

Consumer's Attitude and Eco-Friendly Products among Selected Vegetable Suppliers in Panabo City Supermarket

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ABSTRACT

This study aimed to utilize the relationship between consumer's attitude and eco-friendly products among selected vegetable suppliers in Panabo supermarket using an adapted questionnaire and sample random sampling. The statistical tools used were mean and Pearson-r, and a descriptive correlational design was employed. The researchers found that the overall mean in consumer's attitude was 4.52, indicating a high level, while the eco-friendly products mean was 4.62, also indicates high level. The r-value is 0.569 and the p-value is 0.000, thus the null hypothesis (Ho) rejected since the p-value is less than the 0.05. It means that there is a significant relationship between consumer's attitude and eco-friendly products among selected vegetable suppliers in Panabo supermarket.

Keywords: Consumer's Attitude and Eco-friendly Products

INTRODUCTION

Environmental issues such as climate change and global warming has increased in these past few decades. Consumers that are concerned about the environment, highly demand to purchase eco-friendly products in the market. Environmentally products, green items, natural products, and eco-friendly products are the frequent names to be considered to be called. Eco-friendly products are defined as any goods or services that saves and less harmful to the environment. Consumers acknowledge the importance of eco-friendly products in the market and acquiring green items can sustain satisfaction among buyers.

Furthermore, in international study purchasing eco-friendly products is popular now a days to the elevated consumers who wants to protect the environment. The more people to acquire green products the more it helps to preserve the natural world (Lestari, Hanifa, and Hartawan, 2020: Itani, and Hollebeek, 2021 p. 1). Also, the customers provoke the purchase intentions in considering to buy environmental-friendly products even if it is offer higher price. There is a direct or indirect effect in the environment, when clients acquired environmental products to the market. Significantly, if community cares for the environment can be also a matter of ethics (Choshaly and Mirabolghasemi, 2020 p. 1).

As reported by Lezoraine (2021), in the Philippines journal, 75 % of Filipino shoppers bought eco-friendly

products to become more responsible to the environment. Plus, more than half of the Filipinos less acquire the environmental-friendly products due to expensive from its price and difficult to find. Hence, despite of these circumstances, Filipinos change purchase intentions after family and friends tried to be acquired eco-friendly products.

Thus, in Panabo City, most of the vegetable suppliers meets the same problem regarding consumer's attitudes in purchasing intentions and adapting eco-friendly products. Therefore, the researchers are eager to conduct this study about consumer's attitudes and eco-friendly products among selected vegetable suppliers in Panabo City supermarket. In relation to the eco-friendly products and the awareness of customers towards the environment. It may be generated as a result of consumer's attitude among selected vegetable suppliers in Panabo City supermarket.

Moreover, this research study eager to identify the consumer's attitude and to determine the significance difference of eco-friendly products among selected vegetable suppliers in Panabo City Supermarket. Significantly, it sought to answer the following questions: (1) What is the level of consumer's attitude among selected vegetable suppliers in Panabo City supermarket in term of: Consumer's Attitude; (2) What is the eco-friendly products among selected vegetable suppliers: Eco-friendly Products; (3) Is there any significant relationship between consumer's attitude and eco-friendly products among selected vegetable suppliers in Panabo City supermarket. Thus, the hypothesis of the study will be tested at 0.05 level of significance and are as follows: (H01) there is no significant relationship between consumer's attitude and eco-friendly products among selected vegetable suppliers in Panabo City supermarket.

Also, this study is anchored by Green Marketing: Consumers' Attitudes towards Eco-friendly Products and Purchase Intention in the Fast-Moving Consumer Goods (FMCG) sector by Morel and Kwakye (2012 pp. 70-73).

Plus, the independent variable of this research study is consumer's attitude which would be presented by the behavior of the consumers which refers to an emotion of the consumers towards eco-friendly products among the selected vegetable suppliers in the market. Hence, the dependent variable is eco-friendly products.

