers from unethical consumption. Due to psychological thinking, the exposure of the consumers to environmental issues turns out that these emotions affect their attitude to change their behavior and give solutions to the said issues (Ladhari and Tchetgna, 2017).

It is hypothesized that:

H2. Emotions impact the purchasing behavior of Filipino consumers towards eco-friendly apparel.

2.4 Key Determinants

Limited works of literature have examined the impact of consumer behavior on actual green purchase behavior, specifically exploring the determinants to engage or not engage in purchasing green fashion apparel (Diddi et al., 2019). Hyun et al. (2020) recognized that eco-friendly apparel that is of high quality could positively influence consumers' willingness to pay. Consumers who are price sensitive perceive the price offered the ethical brands for green apparel that was made from organic or recycled fibers are far more expensive than ordinary or traditional clothing and restrict their engagement in actual purchase behavior due to limited budget (Diddi et al., 2019). A study that was conducted by Joshi and Rahman (2015) identified that limited availability and inconvenience in acquiring green products could be seen as one major barrier to purchasing environmentally sustainable products. While Delcea et al. (2019) state that social influence can positively influence a consumers' purchase intention, while exposure to social media of green products can have a positive effect on a consumers' environmental attitude.

2.5 Consumers' Green Purchase Intention and Eco-Friendly Acquisition Behavior

According to Chekima et al. (2016), green purchase intention is the expectation and willingness of an individual's purchase consideration to prefer green products over conventional products. Greater green purchase intention comes when consumers are knowledgeable or updated about social issues and want to commit to making the future better. In this case, a consumer who has an environmentally friendly product attitude and is conscious can lead to purchasing an environmentally friendly product. This is supported by Kim et al. (2019), who recognized that people who have a high sense of obligation towards the environment have strong personal norms, which makes them purchase eco-friendly apparel because they feel morally responsible for doing so.

Previous research by (Alzubaidi et al., 2021) described green purchasing behavior as the act of buying environmentally friendly goods, and it has also claimed that consumers' purchasing behavior does not indicate a consistent preference for environmentally friendly goods. Hussain et al. (2020) determined that environmental concern can lead to a consumers' green purchase intention. Environmental concern is a consumers' sense of responsibility and involvement towards environmental protection. These studies seem to show the green gap where people are not yet prepared to focus on the environment over their wellbeing and pleasure. One reason is the constantly developing changes forced on buyers by modernization. This gap is also created by these factors of negative impressions of green behavior, green product efficiency, and green people, just as by the absence of trust towards green industries, the lack of social consciousness, and the inadequacy of ecological awareness. Subsequently, despite their positive attitudes, goals, and qualities, customers are far from sustainable living (ElHaffar et al., 2020).

It is hypothesized that:

H3. Key Determinants influence the purchasing behavior of Filipino consumers towards eco-friendly apparel.

2.6 Purchasing Behavior

Hassan et al. (2022) identified that purchasing behavior is the process through which customers choose from a variety of products to meet their needs, lessen their costs, and increase their satisfaction. Bautista et al. (2020) added that consumers' purchasing behavior could be influenced by their values. This means that a consumer's characteristics and attitudes can be attributed to their purchasing decisions. Regarding eco-friendly apparel, Nittala and Moturu (2021) explained that green purchasing behavior can benefit the environment, the community, and the people. Whereas Sanches & Lacap (2021) stated that to combat environmental issues, the new generation of consumers is moving away from the destructive behavioral beliefs in the acquisition and consumption of products. This change in the consumers' purchasing will help reduce the pollution from making new products, causing environmental degradation as consumers opt for environmentally friendly products. Price and availability are the most influential factors in observed purchasing behavior, whereas packaging and promotions are the least significant factors in the purchase of eco-friendly products (Babu et al., 2018).

3. Methodology

3.1 Subjects and Study Sites

The target respondents are Filipino individuals who are environmentally conscious, which includes both males and females, either single, married, or widowed, and within the age range of eighteen and above. The following criteria followed in selecting the subjects of this study are Filipino individuals who are environmentally conscious about their surroundings. The researchers have come up with the decision of using the aforementioned respondents because they are most likely to give accurate and reliable answers regarding the study. The study utilizes a sample collection technique through an online survey questionnaire. Using Raosoft, having a margin of error of 5 percent, 95% confidence level, and 50% as response distribution, the proponents computed

a minimum sample size of 385 based on the Metro Manila population size of 14,158,573. The questionnaire was validated by three professionals who have extensive knowledge of research and environmentally friendly apparel for validity and reliability. The data was collected in 17 cities in Metro Manila with a total of 393 respondents.

