GREEN MARKETING STRATEGIES AS PREDICTORS OF BUYING INTENTION AMONG THE GENERATION Y CONSUMERS

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ABSTRACT

This study aimed to determine the relationship of green marketing strategies and buying intention among the Generation Y cohort, also known as millennials. Besides, the study also attempted to ascertain the influence of perceived green strategies on the buying intention of the said cohort. The study used the descriptive-correlational research method, wherein the researcher collected relevant information through a survey without manipulating or controlling the study subjects and the variables involved. This study involved 358 millennial consumers, aged 26-44, living in Maniki, Kapalong, Davao del Norte. The study used a random sampling method in determining the appropriate number of the study respondents. The level of green marketing strategies was reflected as high, while the buying intention of the respondents was interpreted as very high. Moreover, the study concluded that green marketing strategies has a weak, positive, and significant relationship to buying intention. Besides, regression analysis showed that only green price, an indicator of green marketing strategies, is identified as a significant predictor of buying intention. Thus, this study addressed the Sustainable Development Goal number 12, where responsible consumption and production were being highlighted. This research looks at the effects of eco-friendly marketing on the buying preferences of Generation Y.

Keywords: green marketing strategies, buying intention, Generation Y cohort

INTRODUCTION

There has been a rising global movement toward sustainable consumption, which now defines how customers interact with products throughout their lifecycle. Organizations now implement environmental strategies for marketing to serve customers who care about planet sustainability. Research into the impact of green marketing tactics on buyer choices amongst Generation Y consumers is understudied especially in semi-rural areas such as Maniki, Kapalong, Davao del Norte. Research aims to understand the association between green marketing strategies and buying intentions among Generation Y consumers living in Maniki, Kapalong Davao del Norte.

Green marketing is a phenomenon which has developed particularly in the modern market and has emerged as an important concept in India and in other parts of world. This marketing is seen as an important strategy for facilitating sustainable development (Singh & Vashist, 2018). The image of environmentally friendly products is often seen as bad. Consumers doubt that environmentally friendly products are really made with environmentally friendly raw materials. This attitude is known

as consumer skepticism towards products with an environmentally friendly label. Consumer skepticism occurs because product advertisements contain confusing information as well as consumer insecurity about the raw materials for products that the company claims to be environmentally friendly (Bursan et al., 2022). Also, studies conducted in Romania shows that, although the important role of consuming green food and products such as fruits and vegetables for maintaining personal health is known, this is not a priority for young people at the onset of professional life (Pocol et al., 2021). One explanation is that, although consumers are interested in sustainable development, their desires are not always behaviorally transposed (Dabija et., 2019).

The study of Kaur (2022) focuses on green marketing, which has emerged as a savior of the planet. The study used structural equation modeling to corroborate 405 responses of millennial consumers of green personal care products. Multi-group analysis was used to assess the control variables. Findings indicate that green products, green place, and green promotional strategies significantly impact green buying intentions. The moderating role of environmental attitude provided some interesting results. Income and education also play a significant role in the green buying intention of different customers.

Meanwhile, another study focuses on the green buying intentions of millennials towards green personal care products and the impact of green marketing strategies on such. The moderating role of the environmental attitude of consumers and the role of consumers' demographics as control variables are also assessed. The Philippine Statistics Authority (PSA) reported in 2023 that the eco-friendly purchasing preference among Generation Y consumers aged 25–40 now exceeds 48%. Professor James McCracken has examined market behaviors in less urbanized areas yet Maniki and its residents remain under thorough research. The insufficient localized research about sustainable practices becomes an obstacle for businesses that wish to create sustainable marketing strategies that align with local consumer expectations.

A modern business must use green strategies developed by stakeholders according to Polonsky (2011). Lin (2023) declared that green promotions exceed being a trend since they serve as essential tools for creating enduring customer relationships. Studies do not establish whether Generation Y consumers from the developing area of Davao del Norte show similar reactions to these marketing approaches.