Consumer's Attitude. In the theory of planned behavior developed by Ajzen (2019 p.1), human behavior is guided by three kinds of considerations. First, behavioral beliefs about the consequences of the behavior. Second, normative beliefs about others' expectations. And lastly, control beliefs talked about the presence of factors that may facilitate performance of the behavior. Behavioral beliefs produce a positive or negative attitude toward the conduct, normative beliefs produce a perceived social pressure or subjective norm, and control beliefs produce a sense of behavioral control or self-efficacy. Perception of behavioral control acts as a moderator for the influences of attitude toward the conduct and subjective norm on intention. Generally speaking, the stronger a person's purpose to engage in the desired conduct should be, the more positive the attitude and subjective norm, as well as the higher the perceived control.

In light of Kumar, A., Prakash, and Kumar, G., 2020 p.203) acknowledged the willingness of consumers to alter the one's behavior in order to protect the environment. Purchasers participate in practical improvement across the globe, particularly in having adequate information are being enthusiastic to the clients in accommodating eco-friendly items. It additionally embraces the concept in the theory of fear (Sun, Su, Guo, and Tian, 2021 p. 2). Buyers' mental perspectives show that fear is a characteristic and a natural feeling for human being. It elicits a strong emotional response from the individual and signals the presence of danger or potential for physical or psychological harm. Based on Nguyen M., Nguyen L., and Nguyen, H. (2019 p. 3) discovered a strong correlation between customer mindset and green purchasing practices. In purchasing environmentally friendly items, people convinced that it could help to protect the health of the individuals.

This suggests that customer sentiments may have an impact on how green products are consumed (Dhir, Sadiq, Talwar, Sakashita, and Kaur, 2021 p.4).

As per Hyun, Lee, and Kim (2020 p. 205) perceived that in accommodating eco-friendly products is a favorable impact on consumers and willingness to spend. Shoppers who are cost delicate see the cost offered the moral brands for green items that was produced using natural or reused filaments are undeniably more costly than standard or conventional items. Due to the limited budget, clients restrict the actual buying behavior (Diddi, Yan, Bloodhart, Bajtelsmit, and McShane, 2019 p. 205). As revealed by Shimul, Cheah, and Khan (2021 p. 4) reported that consumers' great knowledge and information about the environment and natural green products may be advantageous to the clients and behavioral intention in purchasing green products. As per Dabija, Bejan, and Grant (2018 p.4) and Ogiemwonyi and Harun (2020 p.4) shown that a green mentality had a larger meaningful impact on the consumption of green products. In the study of Hassan, Hsbollah, and Mohamad (2022 p. 205) distinguished that buying conduct is the cycle through which clients browse different items to address issues, reduce the expenses, and increases the fulfillment. According to Bautista, Osaki, and Jeong (2020 p. 205) added that values might have a great impact on how consumers behave when making purchases. This implies that consumers' traits and attitudes can be linked to the chosen items.

Eco-friendly Products. A green item (natural item or eco-accommodating item or reasonable item) is “a maintainable item intended to limit its natural effects during for what seems like a forever cycle and, surprisingly after it is of no utilization” by Sathyapria and Sekar (2020 p. 1). As per the investigation of (Wandhe, 2018 p. 6026), societies have started to use green methods as per learning more about the environment and grown more concerned with eco-friendly or green items for safety and welfare. These changes have led to the idea of “green marketing” becoming widely accepted on a worldwide level.

Climate change and other environmental challenges have become increasingly important throughout time. According to Heo, and Muralidharan (2019 p. 203), as terrible toxic substances and biological issues continue to rise in prior years, the need to defend the environment has been more popular among consumers who are socially and environmentally sensitive. Eco-friendly items are also free of toxins and can be considered as a means to promote sustainable development, assist protect the environment, and contribute to human well-being. According to Pilelienè and Tamulienè (2021 p. 2), creating normal produce market in the world shows that contemporary clients are becoming aware of environmental issues and responses happen as expected in regular security or viable use. Additionally, the state-of-the-art customer's shopping crate much of the time ‘faces’ some normal thing. Green products are ones that are made naturally, non-toxic, do not cause pollution, contain only natural and appropriate ingredients, and have a minimal negative impact on both the environment and people (Siddique and Hossain, 2018 p. 64).

