

# The Impact of Green Marketing Practices as A Basis for Sustainable Advertising Strategies

Albert Lee A. Catibayan  
Emilio Aguinaldo College Cavite  
[aure.rtleee@gmail.com](mailto:aure.rtleee@gmail.com)

Date Submitted:

**April 14, 2026**

Date Accepted:

**May 29, 2026**

Date Published:

**June 11, 2026**

DOI:

**10.5281/zenodo.20645471**

## ABSTRACT

This study examined the influence of green marketing practices on consumer purchasing behavior among employed individuals residing along Congressional Road in Dasmariñas City, Cavite. Specifically, the study investigated how eco-friendly products, sustainable practices, transparency, consumer education, and partnerships affect consumer attitudes, subjective norms, and perceived behavioral control. A quantitative cross-sectional research design was utilized using a researcher-developed Green Marketing Questionnaire (GMQ). Data were collected from 381 employed respondents selected through probability random sampling across four barangays in Dasmariñas City. Descriptive statistics, regression analysis, and one-way ANOVA were employed using SPSS Version 27. Findings revealed that

respondents generally perceived green marketing practices positively, particularly sustainable practices and transparency. Regression analysis demonstrated a very strong positive relationship between green marketing practices and consumer behavior ( $R = .949$ ,  $R^2 = .900$ ). The ANOVA results confirmed that green marketing practices significantly predicted consumer behavior,  $F(1,379) = 3401.894$ ,  $p < .001$ . The regression coefficient further showed that every one-unit increase in green marketing practices corresponded to a .960 increase in consumer behavior. The study concluded that green marketing significantly influences consumer purchasing decisions and enhances consumer trust, purchase intentions, and brand loyalty. Businesses are therefore encouraged to integrate authentic sustainability initiatives, transparent communication, and consumer education into their marketing strategies to promote long-term sustainable consumption behavior.

**Keywords:** *Green Marketing, Consumer Behavior, Environmental Awareness, Brand Values, Eco-Friendly Purchase, Corporate Social Responsibility, Ecological Stewardship, Sustainable Development.*

## INTRODUCTION

Sustainability has evolved from being a marketing trend into a fundamental business strategy as consumers become increasingly aware of environmental issues and climate-related concerns. Organizations now adopt green marketing practices not only to improve competitive advantage but also to demonstrate environmental responsibility and corporate accountability. Green marketing includes strategies such as eco-friendly packaging, sustainable sourcing, carbon footprint reduction, recycling initiatives, and environmentally responsible advertising campaigns.

According to Theocharis and Tsekouropoulos (2025), green marketing must demonstrate authenticity, transparency, and alignment with consumer values to effectively influence purchasing behavior. Their findings emphasized that consumer attitudes, subjective norms, and perceived behavioral control significantly affect eco-

friendly purchasing intentions. Similarly, Kiyak and Grigoliene (2023) highlighted that green marketing frameworks are becoming increasingly important in influencing sustainable consumer behavior and strengthening corporate environmental responsibility. Previous studies further revealed that consumers are becoming more skeptical of greenwashing and increasingly demand evidence of genuine environmental commitment from organizations (Szabo & Webster, 2021). Companies that implement sustainable practices and communicate them transparently are more likely to establish stronger consumer trust and loyalty (Chen & Patel, 2024). Moreover, social media and digital marketing platforms have amplified the influence of green communication and sustainability advocacy on consumer decision-making (De Fano et al., 2022).

In the Philippine context, the increasing urbanization and commercialization of cities such as Dasmariñas City, Cavite, have exposed consumers to diverse sustainability-oriented marketing strategies. Despite the growing relevance of green marketing, limited local studies have examined how green marketing practices influence consumer behavior among employed individuals in rapidly developing urban communities. This study aimed to determine the influence of green marketing practices on consumer purchasing behavior among employed individuals in Dasmariñas City, Cavite. Specifically, it sought to assess consumers' perceptions regarding eco-friendly products, sustainable practices, transparency, consumer education, and partnerships and determine their influence on consumer attitudes, subjective norms, and perceived behavioral control.