The study of Kaur (2022) utilized a structural equation modeling to corroborate the number of respondents. The study aims to discover the connections between green marketing mix strategies and the intentions of people in an emerging economy to use green products. The emphasis is placed on buying environmentally friendly products and millennials' ideas about green products and the outcomes of green marketing approaches used in it. The researchers also look at the demographics of consumers as control factors. The researchers depended on structural equation. Creating models to check the validity of 405 responses from millennial customers using green personal care products. However, this study used descriptive- correlational approach and utilized a random sampling method in order to gather the respondents' appropriate total number of responses per item.

Another study from Sugandini et al. (2020) utilizes the multiple case study approach where the study cited about the cases of the Small- Medium Enterprises in Indonesia. The study found that green supply chain management influences how green marketing strategies are created and green marketing strategies can influence people's intentions to buy green goods. On the other hand, this study focuses its scope from the Generation Y as they are the respondents of the study. Research

about green marketing elements in connection with consumer buying behavior within Maniki, Kapalong Davao del Norte does not exist as a baseline study.

This research helped the green marketer to understand the kind of green marketing which can influence consumer buying intention. As the recent advertisements are hyperbolic, here the research shows that green marketer needs to validate all the express and implied environment claims appearing in the advertisement. Thus, this study addressed the Sustainable Development Goal number 12, where responsible consumption and production were being highlighted. This research looks at the effects of eco-friendly marketing on the buying preferences of Generation Y.

Research Objectives

With the above premise, the study specifically aims to determine the following:
1. to determine the level of green marketing strategies;
2. to determine the level of buying intention among the Generation Y consumers;
3. to determine the significant relationship between green marketing strategies and buying intention among the Generation Y consumers; and
4. to determine which domain of green marketing strategies can significantly predict the buying intention of the Generation Y consumers.

Research Hypothesis

The null hypotheses which will be tested at 0.05 alpha levels state that no significant relationship exists between green marketing strategies on buying intention among the generation Y consumers in Maniki, Kapalong Davao del Norte. Moreover, a null hypothesis will be tested at 0.05 alpha levels, which states that there is no domain that could significantly influence the buying intention among the generation Y consumers in Maniki, Kapalong Davao del Norte.

Conceptual Framework

Presented in Figure 1 is the relationship between the independent and dependent variable. The independent variable is green marketing strategies, while the dependent variable is buying intention. The independent variable in this study is the green marketing strategies which is based on the following indicators: green product, green price, green place, green promotion which based on Kaur et al. (2022). *Green product*; are often built to last, don't contain toxins, are often made from recycled goods and are not packaged in much plastic.; *green price* refers to determining how much consumers should pay for environmentally friendly products.; *green place* refers to concerns making urban settlements both clean and attractive.; *green promotion* considered an important method for encouraging people to buy products that are environmentally friendly.

Figure 1
Conceptual Framework of the Study

The dependent variable of the study is buying intention which is unidimensional. Which also refers to when consumers decide to buy something, it is viewed as evidence for their probable behavior in the future building up of attitudes.

Theoretical Framework

This study is theoretically anchored on three key behavioral and marketing theories: the Theory of Consumption Values, the Green Marketing Mix Framework, and the Theory of Planned Behavior (TPB). These frameworks collectively provide a solid foundation for understanding how consumers form green perceptions based on the values they associate with eco-friendly products and the marketing strategies that communicate these values effectively.

The Theory of Planned Behavior (TPB) by Ajzen (1991), which asserts that human action is guided by behavioral intentions, shaped by three determinants: attitudes toward the behavior, subjective norms, and perceived behavioral control. In the context of green marketing, TPB helps explain how exposure to promotional messages and environmental education influences consumers' intention to purchase eco-friendly products. It suggests that if individuals believe that buying green products is beneficial, socially approved, and easy to do, they are more likely to act accordingly.

When TPB is used to investigate green marketing, it becomes clear that it influences both the way Generation Y thinks and the way they interact with others, leading them to want to buy green products. Messages promoting the brand, ease of product use, pricing choices and what the product offers may impact sellers, but also link to a person's values, belief system and society to help determine actual purchasing behavior. As a result, TPB clearly explains why green marketing mix elements (product, price, place and promotion) predict whether someone will buy a green product.

