

Green Marketing and Consumer Buying Behavior: A Framework for Sustainable Business Model Innovation

Edmond, P. Freo
Quezon City University
freoedmond119@gmail.com

Date Submitted:
February 17, 2026

Date Accepted:
March 21, 2026

Date Published:
August 19, 2026

DOI:
10.5281/zenodo.22012500

ABSTRACT

This study addresses the persistent "green attitude-behavior gap" in price-sensitive urban environments by examining the relationship between perceived green marketing practices and consumer buying behavior. Conducted in Barangay Batasan Hills, Quezon City a highly populated urban community in Metro Manila where 70.93% of household decision-makers earn below ₱30,000 monthly a quantitative descriptive-correlational design was implemented using purposive sampling ($N = 86$). Data was gathered via a structured 5-point Likert scale questionnaire and analyzed using weighted mean, Pearson correlation (r), and multiple linear regression. Results revealed high overall perceptions of green marketing practices, led by eco-labeling and packaging, while green advertising scored lowest ($M = 3.85$).

Consumer buying behavior scored high overall ($M = 3.89$), featuring very high environmental awareness and high repeat purchase intention, but restricted willingness to pay a premium ($M = 3.42$). A strong, statistically significant positive relationship was confirmed between green marketing practices and buying behavior ($r = 0.658$, $p < 0.002$). Regression analysis ($R^2 = 0.507$) identified eco-labeling and packaging as the primary driver ($\beta = 0.412$, $p < 0.001$), followed by product sustainability features ($\beta = 0.284$, $p = 0.002$). These findings demonstrate that while urban consumers possess strong ecological consciousness, budget boundaries prevent them from absorbing premium price markups. Consequently, the empirical findings served as the foundation for a localized Green-to-Value (G2V) Sustainable Business Model Innovation (SBMI) framework. The G2V framework guides community micro, small, and medium enterprises (MSMEs) to replace price markups with unit-cost parity, neighborhood refill hubs, and deposit-return loyalty systems.

Keywords *Consumer Buying Behavior, Eco-Labeling, Green Marketing Practices, Repeat Purchase Intention, Sustainable Business Model Innovation*

INTRODUCTION

In recent years, the accelerating impact of climate change and environmental degradation has fundamentally altered market dynamics, shifting consumer expectations toward sustainable consumption. Modern consumers increasingly demand that businesses align their operational strategies with environmental stewardship, making green marketing both an ethical necessity and a driver of enterprise strategy (Duque Oliva et al., 2024; García-Salirrosas & Rondon-Eusebio, 2022). Green marketing encompasses the design, promotion, pricing, and distribution of products engineered to satisfy human utility while drastically minimizing environmental impact.

In developing urban centers across Southeast Asia, including Metro Manila, sustainable consumer behavior is evolving rapidly. Dense urban areas face immediate ecological pressures from solid waste accumulation and single-use plastic reliance. Within this setting, Barangay Batasan Hills in Quezon City—one of

the largest and most populous barangays in Metro Manila—presents a compelling microcosm of this economic shift. Although public environmental awareness has grown significantly, local micro, small, and medium enterprises (MSMEs) often struggle to translate consumer eco-awareness into sustained profitability due to rigid, traditional business models (Sinkovics et al., 2021).

While extensive global literature has established the positive effect of green marketing on consumer purchasing behavior, significant empirical and conceptual gaps persist in localized urban contexts. Previous research has predominantly examined affluent, western, or export-oriented consumer segments where willingness to pay a premium is relatively unconstrained (Dangelico & Vocalelli, 2017; Papadas et al., 2017). Existing studies in emerging markets frequently highlight a broad green attitude-behavior gap, yet they fail to isolate how specific green marketing dimensions (e.g., eco-labeling vs. green ads) interact with distinct behavioral indicators in highly price-sensitive, high-density urban barangays (García-Salirrosas & Rondon-Eusebio, 2022; Mejia et al., 2021). Prior studies predominantly treat green marketing as a promotional tool rather than an operational input for business design (Gruchmann et al., 2019; Polonsky, 2011). While scholars advocate for Sustainable Business Model Innovation (SBMI) to resolve the tension between sustainability and profitability (Bocken et al., 2014; Sinkovics et al., 2021), there remains a critical dearth of actionable, empirical frameworks that translate grassroots consumer data directly into enterprise-level value creation, delivery, and capture mechanisms for community MSMEs.

