

Customers' Assessment of the Back-to-Basics Ecostore's Green Marketing Programs

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ABSTRACT

Green marketing has emerged as a significant business strategy that promotes environmentally responsible products and sustainable consumption, particularly in the retail sector, where customer awareness of environmental issues continues to increase. Despite the growing adoption of sustainability-driven practices in the Philippines, limited studies have examined how customers assess structured green marketing programs implemented by local retail businesses such as Back to Basics Ecostore. This study aimed to assess customers' awareness, purchase intention, and buying behavior toward the green marketing programs of Back to Basics Ecostore. It also examines the influence of factors such as price sensitivity, skepticism, and brand trust on customers' green purchasing decisions. A survey questionnaire was administered to 384 customers of Back to Basics Ecostore in Quezon City through simple random sampling. Statistical tools were utilized to analyze the collected data. The finding revealed that respondents were mostly young, female, low-income customers who occasionally purchased from Back to Basics Ecostore. Customers generally demonstrated positive awareness of Back to Basics Ecostore's sustainability practices, while green trust, societal influence, and perceived accessibility significantly influenced purchase intention. Respondents also exhibited environmentally responsible buying behaviors. However, factors such as price sensitivity, convenience, and familiarity with traditional brands continued to affect purchasing decisions. The study concluded that credible, accessible, and well-communicated green marketing practices encourage sustainable consumer behavior and strengthen customer engagement in the Philippine retail sector.

Keywords: Green Marketing Practices, Consumer Behavior, Sustainability, Purchase Intention, Environmental Awareness

The Problem and Its Setting

This chapter outlines the issue and its context, provides the background for the research, explains the theoretical and conceptual framework, defines the problem statements, discusses the significance of the study, and specifies the scope and limitations.

INTRODUCTION

As customers become more aware of environmental problems and demand more responsible corporate behavior, environmental sustainability has become a major emphasis for firms worldwide. De Jesus et al. (2025) claim that by promoting goods and practices that reduce negative environmental effects, green marketing has become a strategic tool for businesses looking to balance customer demands with environmental preservation. In

response to these changing customer preferences and to promote sustainable consumption, companies in the Philippines have started implementing green marketing strategies as environmental issues have gained prominence among both customers and organizations.

In the Philippines, Back to Basics Ecostore, a sustainable retail business in Quezon City, is an example of sustainability-driven marketing that incorporates environmental responsibility, community engagement, and sustainable consumption into its business operations and marketing strategies (Back to Basics Ecostore, 2024). Research shows that green marketing programs usually include eco-friendly product offerings, waste reduction systems, sustainable packaging, and campaigns to promote responsible consumer behavior (Butaslac et al., 2024; Abanilla et al., 2022). Consistent with these principles, Back to Basics Ecostore conducts different sustainability initiatives such as refill station systems for household and personal care products, zero-waste retailing, plastic-free packaging, and promoting reusable containers to reduce single-use plastic consumption. It also provides local support for community initiatives. It also promotes locally sourced and sustainable products, partners with small and community-based sustainable brands, educates customers about sustainability, and has measurable environmental contributions, such as the diversion of thousands of single-use plastics and recognition through the QC Green Awards for Excellence in Climate Action (Quezon City Government, 2024; Liu & De Leon, 2023).

Numerous aspects of green marketing and consumer behavior have been the subject of recent research conducted in the Philippines. The importance of green marketing on consumer choices in the NCR environment was highlighted by a Metro Manila study that examined how convenience, ecological responsibility, and green word-of-mouth affect Gen Z customers' green buying behavior toward eco-friendly products (Garcia, 2023). In the same way, Butaslac et al. (2023) showed that components of the green marketing mix affect brand equity among Filipino customers of eco-friendly products, indicating that sustainability activities might benefit companies. Additionally, Liu and De Leon (2023) showed that, in the Philippine context, customers' intention to engage in green consumption is significantly correlated with green marketing behavior. These studies show that marketing strategies integrating sustainability practices can influence customer attitudes and behaviors and that green marketing is significant to the Filipino decision-making process.

Few studies have particularly examined how customers perceive established corporate green marketing initiatives in large retail businesses, despite the fact that prior research has improved our understanding of how green marketing affects consumer behavior. This draws attention to a gap in the literature, whereas the effects of green marketing generally on consumer behavior have been shown, nothing is known about how customers evaluate structured green marketing campaigns in well-known retail establishments like Back to Basics Ecostore. Quantitatively assessing how customers view the effect of green marketing practices, like product sustainability, environmental communication, and program visibility, on their patronage and loyalty is crucial in this industry.

This study aims to address the highlighted gap and offer insight into how customers view retail sustainability efforts by examining their evaluations of Back to Basics Ecostore's green marketing programs.

Background of the Study

Environmental sustainability has become a major component for businesses as customers increasingly demand responsible corporate practices (Dangelico & Vocalelli, 2017). In the Philippine retail sector, green marketing has emerged as a strategic approach to align environmental responsibility with consumer expectations and promote sustainable consumption (Liu & De Leon, 2023). Businesses are now integrating eco-friendly initiatives into their operations, not only to reduce environmental impact but also to respond to the growing environmental awareness among Filipino customers (Butaslac et al., 2023). In particular, Back to Basics Ecostore, a sustainable retail store based in Quezon City, has positioned itself as an environmentally responsible business by promoting zero-waste living and sustainable consumption practices. Back to Basics Ecostore implements various green marketing practices such as refill stations for household and personal care products, promotion of eco-friendly and locally sourced goods, plastic-free packaging, and encouraging customers to bring their own containers (Back to Basics Ecostore, 2024). These practices aim to reduce single-use plastic waste while fostering environmentally conscious behavior among customers. Moreover, Back to Basics Ecostore actively contributes to environmental sustainability through measurable efforts, including diverting thousands of single-use plastics from landfills through its refill and reuse system, while also engaging in sustainability education and

collaborating with local eco-friendly brands, reinforcing its role in promoting environmental awareness (Quezon City Government, 2024). While these practices demonstrate a strategic shift towards responsible retailing, there are still limited empirical studies on how customers evaluate these structured green marketing practices and whether they significantly influence purchase intention and buying behavior of customers (Garcia, 2023).

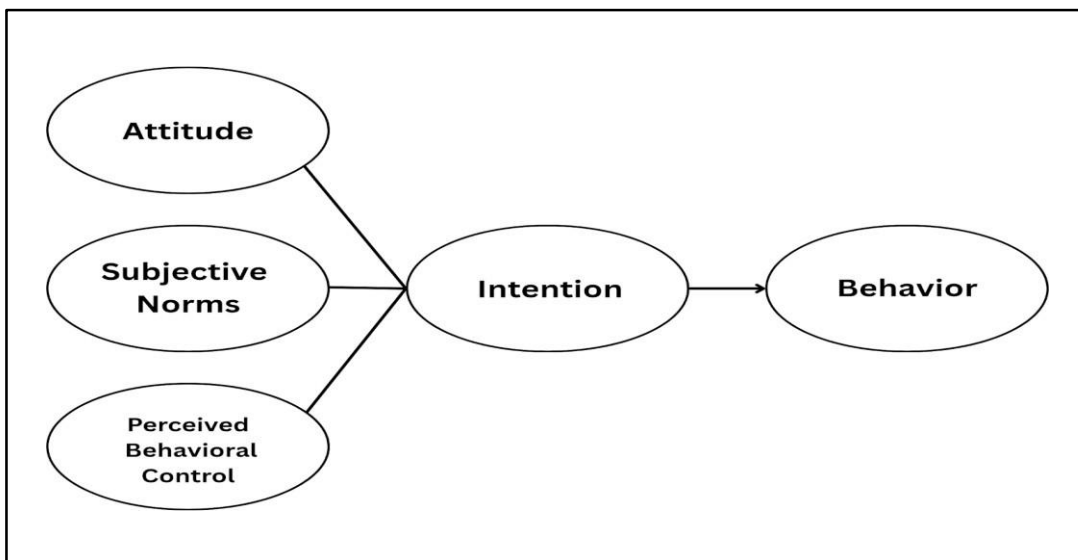
The theoretical foundation of this study is anchored in the Theory of Planned Behavior, which explains that behavior is influenced by attitudes, subjective norms, and perceived behavioral control (Ajzen, 1991). Despite positive attitudes toward green products, a persistent attitude-behavior gap has been observed, where customers' environmental concern does not always translate into actual purchasing behavior (Reyes et al., 2018). While some studies stated that sustainability initiatives enhance business image and strengthen consumer trust, others warn that greenwashing and exaggerated environmental claims may damage credibility and weaken purchase intentions (Polonsky, 2015). Perceived behavioral control and social influence significantly determine whether positive attitudes result in actual green purchasing (Ilagan et al., 2024). Policymakers have also introduced regulatory frameworks such as the Consumer Act of the Philippines (RA 7394) and Green Public Procurement (RA 12009) to ensure truthful environmental claims and promote sustainability.

This study measures the purchase intentions and buying behavior in relation to the sustainability practices of Back to Basics Ecostore. While some existing studies often relied on general consumer samples or student populations, the study employs simple random sampling among 384 customers of Back to Basics Ecostore in Quezon City. It applies multiple linear regression analysis to determine the relative influence of key variables. By integrating brand-specific evaluation, policy context, and behavioral measurement, the study provides a more localized and structured analysis of green marketing effectiveness in Philippine retail.

The study contributes to the growing body of literature on sustainability marketing by addressing the gap between environmental awareness and consumer behavior. It aims to determine whether structured green marketing practices of Back to Basics Ecostore significantly influence consumer buying behavior, thereby offering insights for retailers, marketers, and future researchers on the practical impact of sustainability-driven strategies.

THEORETICAL FRAMEWORK

Figure 1. Theoretical Framework of the Theory of Planned Behaviour



This study uses the **Theory of Planned Behavior (TPB) developed by Ajzen (1991)**, which serves as the primary theoretical basis for examining how green marketing influences the purchase intentions and buying behavior of customers. The TPB explains that human behavior is shaped by behavioral intentions, which in turn are influenced by three key components: attitude toward the behavior, subjective norms, and perceived behavioral control.

According to Ajzen (1991), **attitude toward the behavior** is the degree to which a person has a favorable or unfavorable appraisal of performing a particular behavior. Customers who perceive green products as environmentally beneficial and believe they align with their personal values will develop greater intent to purchase them.

Subjective norms are the perceived expectations of significant others regarding whether one should engage in a specific behavior (Ajzen, 1991). The social network members create spaces where they receive social approval and environmental expectations, which drive their intention to purchase eco-friendly products.

Perceived behavioral control refers to an individual's perception of their ability to perform a behavior on available resources and opportunities. PBC in this research shows how customers decide their capability to purchase green-marketed products based on their economic status and their awareness of Back to Basics Ecostore's sustainable programs. Ajzen (1991) explains that perceived behavioral control represents the perceived ease or difficulty of performing the behavior and is influenced by past experiences and anticipated barriers. Customers can tend to develop a positive attitude toward green products, but their purchase intention decreases when they find the products to be overpriced and hard to obtain.

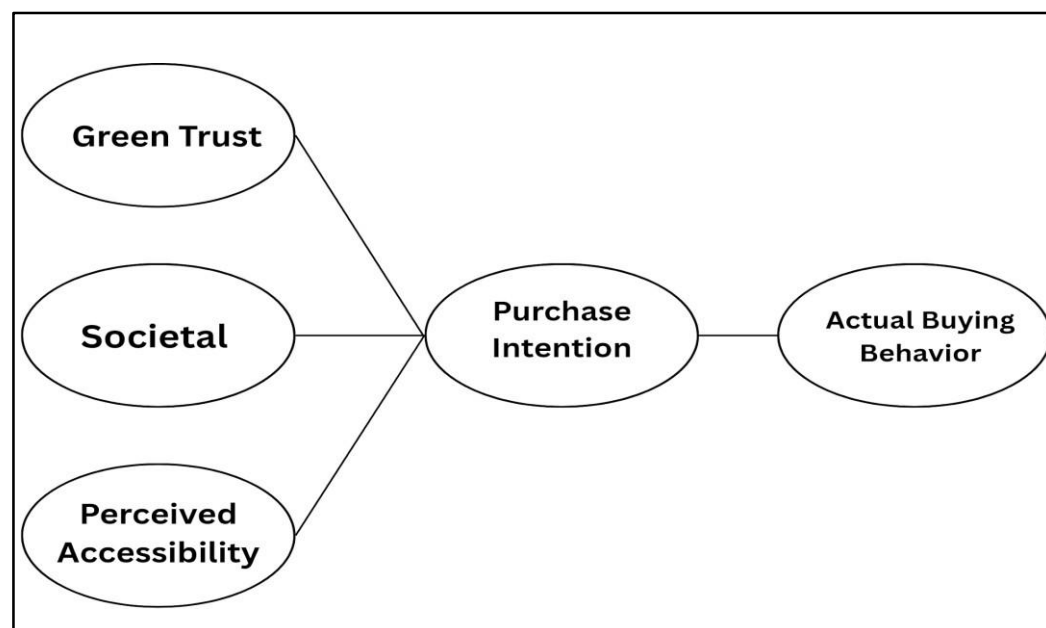
Purchase intention refers to the motivational factors that determine an individual's readiness to perform a specific behavior. Ajzen (1991) states that intention indicates how much effort a person is willing to exert to perform a behavior. The theory of Planned Behavior uses purchase intentions to lead to higher chances of buying sustainable products.

Actual buying behavior describes the authentic purchasing activities that customers perform instead of their expressed shopping plans. The study uses this term to show how customers purchase products that companies market as environmentally friendly. Barbu et al. (2022) define green consumer behavior as the purchasing behavior that results from customers' attitudes and social pressure, as well as their perceived advantages and existing barriers. Purchase intention serves as a powerful predictor of behavior because people decide to buy based on their situational conditions, product prices, and their trust in sustainable product claims.

By applying the TPB, this study aims to assess the effect of Back to Basics Ecostore's green marketing on the purchase intentions of customers, as well as how these intentions are translated into actual buying behavior. Overall, TPB provides a comprehensive framework for understanding how individual motivations and social influences drive sustainable purchasing decisions among customers.

Conceptual Framework

Figure 2. Research Paradigm



Consumer trust in environmentally friendly brands, or green trust, is very important in deciding whether students will buy eco-friendly products. According to Dizon (2016), students trust eco-friendly products more when the labels and environmental claims are clear and easy to understand. Eco-labels help the brand make or appear more reliable and honest, according to Villanueva (2018). And it is supported by Cruz (2018) that most of the students trust brands more when environmental claims are specific and measurable instead of general statements. Especially, if it has been supported by a certification verifying the products and ethical standards. It not only affects whether students intend to buy eco-friendly products, but it can also influence whether they remain loyal customers of those brands. According to Atienza et al. (2020), they found that when Filipino customers have strong environmental values and trust a brand's environmental claims, they are more likely to develop a positive attitude and willingness to repeatedly purchase green products. And the trust built through clear environmental messaging strengthens not only purchase intention but also longer-term commitment to green brands. (Ilagan, 2024). According to Cayaban et al. (2023) most of the customers who trust sustainable messages on social media tend to defend and recommend green brands to others, which increases loyalty and advocacy. Overall, it states that green trust can lead to more consistent purchase decisions and stronger brand loyalty among Filipino customers, especially when environmental claims are specific and credible.