The Theory of Consumption Values, created by Sheth, Newman and Gross in 1991, was included in the study and demonstrates that what a consumer values most about goods is influenced by five different values: functional, social, emotional, epistemic and conditional. These values demonstrate the motivations behind why people choose to buy goods. In other words, a locally environment-friendly product can be valuable by being useful, following social norms or by helping the consumer feel responsible for the environment.

In this research, these values are thought to influence both the green attitudes and buying interests of people living in Kapalong. The theory states that green perceptions take place when people judge how much a product contributes to the environment using their own values. A product that seems sustainable, beneficial for one's health, affordable or in line with social and cultural standards is more likely to be popular. That way, this framework explains the factors that influence a person's willingness to buy environmentally friendly goods.

Along with the consumption values view, the Green Marketing Mix Framework, based on the 7Ps marketing model, is useful for studying green marketing. This approach suggests that marketing strategies should include elements that support the environment. As an illustration, green product design, having eco-friendly labels, choosing biodegradable packaging, setting fair prices and utilizing green advertising support the idea of sustainability among shoppers.

The green marketing mix is understood here as something that provides value to consumers. Using green marketing in branding successfully allows customers to believe in the company, see the green features it offers and feel more invested in protecting the environment. All

elements of the media mix can affect consumer attitudes and actions, especially in Kapalong, as the local situation is unique and may impact people's responses to advertising.

METHODOLOGY

A quantitative research design was implemented to study the perceived green marketing strategies and buying intentions among the Generation Y consumers in Maniki, Kapalong, Davao del Norte. A correlational research approach helped discover variables relationships and their impact on buying intentions among the different components of green marketing.

Generation Y consumers from Maniki Kapalong Davao del Norte make up the chosen study group because they actively understand environmental issues while standing as a significant segment in green marketing. According to Kaur et al. (2022), Generation Z are the primary bread earners in families. Therefore, these persons are the primary decision-makers for buying products and services to meet different needs. The researchers targeted this study only on Generation Y because the people of this age group are more educated than older generations and are more aware of environmental problems and hence are more likely to understand the need for and importance of pro-environmental consumption.

A stratified random sampling technique provided 300 research participants chosen during ethnic division according to age from 26 to 44 years old along with their recorded buying behavior for green products. The research team calculated the sample size according to Slovin's formula so that the target group would be represented at 95% confidence with 5% error margin. The research methodology enabled researchers to incorporate participants whose knowledge about green products differed in magnitude.

The study utilized the adopted questionnaire for the independent variable from the study of Kaur et al. (2022) with 14 items and 4 items for the dependent variable with the same author. The structured questionnaire was divided into two sections, where the first section solicited the sociodemographic information of respondents, and in the next section, the intended respondents were questioned to assess indicators on green marketing mix strategies and buying intentions of the Generation Y consumers. The responses were solicited on a 5-point Likert Scale. This study will utilize the statistical tools of mean, Pearson r, and multiple regression to analyze the relationship between variables. These statistical tools will be selected to ensure the accuracy of analysis and its alignment to the study's objectives. Moreover, the researchers will apply 0.05 level of significance in testing the study's objectives.

RESULTS

Presented in the section below are the results of the data in green marketing strategies and buying intention among the Generation Y consumers. This section also reveals the significant relationship between green marketing strategies and buying intention among the Generation Y consumers in Maniki, Kapalong, Davao del Norte, as well as the significance of the influence of green marketing strategies on buying intention.

Summary of the Level of Green Marketing Strategies

Presented in the Table 1 is the overall level of green marketing strategies, which got the overall mean of 4.20 with a high description. This means that the green marketing strategies was oftentimes manifested.