## **METHODS**

### **Research Design**

This study employed a quantitative cross-sectional research design to examine the influence of green marketing practices on consumer purchasing behavior among employed individuals in Dasmariñas City, Cavite. The cross-sectional design enabled the researchers to gather data from respondents at a single point in time to assess existing attitudes, perceptions, and behavioral tendencies related to green marketing strategies. A structured researcher-developed Green Marketing Questionnaire (GMQ) was utilized for data collection through face-to-face surveys and Google Forms. The instrument measured respondents' demographic characteristics, perceptions of green marketing practices, and purchasing behavior variables. The quantitative approach was appropriate because it allowed objective measurement, statistical analysis, and hypothesis testing using inferential statistical procedures such as regression analysis and one-way analysis of variance (ANOVA).

### **Research Locale**

The study was conducted along Congressional Road in Dasmariñas City, Cavite, Philippines, specifically within the barangays of Burol Main, Burol I, Burol II, and Burol III. These barangays were selected due to their rapid urban development, increasing commercial activities, and diverse working population. Dasmariñas City is considered one of the fastest-growing cities in Cavite because of its strategic location near Metro Manila and its expanding industrial, commercial, and residential sectors. The locale provided an appropriate environment for assessing consumer exposure to green marketing initiatives and sustainability-oriented business practices.

### **Population and Sampling Technique**

The target population consisted of employed individuals aged 20 years and above residing within the selected barangays. Respondents represented different occupational classifications, including managers, professionals, clerical workers, service workers, technicians, and other employed sectors. Probability random sampling was employed to minimize sampling bias and ensure equal representation. The sample size was determined using the Raosoft Sample Size Calculator with a population size of 46,138, confidence level of 95%, and margin of error of  $\pm 5\%$ , resulting in 381 respondents. The proportional distribution of respondents was as follows:

Barangay	No. of Population Aged 20 and Above Year 2025	Respondents
Burol Main	11,902 (26%)	99
Burol I	17,287 (37%)	141
Burol II	6,025 (13%)	50
Burol III	10,924 (24%)	91
Total	46,138	381

### Research Instrument

Data were gathered using the researcher-developed Green Marketing Questionnaire (GMQ). The instrument underwent content validation by research experts, business professionals, and statisticians to ensure clarity, validity, and reliability. The questionnaire consisted of three parts: 1) Demographic profile of respondents, 2) Green marketing practices, and 3) Consumer behavior variables. Green marketing dimensions included eco-friendly products, sustainable practices, transparency, consumer education, and partnerships. Consumer behavior variables were anchored on the Theory of Planned Behavior, including attitude, subjective norms, and perceived behavioral control. A four-point Likert scale ranging from 1 (“Strongly Disagree”) to 4 (“Strongly Agree”) was utilized. Reliability testing using Cronbach’s alpha yielded a coefficient above .80, indicating acceptable internal consistency.

### Data Analysis

Descriptive statistics such as frequency, percentage, mean, and standard deviation were used to summarize respondents’ demographic profiles and perceptions. Inferential statistical tools including regression analysis and one-way ANOVA were utilized to determine significant relationships among variables. Data were analyzed using SPSS Version 27 and Microsoft Excel. Statistical significance was interpreted at the .05 level.

## RESULTS AND DISCUSSION

### Profile of the Respondents

The majority of respondents belonged to the 26–40 age group (38.8%), followed by respondents aged 41–59 years (25.2%). Female respondents constituted 57.7% of the sample, while most participants were college graduates (44.1%). Most respondents belonged to lower-middle and middle-income groups, indicating that financial considerations remain important in purchasing decisions involving green products. The demographic profile suggests that respondents were economically active individuals with sufficient educational exposure to sustainability concepts and environmental marketing initiatives.

### Assessment of Green Marketing Practices

Respondents generally agreed that companies implement green marketing practices effectively. Sustainable practices obtained the highest mean score ( $M = 2.81$ ,  $SD = 1.16$ ), followed by eco-friendly products, transparency, consumer education, and partnerships ( $M = 2.79$ ). The findings indicate that consumers positively perceive sustainability-oriented business operations. However, moderate mean scores also suggest that consumers remain cautious regarding the authenticity of environmental claims and continue to demand transparency and accountability from organizations.

These findings support the study of Becker et al. (2019), which emphasized that authenticity and credibility in advertising significantly influence consumer trust and purchase intention.