It remains unresolved how community MSMEs can capture sustainable value when consumers exhibit high environmental awareness but restricted financial willingness to absorb green price premiums. Current literature offers limited strategic guidance on bridging this tension at the neighborhood retail level without alienating low-to-middle income earners. To address these unresolved issues, this study investigates the relationship between perceived green marketing practices and consumer buying behavior—specifically environmental awareness, willingness to pay a premium, and repeat purchase intentions—among residents of Barangay Batasan Hills, Quezon City. The empirical findings serve as the direct foundation for a localized Green-to-Value (G2V) SBMI framework designed to help local enterprises bridge the gap between consumer eco-consciousness and commercial viability.

METHODS

Research Design

This study adopted a quantitative descriptive-correlational research design. The descriptive approach was used to systematically profile the demographic characteristics of the respondents, assess their perceptions of green marketing practices (eco-labeling and packaging, green advertising, and product sustainability features), and evaluate their levels of consumer buying behavior (environmental awareness, willingness to pay a premium, and repeat purchase intention).

The correlational design was employed to statistically evaluate the relationship between perceived green marketing practices (independent variable) and consumer buying behavior (dependent variable). This approach allowed the researchers to identify significant associations without manipulating the study variables, providing an empirical basis for the proposed Sustainable Business Model Innovation framework.

Research Locale

The study was conducted in Barangay Batasan Hills, Quezon City, Metro Manila. Barangay Batasan Hills is recognized as one of the most populous and urbanized barangays in the Philippines, characterized by a diverse residential population and a highly active commercial micro-economy.

This location served as an ideal research locale because its residents reflect diverse middle-to-lower-income household demographics facing real-world urban ecological challenges, such as solid waste management

and single-use plastic consumption. Studying consumer responses within this locale provided realistic insights into how green marketing operates within price-sensitive urban neighborhood markets.

Sampling Technique

A purposive sampling technique was utilized to select qualified respondents based on two inclusion criteria. First, primary responsibility for household grocery and retail purchasing. Second, residence within Barangay Batasan Hills for at least 12 consecutive months. The final sample size consists of $N = 86$ household decision-makers.

Instrumentation and Data Collection

Data was gathered using a structured 5-point Likert Scale Questionnaire divided into three main sections: Part I: Demographic Profile: Captured background data regarding age, sex, and monthly household income. Part II: Perceptions of Green Marketing Practices: Evaluated respondent perceptions across three key dimensions, Eco-labeling and Packaging, Green Advertising, and Product Sustainability Features (3 items per dimension, 9 items total). Part III: Consumer Buying Behavior: Measured behavioral indicators across three sub-constructs—Environmental Awareness, Willingness to Pay a Premium, and Repeat Purchase Intention (3 items per construct, 9 items total). The instrument achieved strong internal consistency during pilot testing, with a overall Cronbach's alpha of $\alpha = 0.892$.

Statistical Treatment of Data

The quantitative data collected was analyzed using SPSS (v28.0) using the following statistical tools: Descriptive Statistics for Frequency Count and Percentage Distribution: Used to summarize and describe the demographic profile of respondents (Age, Sex, and Monthly Household Income). Weighted Mean: Utilized to quantify respondent ratings across green marketing dimensions and consumer buying behavior indicators. Inferential Statistics for Pearson Product-Moment Correlation Coefficient (r): Applied to measure the strength, direction, and significance of the linear relationship between perceived green marketing practices and consumer buying behavior ($p < 0.05$). Multiple Linear Regression Analysis: Used to assess the predictive power of individual green marketing dimensions (X_1 = Eco-labeling, X_2 = Green Advertising, X_3 = Product Features) on overall consumer buying behavior (Y).