Table 1
Summary of the Level of Green Marketing Strategies

Indicators	Mean	Description
Green Product	4.22	High
Green price	4.17	High
Green place	4.19	High
Green promotion	4.20	High
Overall	**4.20**	**High**

Data showed that the highest mean score is green product, and it got the highest mean score 4.22 with a descriptive equivalent of high. This indicates that the green marketing strategies in terms of green product is oftentimes manifested. On the other hand, the fourth indicator which is the green promotion got the mean score of 4.20 with a descriptive equivalent of high. This indicates that the level of green marketing strategies in terms of green promotion is oftentimes manifested. Also, the indicator, green place, got the mean score of 4.19 with a descriptive equivalent of high. This indicates that the level of green marketing strategies in terms green place is oftentimes manifested. Lastly, the green price has a mean of 4.17 which is considered as the lowest mean score among indicators with a descriptive equivalent of high. This indicates that the level of green marketing strategies in terms of green price is oftentimes manifested.

Buying Intention of the Generation Y Consumers

Table 2 presents the Level of Buying Intention of the Generation Y Consumers in Maniki, Kapalong, Davao del Norte. The table shows that the overall mean of the mentioned variable is 4.30 with a very high descriptive equivalent. Which means that the level of buying intention among the generation Y consumers are always manifested.

Table 2
Level of Buying Intention of the Generation Y Consumers

Buying Intentions	Mean	Description
Willing to pay more for a green product, avoiding cheaper ones that harm the environment.	4.33	Very High
Considering that buying green products, as they conserve energy resources.	4.32	Very High
Considering that buying green products, as they are recycled materials.	4.26	Very High
Have the perception that green products have more excellent added value, and therefore I am willing to pay more.	4.28	Very High
Overall	**4.30**	**Very High**

Item no. 1 - *Willing to pay more for a green product, avoiding cheaper ones that harm the environment*, obtained the highest mean score of 4.33, which has a descriptive equivalent of very high. This indicates that the said item was always manifested by the respondents. Meanwhile, item no. 3 - *Considering that buying green products, as they are recycled materials,* got the lowest mean score of 4.26, which has a descriptive equivalent of very high. This indicates that the said item was always manifested in terms of buying intentions. Also, item no. 2 - *Considering that buying green products, as they conserve energy resources*, obtained a mean score of 4.32, which has a descriptive equivalent of very high. This indicates that the said item is always manifested. Lastly, item no. 4 - *Have the perception that green products have more excellent added value, and therefore I am willing to pay more*, obtained a mean score of 4.28, which has a descriptive equivalent of very high. This indicates that the said item is always manifested.

Relationship between Green Marketing Strategies and Buying Intention

Presented in Table 3 is the result of the test of significance of the relationship between green marketing strategies and buying intention among the Generation Y consumers. The results revealed an r-value of .327, indicating a weak but positive relationship between the variables. Since the p-value (<.001) is less than the .05 level of significance, the null hypothesis–stating that there is no significant relationship between the study's variables–was rejected. It indicates that the relationship between green marketing strategies and buying intention among the respondents is significant. The significant positive correlation suggests that as green marketing strategies increase, consumers' buying intention also tends to increase.

Table 3
Significant Relationship Between Green Marketing Strategies and Buying Intentions of the Generation Y Consumers

Variable	Mean	R-Value	P-Value	Decision @=0.05
Green Marketing Strategies	4.20	.327	<.001	H$_o$ Rejected
Buying Intentions	4.30			

Influence of Green Marketing Strategies on the Buying Intention of the Generation Y Consumers

Presented in Table 4 is the influence of green marketing strategies towards buying intention among the Generation Y consumers. The results showed the calculated f-value of 10. 793, r- value of .334, r-squared value of .112, and p-value of .001, which is lower than the .05 level of significance. Thus, based on these computed values, the overall results concurred the rejection of the null hypothesis in this context. This implies that green marketing strategies, as the independent variable of the study, is significantly influencing buying intention, the dependent variable of this study.