Society strongly influences students' green purchase behavior and can contribute to loyalty to eco-friendly brands. Ilagan et al. (2024) found that subjective norms, or the expectations of peers and family, increase students' intention to buy green products, which often results in repeated purchases and stronger commitment to sustainable brands. Bascos and Murad (2021) reported that students who belong to communities with strong environmental values not only develop habitual eco-friendly buying but are also more likely to remain loyal to the brands they trust, demonstrating long-term support. Cayaban et al. (2023) explained that sustainability advocacy on social media encourages students to not only purchase green products but also recommend them to friends, which strengthens brand advocacy and loyalty. Garcia and Campos (2025) observed that positive peer influence and family encouragement can reinforce repeated purchases, leading to more consistent, sustainable behavior. Bajar et al. (2024) noted that social recognition from friends and communities motivates students to continue buying eco-friendly products and maintain long-term loyalty. Ghali-Zinoubi (2021) highlighted that students who see environmental behavior as a social norm are more likely to make eco-friendly choices habitual, further enhancing brand loyalty. Collectively, these studies show that societal influence does more than shape intention; it strengthens consistent behavior, loyalty, and advocacy for green brands.

The availability and convenience of eco-friendly products are critical factors in encouraging both purchase and loyalty. Garcia and Campos (2025) found that students who can easily find green products in nearby stores are more likely to make repeated purchases, which builds long-term loyalty. Ilagan et al. (2024) explained that accessible and affordable products help customers turn their purchase intentions into actual behavior, resulting in consistent buying habits and higher satisfaction with the brand. Bajar et al. (2024) reported that students who experience convenient access to eco-friendly products are more likely to continue buying and form habitual green consumption patterns, which strengthens brand commitment. Cayaban et al. (2023) emphasized that when products are readily available, students maintain consistent eco-friendly behavior and are more likely to recommend the products to others, enhancing advocacy. Ghali-Zinoubi (2021) states that poor availability can limit repeated purchases and weaken potential loyalty, even among highly motivated students. Bascos and Murad (2021) found that combining accessibility with social influence and trust increases satisfaction, encourages repeat buying, and supports long-term loyalty. Overall, perceived accessibility does not just facilitate a single purchase but significantly affects ongoing consumer behavior, loyalty, and advocacy toward green brands.

Green purchase intention refers to a student's willingness or plan to buy eco-friendly products in the future, and it is influenced by green trust, societal influence, and perceived accessibility. Ilagan et al. (2024) found that students who trust a brand's environmental claims are more likely to form strong purchase intentions, showing that green trust positively affects intention. Bascos and Murad (2021) reported that social influence, such as peers' opinions and family expectations, encourages students to intend to buy eco-friendly products, confirming that societal norms significantly shape intention. Garcia and Campos (2025) highlighted that students are more likely to intend to purchase green products when these items are easily available and convenient to access, demonstrating the effect of perceived accessibility. Cayaban et al. (2023) explained that when students have positive intentions supported by trust, social influence, and accessibility, they are more likely to follow through with actual purchases, develop repeated buying habits, and stay loyal to eco-friendly brands. Ghali-Zinoubi

(2021) noted that even strong personal intention may not result in actual behavior if one of these three factors is weak, showing that intention is most effective when supported by trust, social influence, and accessibility. Overall, the studies suggest that all three factors positively influence green purchase intention, which in turn increases the likelihood of repeated purchases, loyalty, and advocacy.

Actual green purchase behavior refers to the tangible act of buying eco-friendly products, and it is influenced by several factors, including green trust, societal influence, and perceived accessibility. Ilagan et al. (2024) found that students with high trust in a brand's environmental claims are more likely to translate their intention into actual purchases, showing that green trust directly affects behavior. Bascos and Murad (2021) reported that social influence, such as peer recommendations and family expectations, encourages students to consistently buy eco-friendly products, demonstrating that societal norms significantly impact actual behavior. Garcia and Campos (2025) highlighted that students who have easy access to green products are more likely to make repeat purchases and develop loyalty, confirming that perceived accessibility is a key driver of behavior. Bajar, Ong, and German (2024) also emphasized that when all three factors of trust, social influence, and availability are present, students are not only more likely to buy eco-friendly products regularly but also to recommend these products to others, enhancing advocacy and long-term commitment. Cayaban et al. (2023) noted that consistent exposure to sustainable campaigns combined with supportive social circles reinforces these behaviors. Ghali-Zinoubi (2021) explained that even with strong intention, if one of the three factors is weak, actual purchasing decreases, showing that all three factors together create the most significant effect. Overall, the evidence suggests that green trust, societal influence, and perceived accessibility all positively and collectively affect actual green purchase behavior, leading to repeated purchases, stronger loyalty, and advocacy among Filipino students.

Statement of the Problem

The study aims to answer the question “What is the effect of Back to Basics Ecostore’s green marketing programs on customers’ buying behavior?”

Specifically, this study addresses the following questions:

1. What are the socio-demographic and behavioral profiles of the respondents in terms of:
 - 1.1 Gender
 - 1.2 Age
 - 1.3 Monthly Income
 - 1.4 Purchase Frequency at Back to Basics Ecostore
2. What is the customers’ level of awareness of Back to Basics Ecostore’s green marketing programs?
3. To what extent do customers agree to the influence of Back to Basics Ecostore’s green marketing programs on their purchase intention in terms of:
 - 3.1 Green Trust
 - 3.2 Societal Influence
 - 3.3 Perceived Accessibility
4. What is the buying behaviour of customers towards Back to Basics Ecostore’s green marketing programs?
5. Based on the findings of the study, what recommendations can be proposed regarding Back to Basics Ecostore’s green marketing strategies?

Scope and Limitations of the Study

The research will focus on customers of Back to Basics Ecostore and their engagement with the company's green marketing programs. The study's respondents will be Back to Basics Ecostore's customers aged 18 to 59 living in Quezon City, Philippines. The study will only be conducted in Quezon City. This city is preferable for study due to its large customer demographics. Back to Basics Ecostore is known for encouraging responsible consumption by offering eco-friendly household and personal care products that aim to reduce plastic waste and environmental impact (Back to Basics Ecostore, 2024). Additionally, Quezon City has a high population density and active urban markets where customers increasingly show interest in sustainable and ethical retail practices (Belmonte, 2018).

A standardized questionnaire will be administered to a sample of 384 individuals from these locations to ensure data accuracy and reliability. The researchers used simple random sampling and Cochran's formula to calculate the specific number of respondents to be surveyed. In line with this, the study will analyze the respondents' knowledge and understanding of green products and how green marketing factors affect their purchasing intentions and actions.

Due to time and budget constraints, the findings may not be generalizable beyond the specific region and demographic. Nonetheless, it provides a concentrated analysis of a significant urban market segment with increasing purchasing power and ecological awareness.

Significance of the Study

The following will be the beneficiaries of the research findings, which are intended to ascertain customers' buying behavior towards Back to Basics Ecostore's green marketing:

Back to Basics Ecostore. This study can serve as a basis for strategic decision-making, allowing Back to Basics Ecostore to refine its sustainable initiatives while strengthening its relationship with customers.

Customers. The study will provide insight into their understanding of green marketing, potentially empowering them to make more informed and conscious purchasing decisions.

The Businesses. This study will provide critical data for developing targeted strategies, allowing them to communicate green initiatives effectively and connect with this influential consumer segment.

The Marketers. This study will help them be better equipped to create interesting green marketing campaigns that align with this demographic's behaviors by understanding customers' preferences and awareness levels.

The Researchers. This study will give them a deeper awareness of how ethical and environmental considerations influence modern consumer trends by examining the relationship between green marketing and customers' purchasing behavior.

The Future Researchers. This study will add to the existing body of knowledge, laying out the framework for further academic study of green marketing and consumer behavior among customers.

The Institution. This study will help them improve their academic reputation in research and education, particularly in marketing and sustainability. The findings can be used to improve teaching and help the university connect with businesses and the community by providing relevant information about green marketing and customers.

Definition of Terms

This section explains the key terms used to ensure a clear understanding of the concepts related to this study, helping readers better understand the study.

Authenticity. It is used in this study to show the perceived genuineness of Back to Basics Ecostore's commitment to sustainability.

Awareness. This study uses awareness to determine the customers' level of understanding and knowledge regarding green marketing and environmental issues.

Buying Behavior. It is used in this study to show the purchasing actions and knowledge of customers towards green products and green marketing.

Credibility. It is used in this study to show the customers' trust in the information Back to Basics Ecostore provides about its green marketing program.

Green Marketing. It is defined in the study as a broad concept of marketing products or services on their environmental benefits. It's a general practice of being eco-friendly in marketing.

Green Marketing Program. It is used in this study to refer to the set of activities, initiatives, and practices implemented by a business to promote environmentally friendly products, services, and operations.

Green Marketing Strategy. It is used in this study to refer to the strategy of promoting eco-friendly products and practices to influence consumer behavior and enhance a company's sustainable image.

Perceived Behavioral Control. It refers to customers' evaluation of their capacity to make buying choices regarding green-marketed products, considering various factors.

Purchase Intentions. This study measures purchase intentions in terms of the likelihood and willingness of customers to purchase the green product.

REVIEW OF RELATED LITERATURE AND STUDIES

In this chapter, a review of related literature studies is conducted to address how Back to Basics Ecostore's green marketing programs affect customers' buying behavior. This literature aims to examine the existing research on the relationship between consumer purchasing behavior and Back to Basics Ecostore's green marketing programs. This assessment will not only highlight gaps in knowledge within the field but also inform the approach for this investigation, thereby enhancing our understanding of this complex relationship.

Green Marketing Strategy

Green marketing strategy has become an essential approach for companies seeking to address environmental concerns while maintaining competitive advantage in the market (Devina, 2023). The development, marketing, and distribution of goods and services that reduce negative environmental impacts while meeting customer demand is generally referred to as "green marketing" (Abanilla et al., 2022). De Jesus et al. (2019) state that eco-friendly product design, sustainable packaging, environmental advertising, and responsible distribution techniques are examples of green marketing strategies that seek to raise customer awareness of environmental issues. Research from Philippine business schools shows that businesses are adopting sustainability-oriented marketing techniques as part of their brand positioning due to customers' growing environmental consciousness (Butaslac et al., 2023). Additionally, Liu and De Leon (2023) from the University of the Cordilleras stressed that to influence customer purchasing behavior and

encourage sustainable consumption, green marketing techniques include environmental responsibility in marketing efforts.

Several studies indicate how green marketing techniques can boost customer involvement and business effectiveness (Butaslac et al., 2023). For instance, green marketing strategies greatly increase brand equity and loyalty among environmentally sensitive customers, according to a study done in Philippine consumer markets (Butaslac et al., 2023). Similarly, Liu and De Leon (2023) found that customers' intentions to make green marketing purchases are greatly influenced by eco-labeling, sustainable packaging, and green advertising.

Additionally, studies in marketing research show that businesses that actively promote sustainability benefit from increased awareness, perceived product quality, and competitive advantage because of green marketing strategies (Nohekhan & Barzegar, 2024). Moreover, a study conducted among Metro Manila University students discovered that green marketing strategies have a beneficial impact on customers' purchasing behavior (Abanilla et al., 2022). However, a number of studies also highlight the difficulties in putting green marketing techniques into practice (Aragon et al., 2024). Greenwashing, in which businesses inflate or exaggerate environmental claims, can reduce trust in green marketing strategies (Panggabean et al., 2023). Higher production costs for eco-friendly materials, low consumer knowledge of green products, and challenges in effectively informing customers about sustainability are other issues (Panggabean et al., 2023).

To synthesize, the literature indicates that green marketing strategies have a major impact on customer purchasing behavior and environmental responsibility. When businesses use effective green marketing strategies, many studies regularly indicate beneficial benefits like improved brand image, increased consumer trust, stronger brand loyalty, enhanced purchase intention, and improved business reputation (Butaslac et al., 2023). Nevertheless, these benefits indicate many challenges that businesses must overcome to maximize the success of green marketing strategies (Aargon et al., 2024). Environmental marketing promises may be less credible due to factors such as customer skepticism, greenwashing tactics, increased operating expenses, low consumer awareness, and inadequate transparency (Panggabean et al., 2023). Therefore, to increase customer trust and guarantee the long-term success of green marketing initiatives, research recommends that businesses use transparent sustainable policies and convey accurate environmental information (Devina, 2023).

Customers' Environmental Awareness

Green marketing incorporates environmental factors into product design, promotion, pricing, and distribution to influence customers to make more sustainable decisions. These strategies can improve how customers view a brand and positively influence customers to make more sustainable decisions. These strategies can improve how customers view a brand and positively influence their attitudes (Dangelico & Vocalelli, 2017). Similarly, Biswas & Roy (2015) found that customers with higher environmental awareness are more willing to purchase eco-friendly products and to pay premium prices. According to Nguyen et al. (2020), cross-cultural studies demonstrated that environmental concern is a universal indicator of sustainable consumption, as it strongly predicts green purchasing intention across different countries. Moreover, Tesla et al. (2019) stated that environmental knowledge enhances perceived consumer effectiveness, which boosts pro-environmental intentions. Simanuntak et al. (2023) discovered that sustainability communication increases consumer trust and positively impacts their willingness to make green purchases.

Joshi & Rahman (2015) discovered a persistent attitude-behavior gap, indicating that positive environmental attitudes do not necessarily lead to green purchasing. According to Carrington et al. (2016), pro-environmental intentions are frequently replaced at the point of purchase by situational limitations such as price sensitivity, habits, and limited availability. While et al. (2019) further explained that psychological distance and convenience promote sustainable consumption behaviors, weakening the awareness-action relationship. Sun et al. (2021) discovered that economic considerations significantly reduce actual green purchasing despite great environmental concern. Furthermore, Fabian (2023) stated that while customers express strong environmental awareness, this does not consistently translate into real buying behavior. Environmental awareness significantly predicts green purchase intention among millennials (Lacap et al., 2022). Ocampo et al. (2020) argue that eco-conscious attitudes positively impact the choice for sustainable items. On the other hand, conflicting results are also present locally. Despite significant environmental concern. Apostol & Calonzo (2018) discovered that price sensitivity limits actual green purchasing. Limited product availability is a barrier in developing markets (Del Rosario & Roxas, 2021). Additionally, Garcia (2023) found that convenience and brand familiarity surpass environmental considerations when making actual purchasing decisions.

In conclusion, the literature reveals a clear contradiction: while several studies confirm that environmental awareness strengthens attitudes and purchase intentions, other factors, such as economic, psychological, and structural barriers, prevent these intentions from translating into actual, sustained green purchasing behavior. Most prior studies have focused primarily on intention rather than on long-term or repeated behavior, particularly

in developing economies. The lack of comprehensive evidence addressing the transition of environmental consciousness into persistent green consumption in resource-constrained environments highlights a significant research gap. Addressing this gap is crucial because it goes beyond intention-based analysis to investigate whether green marketing strategies actually influence behavior or merely shape short-term perceptions.

Back to Basics Ecostore's Green Marketing Programs

According to Liu and De Leon (2023), green marketing initiatives are now crucial for companies looking to influence consumer purchasing decisions while minimizing their environmental impact. Back to Basics Ecostore, a sustainable retail establishment in Quezon City, Philippines, has received recognition for its environmental efforts, including the QC Green Awards for Excellence in Climate Action in recognition of its environmental efforts (Quezon City Government, 2024). By encouraging customers to participate in waste reduction and circular consumption practices through its refill and reuse initiative, the store also contributes to environmental sustainability. Additionally, the company has shown quantifiable environmental impact by diverting over 30, 000 single-use plastics from landfills in 2023 and over 25, 000 plastics in 2022, demonstrating its growing contribution to waste reduction and climate action. Initiatives position that store as both a commercial enterprise and an environmental advocate within the Quezon City sustainability movement. Green marketing initiatives include refill systems, eco-friendly product offerings, waste reduction systems, and environmentally conscious retail operations, according to sustainability studies from Philippine universities (Abanilla et al. 2022). A refill station system for households and personal care products, zero-waste retailing promotion of locally sourced and eco-friendly products, plastic-free packaging, sustainable lifestyle education, and collaborations with regional green brands are just a few of the green marketing initiatives that Back to Basics Ecostore carries out (Back to Basics Ecostore, 2024). In order to promote circular consumption, practices, and lessen the use of single-use plastic, the store encourages customers to bring their own containers (Back to Basics Ecostore, 2024). Research from business schools like De Las Salle University and the University of the Philippines highlights how these kinds of green retail initiatives incorporate sustainability into both product offerings and customer engagement tactics (Butaslac et al., 2023).