Table 1. *Demographic Profile of Respondents (N = 86)*

Demographic Profile	Category	Frequency (f)	Percentage (%)
Age	18–29 years old	38	44.19%
	30–44 years old	29	33.72%
	45–59 years old	14	16.28%
	60 years old and above	5	5.81%
TOTAL		86	100.00%
Sex	Female	52	60.47%
	Male	34	39.53%
Monthly Household Income	Below ₱15,000	22	25.58%
	₱15,001–₱30,000	39	45.35%
	₱30,001–₱50,000	17	19.77%
	Above ₱50,000	8	9.30%
TOTAL		86	100.00%

As shown in Table 1, the largest age cohort among respondents belongs to the 18–29 age bracket (44.19%), followed by the 30–44 group (33.72%). Combined, young and working-age adults constitute 77.91% of the sample. This reflects the demographic landscape of Barangay Batasan Hills, where younger generations actively participate in household purchasing. This demographic profile aligns with Peattie (2010), who noted that younger consumers consistently express greater open-mindedness toward sustainable consumption trends. In terms of sex, female respondents comprise the majority at 60.47% ($f = 52$), whereas male respondents account for 39.53% ($f = 34$). This distribution aligns with traditional household purchasing roles in urban Philippine barangays, where women predominantly oversee retail and grocery decisions. Regarding income distribution, the largest group earns between ₱15,001 and ₱30,000 monthly (45.35%), while 25.58% earn below ₱15,000. Combined, 70.93% of respondents belong to low-to-middle-income brackets. This socio-economic baseline highlights the necessity for local green business models to remain price-accessible, confirming the insights of Mejia et al. (2021) regarding urban Philippine consumer markets.

Table 2. *Perceived Green Marketing Practices*

Dimensions & Indicators	Weighted Mean	Verbal Interpretation
A. Eco-Labeling and Packaging		
1. Clear identification of eco-friendly labels on packaging	4.22	Strongly Agree
2. Trust in products with biodegradable or minimal packaging	4.10	Agree
3. Influence of environmental packaging claims on choice	4.04	Agree
Sub-Mean	4.12	Agree (High)
B. Green Advertising		
1. Credibility and clarity of environmental ad messages	3.81	Agree
2. Noticeability of brand environmental initiatives	3.92	Agree
3. Influence of ad campaigns to seek eco-friendly alternatives	3.82	Agree
Sub-Mean	3.85	Agree (High)
C. Product Sustainability Features		
1. Functional durability/safety matching standard alternatives	4.02	Agree
2. Equivalent or superior quality of recycled/natural materials	3.98	Agree
3. Preference for products with lower operational waste/pollution	4.15	Agree
Sub-Mean	4.05	Agree (High)
Overall Composite Mean	4.01	Agree (High)

Legend: 4.21–5.00 (Strongly Agree / Very High); 3.41–4.20 (Agree / High); 2.61–3.40 (Neutral / Moderate); 1.81–2.60 (Disagree / Low); 1.00–1.80 (Strongly Disagree / Very Low)

Table 2 reveals an Overall Composite Mean of 4.01 (High), indicating that respondents generally perceive green marketing practices positively. Among the dimensions, Eco-labeling and Packaging achieved the highest sub-mean ($M=4.12$). Specifically, indicator A1 ("Clear identification of eco-friendly labels") scored highest at 4.22 (Strongly Agree). This confirms Signaling Theory (Spence, 1973), demonstrating that visible eco-badges act as effective market signals at the point of sale. Product Sustainability Features ranked second ($M=4.05$), with indicator C3 ("Preference for products generating lower waste") leading at 4.15. Consumers prioritize tangible product functional value, supporting Dangelico and Vocalelli (2017), who argued that green features must complement not substitute for functional product quality. Green Advertising recorded the lowest sub-mean ($M=3.85$). While still within the High range, lower scores on ad credibility ($M=3.81$) highlight consumer

skepticism toward generalized corporate sustainability claims. This aligns with warnings by Polonsky (2011) regarding greenwashing risks in mass marketing.