Table 4

Domain of Green Marketing Strategies that Significantly Influences the Buying Intentions of the Generation Y Consumers

Independent Variables	Unstandardized Coefficients		Standardized Coefficients	P-Value	Decision @=0.05
	Beta	Std. Error	Beta		
(Constant)	4.3	0.024			
Green Product	0.049	0.083	0.046	0.556	H_o Accepted
Green price	0.195	0.08	0.186	0.015	H_o Rejected
Green place	0.158	0.09	0.15	0.081	H_o Accepted
Green promotion	-0.002	0.1	-0.002	0.986	H_o Accepted
Dependent Variable: Buying Intentions					

Note: R= 0.334, R^2=0.112,   F-ratio= 10.793   P-value= < .001

As shown in the results, it could be concluded that green price got a p- value of .015, lesser than the required .05 level of significance set in this study. Thus, it implies that buying intention of the Generation Y consumers is significantly influenced by green price. Additionally, green price towards buying intention showed a beta value of .195. It means that a unit increase in green price will result to a .195 increase in buying intention. Meanwhile, other domains of green marketing strategies obtained a p-value that is beyond the .05 level of significance, indicating that these domains did not significantly influence the buying intention of Generation Y consumers.

More importantly, the coefficient of determination (R²) concluded that 11.2% of the variance of buying intention is accounted by the independent variable of this study, which is the green marketing strategies, specifically green price as one of its domains. Conversely, this data indicates that the remaining 88.8% of the variance of buying intention is explained by other variables not included in this paper. This result implies that further studies about buying intention among Generation Y consumers must be explored to determine other variables that can significantly influence the same dependent variable.

DISCUSSION

Level of Green Marketing Strategies

The first variable being investigated is the green marketing strategies, which has a relatively high level among the respondents. Green marketing strategies are crucial in businesses since they help firms respond to the changing needs of the environment aware consumer while at the same time enabling firms to differentiate themselves, reduce costs and create sustainable solutions. The following is a low down of some of the strategies that, if actualized, can enhance the reputation of a brand as well as promote brand loyalty while promoting sustainable living. Businesses engaging in green marketing enhance their brand image to be in harmony with the consumers' values

and the market trends thereby preparing the business entity for above average competition in the current and future market that is rapidly shifting to being environmentally conscious (Bhatia, 2021).

The first signal of green marketing strategies is green product which is described as high level. This shows that the respondents understand that green product is the solution to existing environmental issues. This was also affirmed by Polonsky, (2011) in a stating that there are a number of reasons why green products are core business in the modern green marketing strategies, these are the growing consumer demand for green products.

This opinion was also shared by Peattie and Peattie (2019), who claimed that there is an emerging trend among consumers to buy green products because consumers are willing to pay for products that reflect their ecological conscience. In this context, green products can be used to address this segment of market and help in constructing the right sustainable business model.

The second measure of green marketing strategies is green price which is described as high level. From this finding, it is evident that the respondents understand that there is a direct relationship between the prices of green products and the quality of the product available in the market. This was appending from the study by Stein (2023), whereby, companies offering green pricing programs could either be a profit making or non-profit one with the flexibility of giving reduction on price of energy produced from renewable energy bearing in mind the section abovementioned by the study of Stein (2023) stating that companies offering green pricing programs may be either for-profit or nonprofit entities that can provide a discount on energy produced from renewable sources.

Moreover, the study of Maksudunov (2020) reveals that the forecast tells it is possible to make customers pay additional costs for products whenever they attach added value to other factors such as functionality, design, taste, and so on. Just providing environmental benefits cannot be enough reason to charge higher prices. Many green products can typically be afforded if the focus is made not just the initial costs but the ones in the whole life cycle.

Green place which is also a third dimension toward green marketing strategies is described as being at a high level. This show that respondents understand clearly that green products should be easily accessed from nearby store. And should have been the right spot where environment was also taken into account. Reporting from the study by Tanaka et al. (2022), green spaces can be used as key tools to support and promote a sustainable society in terms of improving the levels of physical and mental health through provision of access to nature; viability of sustainable urban environments and reduction of heat-related problems. So much can be learned from this study about the importance of both specially designed and naturally occurring green space within our cities and that the informal green space not only enhances the quality of people's lives but also awaits further exploitation for other possible new uses.