A past report expressed that pessimistic feelings don't reflect green buying behavior. In the investigation of Kao and Du (2020 p. 204) made sense that natural issues could be major areas of strength for causing trouble and can set off mental defense components that can prompt non-individual commitment towards ecological protection. As a result, it was also noted that expressing a desire to act independently to address environmental issues constitutes environmental responsibility. This sort of consumer behaves through a citizen-consumer idea of societal-environmental well-being, which benefits both the environment and society, rather than acting by own economic interest (Yue, Sheng, She, Xu, 2020 p.204).

Green revolutions, going green, environmental protection, sustainable development, saving our earth, and many more concepts have allegedly grown common place in modern life (Bhaskar, 2016 p. 6027). In order to keep up with this trend, many businesses across numerous industries utilize green marketing. Studies have been done on a variety of topics, including environmental awareness, historical behavior, attitudes, social responsibility, social influence, and trust difficulties related to the intention to buy green items (Zhang, Chen, Wu, Xue, and Dong, 2018 p.1). Green products literacy encompasses experiences,

knowledge, and understanding of a wide range of green or environmentally friendly product concepts, facts, and issues. Although, literacy refers to an individual's general ideas of facts and concepts of natural environmental-friendly products and the interdependent ecosystem. Hence, knowledge or literacy can help to develop the foundation of belief about a particular issue related to green products and services (Kim and Stepchenkova, 2019 pp. 2-3).

METHOD

In this chapter, the process of how the researcher will conduct the study is shown. The process of how the data will be collected, the procedure how the study will be conducted, the materials that will going to use as the study further goes on are also known as well as the materials/instrument, the subject involve in the study, the research design of the study and the process of how the researchers will analyze the data collected.

Participants

The participants of the study are the consumers and vegetable suppliers in Panabo City Supermarket who purchase and sells eco-friendly products. Moreover, Panabo City Supermarket is located in Quezon Street, Barangay Sto. Nino, Panabo City, Davao del Norte. The researchers will utilize universal sampling technique to select the participants of the study. The researchers universally 251 consumers and vegetable suppliers to determine the Consumer's Attitude and Eco-friendly Products among Vegetable Suppliers in Panabo City Supermarket. Furthermore, Universal Sampling Technique is defined as random selection of participants which means that not every member of the population has the same chance of being chosen for the sample. Thus, probability of being select is unknown, originated by Richard and Margaret in 1990 and adopted by Avron, Kapralov, Musco, Velingker, and Zandieh in 2019.

Materials and Instruments

A questionnaire is the research tool that utilize in this study. The three (3) portions of this questionnaire will be complete by checking the box next to each relevant number, such as five (5) for strongly agree, four (4) for agree, three (3) for moderately agree, two (2) for disagree, and one (1) for strongly disagree. The respondent's entire name (optional), age, date, and gender are all listed in part one (1), the respondent's profile. Second, the respondents will check the statistics that is discuss above when responding to the ten (10) questions about consumers' attitudes toward eco-friendly items in part two. Finally, section three (3) will cover eco-friendly products with eight (8) corresponding questions.

This study was adapted by Magali Morel and Francis Kwakye (2012, pp. 70-73), entitled Green Marketing: Consumers' Attitudes towards Eco-friendly Products and Purchase Intention in the Fast-Moving Consumer Goods (FMCG) sector. It was validated at Umea School of Business by its Master Thesis.

Design and Procedure

The researchers will use descriptive correlational research design in this study. Descriptive correlational design is use in research studies that aim to provide static pictures of situations as well as establish the relationship between different variables (McBurney and White, 2009). The researchers will choose an example of respondents from a populace and control an institutionalize poll. The poll, or review, will be compose record that is finish by the individual being study, an online survey, an eye-to-eye meet, or a phone meet. Utilizing overviews, it is conceivable to gather information from enormous or little populaces now and again allude to as the universe of an investigation (Barribeau, Butler, Clark and Farabi, 2021). The researchers will use this design because it is more appropriate when it comes to time utilization and accessibility to the respondents and the information that will be contribute to the study. This will help the researchers as it aims for the perception and level of consumers attitudes towards eco-friendly products.