Numerous studies demonstrate the benefits of green marketing initiatives like Back to Basics Ecostore. According to research, refill systems and zero-waste retail models greatly reduce plastic waste and encourage customers to make environmentally friendly purchases (Abanilla et al., 2022). Additionally, research indicates that providing locally sourced and environmentally friendly products boosts consumer confidence and bolsters support for sustainable and community-based businesses (Butaslac et al., 2023). Additionally, eco-stores sustainability education initiatives raise consumer awareness of the environment and promote long-term behavioral change (Liu & De Leon, 2023). Promoting plastic-free packaging and reusable containers has been shown to enhance brand perception and draw in eco-aware customers (Panggabean et al., 2023). Partnerships with regional sustainable brands also help small businesses and promote the development of green economies (Quezon City Government, 2024). However, these programs also come with a number of difficulties. According to studies, some customers may find refill and zero-waste systems inconvenient because they require them to bring containers and measure products by hand (Liu & De Leon, 2023). Price-conscious customers may be discouraged by eco-friendly products' higher costs when compared to conventional goods (Panggabean et al., 2023). In addition, according to research, participation in sustainability initiatives may decline if people are unaware of zero-waste practices (Abanilla et al., 2022). Furthermore, limited supply, increased sourcing costs, and scalability problems could be operational challenges for small eco-stores (Butaslac et al., 2023). Concerns about greenwashing in the larger market may also lead to consumer skepticism regarding environmental claims (Aragon et al., 2024).

According to the literature, Back to Basics Ecostore's green marketing initiatives are a comprehensive approach to sustainable retailing that incorporates customers' involvement, environmental responsibility, and community support (Back to Basics Ecostore, 2024). Initiatives like refill stations, zero-waste retailing, eco-friendly product offerings, plastic-free packaging, and sustainability education all work together to lessen the impact on the environment while influencing consumer purchasing decisions (Liu & De Leon, 2023). Studies consistently show positive outcomes, such as increased environmental awareness, improved brand trust, stronger customer loyalty, reduced plastic waste, and support for local sustainable businesses (Butaslac et al., 2023). Studies

consistently show positive outcomes, such as increased environmental awareness, improved brand trust, stronger customer loyalty, reduced plastic waste, and support for local sustainable businesses (Butaslac et al., 2023). The store's measurable contributions, such as significant plastic waste diversion and recognition through the QC Awards, demonstrate its role as a key contributor to local climate action and sustainability efforts. The literature does, however, also draw attention to important issues like increased product costs, consumer irritation, low awareness, operational limitations, and skepticism regarding green marketing claims (Panggabean et al., 2023; Aragon et al., 2024). To ensure the long-term success of green marketing initiatives, researchers advise sustainable businesses to enhance consumer education, make eco-friendly products more accessible, and uphold transparency in environmental practices (Liu & De Leon, 2023).

Consumer Behavior and Purchase Intention

Customers make purchasing decisions based on fair pricing, product quality, and overall perceived value, aligning with the Theory of Consumer Choice, which assumes individuals aim to maximize satisfaction (Kotler & Armstrong, 2018). Similarly, Ajzen (2020) shows that behavioral intention, including buying decisions, is significantly predicted by attitudes, subjective norms, and perceived behavioral control, according to the Theory of Planned Behavior. According to Kumar and Gupta (2021), green marketing techniques increase purchase intention and positively affect environmental sentiment. Additionally, Alvason et al. (2024) found that customer happiness and service quality greatly increase consumer loyalty and repurchase intention. Furthermore, Haymond (2023) stated that marketing responsiveness remains a powerful predictor of purchasing decisions, even as socioeconomic position shapes consumer views.

According to Solomon (2019), situational influences, psychological considerations, and emotional impulses frequently take precedence over logical assessment. Sheeran and Webb (2026) found a significant intention-behavior gap, demonstrating that strong purchase intention does not always translate into actual buying behavior. Altejar et al. (2019) further argued that consumer happiness does not always translate into loyalty or repeat business, challenging the view that a satisfying experience always leads to regular consumption. Nguyen et al. (2020) state that, even though customers have positive opinions of green products, price sensitivity often discourages actual purchases. Carrington et al. (2026) also noted that contextual factors, such as product availability and convenience, often conflict with the goals of ethical customers.

Perceived value and pricing significantly influence purchasing decisions among Southeast Asian customers, strengthening the rational-choice perspective (Oktavian & Wahyudi, 2022). Corporate social responsibility programs have a favorable impact on consumer attitudes and purchasing intentions in retail sectors (Cruz & Manlo, 2021). Despite being limited by their high price sensitivity (Dela Cruz et al., 2023). Furthermore, Reyes and Santos (2024) revealed that while sustainability marketing enhances brand impression in urban retail markets, it has no noticeable impact on repeat purchase behavior.

In conclusion, the literature indicates a significant gap in understanding the relationships among consumer behavior, purchase intention, and actual purchasing behavior. Even though many research studies measure purchase intention, they often ignore observation of actual purchasing behavior in retail settings. Furthermore, there is a lack of concrete evidence on how environmental sustainability initiatives affect consumer choices, as sustainability research often focuses on consumer attitudes and perception without linking them to actual purchasing outcomes. This gap is significant because it leaves unclear how effectively sustainability initiatives translate consumer intentions into actual actions. Therefore, this study aims to fill this gap by investigating how sustainability initiatives influence consumer assessment and actual purchasing behavior in real marketplaces, thereby enriching the existing knowledge base with useful insight.

Attitude-Behavior Gap in Sustainability

The attitude-behavior gap refers to the difference between individuals' expressed concern for sustainability and their actual environmentally friendly behaviors (Vermir & Verbeke, 2015). Munro et al. (2023) found that while customers often express eco-conscious intentions, factors such as cost, convenience, and product availability frequently limit actual environmentally friendly behaviors in retail settings. Similarly, Park and Lin (2020) found

that consumer preferences for environmentally friendly products and upcycled clothing did not always translate into purchases, suggesting that pro-environmental behavior cannot be ensured solely by positive attitudes. Khan et al. (2025) extended this perspective by showing that although attitudes influence intentions, actual behavior is largely determined by social norms and perceived behavioral control, highlighting the mediating roles of social and psychological factors. On a more positive note, Thøgersen and Zhou (2019) stated that interventions targeting consumer awareness, combined with accessible green alternatives, significantly increased the adoption of sustainable practices in various countries. Furthermore, Verma et al. (2022) showed that effective marketing campaigns and pro-environmental education can enhance both intention and actual sustainable purchasing behavior, indicating that structured programs can partially narrow the attitude-behavior gap. Carrington et al. (2016) emphasized that ethical consumption intentions are frequently disrupted by convenience, cost, and contextual constraints, strengthening the persistence of the attitude-behavior gap. Sheeran and Webb (2026) highlighted the “intention-behavior gap”, showing that intentions alone are poor predictors of actual environmentally friendly behavior.

Furthermore, despite understanding and favorable attitudes, customers may be unable to regularly adopt sustainable practices due to societal constraints and habitual purchasing patterns (Vermeir & Verbeke, 2015). According to Reyes, Santos, and De Guzman (2018), college students frequently did not engage in consistent eco-behaviors, such as trash segregation and energy conservation, while expressing significant care for the environment. While Filipino customers generally have positive attitudes toward green products, Ilagan et al. (2024) found that behavioral intention and perceived control significantly influence actual purchase behavior. This suggests that external and cognitive factors mediate the relationship between attitude and behavior. Lim and Dela Cruz (2021) also noted that accessibility and social norms have a significant impact on how urban Filipino customers translate their pro-environmental attitudes into concrete actions.

In conclusion, there is a significant gap in understanding how these translate into actual behavior. The cultural, economic, and social factors that affect the attitude-behavior gap in practical contexts have received little attention. To fill this gap, this study examines how social norms, accessibility, perceived behavioral control, and contextual factors influence the transition from sustainable attitudes to real ecologically responsible behavior. The literature provides a theoretical and empirical foundation for this study, emphasizing the gaps between stated goals and observable actions and highlighting the significance of identifying what can encourage consistent, sustainable habits.

Business Engaging in Green Marketing

Green marketing is the strategic advertising of environmentally friendly products, which extends to sustainable corporate operations and environmentally friendly business processes (Dangelico & Vocalelli, 2017). These efforts are intended to improve the brand’s reputation and influence consumer purchasing decisions. Green marketing combines traditional advertising methods with digital marketing techniques, technological progress, and eco-friendly product development and corporate disclosure of business activities (Maduwinati et al., 2025). Organizations utilize green marketing as a trust-building method, which helps organizations develop their brand reputation while they fulfill the increasing requirement for sustainable practices from their customers (Mandina et al., 2025). This method establishes marketing as a vital business function that includes sustainable development through its product offerings and operational methods. The study of green marketing practices in the Philippines allows researchers to understand how people perceive environmental initiatives and how their perceptions impact their buying decisions (Bruno et al., 2023).

International research shows that green marketing campaigns operate effectively when they are integrated into a business strategy. Businesses use digital channels to showcase their sustainability efforts, which results in increased brand recognition and customer participation while building brand loyalty, according to research findings from Mduwinarti et al. (2025). Companies gain competitive advantages in environmentally-aware markets through their implementation of technological advancements and sustainability reporting practices, which help them to improve their corporate image (Hanaysha & Alhyasat, 2025). Businesses establish customer trust through their ongoing marketing efforts of green initiatives, which include eco-friendly products and environmental awareness campaigns that drive customers to make purchases (Sarwar & Loureiro, 2025).

Unilever serves as a prominent example because it incorporates sustainability into its brand portfolio through campaigns that promote reduced plastic use, ethical sourcing, and carbon reduction initiatives. Through its Sustainable Living Plan, Unilever reported stronger brand growth from its sustainability-focused brands compared to others in its portfolio (Hong, 2025). The approach created better brand perception, which helped build customer trust and delivered better financial results for the organization. The Unilever case study shows that green marketing generates advantages for both brand values and business performance when actual operational changes support it. According to Agarwal colleagues (2025), when companies develop marketing strategies that match their environmental duties, they achieve better consumer connection because their marketing efforts establish distinct brand identities, which lead to sustained customer relationships. The research demonstrates that effective green marketing practices can shape consumer attitudes and purchasing behavior, which researchers can apply to study Back to Basics Ecostore retail operations.

In the Philippines, local businesses and stores have started using green marketing to link being environmentally responsible with consumer behavior (Jewdaly, 2024). For instance, small and medium-sized businesses (SMEs) in Muntinlupa City pursue sustainable business by promoting eco-friendly products, using renewable resources, and using green technology. These practices improve both profitability and brand credibility (Costales, 2024). Local businesses in the Philippines can use sustainability as both a marketing tool and a core business principle. By combining awareness campaigns with tangible store practices, local firms strengthen consumer engagement and build trust, which indicates that sustainability can function as both a marketing strategy and a core business value in Philippine retail. Despite the advantages of green marketing, foreign studies show challenges that may limit its effectiveness. A significant issue is that consumer awareness of green initiatives frequently remains inadequate that leads to minimal behavior modification despite the execution of marketing activities (Agustini et al., 2021). People may see green marketing as symbolic or shallow if the claims made in advertisements aren't backed up by the company's actual activities. This can make people skeptical and weaken trust (Mishra & Rath, 2022). There is sometimes an intention-behavior gap, which means that even when people have positive feelings about eco-friendly items, it does not translate into actual buying behavior (Abanilla et al., 2022). These limitations point out the necessity of examining the impact of green marketing campaigns on actual purchase behavior rather than just awareness or intention, such as in emerging economies, such as the Philippines.

In general, the literature presents that green marketing is a double-edged sword. It can improve brand reputation, build trust, and encourage people to make ecologically responsible decisions, but it also has problems with awareness, perceived value, and the gap between intention and behavior. Foreign studies suggest that limited customer understanding and skepticism can make green marketing less effective. However, in the Philippines, there is evidence of moderate participation and behavioral limits in retail settings. Even with this data, there is a significant lack of awareness regarding major retailers like Back to Basics Ecostore's integrated green marketing efforts on actual purchasing behavior. Current research primarily investigates attitudes or intentions rather than definitive purchasing results, which leads to uncertainty over the efficacy of promotional campaigns, eco-labeling, and operational sustainability activities in influencing customer behavior. This addresses this gap by evaluating customers' perceptions of Back to Basics Ecostore's green marketing initiatives regarding awareness, purchasing intention, and actual buying behavior. This gives insights into the effectiveness of green marketing in the Philippine retail business.

Sustainability as a Brand Value

The brand value of sustainability requires companies to implement environmental practices through their entire business operations while implementing methods that will control how customers see and evaluate their brand (Golob et. al. 2022). Companies now use sustainability as a competitive advantage because it has evolved beyond its original purpose of enabling businesses to demonstrate their commitment to social responsibility. The evaluation process for customers includes three main factors, which help them to determine a product's genuine essence and its trustworthiness and dedication to lasting existence. Brands achieve market differentiation through sustainable practices because sustainability becomes their core business element, which creates stronger customer loyalty (Jain et. al. 2024). Companies create a competitive advantage through their sustainable marketing methods, which connect brand values with environmental protection according to their research findings (Prihatiningrum et. al. 2024). The effectiveness of sustainability as a brand value remains disputed

because it depends on customer understanding of green initiatives by the brand. The ongoing discussion requires investigation to determine whether environmentally friendly practices provide actual value or function as deceptive marketing strategies that create a false impression of advantage. The evaluation of green marketing's effects on consumer buying patterns requires Back to Basics Ecostore to investigate customers' sustainability perceptions.

Foreign literature shows that sustainability boosts brand equity when it is done honestly and clearly. Kumagai and Nagasawa (2022) found that using eco-friendly materials lowers the perceived risk of a product and increases consumer trust in markets where quality is uncertain. Ko et. al. (2024) also discovered that having explicit rules on environmental performance and ethical sourcing improves brand authenticity, which positively influences purchase decisions. Market-based evidence indicates that sustainability-oriented brands have superior long-term brand growth compared to those relying solely on traditional promotional strategies (Kantar, 2024). These findings demonstrate that sustainability improves both ethical standing and measurable brand value. On the other hand, most of these studies focus on global or luxury brands, which means that there is limited empirical research on implementing sustainability in retail settings. This disparity is significant for Back to Basics Ecostore as their eco-friendly activities operate in a market that is responsive to pricing and convenience. Thus, it's important to find out if sustainability as a brand value leads to tangible purchasing behavior among retail customers rather than existing favorable brand opinion.