Something similar was claimed by Andika et al. (2023) Indeed, consumer awareness and interest in sustainable sites actually drive green consumer behavior purchasing habits. To increase consumer awareness marketers should incorporate eco-friendly settings. Furthermore, the level of consumer awareness and aspect of social environment impacts their decision not to go for environmentally friendly products.

The fourth area of green marketing strategies identified here as green promotion is described with the term high level. Therefore, it can be established that promotion has very close relationship with the green consumer buying intention of the consumers. Explaining the importance

of a sustainable environment, Lin (2023) defined a sustainable environment as being an important component when it comes to the practice of sustainable production and found out that it does help in countering the negative effects of human activities on the environment. The selection of green products and services ensures that environmentally crude individuals get satisfaction once they choose to engage certain products and services.

Level of Buying Intention

The second variable being investigated is the buying intention thus the level of the said variable is normally very high. Attitude in this case is defined as an attitude toward an object with respect to a given intention regarding the object of attitude for example a purchase intention. Perception is a measure of the extent to which a person has a favorable or unfavorable attitude to the particular intention under consideration. In general, there is a direct relationship between behavioral intention towards a brand and the strength of the positive attitude toward purchase intention. According to the expectancy-value model, personal conviction on the action plan is developed from diverse accessible information of the connection of the given action with some or all conceivable outcomes as well as other features. In this regard, the author also claims that intention may be treated as a relevant variable for explaining and predicting human intention (Masukujjaman et al., 2023).

Green Marketing Strategies and Buying Intention

Generally, one important purpose of the study was to determine the significant relationship between two variables. The correlation between the two-variable revealed that there is a high association between green marketing strategies and buying intention among the Generation Y consumers in Maniki, Kapalong, Davao del Norte.

The findings of the study supported the thesis of Kaur et al. 2022 with regards to asserting that the green marketing strategies underlying the 4Ps of marketing, namely the green product, green price, green place and green promotion, are interrelated and interconnect and impacts the buying intention of the customers when making a purchase of a particular product. Therefore, it also affirms that when adopting the marketing proposition of green marketing, a business needs to look into the buying intentions which were impacted as well as the intentions of the customers.

As shown in the study carried out by Morh & Webb (2018), consumers buy 'green' products for certain reasons. The former does not simply mean that these choices are made because of an environmentally friendly image; there are the benefits that are gotten from these products. "Green products" on the other hand, are those consumer items that improve the quality of the environment, use energy and natural resource sparingly, and do not produce toxic pollutants and waste. This conforms to earlier theoretical examinations of consumer intention concerning these products based on their ethical and environment related benefits.

As the study of Li et al. (2021) mentioned, the present research also supports that consumer environmental concern has a strong influence over purchase intension. Promoting people to purchase environmentally friendly goods is a critical factor for the construction of ecological environment. The work also categorizes the environmental values into the egoistic, altruistic and biosphere values and also how these determined values affect the purchase intentions. Further, the results also validate the mediating effect of environmental concern and the moderating effect of trust

in green products on the environmental concern and the willingness to purchase green products relation.

Taking a similar perspective, Gelderman et al. (2020) in their study also points out that many industries have realized green products either to add new products in their portfolio or as a replacement to conventional products. There is an obvious trend that green product businesses are increasing their foothold in the global consumer market. Marketing communication strategies dubbed 'green marketing communication' are being defined as 'a set of marketing tools that would allow firms meet the demands of their target population without negatively impacting the environment.