3.2 Research Instruments

Quantitative research was applied in this study because the gathered information and quantifiable data of the respondents are going to be measured and analyzed to determine the factors and emotions affecting Filipino consumers in purchasing eco-friendly apparel products. The proponents prepared a research instrument for collecting information from the respondents. An online survey questionnaire was employed as the data gathering method in this investigation. Google Forms was used to distribute the survey questionnaire, which was then shared via email and social media sites. The gathered data was organized and computed in a tabular form and then analyzed in accordance with the research aims, objectives, and questions. The questionnaire is divided into five parts: The first one consists of demographic questions such as the respondents' age, gender, occupation, average family income, and the location where they live. The second part of the survey questionnaire consists of questions regarding the purchasing behavior of the consumers and how it affects their decision-making when it comes to purchasing. This part is to understand what affects the consumers when purchasing and what are their considerations upon their choice of purchase. The third part of the survey questionnaire comprises a consumer's socially oriented behavior to understand their environmental awareness and attitude to assess their perception of the environment. The fourth part consists of the emotional factors that can affect a consumers' purchasing decisions. This part of the questionnaire determines whether or not green apparel products can elicit either positive or negative emotions. The fifth part of the questionnaire includes the key determinants that influence consumers purchasing behavior. This part of the questionnaire is divided into two subcategories which consist of: (a) Consumers' Green Purchase Intention and (b) Eco-Friendly Acquisition Behavior to understand what determinants can influence the purchasing behavior of Filipino consumers and to bridge the intention-behavior gap towards eco-friendly apparel products. The questions can allow the respondents to express how they feel about each given question —whether they strongly agree, agree, neutral, disagree, or strongly disagree.

3.3 Data Analysis

This study utilized Descriptive Statistics and Partial Least Squares - Structural Equation Modeling or PLS-SEM to analyze the gathered data from the online survey questionnaire, which is a method of SEM that is used to test, analyze, and evaluate the causal relationships between variables. It will be used to test each independent variable with the dependent variable to identify if the independent variable has a direct influence on the direct variable, which is Purchasing Behavior.

3.4 Validity and Reliability

Professionals in the field of sustainable apparel, marketing professors, and statisticians with research experience validated the online survey questionnaire before the proponents disseminated it to the respondent. After the evaluations, minor revisions were made to the questions. After the survey questionnaire was validated, the proponents conducted a pilot testing session with 30 respondents and utilized Cronbach Alpha to check the questionnaire's reliability and internal consistency. The independent variables in this study, which are; Socially Oriented Behaviour, Purchasing Emotions, and Key Determinants, were validated and yielded a value of 0.903, 0.893, and 0.918, respectively, which is highly consistent. While the dependent variable, Purchasing Behavior, yielded a value of 0.719.

Table 1 **:** Reliability coefficients of the variables of the study

Variables	Number of Items	Removed items	Number of Retained Items	Cronbach's Alpha
1. Purchasing Behavior	7	None	7	.719
2. Socially Oriented Behavior	7	None	7	.903
PEB	3	None	3	.878
EA	4	None	4	.821
3. Emotions	8	None	8	.893
PE	4	None	4	.811

NE	4	None	4	.864
4. Key Determinants	9	None	9	.918
CGPI	4	None	4	.891
EFAB	5	None	5	.852

4. Results and Discussion

4.1 Demographic information of the respondents

Respondents were asked demographic questions such as their gender, age, average family income, occupation, and location.