Sustainability strengthens brand value when it is genuinely integrated into business operations and communicated transparently. Jain et. al. (2024) contend that sustainability serves as a long-term strategy for brand uniqueness that strengthens customer loyalty and competitive advantage. Prihatiningrum et. al. (2024) emphasize that ensuring brand values are in line with being responsible for the environment builds trust in the brand and makes the emotional connection with it stronger. Kumagai and Nagasawa (2022) discovered that utilizing sustainable materials reduces uncertainty over product quality in enhancing consumer confidence in purchase decisions. Ko (2023) showed that being transparent about environmental performance and ethical sourcing practices makes people think the organization is authentic, which leads to better purchase evaluations. Bavent and Paulet (2026) emphasize that Corporate Social Responsibility programs rooted in authentic company principles foster enhanced brand protection and loyalty. In the Philippines, sustainable awareness doesn't always mean that people are going to purchase things. Bajar et. al. (2024) say that practical factors, including price sensitivity, product availability, and perceived value, typically take precedence over environmental concerns when people make buying decisions. These studies show that people have positive attitudes about sustainability, but there is no application. This shows that there is a gap in finding out if sustainable programs change people's perceptions in local retail environments.

Sustainability as a brand value has significant benefits, but it can be seen as shallow or inconsistent, which limits its usefulness. Brand Finance (2024) says that a gap between public perception and what actually happens with sustainability can weaken trust and reduce credibility. Kantar (2024) says that people are becoming critical of brands that only use sustainability as a way to market themselves, which might have the opposite effect of the intended positive impact. Bajar et al. (2024) found that when individuals make choices, practical factors like price sensitivity, convenience, and perceived value outweigh sustainability. Lastly, Prihatiningrum et al. (2024) emphasize that sustainability initiatives must be specific for certain markets and consumer segments since a single approach may be ineffective in changing consumer behavior. These findings collectively indicate a significant gap in recognizing the impact of sustainability initiatives in retail at Back to Basics Ecostore on actual consumer purchasing behavior, as opposed to merely shaping good perceptions or intentions.

In general, the literature shows that sustainability is a double-edged sword when it comes to brand value. When performed right, it makes brands stand out, builds trust, and increases purchase intention. On the other hand, it has real-world problems with skepticism, price sensitivity, convenience, and the gap between purpose and behavior. Foreign studies offer considerable evidence about sustainability's influence on brand equity, and local studies emphasize increasing environmental consciousness in developing markets. However, there is a scarcity of empirical research examining actual purchasing behavior in Philippine retail contexts. Specifically, there has been no thorough investigation into how customers evaluate Back to Basics Ecostore's green marketing approach regarding awareness, purchase intention, and actual purchasing behavior. The majority of current study focuses

on attitudes and intentions rather than actual behavior. This research gap is significant because having a positive perception of something doesn't turn into buying behavior. This study examines the issue of whether Back to Basics Ecostore's sustainability initiatives constitute an effective brand value that influences consumer perception and measurable purchasing behavior.

Price Sensitivity

In the Philippines, price sensitivity has been consistently identified as a significant barrier to green consumption, particularly among younger customers and students. For example, Bautista et al. (2023) found in the study of Filipino Generation X and Z customers that price sensitivity significantly affects green purchasing behavior, with price acting as a stronger determinant than eco-labels for some groups, and limiting actual purchases even among those who recognize environmental benefits. This aligns with evidence from Metro Manila showing that environmental values and perceived product quality positively influence preference for sustainable packaging, but price sensitivity remains a reason for the willingness to pay premiums, especially for price-conscious customers (Del et al., 2024). These findings suggest that customers with strong environmental awareness or high perceived quality are sometimes willing to pay more for green products, indicating that price is not an absolute barrier for all segments of the market.

However, according to Magkilat (2021), price continues to deter many Filipino customers from purchasing sustainable products. National consumer insights reveal that while a substantial majority (74-83%) of Filipino shoppers express a preference for eco-friendly brands, more than half report difficulties in being environmentally friendly due to the higher cost and limited affordability of sustainable alternatives, with affordability cited alongside availability as a key barrier to environmentally friendly purchases. This supports the observation that price often acts as a moderator that weakens the relationship between environmental concern and actual buying behavior, which means that positive attitudes alone may not result in purchases when higher-priced green options are compared to cheaper traditional alternatives. Unless sustainable products are competitively priced or supported by institutional incentives, price sensitivity is likely to continue hindering the broader adoption of green consumption practices among Filipino customers.

In conclusion, it shows that price sensitivity influences green consumption both positively and negatively. On one hand, environmental awareness and perceived product quality can motivate some customers to pay higher prices for sustainable goods. On the other hand, high costs remain a significant barrier, particularly for lower-income groups and those with limited disposable income, preventing many positive sustainability attitudes from translating into actual purchasing behavior. Addressing these challenges through competitive pricing, institutional support, and value-based marketing is therefore critical to encouraging wider green consumption in the Philippines.

Skepticism and Greenwashing

Skepticism toward green marketing remains a significant barrier to green consumption in the Philippines, particularly as customers increasingly question the credibility of environmental claims made by companies. Pham and Barretta (2022) state that skepticism increases when brands exaggerate or misrepresent their environmental efforts, a practice commonly referred to as greenwashing. Even though customers are becoming more aware of sustainable products, doubts about authenticity reduce trust and negatively influence purchase intentions (Estrada, 2024). Samaniego (2023) further emphasizes that awareness of deceptive claims can significantly reduce customers' willingness to buy, as skepticism discourages engagement with green products. Recillo (2023) supports this by showing that recognition of misleading environmental claims encourages long-term distrust in brands, which not only reduces immediate purchasing behavior but also compromises the consistent consumption of environmentally friendly products. These findings state that psychological barriers, such as skepticism toward green marketing, can be as influential as practical factors like price (Author, 2023).

While customers may hold positive attitudes toward sustainability, practical barriers continue to limit actual green purchases. Bascos and Murad (2023) found that although students demonstrate awareness of green products, low income, affordability, and convenience often overshadow environmental concerns in purchase

decisions. Also, in the study of Baquillas (2022), it shows that while subjective norms, attitudes, and perceived behavioral control influence sustainable consumption, price, and perceived value remain the primary determinants of actual behavior. Collectively, these studies illustrate that addressing skepticism and greenwashing is crucial; some companies must provide transparent marketing and credible environmental claims, while also offering strategies that reduce cost or enhance the perceived value of green products. Only then can positive environmental attitudes translate into consistent green purchasing behavior in the Philippine context (Richter, 2025).

Social Influence

Motivators for green consumption in the Philippines are strongly linked to social influence and brand credibility, which shape customers' attitudes and intentions toward purchasing sustainable products. Research grounded in the Sustainability Theory of Planned Behavior found that subjective norms, representing social pressures from peers, family, and society, significantly influence Filipino customers' intention to purchase green products by shaping perceived value, which means that when individuals perceive that important people around them support eco-friendly behavior, they are more likely to choose such products (Ilagan et. al., 2024). Beyond norms, Bascos and Murad (2021) state that subjective norms positively affect Filipino customers' environmentally friendly purchase intention, showing that the opinions and expectations of others are influential in shaping pro-environmental purchasing decisions. These findings demonstrate that climate concern and social expectations interact to motivate green consumption among customers in Metro Manila and other urban centers.

Environmental awareness and personal values further strengthen green consumption behaviors when combined with social influence. Studies on Filipino customers reveal that higher environmental sustainability awareness is significantly linked to green purchase intention and brand evangelism, meaning that customers who are more aware of sustainability issues are not only more likely to buy green products but also more likely to promote brands they perceive as credible (Guiao & Lacap, 2022). This aligns with Philippine findings where environmental concern was found to shape green purchase intention (Atienza et. al., 2020), suggesting that awareness reinforces normative influences.

Furthermore, a study of socially oriented behavior among Filipino customers in Metro Manila indicated that socially oriented drivers such as reputation, peer influence, and community expectations are important determinants of green purchasing behavior, showing that socially driven motivations help bridge the intention-behavior gap (Alvaro et. al., 2022). Brand reputation, ethical positioning, and corporate social responsibility also contribute positively to consumer trust and purchase intention, as customers tend to favor brands perceived as authentically sustainable. However, in the study by Abeysekera et. al. (2022), subjective norms did not significantly influence green purchase intention when separated from other factors. It is stated that normative pressure might be less effective without supporting attitudes and perceived control. It indicates that social influence alone may be limited if structural barriers like price and availability persist. Additionally, although subjective norms are part of social influence, not all studies show direct effects on intention, pointing to the complexity of these relationships in practice. Finally, research on fast fashion consumption in Metro Manila suggests that while social media and normative factors might influence awareness, they do not always have a significant effect on purchase intention in some product categories, reflecting that social influence can vary across context (Cayaban et al., 2023).

Overall, the studies show that social influence, environmental awareness, and brand credibility can positively motivate green consumption by shaping attitudes, perceived value, and normative expectations. However, negative aspects such as weak direct normative effects and variability across product categories highlight that social influence alone is not sufficient to ensure consistent green purchasing behavior. To strengthen social motivators, strategies such as enhancing community advocacy, transparent sustainability communication, and reinforcing credibility through education and peer endorsement are essential.

Brand Trust and Credibility

Brand trust and credibility have an important role in influencing Filipino customers' purchase behavior,

particularly in an increasingly digital marketplace where transparency and consistency are highly valued. Brand trust is defined as the confidence that customers have that a brand will keep its promises, while brand credibility refers to how believable and reliable a brand seems (Poi & Moko, 2023). In the Philippines, research conducted in digital retail contexts shows that platform and brand credibility significantly influence purchase decisions, as transparency and information quality are key to building trust among online shoppers (Capistrano, 2025). Studies also indicate that social media engagement that has clear, helpful, and honest communication positively connects with increased brand trust and credibility, especially in sectors like real estate, where risk and buyer uncertainty are high (Ocampo & Sario, 2025).

In addition, research on Filipino internet subscribers found that an endorser's credibility, such as a celebrity or influencers influences consumer attitudes toward a brand and indirectly affects purchase intentions (Roño, 2024; Cabauatan, 2023). These studies also suggest that when brands consistently provide transparent, information-rich content, customers are more likely to perceive them as trustworthy, which enhances loyalty and purchase intentions. Despite these positive connections, there are some limitations to how brand trust and credibility influence consumer behavior.

The study of (Roño et al., 2024) indicates that credibility alone does not automatically translate into increased purchase intention. Instead, it often must be mediated by factors like attitude toward the brand or trust in endorsers to have a significant effect. Second, Filipino customers today are increasingly skeptical of superficial or performative branding efforts, with a significant portion of prosumers viewing social responsibility campaigns as mere optics rather than genuine commitments. This can weaken trust in brands that fail to back up their claims with substance (Sutrisno, 2025). Third, while engagement can build trust, emotional engagement can sometimes negatively correlate with credibility if perceived as overly sentimental or manipulative in marketing content (Ocampo & Sario, 2025). Fourth, research in digital marketplaces notes that consumer trust is heavily dependent on transparent policies and accurate information, meaning that being dishonest or confusing makes people lose trust in you, so they stop buying what you are selling (Ocampo et al., 2025). Lastly, shoppers in the Philippines are now much more careful, so they only trust brands that can prove their claims with facts or expert reviews instead of just believing advertisements (Sutrisno, 2025). Overall, this means that while people are more likely to buy things from brands they trust, that trust only lasts if the company is honest, consistent, and actually cares about its customers.

National Environmental Policies in Green Marketing

National environmental policies play an important role in shaping corporate sustainability and green marketing strategies (Peattie & Crane, 2014). Kotler et al., (2019) explain that policy-driven sustainability increases corporate credibility and improves consumer purchase intentions of green products. Belz (2017), stated that strong environmental policies provide a standardized framework that prevents misleading green claims and promotes transparency. Strict environmental policies stimulate eco-innovation, encouraging firms to develop environmentally friendly policies (Porter & Van Der Linder, 2016). Moreover, Leonidou et al., (2025) found that policy compliance strengthens long-term customer trust because companies align their values with societal expectations.

According to Dahlstrom (2018), strict environmental regulations increase operational costs, which may result in higher prices and discourage price-sensitive customers from purchasing the product. Polonsky (2025) warns that some businesses respond to environmental policies through superficial compliance of "greenwashing" rather than genuine sustainability. Ottman (2017) further stated that poorly communicated policies fail to influence consumer perception of the product. When sustainability initiatives are driven mainly by regulation, customers may perceive them as forced instead of authentic corporate responsibility. In addition, weak enforcement mechanisms allow misleading environmental claims to persist despite existing policies (Banerjee, 2016). Cruz & Tamayo (2018) stated that national environmental regulations encourage retailers to adopt eco-friendly initiatives that improve customer environmental awareness. Policy-backed sustainability programs enhance corporate image in urban retail markets (Dela Crus, 2019). Mendoza (2020) also stated that Filipino customers are more likely to support brands aligned with national environmental goals. Furthermore, Aquino (2021) stated that government-supported green campaigns improve perceived value and customer loyalty. Villanueva (2018)

notes that limited public understanding of environmental policies weakens the effectiveness of green marketing programs. Bernardo (2019) argues that many Filipino customers remain skeptical about corporate green claims due to weak policy enforcement. Inconsistent implementation of environmental policies leads to uneven consumer experience across companies (Garcia, 2021). The study shows that the presence of national environmental law alone does not guarantee positive customer evaluation.

In conclusion, the demonstration of environmental policies significantly influences corporate sustainability initiatives and strengthens customers' trust (Peattie & Crane, 2014; Leonidou et al., 2015). Limited public understanding of environmental policies weakens the effectiveness of green marketing programs (Villanueva, 2018). While Policies exist, there is limited research examining how customers actually assess specific company-level green marketing programs within the framework of national environmental regulations. Therefore, this study addresses the gap by examining the customers' perception of green marketing programs in relation to policy awareness, enforcement, and implementation.

New Government Procurement Act (RA 12009)

Modern procurement systems emphasize transparency, accountability, and sustainability beyond cost efficiency (Thai, 2017). McCrudden (2015) defines sustainable procurement as acquiring goods and services that achieve value for money while minimizing environmental harm. Arrowsmith (2014) stated that procurement reforms improve public trust and institutional credibility. These principles align with the global procurement reforms that encourage green purchasing, ethical sourcing, public trust, institutional credibility, and long-term environmental impact reduction (Flynn & Davis, 2015).

McCrudden (2015) argues that sustainability goals often face implementation challenges due to high costs and limited monitoring. Thai (2017) notes that procurement reforms may remain procedural rather than transformative. According to Grandia & Meehan (2017), sustainability provisions in procurement policies are adopted only to demonstrate compliance with regulations rather than to create real environmental change. Loader (2015) further stated that procurement policies function mainly at the institutional or administrative level; sustainability efforts in procurement rarely translate into consumer awareness or influence customer perception. RA 12009 institutionalized a sustainable procurement program by encouraging environmentally preferable purchasing, transparency, and efficiency in government transactions. According to Aquino (2021). Philippines procurement reforms reflect global sustainability trends and are expected to influence not only the public agencies but also private organizations that align with national policies. It emphasizes that procurement laws shape market behavior by setting standards for ethical and sustainable practices (Brillante & Fernandez, 2018). Policy awareness among the general public remains limited, which reduces the broader social impact of procurement reforms. Private companies may adopt sustainability practices symbolically rather than substantively, limiting their real environmental impact. Although RA 12009 promotes sustainability, its effectiveness depends on how well its principles are communicated and applied beyond government institutions. Philippines procurement reforms face similar challenges related to awareness and implementation, but are further constrained by economic and institutional limitations (Carino, 2016).