### Assessment of Consumer Behavior Toward Green Marketing Practices

Consumer behavior variables demonstrated positive responses toward green marketing practices. Attitude and perceived behavioral control both obtained the highest mean score ( $M = 2.79$ ), while subjective norms ranked slightly lower ( $M = 2.78$ ). The results suggest that consumers' personal beliefs and perceived ability to engage in sustainable purchasing are stronger predictors of behavior than social pressure. Consumers generally support environmentally responsible products but still face barriers such as affordability and accessibility. These findings align with Hasan and Suciarto (2022), who emphasized that attitudes and perceived behavioral control significantly influence organic and green purchase intentions.

### Regression Analysis of Green Marketing Practices and Consumer Behavior

The regression analysis revealed a very strong positive relationship between green marketing practices and consumer behavior ( $R = .949$ ). The  $R^2$  value of .900 indicated that 90% of the variance in consumer behavior could be explained by green marketing practices. The ANOVA results confirmed that the regression model was statistically significant,  $F(1,379) = 3401.894$ ,  $p < .001$ , leading to the rejection of the null hypothesis. Furthermore, the regression coefficient showed that every one-unit increase in green marketing practices corresponded to a .960 increase in consumer behavior. The findings strongly support the Theory of Planned Behavior and demonstrate that sustainable practices, transparency, and eco-friendly initiatives significantly influence purchasing decisions, trust, and long-term consumer loyalty.

### CONCLUSION

This study examined the influence of green marketing practices on consumer purchasing behavior among employed individuals in Dasmariñas City, Cavite. The findings demonstrated that eco-friendly products, sustainable practices, transparency, consumer education, and partnerships significantly influence consumer attitudes, subjective norms, and perceived behavioral control. Consumers generally displayed positive perceptions toward green marketing initiatives, with transparency and sustainable practices emerging as strong predictors of purchasing behavior. The results confirmed that green marketing strategies significantly affect consumer decision-making and strengthen consumer trust and purchase intention.

The study concludes that organizations implementing authentic and transparent sustainability initiatives are more likely to improve consumer loyalty and support sustainable business success. Businesses are therefore encouraged to integrate environmentally responsible practices into their marketing strategies and invest in consumer education programs to promote sustainable consumption behavior. Future studies may explore longitudinal designs, wider geographic coverage, and additional behavioral variables to further understand the long-term impact of green marketing on consumer behavior.

### References

- Al Mamun, A., Nawati, N. C., Hayat, N., & Zainol, N. R. B. (2020). Predicting the purchase intention and behaviour towards green skincare products among Malaysian consumers. *Sustainability*, 12(24), 10663. <https://doi.org/10.3390/su122410663>
- Arias, C. (2024). Understanding the drivers and barriers towards sustainable consumption: An approach by linking a pedagogical strategy of active learning with adopting sustainable behaviors by students. *Journal of Sustainability Perspectives*, 4, 270–293. <https://doi.org/10.14710/jsp.2024.25041>
- Becker, M., Wiegand, N., & Reinartz, W. J. (2019). Does it pay to be real? Understanding authenticity in TV advertising. *Journal of Marketing*, 83(1), 24–50. <https://doi.org/10.1177/0022242918815880>
- Chea, A. (2024). Green marketing and consumer behavior: An analytical literature review and marketing implications. *Business and Economic Research*, 14(2). <https://doi.org/10.5296/ber.v14i2.21821>