After the researchers receive the permission to conduct the study from the office of the dean as well as the approval from the adviser of the official time and schedule will be the time to conduct the study. The researchers will cover 251 respondents, specifically consumers and vegetable suppliers in Panabo City Supermarket. The conduct of the study will be on January to February, 2023 during vacant time only. Each participant was given 10-15 minutes to answer the questionnaire.

RESULTS AND DISCUSSION

This section consists the results and discussions that answer the research questions. It indicates the interpretation and analysis of the gathered data in tabular and textual forms with corresponding implication supporting the analytical discussions.

The Level of Consumer's Attitude

Table 1 shows the level of Consumer's Attitudes towards eco-friendly products among selected vegetable suppliers in Panabo City Supermarket, with overall mean of 4.52 which has a descriptive equivalent of very high which means the level of consumer's attitude towards eco-friendly products among selected vegetable suppliers in Panabo City supermarket is outstanding.

Moreover, the highest mean among the indicators of consumer's attitude is question no. 1, with a mean of 4.72, describe as very high, and it is about "I appreciate the package/design of eco-friendly product". It implies that the vendors and consumers are satisfied when it comes to packaging/design of eco-friendly products. Meanwhile, the lowest mean no. 4 and 5, with the mean of 4.35, and it is describe as very high, it is all about "I am willing to pay a premium price for an eco-friendly product (e.g., +10%)" and "I pay attention to eco-friendly advertising" that indicates that some of vendors and consumers are not willing and paying attention towards eco-friendly products.

Table 1. The Level of Consumer's Attitude

Variable	Mean	Descriptive Equivalent
Consumer's Attitude	4.52	Very High

In addition, to support this study Singh and Mehra's (2020 p.6027), consumers are more focused on green marketing and buying green products, which has increased their awareness of environmental and health issues. Increasing numbers of people in society and consumers are buying green items. People of all ages are aware of green marketing strategies and environmentally friendly products. According to a study by Kumar, Phookan, Sarmah, and Sarah Devi (2020 p. 6027), environmental challenges have been a challenge since the term "environmental sustainability" was coined, which raised customer awareness of the need to buy eco-friendly items. The manufacturing sector has made the necessary advancements in this area, but the foodservice sector another significant environmental contributor has not followed the suit. The market has been transformed for years by the green marketing industry. Commercial businesses are making an effort to adapt environmentally friendly items to draw customers (Kiradoo, 2020 p. 6027).

The Level of Eco-friendly Products

As shown in Table 2 is the level of eco-friendly products. The overall mean in this variable is 4.62, with a descriptive equivalent of very high which means the information of eco-friendly products among selected vegetable suppliers in Panabo City supermarket is highly informed. On the other hand, the highest item out of 8 questions is item no. 1, which is "The products are good for the environment" it has a mean of 4.84, with has descriptive equivalent of very high. While the lowest item is no. 7, which has mean of 4.45, with

descriptive equivalent of very high, and it is about “The products are well promoted”.

Moreover, table 2 consists of questions about how eco-friendly products help the environment, how products are good for health, and more. In addition, green revolutions, going green, environmental protection, sustainable development, saving our earth, and many more concepts have allegedly grown commonplace in modern life (Bhaskar, 2016 p. 6027). To keep up with this trend, many businesses across numerous industries utilize green marketing. Studies have been done on a variety of topics, including environmental awareness, historical behavior, attitudes, social responsibility, social influence, and trust difficulties related to the intention to buy green items (Zhang, et. al, 2018 p. 1). According to the study of Wandhe (2018 p. 6026), as societies have learned more about the environment and grown more concerned with eco-friendly or green products for safety and welfare, they have also started to engage in green practices. It is because of these developments that the idea of “green marketing” has come to be recognized on a global scale.