Although existing studies discuss sustainable procurement and governance reforms (Thai, 2017; McCrudden, 2015), there is still a lack of studies that connect procurement laws to customer assessment of private-sector green marketing programs. Existing studies focus on public-sector procurement efficiency rather than its indirect influence on consumer evaluation. This indicates that while procurement policies promote sustainability at the institutional level, their impact on customer perception remains underexplored. Therefore, this study addresses the gap by focusing on customers' perception of the Green Marketing Program, contributing to the literature on sustainability, procurement policy, and consumer behavior.

Consumer Act of the Philippines (RA 7394)

Consumer protection laws aim to balance power between businesses and customers by ensuring truthful information and fair trade practices (Ramsay, 2016). Consumer protection principles are embedded in national

legislation to regulate advertising, labeling, pricing, and consumer rights (Howells et al., 2018). Wilhelmsson (2017) also stated that regulatory safeguards increase trust in product claims, including environmental claims.

Micklitz (2015) stated that consumer protection laws may be ineffective if customers lack awareness or understanding of their rights. Overton (2020) argues that compliance with consumer laws can increase operational costs for businesses, which may result in minimal or symbolic compliance rather than genuine consumer-oriented practices. It shows that while consumer law exists to protect buyers, its effectiveness depends on enforcement and customers' understanding of the law. Cartwright (2016) states that complex legal frameworks may confuse customers rather than empower them. While Weatherill (2017) emphasizes that regulatory gaps allow misleading green marketing strategies to persist. According to De Leon & De Leon (2020), the law ensures consumer rights related to the product's quality, safety, truthful advertising, and fair pricing. The act mandates that businesses provide clear and accurate information to customers, which directly affects how customers assess products and marketing claims. Local governance and legal text explain that RA 7394 plays an important role in regulating business conduct and ensuring ethical marketing practices (Agpalo, 2019). This is especially relevant in industries where marketing claims, such as "eco-friendly" or "sustainable", must be truthful and verifiable. Many Filipino customers remain unaware of their rights under the Consumer Act, reducing the law's practical impact. Enforcement challenges and limited monitoring mechanisms may allow misleading marketing claims to persist. This shows that while the law provides strong legal protection, its real-world effectiveness depends on consumer awareness and enforcement (Perez, 2018).

While studies confirm the importance of the Consumer Act of the Philippines (RA 7394) in safeguarding consumer rights and promoting ethical marketing practices (De Leon & De Leon, 2020; Agpalo, 2019), there are limited studies examining how customers use their legal rights when evaluating specific corporate programs such as Green Marketing Programs. Existing research focuses on general consumer rights rather than on how legal standards shape customer assessment of sustainability claims. The study addresses the gap by analysing the customers' evaluation of Green Marketing programs in relation to consumer protection laws, truthful advertising, and ethical marketing.

Green Public Procurement (RA 12009)

Consumer protection laws are designed to safeguard customers from unfair trade practices, misleading information, and unsafe products. Ramsay (2016) stated that consumer protection frameworks aim to balance power between businesses and customers by ensuring access to accurate information, product safety, and fair pricing. Consumer laws emphasize transparency, ethical marketing, and accountability, which directly influence how companies design and communicate their product and services.

Consumer protection principles are embedded in national legislation to regulate advertising, labeling, pricing, and consumer rights (Howells et al., 2018). These principles are comparable to those embodied in the Consumer Act of the Philippines (RA 7394), which seeks to protect consumer interests and promote fair business practices. Such frameworks also affect how customers evaluate company programs, including green marketing initiatives, as customers rely on truthful and non-deceptive information when forming judgments. Micklitz (2015) stated that consumer protection laws may be ineffective if customers lack awareness or understanding of their rights. Overton (2020) argues that compliance with consumer laws can increase operational costs for businesses, which may result in minimal or symbolic compliance rather than genuine consumer-oriented practices. It shows that while consumer law exists to protect buyers, its effectiveness depends on enforcement and customers' understanding of the law.

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and limited monitoring mechanisms may allow misleading marketing claims to persist. This shows that while the law provides strong legal protection, its real-world effectiveness depends on consumer awareness and enforcement (Perez, 2018).

Although studies confirm that the Consumer Act of the Philippines establishes essential safeguards for customers and promotes ethical business practices (De Leon et al., 2020; Agpalo, 2019), some existing studies do not explore how customers assess specific company programs, such as green marketing initiatives, in light of their legal rights under RA 7394. This supports the need for the present study, which aims to analyze customers' assessment of the Green Marketing Program while considering legal standards on truthful advertising and consumer welfare.

Synthesis of Reviewed Literature Review

In current markets, sustainability has emerged as a significant brand attribute that impacts customer trust, loyalty, and perceived authenticity (Kumagai & Nagasawa, 2022; Lee, 2022; Bavent & Paulet, 2026), and organizations are increasingly integrating environmental responsibility into their operations through green marketing strategies that shape consumer perceptions and purchasing behaviors (Liu & De Leon, 2023). For instance, Back to Basics Ecostore, a sustainable retail business that uses refill systems, zero-waste retailing, and eco-friendly products and packaging made from recycled materials, plastic-free packaging, and sustainability education to promote circular consumption practices (Back to Basics Ecostore, 2024; Abanilla et al., 2022). The environmental contributions of the store, which diverts thousands of single-use plastics and received the QC Green Awards for Excellence in Climate Action, exemplify how sustainability-driven marketing can be integrated into business operations and consumer engagement. Yet, despite these structured green marketing programs, there is a lack of existing literature that explains how customers make sense of, assess, and react to particular eco-retail practices, especially in local contexts such as Quezon City, which creates a gap between program implementation and consumer-based assessment.

While green marketing programs have been shown to produce positive results, they also encounter behavioral and operational challenges that may limit consumer responses (Sheth et al., 2011; Butaslac et al., 2023). Stronger purchase intentions, support for sustainable products and businesses, and better brand image are often associated with positive environmental attitudes (Biswas & Roy, 2023; Nguyen et al., 2020; Butaslac et al., 2023). Examples of eco-stores include Back to Basics Ecostore, which uses refill systems, reusable packaging, and sustainability education to improve environmental awareness and reduce plastic waste, as well as partnerships with local sustainable brands to support community development and green economies (Abanilla et al., 2022; Liu & De Leon, 2023; Panggabean et al., 2023). However, numerous studies also demonstrate that positive attitudes do not necessarily lead to actual purchasing behavior, underscoring the well-known attitude-behavior gap (Fabian, 2023; Munro et al., 2023; Ilagan et al., 2024). Consumer skepticism toward green marketing claims, which is often worsened by greenwashing, can also cause customers to question the legitimacy of sustainability initiatives, even from truly sustainable businesses (Aragon et al., 2024; Liu & De Leon, 2023), making trust an unstable factor because, although customers might understand the environmental value of refill systems and zero-waste retailing, for example, they might still refrain from participating because of doubts about the actual effect. In addition, behavioral barriers, such as perceived inconvenience, efforts, and disruption of habits, can also be a challenge (Cao & Wang, 2023; Munro et al., 2023; Xu et al., 2024). Other factors that lead to the gap between intention and actual buying behavior include price sensitivity, limited accessibility, and lack of understanding of how these programs work (Panggabean et al., 2023; Abanilla et al., 2022). However, to date, research examining the combined effects of skepticism, perceived authenticity, and effort-based participation on actual purchasing behavior remains limited, suggesting a gap in knowledge about the psychological and behavioral drivers of sustainable consumption.

In summary, the literature indicates that the green marketing programs of Back to Basics Ecostore constitute an overall model of sustainable retailing that combines environmental responsibility, consumer participation, and community engagement, and that yields positive effects such as greater environmental awareness, greater brand trust, stronger customers loyalty, a reduction in plastic waster, and support for local sustainable enterprises (Butaslac et al., 2023; Liu & De Leon, 2023), but that may be weakened by factors such as price sensitivity,

consumer inconvenience, limited awareness, operational constraints, and skepticism toward environmental claims (Panggabean et al., 2023; Aragon et al., 2024). More importantly, although existing research has examined the concept of green marketing and sustainability outcomes, there is a lack of research on how customers assess retail store that is based on green marketing programs and how these assessments are translated into actual buying behavior instead of just intention, which creates a research gap in the area of consumer perception, program participation, and real buying behavior in localized eco-retail environments such as Quezon City.

METHODOLOGY

This chapter outlines the methods and procedures utilized by the researchers in this research study to answer the specific problems posed by systematic investigation. Specifically, this chapter explains the research method, population and samples, research instrument, data gathering procedure, and statistical treatment of the data used for accurate data analysis and interpretation.

Methods of Research

This study used a descriptive method of research. It utilizes the raw number of answers from respondents to gather the needed data for the study. Quantitative research was used to observe and identify the relationship between the variables, which is associated mathematically through statistical analysis. According to Bhandari (2023), quantitative research involves gathering and analyzing numerical data. This method can identify patterns and averages, generate predictions, assess causal relationships, and apply findings to broader populations. The study will determine the effect of Back to Basics Ecostore's green programs on customers' buying behavior, specifically in Quezon City.

Population, Sample Size, and Sampling Technique

According to the World Population Review, Quezon City has the largest population with 3, 359, 534 people according to the World Population Review. The researchers will focus on Back to Basics Ecostore's customers from Quezon City. The researchers will employ a simple random sampling and a probability sampling to ensure that respondents are fairly represented across key demographic factors. Based on ages 18 to 59. The target population was calculated using Cochran's formula. The participants in this study will be customers from Quezon City. These individuals have the required understanding to answer the survey and are the primary focus of this research.

As stated by Kothari (2019), simple random sampling is a probability of selection, and every element of the population has an equal and independent chance of being chosen.

The formula applied was:

$$n_0 = \frac{Z^2 \cdot p(1-p)}{e^2}$$

$$n_0 = \frac{n_0}{1 + \frac{n_0 - 1}{N}}$$

Where:

Z - confidence level = 96% = 1.96

e - the desired margin of error = 5% = 0.05

p - estimated proportion = 0.5 (used when the population proportion is unknown)

N - population size = 3, 359, 534

Compute the initial sample size:

$$n_0 = \frac{(1.96)^2 \cdot 0.5 (1 - 0.5)}{(0.05)^2}$$

$$n_0 = \frac{3.8416 \times 0.25}{0.0025}$$

$$n_0 = \frac{0.9604}{0.0025}$$

$$n_0 = 384.16$$

Compute for a finite population:

$$n_0 = \frac{384.16}{1 + \frac{384.16 - 1}{3,359,534}}$$

$$n_0 = \frac{384.16}{1 + 0.000114}$$

$$n_0 = 384.12 \approx 384$$

The study's intended sample size includes 384 residents from the Quezon City population of 3,359,534. To ensure a 95% confidence level that the population parameter lies within a margin of ± 5 percentage points from the sample data, Cochran's Formula was utilized to determine the required number of respondents. Since the population proportion was unknown, a value of 0.5 was assumed to represent maximum variability, which is standard practice in sample size computation. Based on these parameters, the computed minimum sample size for the study is 384 respondents, which is considered sufficient to represent the target population.

Research Instrument

The researchers will utilize the following instruments in this study to gather all the data needed to answer the specific problems.

Survey Questionnaires

The study utilized a survey questionnaire administered through Google Forms and pen-and-paper as the research instrument to identify the effect of Back to Basics Ecostore's green marketing on customers' buying behavior. The research objectives, statement of the problem, and relevant literature will all be taken into consideration when creating the questionnaire. There are four sections and a total of 44 questions. The demographic profile and behavioral profile, including gender, age, and frequency of purchases from Back to Basics Ecostore, were gathered in the first section. The second section assessed the respondents' level of awareness of Back to Basics Ecostore's green marketing practices. The effect of Back to Basics Ecostore's green marketing programs on customers' purchasing intentions is addressed in the third section. Lastly, the fourth section evaluates customers' buying behavior concerning the business's green marketing programs.

To assess the respondent's level of awareness in Back to Basics Ecostore's green marketing practices, given the situational questions, the four-point Likert scale was used, and the responses will be recorded as follows:

Table 1 Frequency Distribution of Respondents' Awareness towards Back to Basics Ecostore's Green Marketing Programs

Score Codes	Ranges	Description	Criteria
4	3.26 - 4.00	Fully Aware	Fully aware of the holistic grasp of Back to Basics

			Ecostore's green marketing programs.
3	2.51 - 3.25	Aware	Fair awareness of the Back to Basics Ecostore's green marketing programs.
2	1.76 - 2.50	Not Aware	Not much awareness of the Back to Basics Ecostore's green marketing programs in the Philippines.
1	1.00 - 1.75	Fully Not Aware	Fully unaware of Back to Basics Ecostore's Philippines green marketing programs.

To assess the extent to which Back to Basics Ecostore's green marketing programs influence the purchase intention of customers, situational questions were used, and a four-point Likert scale was applied. The respondent's answers were recorded and interpreted as follows:

Table 2 Frequency Distribution of Agreement toward Influence of Back to Basics Ecostore's Green Marketing Programs on Customers' Purchase Intention

Score Codes	Ranges	Description	Criteria
4	3.26 - 4.00	Strongly Agree	I completely agree with the statement, including its implications and how it applies in different situations.
3	2.51 - 3.25	Agree	I agree with the statement and accept most of its implications, though I may have slight uncertainties.
2	1.76 - 2.50	Disagree	I disagree with the statement and question its applicability in some situations.
1	1.00 - 1.75	Strongly Disagree	I strongly disagree with the statements and do not accept their implications.

To assess the respondents' actual buying behavior towards Back to Basics Ecostore's green marketing programs, a set of situational statements was presented. A four-point Likert scale was used to determine how often respondents engage in purchasing behaviors related to the company's green marketing initiatives. The following were recorded and interpreted as follows:

Table 3 Distribution Table of Frequency of Customers' Purchase from Back to Basics Ecostore

Score Codes	Ranges	Description	Criteria
4	3.26 - 4.00	Always	Respondent consistently performs the behavior.
3	2.51 - 3.25	Often	Respondents frequently perform the behavior.
2	1.76 - 2.50	Sometimes	Respondents occasionally perform the behavior.
1	1.00 - 1.75	Never	Respondent does not perform the behavior.

Validation of the Instruments

The researchers consulted validators to ensure the clarity, coherence, and appropriateness of the questions included in the survey questionnaire before administering the survey questionnaire to the respondents. The questionnaire was assessed by three (3) validators who have adequate academic and professional qualifications related to business research. The validators must be (1) graduates of Marketing or any related courses such as Business Administration or Management; (2) must be currently working or have any prior professional experience in marketing and research; (3) and must have experience in research work, preferably with a background in research instruments or research validation.

Each validator was requested to evaluate the survey questionnaire in terms of content validity, the clarity of instructions, the relevance of questions to the objectives of research, and the overall structure of the questionnaire. All corrections and recommendations of the validators are carefully reviewed and included, and necessary revisions were made before finalizing and administering the survey questionnaire to the respondents.

Data Gathering Procedure

The survey questionnaires were administered to residents of Quezon City who are customers of Back to Basics Ecostore. The primary method of data collection was through online surveys using Google Forms and pen-and-paper, which allows respondents to answer at their convenience. To ensure that respondents understand each question and complete the survey accurately, the researcher provided personal guidance and support when needed. To protect the privacy and confidentiality of all participants, the survey is completely anonymous. No personal information, such as names, email addresses, or any other identifiers, will be collected. Respondents are informed that their participation is voluntary and that they can withdraw at any time.

All gathered responses and data were organized and analyzed systematically to determine the effect of green marketing programs on consumer buying behavior in Quezon City. The results of this study are expected to provide insights into how green marketing strategies influence consumer behavior and decision-making, which can help brands and marketers design effective marketing campaigns targeted at customers.