Table 3. *Level of Consumer Buying Behavior*

Indicators	Weighted Mean	Verbal Interpretation
A. Environmental Awareness		
1. Active consideration of product environmental impact	4.21	Strongly Agree
2. Knowledge of local community environmental issues	4.35	Strongly Agree
3. Influence of personal eco-values on purchasing choices	4.28	Strongly Agree
Sub-Mean	4.28	Strongly Agree (Very High)
B. Willingness to Pay a Premium		
1. Willingness to pay extra for sustainable packaging	3.48	Agree
2. Acceptance of higher prices for environment-protecting goods	3.45	Agree
3. Prioritizing green goods over cheaper non-green options	3.33	Neutral
Sub-Mean	3.42	Agree (High)
C. Repeat Purchase Intention		
1. Plan to re-purchase eco-friendly goods in 6–12 months	4.08	Agree
2. Consistent choice of green brands over traditional alternatives	3.88	Agree
3. Recommending eco-friendly products to neighbors in Batasan	3.98	Agree
Sub-Mean	3.98	Agree (High)
Overall Composite Mean	3.89	Agree (High)

The overall level of Consumer Buying Behavior registered a composite mean of 3.89 (High). Environmental Awareness recorded the highest rating ($M = 4.28$, Very High). Indicator A2 ("Knowledge of local environmental issues") scored 4.35, reflecting high public consciousness regarding plastic pollution and waste disposal in Barangay Batasan Hills. Conversely, Willingness to Pay a Premium registered the lowest sub-mean ($M = 3.42$). Notably, indicator B3 ("Prioritizing green goods over cheaper options") received a neutral score (3.33). This highlights the classic "awareness-intent gap" in sustainable consumption (García-Salirrosas & Rondon-Eusebio, 2022). While local consumers are environmentally conscious, budget constraints (70.93% earning < ₱30,000) limit their ability to absorb high green price premiums. Repeat Purchase Intention scored 3.98 (High), demonstrating that consumers are eager to build long-term green habits if products remain affordably priced.

Table 4: *Correlation Between Green Marketing Practices and Consumer Buying Behavior*

Variables	Pearson Correlation (r)	p-value	Decision on H_0	Interpretation
Eco-labeling & Packaging vs. Buying Behavior	0.624	< 0.010	Reject H_0	Strong Positive Relationship

Green Advertising vs. Buying Behavior	0.485	< 0.008	Reject H0	Moderate Positive Relationship
Product Features vs. Buying Behavior	0.582	< 0.004	Reject H0	Moderate-to-Strong Positive Relationship
Overall Green Marketing vs. Overall Buying Behavior	0.658	< 0.002	Reject H0	Strong Positive Relationship

Significance level set at alpha = 0.05

All tested dimensions of green marketing practices demonstrate a statistically significant positive relationship with consumer buying behavior at the alpha = 0.05 significance level ($p < 0.05$). Because every p-value is below the threshold, the null hypothesis (H_0) is consistently rejected across all variables. Overall Green Marketing vs. Overall Buying Behavior ($r = 0.658$, $p < 0.002$): Shows the strongest relationship among all variables. The overall construct of green marketing has a strong, positive, and statistically significant correlation with buying decisions, meaning comprehensive green strategies reliably drive consumer purchasing. Eco-labeling & Packaging vs. Buying Behavior ($r = 0.624$, $p < 0.010$): Exhibits a strong positive correlation. Clear sustainability credentials, certifications, and eco-friendly packaging materials directly influence point-of-sale buying decisions. Product Features vs. Buying Behavior ($r = 0.582$, $p < 0.004$): Demonstrates a moderate-to-strong positive correlation. Tangible eco-friendly attributes (such as energy efficiency, non-toxic components, or recyclability) substantially sway consumer choices. Green Advertising vs. Buying Behavior ($r = 0.485$, $p < 0.008$): Indicates a moderate positive correlation. While promotional campaigns effectively build awareness, advertising alone has a relatively weaker linear impact on final purchase behavior compared to packaging and core product features.