Influence of Green Marketing Strategies on the Buying Intention of the Generation Y Consumers

The regression analysis shows that out of all the four indicators under the independent variable, all of them entrench a significant influence on the dependent variable. More importantly, Guner price has a stronger impact on buying intention towards Generation Y consumers. Next, the present study's findings are supported by Masukujjaman et al. (2023) which made certain that price is a crucial factor before the buying of any product. It is more relevant for sustainable homes because the common consumer complaint is that the price of green products is higher than non-green products. As a result of the research conducted it was discovered that businesses located in the research locale using green pricing techniques had a positive effect on the buying behavior and decision making of Generation Y consumers. Similar to the study of Lukin et al, (2022); Hossain et al, (2023), the present study discovers that citizens of all the countries in the world are much more concerned about the environment at the present time than they were in the past. Public awareness of environmental questions is increasing, and hence a set of firms are trying to develop specific steps that are targeted to provide steady outcomes.

Conclusion

Based on the findings of the study, conclusions were drawn in answer to research questions raised in the previous chapter. The respondents from the Generation Y consumers of Maniki, Kapalong, Davao del Norte, were in high level in terms of green marketing strategies which means that they oftentimes manifested the said variable. In terms of the variable's indicators, green product got a descriptive equivalent of high that means it is oftentimes manifested. On the other hand, based on the result in buying intention of the customers, it can also be drawn that the level of buying intention among respondents were in very high level which means that they always manifested the said variable.

Overall correlation of the two variables showed a significant relationship between the two variables which was the green marketing strategies and buying intention among the Generation Y consumers in Maniki, Kapalong, Davao del Norte. All measures of green marketing strategies used in this study have a significant relationship on buying intention interpreted. Therefore, it shows that the result between the two variables was statistically significant.

Lastly, after the regression analysis was drawn, the green price as an indicator of the independent variable which is the green marketing strategies significantly influences the dependent variable which is the buying intention. The implications of the study suggest that the SME's and the business owners under the locality of Maniki, Kapalong, Davao del Norte to also consider imposing green marketing strategies specifically setting strategic price to the offered green products.

Recommendations

To the business Industry, based on the research's results, which demonstrate a noteworthy link between green marketing strategies and the buying intentions of Generation Y consumers, it is advisable for businesses to leverage this insight. They should give precedence to and promote environmentally friendly marketing initiatives, highlighting the ecological advantages of their products or services. To connect with Generation Y consumers effectively, it is essential to customize marketing campaigns to align with their environmentally conscious values and ensure transparency and genuineness in all green marketing endeavors. Educating customers about the positive environmental consequences of their purchases is of utmost importance. Furthermore, engaging with the local community, forming partnerships with eco-friendly associates, and collecting feedback for continuous enhancement will reinforce the association between green marketing and purchasing intentions. Remaining attuned to evolving consumer preferences and conducting additional localized research can increase the efficacy of these strategies over time.

To the business establishments and owners in Maniki, Kapalong, Davao del Norte, the recommendations based on the result of the study the businesses can implement and impose green marketing strategies appropriately. Thus, increasing the effectiveness of green marketing strategies involves a combination of thoughtful planning, communication, and genuine commitment to sustainability. Since that green marketing strategies significantly influenced the buying intention of the Generation Y consumers wherein, they were part of the customers of the different businesses.

Consequently, since there was a high correlation between the indicators of green marketing and buying intention, it was recommended that the businesses can be geared up on improving their green marketing in which most probably will develop and hasten the buying intention of the Generation Y consumers. Through, properly indicating and explaining the necessary benefits of possessing green marketing to businesses, they can probably notice the importance.

To the SME's, pay attention on imposing green price to the produced and offered green product in the market. Since, customers are more paying attention upon helping and extending an attention on sustaining green products. Thus, they are more sensitive on buying green product in the market as they thought, that way they contribute on saving one earth. They purchased the product at a low cost, and at the same they helped to contribute on saving earth.

To the Local Government Unit (LGU), they may lead in the community by creating a training and or a seminar and a symposium for the SME's and small business owners under the locality that helps the entrepreneurs widen their knowledge and fully understand how green marketing strategies affects the buying intention of the consumers. This may encourage and push the business owners to know more and learn more about green marketing.

Lastly, to the future researchers, it is recommended that future studies will consider other factors that could influence the buying intention of the customers. This may be a good step towards widening the significance of research.

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