According to Tan (2021) predicts that green buildings will soon multiply in the Philippines, but that it will be some time before the country’s office sector is completely carbon neutral. This relates to environmentally friendly upgrades for the Philippine office market’s decarbonization. The idea of green buildings is not only new, but also timely. Pollution, particularly in modern times, is progressively harming the environment. Based on Lezoraine (2021), 75% of Filipino consumers purchased environmentally friendly products to show their commitment to protecting the environment. The majority of Filipino consumers (92%) chose products with natural components, while 90% said they were more likely to buy products created locally. This was due to their perception that the products were healthier and better for their general well-being, supported the local economy, and gave fellow Filipinos jobs. In this theory it was explained about consumer’s attitudes towards eco-friendly products.

Also, it concerns for protecting natural resources in perspective of human activity has recently brought attention to the difficulties in doing so. As a result, there is a higher demand for green products. The terms sustainable, eco-friendly, and environmentally friendly have been employed as synonyms in earlier research to draw customers to green marketing. Similarly, because they are made from green product materials using more environmentally friendly procedures. Green products are thought to be less harmful and more long-lasting (Dropulic and Krupka, 2020: Benham, Hollebeek, Clark and Farabi, 2020: Rather, 2021 p.16). Additionally, research has indicated that environmentally conscious consumers are more concerned about environmental harm than those who choose to purchase environmentally unfriendly products (Singh and Vashist, 2020 p. 6026).

Table 2. The Level of Eco-friendly Products

Variable	Mean	Descriptive Equivalent
Eco-friendly Products	4.62	Very High

Presented in Table 3 is the result of the significant relationship between consumer’s attitude and eco-friendly among selected vegetable suppliers in Panabo City supermarket. The grand mean of consumer’s attitude is 4.52 and the grand mean of eco-friendly products is 4.62 with the same descriptive equivalent of very high and the standard deviation of the two variables is 0.68 and 0.57. The r-value is 0.569 and the p-value is 0.000, thus the null hypothesis (Ho) for this study is rejected since the p-value is less than 0.05. It means that there is no significant relationship between consumer’s attitude and eco-friendly products.

In a consumer behavior approach, Solomon, Bamossy, Askegaard and Hogg (2010, p. 643) defined the attitude as “a lasting, general evaluation of people (including oneself) objects or issues.” The AMA defines it also as “a cognitive process involving positive or negative valences, feelings, or emotions” (marketngpower.com). The attitude is an important part in the study of consumer behavior. Indeed, it

represents one entire chapter in the Consumer Behaviour: A European perspective book (Solomon et al., 2010, pp. 274-307). Many theories have been constructed on the attitudes. As the consumption of green product is a current and relevant subject, many studies have been done about the attitudes towards green products

Table 3 Significant Relationship Between Consumer’s Attitude and Eco-friendly Among Selected Vegetable Suppliers in Panabo City Supermarket.

Variable	Standard Deviation	Mean	Descriptive Equivalent	R-value	P-value
Consumer’s Attitude	0.68	4.52	Very High	0.569	0.000
Eco-Friendly Products	0.57	4.62	Very High		

CONCLUSIONS AND RECOMMENDATIONS

This section provides conclusion and recommendations of the study. Based on the result and discussions, the following conclusion are drawn by the researchers.

Conclusions

The results and discussions indicated that the level of consumer’s attitude is very high as well as the eco-friendly products. Moreover, the results find out that there is a significant relationship between consumer’s attitude and eco-friendly among selected vegetable suppliers in Panabo City supermarket.