Statistical Treatment of Data

The data gathered from the survey questionnaires are carefully recorded in a table, analyzed, and interpreted accordingly based on the results of the statistical treatment.

In this study, the researcher used frequencies and percentages, mean, and standard deviation.

Frequency and Percentage. This is used to determine the profile of the respondents.

The formula applied was:

$$\% = \frac{f}{N} \times 100$$

where:

% = percentage

f = frequency

N = total number of respondents

Weighted Mean. This will be utilized to determine the average response and central tendency of opinions or behaviors of Generation Z.

The formula applied was:

$$\bar{x} = \frac{\sum x}{N}$$

where:

$\bar{x}$ = the mean

$\sum x$ = sum of the respondents

N = number of respondents

Standard Deviation. This will be utilized to measure the dispersion or variability of responses around the mean, indicating how consistent or varied the responses are.

The formula applied was:

$$s = \sqrt{\frac{\sum f (x - x_1)^2}{n - 1}}$$

where:

f = the frequency

x = the class mark (value of responses)

x_1 = the mean

n = number of respondents

RESULTS AND DISCUSSIONS

This chapter deals with the presentation of results of the study on the effect of green marketing programs of the Back to Basics Ecostore on its customers in Quezon City. The research problems enumerated in Chapter 1 serve as the guide for the presentation, analysis, and interpretation of data.

I. Socio-demographic and Behavioral Profile of Respondents

Table 4 Frequency Table of Respondents' Gender

Gender	Frequency (n=384)	Percent
Male	134	34.9%
Female	231	60.2%
Non-binary	10	2.6%
Prefer not to say	9	2.3%
Total	384	100%

The table presented the gender profile of the respondents. Based on the findings, the majority were female with 60.2% (n=231), while the smallest proportion preferred not to disclose their gender with 2.3% (n=9).

Table 5 Frequency Table of Respondents' Age

Age	Frequency (n=384)	Percent
18-29 years old	299	77.9%
30-39 years old	47	12.2%
40-49 years old	28	7.3%
50-59 years old	10	2.6%
Total	384	100%

The table presented the age profile of the respondents. Based on the findings, most respondents were between 18 and 29 years old, with 77.9% (n=299), while the lowest percentage was observed among respondents aged 50–59 years old, with 2.6% (n=10).

Table 6 Frequency Table of Respondents' Monthly Income

Monthly Income	Frequency (n=384)	Percent
Less than P10, 000	227	59.1%
P10,001 - P20,000	68	17.7%
P20,001 - P30,000	49	12.8%
P30,001 - P40,000	21	5.5%
P40,001 - P50,000	8	2.1%
P50,001 and above	11	2.9%
Total	100	100%

The table presented the monthly income profile of the respondents. Based on the findings, the majority reported earning less than ₱10,000 per month, with 59.1% (n=227), while the fewest respondents belonged to the ₱40,001–₱50,000 income bracket with 2.1% (n=8).

Table 7 Frequency Table of Respondents' Purchase Frequency from Back to Basics Ecostore

Frequency of Purchase	Frequency (n=384)	Percent
Less than once a month	198	51.6%
1-3 times a month	148	38.5%
4-6 times a month	30	7.8%
7 or more times a month	8	2.1%
Total	384	100%

The table presented the purchasing behavior of the respondents. Based on the findings, more than half of the respondents reported purchasing products from Back to Basics Ecostore less than once a month, with 51.6% (n=198), while only a small proportion purchased products seven or more times a month, with 2.1% (n=8). These findings suggested that most respondents engaged in occasional purchases from the store.

Respondent's Level of Awareness

Table 8 Customers' Level of Awareness on Back to Basic Ecostore's Green Marketing Programs

	Mean	StDev	Interpretation
1. I am aware that Back to Basics Ecostore promotes refill systems where customers can refill household and personal care products.	3.02	0.89	Aware
2. I am aware that Back to Basics Ecostore encourages customers to bring their own containers to reduce single-use plastic waste.	3.19	0.84	Aware
3. I am aware that Back to Basics Ecostore offers eco-friendly products.	3.30	0.76	Fully Aware
4. I am aware that Back to Basics Ecostore offers eco-friendly products.	3.14	0.82	Aware
5. I am aware that Back to Basics Ecostore uses plastic-free or reduced-plastic packaging.	3.17	0.82	Aware
6. I am aware that Back to Basics Ecostore shares information or educational materials about sustainable living.	3.01	0.90	Aware
7. I am aware that Back to Basics Ecostore promotes refill, reuse, and waste reduction practices.	3.10	0.86	Aware
8. I am aware that Back to Basics Ecostore conducts campaigns or promotions that encourage sustainable consumption.	3.01	0.88	Aware
9. I am aware that Back to Basics Ecostore partners with local, environmentally responsible brands or suppliers.	2.97	0.87	Aware
10. I am aware that Back to Basics Ecostore offers locally sourced products that support sustainable businesses.	3.06	0.84	Aware
Overall Mean Score	3.10	0.85	Aware

The table showed the customers' level of awareness of Back to Basics Ecostore's green marketing programs. Based on the findings, the highest-rated indicator showed that respondents were fully aware that Back to Basics Ecostore offers eco-friendly products ($M = 3.30$, $SD = 0.76$), while the lowest-rated indicator showed that respondents were aware that Back to Basics Ecostore partners with local, environmentally responsible brands or suppliers ($M = 2.97$, $SD = 0.87$).

The findings indicated that respondents generally demonstrated awareness of Back to Basics Ecostore's green marketing programs, particularly its eco-friendly products, waste reduction initiatives, and sustainable consumption practices. This reflected that the store's environmental advocacy and sustainability efforts were effectively recognized by customers.

Purchase Intention toward Back to Basics Ecostore Green Marketing Programs

Table 9 Customers' Purchase Intention toward Back to Basics Ecostore's Green Marketing Programs according to Green Trust

Green Trust	Mean	StDev	Interpretation
4. Green marketing programs increase my willingness to purchase eco-friendly products.	3.30	0.68	Strongly Agree
5. I intend to purchase eco-friendly products because I trust their environmental claims.	3.28	0.69	Strongly Agree
6. Eco-labels make me believe that a product is truly environmentally friendly.	3.25	0.72	Agree
13. I am less likely to purchase if I am confused about the Back to Basics Ecostore sustainability claims, like certified organic and biodegradable.	3.13	0.79	Agree
14. Unclear environmental claims reduce my intention to purchase eco-friendly products from Back to Basics Ecostore.	3.27	0.75	Agree
15. Environmental certifications (e.g., QC Green Award) positively influence my intention to purchase eco-friendly products.	3.23	0.76	Agree
Overall Mean Score	3.18	0.77	Agree

The table showed that the highest indicator presented was that green marketing programs of Back to Basics Ecostore increased customers' willingness to purchase eco-friendly products ($M = 3.30$), indicating that trust encouraged positive purchasing behavior. Meanwhile, the lowest-rated indicator revealed that customers were less likely to purchase when confused about sustainability claims ($M = 3.13$), suggesting that unclear environmental information weakened consumer trust. The respondents agreed that green trust positively influenced their purchase intention toward Back to Basics Ecostore products ($M = 3.18$).

Table 10 Customers' Purchase Intention toward Back to Basics Ecostore's Green Marketing Programs according to Societal Influence

Societal Influence	Mean	StDev	Interpretation
1. I actively support brands that promote environmental sustainability, like recycling, waste reduction, and renewable energy.	3.40	0.71	Strongly Agree
2. I consider the environmental impact before purchasing a product.	3.25	0.70	Agree
7. I am more likely to buy eco-friendly products when my family and friends support them.	3.23	0.76	Agree
11. My preferences for familiar brands reduce my intention to try eco-friendly products from Back to Basics Ecostore.	3.04	0.81	Agree
Overall Mean Score	3.22	0.75	Agree

The table showed that respondents actively supported environmentally sustainable brands such as Back to Basics Ecostore ($M = 3.40$), reflecting a positive attitude toward sustainability. On the other hand, the lowest mean indicated that preference for familiar brands reduced their intention to try eco-friendly products from Back to Basics Ecostore ($M = 3.04$), implying that brand familiarity still affected purchasing decisions. Respondents agreed that societal influence affected their purchase intention toward Back to Basic Ecostore products ($M = 3.22$).

Table 11 Customers' Purchase Intention toward Back to Basics Ecostore's Green Marketing Programs according to Perceived Accessibility

Perceived Accessibility	Mean	StDev	Interpretation
3. I am more likely to purchase eco-friendly products when they are affordable.	3.40	0.70	Strongly Agree
8. I am more likely to intend to purchase them when eco-friendly products are easily available.	3.30	0.72	Strongly Agree
9. High prices reduce my intention to purchase eco-friendly products.	3.22	0.78	Agree
10. Limited eco-friendly product options reduce my intention to purchase from Back to Basics Ecostore.	3.08	0.82	Agree
12. The availability of locally made sustainable products at Back to Basics Ecostore increases my intention to purchase from the store.	3.23	0.73	Agree
Overall Mean Score	3.24	0.74	Agree

The table showed that the highest-rated indicator revealed that respondents were more likely to purchase eco-friendly products from Back to Basics Ecostore when these were affordable ($M = 3.40$), emphasizing the importance of pricing in encouraging purchases.

Conversely, the lowest-rated indicator showed that limited eco-friendly product options reduced customers' intention to purchase from Back to Basics Ecostore ($M = 3.08$), indicating that product availability influenced purchasing behavior. Respondents agreed that perceived accessibility significantly influenced their purchase intention toward Back to Basic Ecostore products ($M = 3.24$).

Buying Behavior toward Back to Basics Ecostore Green Marketing Programs

Table 12 Customers' Buying Behavior toward Back to Basics Ecostore's Green Marketing Programs

	Mean	StDev	Interpretation
1. When shopping at Back to Basics Ecostore, I purchase products labeled as eco-friendly or sustainable.	2.97	0.88	Often
2. When shopping at Back to Basics Ecostore, I choose products with recyclable or minimal packaging.	3.08	0.85	Often
3. At Back to Basics Ecostore, I choose refill stations for household or personal care products.	3.00	0.88	Often
4. At Back to Basics Ecostore, I purchase products promoted through	3.03	0.86	Often

sustainability or green marketing campaigns.			
5. When buying products, I consider their environmental impact before choosing what to buy.	3.05	0.85	Often
6. Even when eco-friendly or refillable options are available at Back to Basics Ecostore, I still choose regular alternatives.	2.89	0.87	Often
7. I ignore environmental labels or sustainability claims when purchasing personal care products.	2.48	0.99	Sometimes
8. I avoid buying eco-friendly products if they cost more than regular products.	2.74	0.93	Often
9. When shopping for personal care products, I choose items mainly based on convenience rather than environmental impact.	2.80	0.92	Often
10. I support brands that promote environmentally friendly or sustainable practices.	3.23	0.76	Often
11. I repurchase eco-friendly products, including those from Back to Basics Ecostore, after trying them.	3.13	0.79	Often
12. I encourage people around me to buy from brands that promote sustainability, like brands that use plastic packaging.	3.03	0.88	Often
13. I bring my own reusable bags or containers when shopping at Back to Basics Ecostore.	3.13	0.88	Often
14. I avoid trying eco-friendly brands because I am more familiar with traditional brands.	2.64	0.98	Often
15. I choose to buy from brands that offer sustainability programs such as recycling or refill options, like Back to Basics Ecostore.	3.11	0.81	Often
Overall Mean Score	2.95	0.88	Often

The table showed that consumers demonstrated positive buying behavior towards Back to Basics Ecostore's green marketing programs, as respondents often supported brands that promoted environmentally friendly and sustainable practices, which obtained the highest mean ($M = 3.23$) in the study.

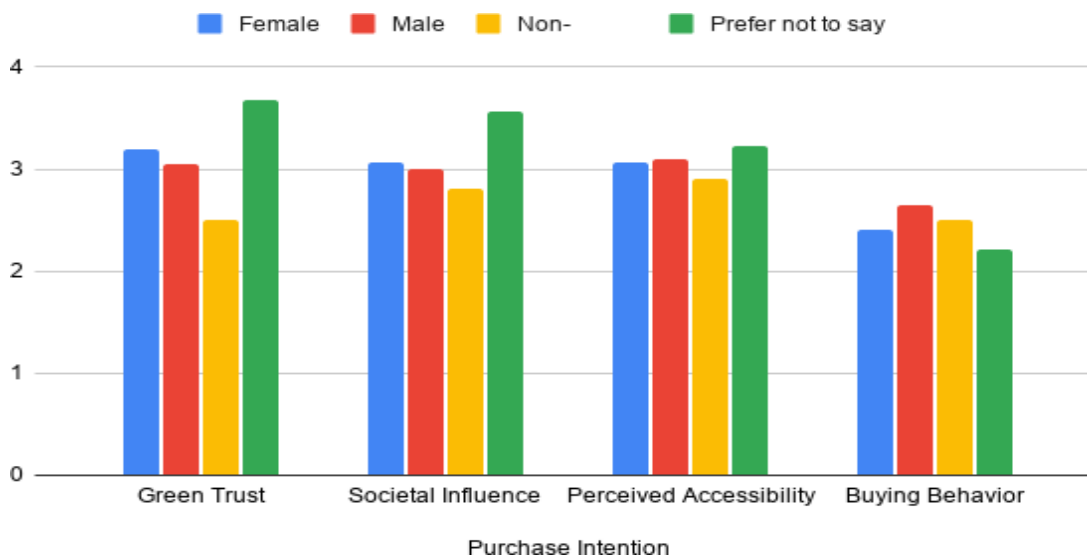
Respondents also frequently repurchased eco-friendly products, brought reusable bags or containers, and preferred brands offering sustainability programs such as refill and recycling options, indicating that green marketing initiatives influenced their purchasing decisions and encouraged sustainable consumption practices.

However, the findings also revealed challenges that affected consumers' consistent adoption of eco-friendly products. The behavior with the lowest mean ($M = 2.48$) showed that respondents sometimes ignored environmental labels or sustainability claims, suggesting that environmental awareness still played an important role in their purchasing decisions. Despite this, some respondents still preferred regular products due to convenience, higher prices of eco-friendly alternatives, and familiarity with traditional brands.

Table 13 Cross-Analysis Tabulation of Purchase Intention and Buying Behavior of Customers in Terms of Gender

Cross Analysis		Female	Male	Non-binary	Prefer not to say
Purchase Intention					
Green Trust	13. I am less likely to purchase if I am confused about the Back to Basics Ecostore sustainability claims, like certified organic and biodegradable.	3.19	3.05	2.50	3.67
Societal Influence	11. My preferences for familiar brands reduce my intention to try eco-friendly products from Back to Basics Ecostore.	3.06	3.00	2.80	3.56
Perceived Accessibility	10. Limited eco-friendly product options reduce my intention to purchase from Back to Basics Ecostore.	3.06	3.10	2.90	3.22
Buying Behavior					
	7. I ignore environmental labels or sustainability claims when purchasing personal care products.	2.40	2.64	2.50	2.22

Figure 3. Cross-Analysis of Purchase Intention and Buying Behavior of Customers in Terms of Gender

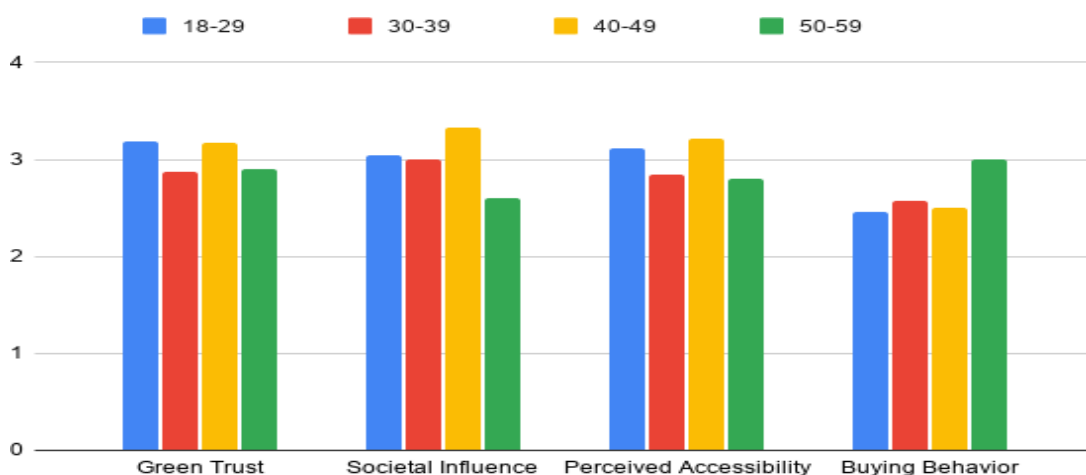


The table and graph show that gender significantly influenced respondents' perceptions and buying behavior toward eco-friendly products. The majority of the respondents were female (60.2%), followed by male respondents (34.9%), while non-binary respondents comprised 2.6%, and 2.3% preferred not to disclose their gender. Respondents who preferred not to disclose their gender consistently recorded the highest mean scores in Green Trust ($M = 3.67$), Societal Influence ($M = 3.56$), and Perceived Accessibility ($M = 3.22$), indicating stronger agreement regarding cautious purchasing behavior, familiarity preferences, and limitations in accessing eco-friendly products. Meanwhile, male respondents had the highest mean score in Buying behavior ($M = 2.64$), suggesting they were more likely to ignore environmental labels than the other gender groups. Female respondents generally showed moderate scores across all indicators, while non-binary respondents consistently recorded the lowest mean scores in most categories.

Table 14 Cross-Analysis Tabulation of Purchase Intention and Buying Behavior of Customers in Terms of Age

Cross Analysis		18-29 yrs old	30-39 yrs old	40-49 yrs old	50-59 yrs old
Purchase Intention					
Green Trust	13. I am less likely to purchase if I am confused about the Back to Basics Ecostore sustainability claims, like certified organic and biodegradable.	3.18	2.87	3.17	2.90
Societal Influence	11. My preferences for familiar brands reduce my intention to try eco-friendly products from Back to Basics Ecostore.	3.04	3.00	3.33	2.60
Perceived Accessibility	10. Limited eco-friendly product options reduce my intention to purchase from Back to Basics Ecostore.	3.11	2.85	3.21	2.80
Buying Behavior					
	7. I ignore environmental labels or sustainability claims when purchasing personal care products.	2.46	2.57	2.50	3.00

Figure 4. Cross-Analysis of Purchase Intention and Buying Behavior of Customers in Terms of Age

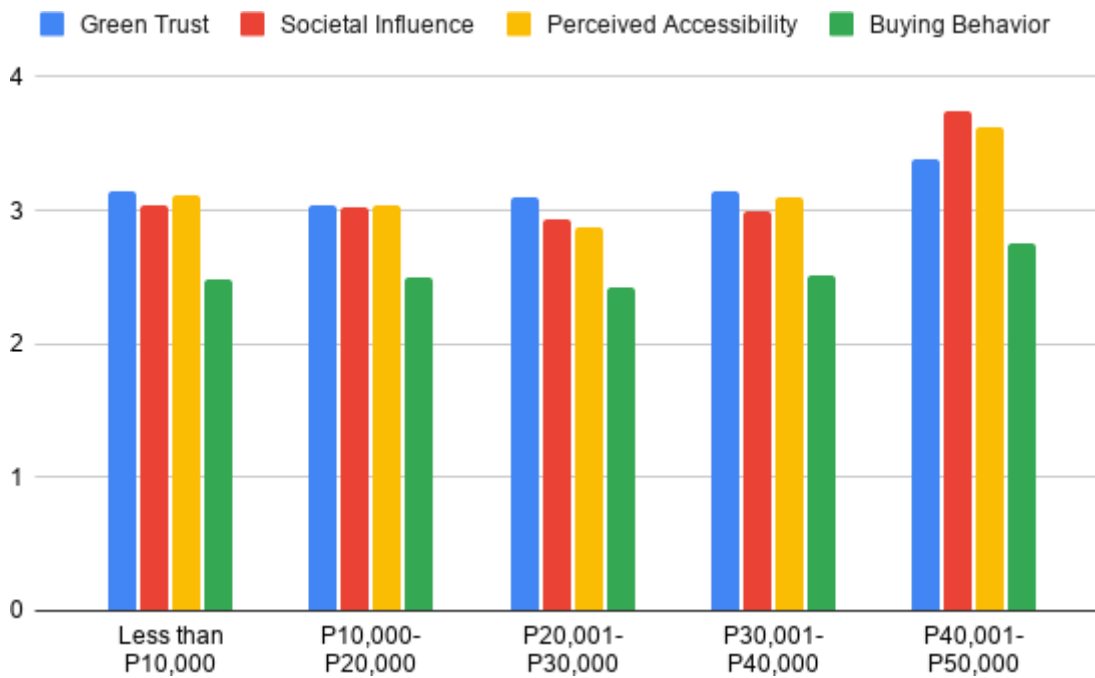


The findings on age indicate that respondents aged 18-29 showed the highest agreement in Green Trust. This indicates that younger customers are less likely to purchase when they are confused about the Back to Basics Ecostore's sustainability claim. In addition, those aged 40-49 years old showed the highest agreement in both Societal Influence ($M = 3.33$) and Perceived Accessibility ($M = 3.21$). This suggests that individuals within this age group are more influenced by familiar eco-friendly products and are also more aware of the limited availability of such products compared to other age groups. Meanwhile, respondents aged 50-59 years had the highest mean in Buying Behavior for ignoring environmental labels ($M = 3.00$), indicating that older customers may pay less attention to environmental labeling when making purchasing decisions.

Table 15 Cross-Analysis Tabulation of Purchase Intention and Buying Behavior of Customers in Terms of Monthly Income

Cross Analysis		Less than P10,000	P10,000-P20,000	P20,001-P30,000	P30,001-P40,000	P40,001-P50,000	P50,001 and above
Purchase Intention							
Green Trust	13. I am less likely to purchase if I am confused about the Back to Basics Ecostore sustainability claims, like certified organic and biodegradable.	3.15	3.04	3.10	3.14	3.38	3.27
Societal Influence	11. My preferences for familiar brands reduce my intention to try eco-friendly products from Back to Basics Ecostore.	3.04	3.02	2.94	3.00	3.75	3.18
Perceived Accessibility	10. Limited eco-friendly product options reduce my intention to purchase from Back to Basics Ecostore.	3.11	3.04	2.88	3.10	3.63	3.09
Buying Behavior							
	7. I ignore environmental labels or sustainability claims when purchasing personal care products.	2.49	2.50	2.43	2.52	2.75	2.27

Figure 5. Cross-Analysis of Purchase Intention and Buying Behavior of Customers in Terms of Monthly Income



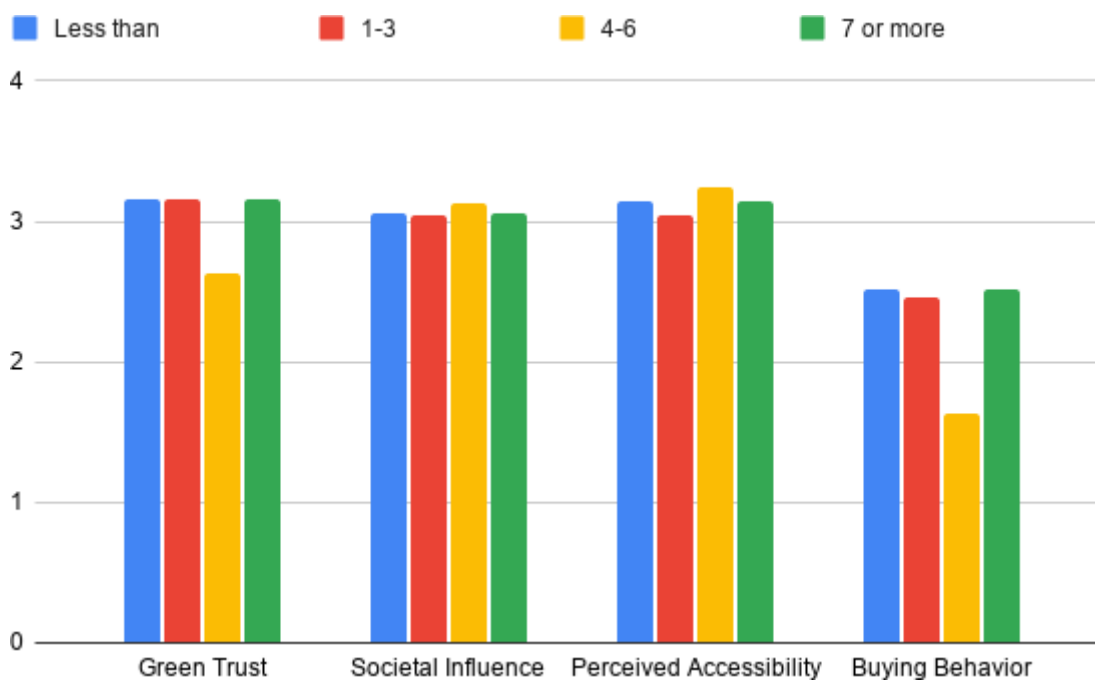
The findings on monthly income reveal that respondents earning ₱40,001 to ₱50,000 consistently recorded the highest mean scores across several variables, particularly in Societal Influence ($M = 3.75$) and Perceived Accessibility ($M = 3.63$). This indicates that customers within this income bracket are more influenced by familiarity and perceive greater difficulty in accessing eco-friendly products. In addition, they also obtained the highest score in Buying Behavior for ignoring environmental labels ($M = 2.75$), showing that despite having higher purchasing capacity, environmental labels may still not strongly affect their buying decisions.

Table 16 Cross-Analysis Tabulation of Purchase Intention and Buying Behavior of Customers in Terms of Purchase Frequency

Cross Analysis		Less than once/month	1-3 times/month	4-6 times/month	7 or more times/month
Purchase Intention					
Green Trust	13. I am less likely to purchase if I am confused about the Back to Basics Ecostore sustainability claims, like certified organic and biodegradable.	3.16	3.16	2.63	3.16
Societal Influence	11. My preferences for familiar brands reduce my intention to try eco-friendly products from Back to Basics Ecostore.	3.06	3.04	3.13	3.06
Perceived	10. Limited eco-friendly	3.15	3.04	3.25	3.15

Accessibility	product options reduce my intention to purchase from Back to Basics Ecostore.				
Buying Behavior					
	7. I ignore environmental labels or sustainability claims when purchasing personal care products.	2.52	2.46	1.63	2.52

Figure 6. Cross-Analysis of Purchase Intention and Buying Behavior of Customers in Terms of Purchase Frequency



The findings on frequency of purchase show that respondents who purchase eco-friendly products less than once a month ($M = 3.16$), 1-3 times a month ($M = 3.16$), and 7 or more times a month ($M = 3.16$) are more likely to purchase if they are confused about the brand's sustainability claims. In addition, respondents who purchase eco-friendly products 4-6 times a month obtained the highest mean score in Societal Influence ($M = 3.13$) and in Perceived Accessibility ($M = 3.25$). This suggests that even frequent buyers of eco-friendly products may reduce their intention to purchase from Back to Basics Ecostore when they have preferences for a familiar brand. Also, this suggests that even frequent buyers of eco-friendly products still perceive limitations in product availability and accessibility. However, this same group recorded the lowest mean score in ignoring environmental labels ($M = 1.63$), implying that frequent purchasers are more attentive to environmental information and labels compared to less frequent buyers.

SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

This chapter presents the overall summary of the study findings, conclusions, and recommendations that will contribute to the improvement of the green marketing strategies of the Back to Basics Ecostore and for future research.

Summary of Findings

Socio-demographic and Behavioral Profile of Respondents

The socio-demographic and behavioral profile of the respondents indicates that the majority were female (60.2%), followed by males (34.9), with a small proportion identifying as non-binary (2.6%) or preferring not to disclose gender (2.3%). Most respondents were young adults aged 18–29 years (77.9%), followed by those aged 30–39 years (12.2%), while a smaller proportion belonged to the 40–49 years (7.3%) and 50–59 years (2.6%) age groups. In terms of monthly income, the majority earned less than ₱10,000 (59.1%), followed by ₱10,001–₱20,000 (17.7%), ₱20,001–₱30,000 (12.8%), and smaller proportions in higher income brackets. Regarding purchasing frequency, more than half of the respondents reported purchasing products from Back to Basics Ecostore less than once a month (51.6%), followed by 1–3 times per month (38.5%), while only a small proportion purchased 4–6 times (7.8%) or 7 or more times (2.1%).

Respondents' Level of Awareness

The customers' level of awareness of Back to Basics Ecostore green marketing programs shows a generally moderate to high level of awareness ($M = 3.10$). Specifically, respondents were fully aware that Back to Basics Ecostore offers eco-friendly products ($M = 3.30$), and were aware that it supports single-use plastic waste ($M = 3.19$), uses plastic-free or reduced-plastic packaging ($M = 3.17$), and follows zero-waste practices ($M = 3.14$). Similarly, it promotes refill, reuse, and waste reduction practices ($M = 3.10$), offers locally sourced products ($M = 3.06$), promotes refill systems ($M = 3.02$), shares information or educational materials ($M = 3.01$), conducts campaigns or promotions ($M = 3.01$), and partners with local environmentally responsible brands or suppliers ($M = 2.97$).

Purchase Intention toward Back to Basics Ecostore Green Marketing Programs

Customers' have moderate agreement on the influence of Back to Basics Ecostore green marketing programs on purchase intention in terms of green trust ($M = 3.18$) since the green marketing programs increase their willingness to purchase eco-friendly products ($M = 3.30$), they intend to purchase eco-friendly products ($M = 3.28$), that unclear environmental claims reduce their intention to purchase ($M = 3.27$), and eco-labels is truly environmentally friendly ($M = 3.25$). Similarly, respondents agreed that environmental certifications positively influence their intention to purchase ($M = 3.23$), and that they are less likely to purchase if they are confused about sustainability claims ($M = 3.13$).

Furthermore, customers' have moderate agreement on the influence of Back to Basics Ecostore green marketing programs on purchase intention in terms of perceived accessibility ($M = 3.24$) since it more likely to purchase eco-friendly products when they are affordable ($M = 3.40$), easily available ($M = 3.30$), with locally made sustainable products ($M = 3.23$), that high prices reduce their intention ($M = 3.22$), as well as that limited eco-friendly product options reduce their intention to purchase ($M = 3.08$).

Buying Behavior toward Back to Basics Ecostore Green Marketing Programs

Lastly, the buying behavior of customers toward Back to Basics Ecostore green marketing programs indicates a moderate but consistent engagement in eco-friendly purchasing practices ($M = 2.95$) since respondents often support brands that promote environmentally friendly or sustainable practices ($M = 3.23$), repurchase eco-friendly products ($M = 3.13$), bring their own reusable bags or containers ($M = 3.13$), and buy from brands that offer sustainability programs ($M = 3.11$). Similarly, respondents often choose products with recyclable or minimal packaging ($M = 3.08$), with environmental impact before purchasing ($M = 3.05$), purchase products through sustainability campaigns ($M = 3.03$), encourage others to support sustainable brands ($M = 3.03$), choose refill stations ($M = 3.00$, $SD = 0.88$) and often purchase eco-friendly or sustainable products when shopping at Back to Basics Ecostore ($M = 2.97$). However, respondents still often avoid eco-friendly or refillable options when regular alternatives are available ($M = 2.89$), prioritize convenience over environmental impact ($M = 2.80$), due to higher cost ($M = 2.74$), familiarity with traditional brands ($M = 2.64$), and ignoring environmental labels or sustainability claims ($M = 2.48$).

Conclusions

Based on the data gathered from the conducted survey of 384 respondents, the researchers therefore concluded the following:

1. The researchers conclude that the respondents are mostly young, female, low-income customers who purchase from Back to Basics Ecostore on an occasional basis, suggesting a customer base that is still developing consistent purchasing engagement with sustainable retail products.
2. The results indicate that customers generally have a positive awareness of the green marketing programs of Back to Basics Ecostore, particularly in its promotion of eco-friendly products, waste reduction practices, and sustainable packaging initiatives. This suggests that the store has successfully established a recognizable, environmentally responsible image among customers. However, some green marketing efforts appear to be less visible to customers, implying the need for stronger communication and promotion of certain sustainability initiatives.
3. In terms of the influence on purchase intention, green trust plays a meaningful role in shaping customer decisions, as environmental claims, eco-labels, and certifications contribute to a greater willingness to purchase eco-friendly products, while also highlighting the importance of clear and credible sustainability information. Similarly, societal influence indicates that social norms, peer influence, and personal environmental values contribute to shaping eco-friendly purchasing intentions, reinforcing the role of the social environment in sustainable consumption behavior. Perceived accessibility suggests that affordability, product availability, and ease of access strongly influence customers' intentions to purchase green products. This indicates that the primary problem faced by Back to Basics Ecostore is its difficulty in establishing sufficient consumer trust and brand preference to consistently influence purchasing decisions.
4. Lastly, respondents commonly exhibit environmentally responsible behaviors such as supporting sustainable brands, using refill systems, and considering environmental impact in their purchasing decisions. Their behavior is still influenced by factors such as price sensitivity, convenience, and familiarity with traditional brands; thus, the buying behavior of customers reflects a generally moderate but consistent engagement in sustainable consumption practices. Despite consumers' positive perceptions of eco-friendly products, many remain hesitant to make a purchase, weakening the conversion of environmental awareness into actual buying behavior.

Recommendations

Based on the findings and conclusions drawn from the study, the following are hereby recommended.

1. Back to Basics Ecostore may implement customer retention and loyalty initiatives that encourage repeat purchases of eco-friendly products. Reward programs, refill incentives, or exclusive benefits for returning customers may reinforce positive purchasing habits and strengthen long-term commitment to sustainable consumption.
2. The company may establish partnerships with retail stores and pharmacies, such as Watsons, Mercury Drugs, and Southstar Drug, to expand the availability of its products. This could help Back to Basics Ecostore reach more customers and enhance its market presence.
3. Back to Basics Ecostore may establish partnerships with local bazaars and community markets to promote and sell its eco-friendly products. This can increase the company's brand visibility, attract potential customers, expand its market reach, and create more opportunities to boost sales while strengthening its presence in the local community.
4. Back to Basics Ecostore can strengthen its advertising and promotional campaigns by partnering with trusted influencers, environmental advocates, and sustainability experts. Their endorsements can enhance

the credibility of Back to Basics Ecostore's environmental claims, increase customer trust, and raise awareness of its sustainability practices.

5. Back to Basics Ecostore might create product comparison materials that show the environmental, health, and long-term economic benefits of its eco-friendly products compared to traditional and alternative products. This can help customers to better understand the value of sustainable products and encourage informed purchasing decisions.
6. The company may strengthen its online purchasing channels by providing clear product information, such as product benefits, ingredients or materials used, and detailed product descriptions, through its website, packaging, or eco-labels. This could improve customer convenience and help increase product awareness and accessibility.
7. Back to Basics Ecostore might consider developing targeted promotional strategies tailored to the needs and preferences of its market segments through advertisements, website content, store signage, and taglines. This approach could help enhance the effectiveness of its marketing efforts and strengthen customer awareness of the store's products and environmental initiatives.
8. Future researchers may conduct comparative studies involving different eco-stores or sustainable retail businesses across different locations or market segments, while also utilizing qualitative approaches such as interviews or focus group discussions to gain deeper insights into consumers' motivations, perceptions, and challenges related to sustainable purchasing behavior.

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Certification Of Originality

This is to certify that the research work presented in this thesis, CUSTOMERS' ASSESSMENT OF THE BACK TO BASICS ECOSTORE'S GREEN MARKETING PROGRAMS for the degree Bachelor of Science in Business Administration Major in Marketing Management at the Polytechnic University of the Philippines Quezon City Campus embodies the result of original and scholarly work carried out by the undersigned. This thesis does not contain words or ideas taken from published sources or written works that have been accepted as basis for the award of a degree from any other higher education institution, except where proper referencing and acknowledgement were made.

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APPENDIX 1

Research Objectives

The study aims to identify the Effect of Back to Basics Ecostore's Green Marketing Program on customers' buying behavior. Specifically, the study addressed the following objectives:

1. To measure the level of awareness of customers of the green marketing of Back to Basics Ecostore.
2. To determine the extent to which Back to Basics Ecostore's green marketing programs influence the purchase intention of customers.
3. To identify the buying behavior of customers towards Back to Basics Ecostore's green marketing programs.
4. And, to provide recommendations that may benefit Back to Basics Ecostore, customers, and other industries to which this study may contribute.

APPENDIX 2

Research Instrument

Consent Form

Dear Respondents,

We, the third-year students of the Bachelor of Science in Business Administration major in Marketing Management at the Polytechnic University of the Philippines, Quezon City Campus, are currently conducting research entitled "Customers' Assessment of the Back to Basics Ecostore Green Marketing Programs." This study aims to evaluate how customers perceive and respond to the store's green marketing programs.

Your participation is valuable in helping us gather reliable information and better understand consumer perspectives on eco-friendly marketing practices. If you agree to participate, you will be asked to answer a structured online questionnaire, which will take approximately 5-10 minutes to complete. There will be no interviews involved, and no personal information will be collected.

We sincerely appreciate your time and cooperation. Your responses will help provide valuable insights that may contribute to improving green marketing programs and enhancing customer experiences. Proper acknowledgement will be given to all participants once the study is completed.

DISCLAIMER: Key terms used in this survey are defined to help you better understand the questions. Please read each definition carefully before answering.

Green Marketing - It is used in the study to show the promotion of products and services on their environmental benefits, aimed at attracting environmentally conscious customers and improving brand image.

Green Marketing Program - It is used in this study to refer to the set of activities, initiatives, and practices implemented by a business to promote environmentally friendly products, services, and operations.

Request for Data Privacy Consent

In compliance with the Data Privacy Act of 2012, we assure you that all information collected in this survey will be kept strictly confidential and used solely for academic and research purposes. Your identity and personal data will not be disclosed, and your responses will be recorded anonymously. Participation in this survey is voluntary, and you may withdraw at any time without any consequences. By proceeding with the survey, you are giving

your informed consent to participate and for your responses to be used in this study titled “*Customers’ Assessment on the Back to Basics Ecostore’s Green Marketing Programs.*”

- I Agree

INSTRUCTION: This questionnaire aims to assess the effect of Back to Basics Ecostore’s green marketing programs on customers buying behavior, to evaluate the extent of their Green Marketing Knowledge, and identify the extent of influence to customers purchase intention and buying behavior toward Green Marketing. Kindly select the most appropriate answer for each item with all honesty.

QUALIFYING QUESTION

Have you ever shopped at or are you familiar with Back to Basics Ecostore?

- Agree
- Disagree

SECTION 1. DEMOGRAPHIC PROFILE

1. What is your gender?

- Male
- Female
- Non-binary
- Prefer not to say

2. What is your age?

- 18-29 years
- 30-39 years
- 40-49 years
- 50-59 years

3. What is your average monthly income?

- Less than P10, 000
- P10, 001 - P20, 000
- P 20, 001 - P30, 000
- P30, 001 - P40, 000
- P40, 001 - P50, 000
- P50, 001 and above

4. How often do you usually purchase products from Back to Basics Ecostore?

- Less than once a month

- 1-3 times a month
- 4-6 times a month
- 7 or more times a month

SECTION 2. RESPONDENTS' LEVEL OF AWARENESS OF BACK TO BASICS ECOSTORE'S PHILIPPINES GREEN MARKETING PROGRAMS

INSTRUCTION: Please read each statement carefully and respond by placing a check mark (/) in the option that you find most appropriate and accurate in your case. There is no right or wrong answer.

- 4 Fully Aware** I am knowledgeable and completely understand the concept, its example, and differences compared to other options.
- 3 Aware** I recognize and understand the concept and some examples, but may not know all the differences compared to other options.
- 2 Not Aware** I have little knowledge or awareness of the concept, but do not fully understand it or its differences.
- 1 Fully Not Aware** I do not recognize or know the concept, examples, or differences at all.

Questions	4	3	2	1
1. I am aware that Back to Basics Ecostore promotes refill systems where customers can refill household and personal care products.				
2. I am aware that Back to Basics Ecostore encourages customers to bring their own containers to reduce single-use plastic waste.				
3. I am aware that Back to Basics Ecostore offers eco-friendly products.				
4. I am aware that Back to Basics Ecostore follows zero-waste practices in its store operations.				
5. I am aware that Back to Basics Ecostore uses plastic-free or reduced-plastic packaging.				
6. I am aware that Back to Basics Ecostore shares information or educational materials about sustainable living.				
7. I am aware that Back to Basics Ecostore promotes refill, reuse, and waste reduction practices.				

8. I am aware that Back to Basics Ecostore conducts campaigns or promotions that encourage sustainable consumption.				
9. I am aware that Back to Basics Ecostore partners with local environmentally responsible brands or suppliers.				
10. I am aware that Back to Basics Ecostore offers locally sourced products that support sustainable businesses.				

SECTION 3. PURCHASE INTENTION TOWARD BACK TO BASICS ECOSTORE'S GREEN MARKETING PROGRAMS

- 4 Strongly Agree** I fully agree with the statement and have a clear and complete understanding of the concept.
- 3 Agree** I generally agree with the statement and have a good understanding of the concept.
- 2 Disagree** I somewhat disagree with the statement and have limited understanding of the concept.
- 1 Strongly Disagree** I completely disagree with the statement and do not understand the concept at all.

Questions	4	3	2	1
1. I actively support brands that promote environmental sustainability, like recycling, waste reduction, and renewable energy.				
2. I consider the environmental impact before purchasing a product.				
3. I am more likely to purchase eco-friendly products when they are affordable.				
4. Green marketing programs increase my willingness to purchase eco-friendly products.				
5. I intend to purchase eco-friendly products because I trust their environmental claims.				
6. Eco-labels make me believe that a product is truly environmentally friendly.				
7. I am more likely to buy eco-friendly products when my family and friends support them.				
8. I am more likely to intend to purchase them when eco-friendly products are easily available.				
9. High prices reduce my intention to purchase eco-friendly products.				
10. Limited eco-friendly product options reduce my intention				

to purchase from Back to Basics Ecostore.				
11. My preferences for familiar brands reduce my intention to try eco-friendly products from Back to Basics Ecostore.				
12. The availability of locally made sustainable products at Back to Basics Ecostore increases my intention to purchase from the store.				
13. I am less likely to purchase if I am confused about the Back to Basics Ecostore sustainability claims, like certified organic and biodegradable.				
14. Unclear environmental claims reduce my intention to purchase eco-friendly products from Back to Basics Ecostore.				
15. Environmental certifications (e.g., QC Green Award) positively influence my intention to purchase eco-friendly products.				

SECTION 4: BUYING BEHAVIOR TOWARD BACK TO BASICS ECOSTORE'S GREEN MARKETING PROGRAMS

- 4 **Always** I perform this behavior consistently whenever the situation applies.
- 3 **Often** I perform this behavior in many situations, but not all the time.
- 2 **Sometimes** I perform this behavior occasionally under certain conditions.
- 1 **Never** I do not perform this behavior at all.

Questions	4	3	2	1
1. When shopping at Back to Basics Ecostore, I purchase products labeled as eco-friendly or sustainable.				
2. When shopping at Back to Basics Ecostore, I choose products with recyclable or minimal packaging.				
3. At Back to Basics Ecostore, I choose refill stations for household or personal care products.				
4. At Back to Basics Ecostore, I purchase products promoted through sustainability or green marketing campaigns.				
5. When buying products, I consider their environmental impact before choosing what to buy.				
6. Even when eco-friendly or refillable options are available at Back to Basics Ecostore, I still choose regular alternatives.				
7. I ignore environmental labels or sustainability claims when purchasing personal care products.				

8. I avoid buying eco-friendly products if they cost more than regular products.				
9. When shopping for personal care products, I choose items mainly based on convenience rather than environmental impact.				
10. I support brands that promote environmentally friendly or sustainable practices.				
11. I repurchase eco-friendly products, including those from Back to Basics Ecostore, after trying them.				
12. I encourage people around me to buy from brands that promote sustainability, like brands that use plastic packaging.				
13. I bring my own reusable bags or containers when shopping at Back to Basics Ecostore.				
14. I avoid trying eco-friendly brands because I am more familiar with traditional brands.				
15. I choose to buy from brands that offer sustainability programs such as recycling or refill options, like Back to Basics Ecostore.				

Thank you for answering. Your responses will be used for research purposes only, and they will be kept confidential.

APPENDIX 3

Plagiarism Report

Back to Basics Ecostore.pdf

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APPENDIX 5**Certificate of Reliability Test****Reliability Analysis**

George and Mallery (2003) suggests that a Cronbach alpha of atleast 0.7 is acceptable, atleast 0.8 is considered good, and atleast 0.9 is excellent.

Table 1: Reliability

Variables	Cronbach Alpha	Remarks
RESPONDENTS' LEVEL OF AWARENESS	0.846	Good
PURCHASE INTENTION	0.787	Acceptable
BUYING BEHAVIOR	0.795	Acceptable

Overall Remarks: The instrument has acceptable level of reliability. I suggest to delete the subdomains of the purchase intention

APPENDIX 6**Certificate of Translation**

APPENDIX 8

RESEARCH BREAKDOWN OF EXPENSES



Republic of the Philippines
POLYTECHNIC UNIVERSITY OF THE PHILIPPINES
 Quezon City Campus

Title of the study: Customers' Assessment of the Back to Basics Ecostore's Green Marketing Programs

Name of Authors: Hazel Anne O. Avendaño
 Glaiza Trisha C. Espiritu
 Juliana C. Gagate
 Janea Lindsey C. Panuncio
 Keithrine Kaye A. Ybañez

RESEARCH BREAKDOWN OF EXPENSES

Type of Expenses	Amount
Print	₱4,500
Folders	₱100
Envelopes	₱50
Clips	₱100
Notary	₱600
Transportation Fee	₱13,000
Book Bind	₱500
Flash Drive	₱300
Copyright	₱500
Validator Fee	₱3,000
Validation Certificate Delivery Fee	₱250
Statistician Fee	₱5,000
Statistician Certificate Delivery Fee	₱250
Translator Fee	₱500
Insurance	₱250
Token of Appreciation for Respondents (Candies)	₱400
Token of Appreciation for the Company	₱500
TOTAL EXPENSES	₱29,800

(Encode entries legibly)