The Demographic Analysis revealed that out of 393 respondents, the majority of respondents are females, accounting for 61.1% of respondents, slightly higher than males with 38.9 %. In terms of age, almost all of the respondents are Gen Z and Millennials, with 83.7% being 18 to 25 and 7.4% being 26-30, which explains the reason that many of the respondents from the National Capital Region are students, accounting for 72.5%. While the highest number of frequency of the average family monthly income is in the bracket of Php 21,000 to Php 40,000, having 27.5%, which is similar to the average monthly income of Filipinos, which is Php 26,122 based on the 2018 family income and expenditure survey conducted by the Philippine Statistics Authority. Lastly, in terms of location, many of the respondents are situated in the largest cities in the national capital region in terms of population, which are Quezon City, Manila City, and Caloocan City, accounting for 21.6%, 13.2%, and 12.2% from the total number of respondents, respectively.

4.2 Descriptive Statistics

The descriptive statistics of the variables table presents the Minimum, Maximum, Mean, Standard Deviation (SD), and Skewness of the variables that are needed in this study.

Table 2 **:** Descriptive Statistics of the Variables

	Minimum	Maximum	Mean	SD	Skewness
I. Socially Oriented Behavior	1.38	5.00	4.60	0.53	-2.36
PEB	1.00	5.00	4.64	0.57	-2.24
EA	1.50	5.00	4.57	0.57	-2.17
2. Emotions	**1.00**	**5.00**	**4.30**	**0.59**	**-1.40**
PE	1.00	5.00	4.49	0.63	-1.89
NE	1.00	5.00	4.12	0.72	-0.82
3. Key Determinants	**1.75**	**5.00**	**4.29**	**0.57**	**-1.11**
CGPI	1.50	5.00	4.40	0.59	-1.39
EFAB	1.40	5.00	4.18	0.66	-0.88
4. Purchasing Behavior	**1.00**	**5.00**	**4.49**	**0.52**	**-2.20**

RQ1: Does possessing a socially-oriented behavior influence Filipino consumers to purchase eco-friendly apparel products?

Socially Oriented can play a significant role in purchasing Eco-Friendly Apparel Products. Yue et al. (2020) identified that this type of individual who possesses being socially oriented acts through a citizen-consumer concept of societal-environmental well-being that benefits both the environment and society. It is further supported by Guiterrez and Seva (2016), that cited how motivation, attitude, and behavior can affect a consumers' environmental purchasing intentions. The descriptive data analysis above shows that Filipino consumers have a socially-oriented behavior, with a mean score of 4.60. The high perception of these two variables,

pro-environmental with a mean score of 4.64 and environmental attitude with a mean score of 4.57, indicates that Filipino consumers are aware of environmental issues and have a concern for the environment, which translates into their willingness to change their behavior for a better future. Data also showed that their behavior and attitude toward the environment could lead to support for eco-friendly apparel. As a result, Filipino consumers who possess socially oriented behavior are most likely to purchase eco-friendly apparel products.

RQ2: What emotions do Filipino consumers experience towards eco-friendly apparel products?

The emotional state and feelings of the consumers before purchasing may affect their purchasing behavior. Extreme weather events like stronger typhoons, extensive drought, and stronger thunderstorms may give high emotional distress, especially to those affected by these events. According to Kao and Du (2020), environmental problems like those can trigger an individual's defense mechanism, resulting in a desire to be eco-friendly to preserve the environment. From the table above, emotions have two factors which are positive and negative. The results indicate that the respondents have a higher perception of positive emotions rather than negative emotions. Positive emotions have a mean score of 4.49, whereas negative emotions have a mean score of 4.12. While the score between the two only has a small difference, the results proved that Filipino consumers would elicit positive emotions rather than negative emotions whenever they see eco-friendly apparel products.

RQ3: Can key determinants affect the purchasing behavior of Filipino consumers regarding eco-friendly apparel products?

Key Determinants can have a significant influence on the Filipino consumers' decision-making to either encourage the intentions to support eco-friendly apparel or discourage them from purchasing it. Key Determinants are divided into two categories which are Consumers' Green Purchase Intention and Eco-Friendly Acquisition Behavior; the factors that can be associated with the consumer's satisfaction with a product is when it meets what they are looking for in an eco-friendly apparel product which is if it is readily available and has a good quality. Diddi et al. (2019) recognized that only a few studies have looked into the impact of consumer behavior on actual green purchase behavior, specifically the factors that influence whether or not people buy green fashion clothes. The results showed that Key Determinants has a mean score of 4.29 which means that the respondents who answered have a high perception of understanding the variable. This indicates that the key determinants, which are price, availability, the influence of social media, and the quality of eco-friendly apparel products, can affect the purchasing behavior of Filipino consumers regarding eco-friendly apparel products.

RQ4: Do key determinants influence the intention-behavior gap?

Key Determinants have two variables which are Consumer Green Purchase Intention (CGPI) and Eco-Friendly Acquisition Behavior (EFAB). CGPI has a mean score of 4.40, which is relatively higher compared to EFAB has a mean score of 4.18. The results show that the key determinants influence the intention-behavior gap. Regarding the determinants such as quality, price, accessibility, and influence of social media, these factors proved that they also have a significant influence on the purchasing behavior of Filipino consumers. Product quality and influence of social media do not contribute to the reason behind the intention-behavior gap; however, price and availability were the key determinants that contributed to the reason behind the intention-behavior gap for eco-friendly apparel in Filipino consumers. This is further supported by the study conducted by Kumar (2021) that indicates that there is an intention-behavior gap due to the factors of high price and the availability of eco-friendly apparel, which contribute to the problem of not engaging in eco-friendly products. The high price is the top reason behind the intention-behavior gap; consumers have an intent to pay more for eco-friendly apparel if it is made of organic fabrics, but it discourages them from the actual purchase. Accessibility of eco-friendly apparel influence the intention of the consumers to support eco-friendly apparel, and the unavailability of large quantities of eco-friendly apparel in many retailers has become a barrier for consumers to purchase because most consumers are looking for convenience. They buy non-eco-friendly apparel that is readily available and easily located, but Filipino consumers will purchase eco-friendly apparel if more brands begin to offer a variety of design options (Diddi et al., 2019).

4.3 Discriminant Validity Statistics of the Variables

Table 3 : Discriminant validity statistics of the variables

Variables	SOB	Emotions	KeyD	PB
SOB	**0.938**			
Emotions	0.667	**0.878**		
KeyD	0.656	0.611	**0.919**	
PB	0.514	0.455	0.462	**0.707**

The table above shows the discriminant validity of each important variable that is used in this study. According to Taherdoost (2016), discriminant validity is the amount of which a latent variable is clearly distinguishable from other latent variables. The discriminant validity is used to prove that the variables are distinct from each other and have no correlation between them. SOB has a validity of (0.938), Emotions (0.878) and Key Determinants (0.919). The Average Variance Extracted or AVE has proven to have discriminant validity because the values less than .85 are starting points and have the best discriminant validity, while those variables that would exceed over 1.00 would have discriminant validity violations. The results show that the three variables: SOB, Emotions, and Key Determinants, have a value less than 1.00, which proves that each variable has no correlations with each other and therefore has no discriminant validity violation.

4.4 Effect Sizes of the Variables

Table 4 : Effects of SOB, Emotions, and KeyD on PB

Hypotheses	Path coefficient(β)	Standard Error	p-value	Effect size (f^2)	Remarks
H1: SOB PB	.200	.049	.000	.107	Effect is significant.
H2: Emotions PB	.065	.050	.097	.033	Effect is nonsignificant.
H3: KeyD PB	.393	.048	.000	.231	Effect is significant.

Note: f^2 is the Cohen's (1988) effect size: 0.02=small, 0.15=medium, 0.35=large.

4.4.1 Socially Oriented Behavior to Purchasing Behavior:
The proposed hypothesis in the conceptual framework was tested by the Structural Equation Model (SEM) and examined the path coefficients, direct effect, and probability values to prove if Socially Oriented Behavior has any effect on the Purchasing Behavior of Filipino Consumers towards Eco-Friendly Apparel Products. Table 8 presents the findings that the Socially Oriented Behavior of Filipino consumers (β = .200, p < .000) indicates to have a significant positive effect on the purchasing behavior of Filipino consumers regarding eco-friendly apparel products. It specifies that Filipino consumers who have pro-environmental behavior and environmental attitude can contribute to the betterment of the environment resulting in purchasing eco-friendly apparel. Since the effect size is (f2 = .107), which indicates that it is medium, it, therefore, has a significant effect.

4.4.2 Emotions to Purchasing Behavior:
Previous studies recognized that there is a correlation between emotions and green purchasing behavior. While the results had revealed positive emotions is proven to have higher perception and Filipino consumers are eliciting these emotions whenever they would see eco-friendly apparel products, the results in our study suggest that emotions do not have a significant effect on purchasing behavior because of the effect size that is proven to be insignificant to this study. The proponents examined the path coefficients and their probability values to prove if Emotions influenced Purchasing Behavior. In contrast, the findings of Emotions (β = .065, p < .097) have a nonsignificant effect on the Purchasing Behavior of Filipino consumers towards eco-friendly apparel. Moreover, the effect size indicates that Emotions have (f2 = .003) effect size, which is large compared to the other variables which reject hypothesis H2: Emotions impact the purchasing behavior of Filipino consumers towards eco-friendly apparel.

4.4.3 Key Determinants to Purchasing Behavior:
The proponents examined the path coefficients and their probability values to prove if Key Determinants were affected to influence the Purchasing Behavior. Table 7 presents that the Key Determinants resulted in having a significant positive effect on Filipino consumers (β = .393, p < .000). It is observed that the Key Determinants effect size of (f^2 = .231) has a medium effect on Purchasing Behavior which influences Filipino consumers. This accepts Hypothesis H3: Key Determinants influence the purchasing behavior of Filipino consumers towards eco-friendly apparel.

5. Conclusion
The findings of this study show that Socially Oriented Behavior affects the purchasing behavior of Filipino consumers regarding eco-friendly apparel products because these consumers are pro-environmental and possess an environmental attitude. Having these attributes means that the individual has a great concern for the environment, which contributes to their purchasing behavior towards green apparel because it is their way to contribute to sustainability. Emotions have two types: Positive and Negative. Positive emotions cause a consumer to purchase because they are satisfied seeing eco-friendly apparel because of how it can help the environment. In contrast, negative emotions cause emotional stress to consumers because of the harmful toxins that can negatively impact the environment. While positive emotions may compel a consumer to feel something whenever they see an eco-friendly apparel product, the results showed that Filipino consumers do not base their purchases on their emotions and instead focus on their attitudes when acquiring eco-friendly apparel products.

Key determinants can affect the purchasing behavior of Filipino consumers in regard to eco-friendly apparel. Filipino consumers' purchasing behavior is influenced by four key determinants of eco-friendly apparel products. In this study, the researchers considered product quality, price, availability, and influence of social media are the four determinant factors. As for the intention-behavior gap, the high-quality material of eco-friendly apparel can cause a favorable purchase for consumers; however, due to the obviously high price, consumers are compelled to seek less-priced apparel alternatives. The availability of eco-friendly apparel influences consumers' purchase decisions, particularly as more options become accessible in the market. In terms of social media influence, it shapes the community to follow trends, especially if family and peers publish content postings promoting eco-friendly apparel because of its environmental benefits. Eventually, the researchers found out that price and availability are the determinants that are behind the intention-behavior gap. Key determinants can also influence the purchasing behavior of Filipino consumers for eco-friendly apparel products.

The results of this study have given the importance of Socially Oriented Behavior. However, this can be further explored by future researchers in terms of giving awareness to those consumers who are pro-environmental yet have never given any thought to purchasing any eco-friendly apparel products. Although they are prone to be socially oriented, Future researchers may include how business companies and their advertising strategies, promotional materials inside the store, and government constitutions can affect a consumer being socially oriented regarding eco-friendly apparel products. Further research can be conducted, and the proponents suggest that companies should employ green advertising to elicit a variety of emotions in their customers. Companies can educate their customers about environmental issues and how their actions can lead to having a positive or negative impact on the environment. Companies might more effectively see the intended reactions from customers after provoking their emotions in order to correlate their feelings with their purchasing behavior regarding eco-friendly apparel products. As for key

determinants, the researchers mentioned only four factors, and this can be further analyzed and expanded by including other determinants that can influence a consumer's environmentally friendly acquisition behavior using several factors such as economic status and gender of a person. There are certain limitations, such as the sample size is only based on Filipino residents in Metro Manila. Future researchers may try to gather more information from consumers residing in different regions for more accuracy to better understand the purchasing behavior of Filipino consumers towards eco-friendly apparel products.

Conflicts of Interest: The authors declare no conflict of interest.

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