Table 5. *Multiple Linear Regression Output*

Predictor Variables	Unstandardized Coefficients (B)	Std. Error	Beta (β)
(Constant)	0.842	0.215	—
Eco-labeling & Packaging (X_1)	0.385	0.082	0.412
Green Advertising (X_2)	0.142	0.068	0.165
Product Features (X_3)	0.236	0.075	0.284

The regression model yielded an R^2 of 0.507, indicating that 50.7% of the total variance in consumer buying behavior among Batasan Hills residents can be explained by the combined influence of eco-labeling, green advertising, and product sustainability features. The remaining 49.3% is influenced by unmeasured factors, such as individual price sensitivities and local store accessibility. The resulting regression equation is: $Y = 0.842 + 0.385(X_1) + 0.142(X_2) + 0.236(X_3)$ Eco-labeling and Packaging (X_1) emerged as the strongest single predictor (beta = 0.412, $t = 4.695$, $p < 0.001$), followed by Product Features (beta = 0.284, $p = 0.002$). Integration into the SBMI Framework. These quantitative findings justify the structure of the proposed Green-to-Value (G2V) SBMI Framework: Because Eco-labeling is the primary predictor (beta = 0.412), local businesses must prioritize Eco-Transparency in their Value Proposition. Because willingness to pay a premium is constrained ($M = 3.42$), enterprises cannot rely on high price markups. Instead, their Value Capture mechanism must focus on Tiered Pricing and Refill-and-Return Loyalty Systems to convert high repeat purchase intentions ($M = 3.98$) into sustainable cash flows.

RESULTS AND DISCUSSION

The empirical results of this study illuminate how perceived green marketing practices directly interface with consumer buying behavior in a densely populated, price-sensitive urban setting.

1. Perceptions of Green Marketing Practices. The overall evaluation of green marketing practices registered a composite mean of 4.01 (High). Eco-labeling and Packaging emerged as the dominant dimension ($M = 4.12$), driven by clear identification on packaging ($M = 4.22$). This provides strong empirical validation for Signaling Theory (Spence, 1973): in high-density retail environments where consumers make rapid purchasing decisions, visible, standardized eco-cues reduce information asymmetry faster than indirect marketing.

Product Sustainability Features ranked second ($M = 4.05$), with strong demand for reduced waste/pollution ($M=4.15$). This supports Dangelico and Vocalelli (2017), affirming that sustainable attributes must deliver equal or superior functional utility rather than relying solely on environmental altruism. Conversely, Green Advertising scored lowest ($M = 3.85$). Lower relative scores on ad credibility ($M=3.81$) signal consumer skepticism toward broadcast media claims, reflecting Polonsky's (2011) framework on greenwashing fatigue in urban markets.

2. Consumer Buying Behavior and the "Attitude-Behavior" Gap. While overall buying behavior scored 3.89 (High), disaggregating the sub-constructs reveals a critical behavioral friction: Environmental Awareness achieved a Very High mean ($M=4.28$), led by local community eco-knowledge ($M=4.35$). Residents of Barangay Batasan Hills are acutely aware of waste management issues due to daily exposure to urban solid waste challenges. Repeat Purchase Intention registered high habituation potential ($M=3.98$). Willingness to Pay a Premium yielded the lowest mean ($M=3.42$), with the indicator measuring prioritization of green goods over cheaper non-green options dropping into the Neutral range ($M=3.33$). This delta captures the localized green attitude-behavior gap (García-Salirrosas & Rondon-Eusebio, 2022). High environmental consciousness ($M=4.28$) encounters a strict financial ceiling ($M=3.33-3.42$) driven by household income boundaries (70.93% earning <P30,000 month). Urban consumers do not lack ecological intent; rather, their budget constraints prevent them from absorbing premium price markups.