- Chen, R., & Patel, M. (2024). Enhancing consumer engagement through effective communication of sustainability initiatives. *Sustainable Development*. <https://doi.org/10.1002/sd.2378>
- Cho, M., Ko, E., & Borenstein, B. E. (2024). The interaction effect of fashion retailer categories on sustainable labels: The role of perceived benefits, ambiguity, trust, and purchase intention. *International Journal of Advertising*, 43(6), 1016–1038. <https://doi.org/10.1080/02650487.2024.2306763>
- Costales, M. J. L., Costales, B. L., & Veloz, P. (2024). Green marketing, business sustainability and marketing practices of selected small and medium enterprises (SMEs) in Muntinlupa City. *Journal of Business and Economic Development*, 9(3), 107–123. <https://doi.org/10.11648/j.jbed.20240903.16>
- De Fano, D., Schena, R., & Russo, A. (2022). Empowering plastic recycling: Empirical investigation on the influence of social media on consumer behavior. *Resources, Conservation and Recycling*, 182, 106269. <https://doi.org/10.1016/j.resconrec.2022.106269>
- Franco, I. B., & Abe, M. (2019). SDG 17 partnerships for the goals. In *Science for Sustainable Societies*. Springer Singapore.
- Gerrath, M. H., Olya, H., Shah, Z., & Li, H. (2024). Virtual influencers and pro-environmental causes: The roles of message warmth and trust in experts. *Journal of Business Research*, 175, 114520. <https://doi.org/10.1016/j.jbusres.2024.114520>
- Hammad, M. M., Wahid, K. A., & Afifi, E. R. (2024). Consumer perception and adoption of green marketing strategies in the fast-moving consumer goods industry: A comparative study. *International Journal of Green Management and Business Studies*, 4(2). <https://doi.org/10.56830/IJGMBS12202403>
- Hasan, H. N., & Suciarto, S. (2022). The influence of attitude, subjective norm and perceived behavioral control towards organic food purchase intention. *Journal of Management and Business Environment*, 1(2), 22–43. <https://doi.org/10.24167/jmbe.v1i2.2260>
- Hota, S. L. (2024). Exploring the impact of sustainable marketing strategies on consumer behavior. *International Journal of Multidisciplinary Research & Reviews*, 3(1), 1–7.
- Hwang, J. (2024). Green marketing and consumer attitudes. *Open Access Research Journal of Multidisciplinary Studies*, 8(2), 76–84. <https://doi.org/10.53022/oarjms.2024.8.2.0068>
- Khalid, A. (2023). Sustainable marketing and its impact on society: A study of marketing strategies and opportunities promoting eco-friendly lifestyle. *SSRN*. <https://doi.org/10.2139/ssrn.4570227>
- Kiyak, D., & Grigoliene, R. (2023). Analysis of the conceptual frameworks of green marketing. *Sustainability*, 15(21), 15630. <https://doi.org/10.3390/su152115630>
- Kotler, P., & Armstrong, G. (2020). *Principles of marketing* (18th ed.). Pearson Education.
- Kumar, V. (2024). Green marketing and its influence on consumer purchasing decisions in the Indian market. *Journal of Management and Entrepreneurship*, 18(4), 56–73.
- Leonidou, C. N., Katsikeas, C. S., & Morgan, N. A. (2023). Greening the marketing mix: Do firms do it and does it pay off? *Journal of the Academy of Marketing Science*. <https://doi.org/10.1007/s11747-023-00876-1>
- Li, H., & Chen, J. (2025). Greenwashing concerns and consumer trust in brand communication. *International Journal of Business Ethics*.
- Nguyen, A., Johnson, L., & Patel, R. (2023). The role of green marketing in consumer decision-making. *Journal of Marketing Research*, 45(2), 123–135.
- Nguyen, T., & Tran, M. (2024). Aligning brand practices with consumer values. *Sustainability & Business Practices*.
- Okkiran, Ş. (2026). Green marketing and environmental consciousness: A meta-analytic review on consumer behavior. In I. Hossain, I. Ghosal, & A. K. M. M. Haque (Eds.), *Green policies for a sustainable world*. Springer. [https://doi.org/10.1007/978-3-032-08828-4\\_16](https://doi.org/10.1007/978-3-032-08828-4_16)
- Patel, R., Walker, J., & Smith, K. (2022). Transparency in green marketing: Building consumer trust. *Journal of Advertising*.
- Robinson, T., & Smith, J. (2024). Sustainability and marketing: Aligning business practices with consumer expectations. *International Journal of Sustainable Business*, 12(3), 275–290.
- Szabo, S., & Webster, J. (2021). Perceived greenwashing: The effects of green marketing on environmental and product perceptions. *Journal of Business Ethics*, 171, 719–739.
- Theocharis, D., & Tsekouropoulos, G. (2025). Sustainable consumption and branding for Gen Z: How brand dimensions' influence consumer behavior and adoption of newly launched technological products. *Sustainability*, 17(9), 4124.
- Xu, Y., Du, J., Khan, M. A. S., Jin, S., Altaf, M., Anwar, F., & Sharif, I. (2022). Effects of subjective norms and environmental mechanism on green purchase behavior: An extended model of theory of planned behavior. *Frontiers in Environmental Science*, 10, Article 779629.