Recommendations

Based on the conclusion of the result, the two variables which is the independent and dependent variable can be seen clearly. The independent variable that we had is consumer’s attitude that has a grand mean of 4.52 and the dependent variable is eco-friendly products that has a grand mean of 4.62 it means the consumers are highly informed about eco-friendly products. In the variable of consumer’s attitude there are 10 questions and the lowest mean is item no. 4 and 5 which are “I am willing to pay a premium price for an eco-friendly product (e.g., +10%) and “I pay attention to eco-friendly advertising”, that has 4.35 with very high descriptive equivalent. Meanwhile, the dependent variable has 8 questions and the lowest is no. 7, which has mean of 4.45, with descriptive equivalent of very high, and it is about “The products are well promoted”. During the time of conducting the survey, we experienced some circumstances like some of our respondents are that not willing to answer the questions or they are not willing to read the questions, but as a researcher we need to be considerate and patience towards to our respondents. Plus, in two weeks of conducting we have encountered some problems for instance financial problems, rush hour, and some consumer’s bad attitude, but it is recommended to have high control of emotion and understanding to have many respondents. Also, it is recommended to conduct this kind of survey from 12 noon (Monday-Friday) due some vendors and consumers especially in Panabo City supermarket are not busy. Hence, this study helps the researchers to be aware of consumer’s attitude and eco-friendly products among selected vegetable suppliers in Panabo City supermarket and how it helps to our environment for having sustainable development that benefits the future consumers. And for the future researchers, we would like to recommend to conduct a study base on our results with the lowest mean to know more about their reasons and perceptions towards green marketing.

Moreover, green innovation is one tactic that corporate organizations need to use to gain a competitive advantage over competitors. To obtain a competitive edge over rivals, organizations need to adjust to their surroundings and distinguish their product offers through innovation such as using eco-bags or single-use plastics. Environmentally friendly goods are more expensive than non-eco-friendly products but since

people nowadays are more engaged and influenced by social experts the demand for eco-friendly goods increased rapidly in the market. People can buy eco-friendly goods once or multiple times and use them repeatedly but not harming the environment. Consequently, there's a chance that this person will eventually adopt a more widespread belief that purchasing eco-friendly products can help preserve the environment, energy, and resources.

For further information, the local government of Panabo created City Ordinance number 47-13 also known as the Plastic Bag Reduction Ordinance of 2013 states that regulating the use of plastic bags and promoting the use of recyclable bags in the City of Panabo and providing penalties for violations with a maximum of P 3,000.00 or imprisonment of not more than six months. Hence, it will give them more excellent knowledge about eco-friendly products and biodegradable cellophane, which their business can use. As per the survey, more than 90% of vegetable suppliers in Panabo City supermarket used single-use plastics such as oxo, P190, and tiny boxes as their packaging for their goods. With this information, the researchers would like to recommend consumers follow the city ordinance about reducing plastic bags. Instead, they can bring their own eco-friendly bags. It can be done with the help of the local government which can enforce or assign an authority to monitor the markets and the implementation of the said ordinance.

A green brand image can help the customers easily remember only if consumers have a good perception of using eco-friendly goods. The perception of green brands that consumers have customers will cause attitudes, feelings, and consumer behavior regarding the environment by raising the intention of consumers to purchase ecologically friendly merchandise. Furthermore, it needs to maintain its reputation by caring for the environment professionally such as reducing plastic waste by innovating new packaging and purchasing or selling eco-friendly shopping bags to the market. This type of innovation can be a competitive advantage of a business to its competitors since it will give a good perception and impression to its clients because of its unique features and may increase the purchase intention of the customers in the market.

The number of people being educated to raise awareness about eco-friendly and biodegradable products is rising quickly. Nowadays, a lot of companies provide educational materials to tell consumers about the advantages of eco-friendly products and how to utilize them correctly. To assist in lowering the hazards that may arise now or in the future, people should be more aware of the advantages of eco-friendly products and the good impact on the environment while maximizing positive contributions to society. Lastly, reducing waste and recycling through the implementation of composting systems, reducing packaging, and promoting product reuse are all necessary for the long-term viability of adopting eco-friendly products. Creating partnerships with suppliers who respect moral principles and ensure fair trade and ethical sourcing to invest money in environmentally sustainable supply chains. The process of creating new products should take into account using eco-friendly materials, conserving resources, and designing recyclable items.

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