3. Relational and Predictive Drivers. Inferential testing confirmed a strong, positive linear correlation between overall green marketing and consumer buying behavior ($r=0.658$, $p < 0.002$), leading to the rejection of H_0 . The regression model ($R^2=0.507$) demonstrates that three marketing dimensions account for 50.7% of the variance in consumer purchasing choices: $Y=0.842 + 0.385(X_1) + 0.142(X_2) + 0.236(X_3)$ Eco-labeling & Packaging (X_1) exerts the strongest predictive impact ($\beta=0.412$, $p < 0.001$). Product Features (X_3) provides significant secondary predictive weight ($\beta = 0.284$, $p = 0.002$). Green Advertising (X_2) offers limited standalone predictive power ($\beta = 0.165$).

4. Translation into the Green-to-Value (G2V) SBMI Framework

These quantitative findings resolve the fundamental tension outlined in the introduction how neighborhood MSMEs can capture value when consumers refuse premium pricing. Rather than treating green marketing as a

Table 6. *Green-to-Value (G2V) SBMI Framework*

GREEN-TO-VALUE (G2V) SBMI FRAMEWORK PIPELINE	
EMPIRICAL INPUT	G2V ENTERPRISE ARCHITECTURE

High Packaging Impact (beta = 0.412)	→	VALUE PROPOSITION & DELIVERY
		• LGU-certified point-of-sale eco-badges • Neighborhood sari-sari store refill & return hubs
Constrained Price Premium (M = 3.42 vs M = 3.98)	→	VALUE CAPTURE & CREATION
		• Eliminate premium markups (achieve unit-cost parity) • Volume-driven profitability via container-return perks • Bulk-sourcing through local MRF supply channels

1. Value Proposition (Eco-Transparency): Because X_1 is the dominant driver (beta = 0.412), MSMEs must focus resources on physical point-of-sale labeling and clear functional packaging rather than digital or print advertising (X_2).
2. Value Delivery (Decentralized Refill Hubs): To operationalize packaging sustainability without escalating unit costs, neighborhood sari-sari stores can be configured as return-and-refill hubs for household liquid goods.
3. Value Capture (Retention Over Markups): To bridge the premium pricing friction ($M = 3.42$), MSMEs must abandon traditional green-markup strategies. Instead, profitability is built on converting high repeat purchase intent ($M=3.98$) into steady cash flows through deposit-refund systems, container-return discounts (5-10%), and parity unit pricing.

CONCLUSION

1. Packaging Tangibility Drives Consumer Action: Point-of-sale packaging cues and clear eco-labeling (beta=0.412) act as the primary catalyst for sustainable consumer choices in urban barangays. Promotional advertising without tangible packaging features fails to convert intent into sales.
2. The "Green Premium" Model Fails in Lower-Middle-Income Retail: High environmental awareness ($M=4.28$) does not translate into price inelasticity. In price-sensitive urban communities ($70.93\% < P30,000/\text{month}$), imposing price premiums ($M=3.42$) creates an adoption barrier that halts green transition at the neighborhood level.
3. Repeat Volume is the Engine of Sustainable Value Capture: Because repeat purchase intent is high ($M=3.98$), commercial viability for urban MSMEs depends on high-volume customer retention rather than high unit margins.
4. Empirical Justification for Business Model Innovation: Consumer data can serve as an operational design input. The Green-to-Value (G2V) SBMI framework demonstrates that aligning enterprise value creation, delivery, and capture with empirical friction points bridges the gap between community eco-consciousness and MSME profitability.

Recommendations

1. For Community MSMEs and Neighborhood Retailers
 - Implement Container-Return and Refill Systems: Transition from single-use sachet distribution to localized bulk-dispensing and refill systems at neighborhood sari-sari stores to maintain price parity with conventional goods.
 - Adopt Tiered Loyalty Pricing: Reward packaging returns with immediate unit discounts (5-10%) to monetize high repeat purchase intent ($M=3.98$) while staying within consumer budget ceilings.
 - Prioritize Visible Eco-Badges over Ads: Reallocate promotional budgets toward clear, standardized point-of-sale labels highlighting health, utility, and cost-per-use savings.
2. For Local Government Units (LGU) and Barangay Leaders
 - Standardize Local Eco-Labeling: Partner with the City Trade and Industry Department to issue standardized, LGU-backed eco-badges for local MSMEs to establish credibility and reduce consumer skepticism ($M=3.81$).

Support Refill Infrastructure Integration: Connect Barangay Material Recovery Facilities (MRFs) with local sari-sari store associations to build a circular supply chain for packaging materials and bulk inventory.

3. For Academic Researchers

Expand Framework Testing: Validate the G2V framework across other high-density urban barangays and rural agricultural contexts to test its generalizability across differing income strata.

Longitudinal Financial Tracking: Conduct longitudinal studies measuring the multi-year survival rates, profit margins, and plastic waste reduction volumes of MSMEs operating under circular G2V business models.

References

- Bocken, N. M. P., Short, S. W., Rana, P., & Evans, S. (2014). A literature and practice review to develop sustainable business model archetypes. *Journal of Cleaner Production*, 65, 42–56. <https://doi.org/10.1016/j.jclepro.2013.11.039>
- Dangelico, R. M., & Vocalelli, D. (2017). “Green marketing”: An analysis of definitions, strategy steps, and tools through a systematic review of the literature. *Journal of Cleaner Production*, 165, 1263–1279. <https://doi.org/10.1016/j.jclepro.2017.07.184>
- Duque Oliva, E. J., Sánchez-Torres, J. A., Arroyo-Cañada, F.-J., Argila-Irurita, A., Fuente, J. G.-L., Palacio-López, S.-M., & Arrubla-Zapata, J.-P. (2024). Green buying behaviour: An integrated model. *Sustainability*, 16(11), 4441. <https://doi.org/10.3390/su16114441>
- García-Salirrosas, E. E., & Rondon-Eusebio, R. F. (2022). Green marketing practices related to key variables of consumer purchasing behavior. *Sustainability*, 14(14), 8499. <https://doi.org/10.3390/su14148499>
- Geissdoerfer, M., Vladimirova, D., & Evans, S. (2018). Sustainable business model innovation: A review. *Journal of Cleaner Production*, 198, 401–416. <https://doi.org/10.1016/j.jclepro.2018.06.240>
- Gruchmann, T., Seuring, S., & Petljak, C. (2019). Assessing the role of green logistics in green marketing: A business model perspective. *International Journal of Physical Distribution & Logistics Management*, 49(8), 810–831. <https://doi.org/10.1108/IJPDLM-12-2018-0393>
- Mejia, C. A., Mendoza, J. M. F., & Castillo, A. L. (2021). Plastic waste management challenges and opportunities in urban Philippines: A post-consumer analysis. *Waste Management & Research*, 39(5), 672–681. <https://doi.org/10.1177/0734242X21991645>
- Papadas, K. K., Avlonitis, G. J., & Carrigan, M. (2017). Green marketing orientation: Conceptualization, scale development and the moderating effect of structured context. *Journal of Business Research*, 80, 236–246. <https://doi.org/10.1016/j.jbusres.2017.05.024>
- Polonsky, M. J. (2011). Transformative green marketing: Impediments and opportunities. *Journal of Business Research*, 64(12), 1311–1319. <https://doi.org/10.1016/j.jbusres.2011.01.019>
- Sinkovics, N., Gunaratne, D., Sinkovics, R. R., & Molina-Castillo, F.-J. (2021). Sustainable business model innovation: An umbrella review. *Sustainability*, 13(13), 7266. <https://doi.org/10.3390/su13137266>
- promotional ad spend, the findings provide architectural rules for enterprise redesign: