

# **GREEN MARKETING AND CONSUMER BEHAVIOR AMONG SELECTED FAST-FOOD CHAIN IN DAVAO CITY**

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## **ABSTRACT**

This research aimed to determine the relationship between green marketing and consumer behavior among selected fast-food chain in Davao City. The variable of the study is green marketing that is known as independent variable in this paper and consumer behavior as dependent variable. The researchers used a quantitative, non-experimental correlation research design to investigate the relationship between green marketing and consumer behavior. The statistical methods used in the study were weighted mean and Pearson-r. The computed r-value is 0.526 and is associated with a p-value of 0.000, less than 0.05. It implies that the null hypothesis is rejected. As a result of the findings, it is concluded that there is a significant relationship between green marketing and consumer behavior among selected fast-food chain in Davao City.

***Keywords:*** *Green Marketing and Consumer Behavior.*

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## INTRODUCTION

The growing problem in our society is the behavior of people that makes environment hard to be sustained and modified. Customers have different points of view and perspectives toward purchasing a specific item. There is a good chance that a product will fail if a company does not comprehend how a customer feels about it. Due to the evolving design, innovation, patterns, living style, extra cash, and comparable different variables, purchaser conduct likewise changes. An advertiser needs to comprehend the elements that are changing so that promoting endeavors can be adjusted likewise. Sometimes, customers may be reluctant to explain their reasons for buying or misstate them. According to Shital (2017), consumer behavior is not essential, but it needs to be regularly updated from time to time.

Before launching an eco-friendly product, any company must carefully consider consumer behavior because failure to do so could fail. Consumer behavior is very complex because it involves a diverse set of attributes, such as likings and dislikes of a green product. Additionally, consumer behavior is crucial because advertisers can comprehend the preferences of buyers and configuration base their promoting endeavors in light of the discoveries. As a result, achieving predetermined sales goals in green marketing relies heavily on consumer behavior. To reach their target audience, marketers must comprehend the factors that significantly impact consumer behavior (Hampasagar, 2021).

Globally, consumer awareness of the environment has significantly increased in this generation of modern and competent technology. Environmental concerns like global warming, pollution,

and non-biodegradable solid waste have become everybody's problems. These environmental problems have become one of the main topics that people have been discussing more and more over the past few years. According to Boyztepe (2016), nowadays, consumer behavior is more concerned about the state of the world, and as a result, they tend to favor environmentally friendly items.

The relationship between green marketing and consumer behavior has been studied for years and is now a crucial aspect of modern marketing. Creating new eco-friendly products and proposing them to any organization is the number one goal of green marketing to lessen the environmental problems of a nation.

### **METHOD**

*Participants.* The respondents of the were the customers of the five chosen fast-food chains known in Davao City. In this paper, cluster sampling was used since the researchers worked with a sizable and diverse population. Researchers randomly chose an entire subset instead of selecting a sample from each sub-group. There were 250 people in total number of participants. Age, sex, and gender of customers at the chosen fast-food restaurants are considered also by the researchers to ensure the validity of this study. The respondent's participation was entirely voluntary, and should they decide not to take part, they would not incur any costs or forfeit any rewards. They were free to revoke their consent and stop participating at any time. Due to their participation in the study, they were not waiving any claims, rights, or recourse in the legal sense.

*Material/Instrument.* The research tool used in this study was an adapted questionnaire from online research entitled "A Study of the Impact of Green Marketing on Consumer Purchasing Patterns and

Decision Making in Telangana, India” which Jaju (2016) authored. Also, this paper uses Cronbach’s Alpha to verify the reliability of the measuring instrument, which could help complete this study. The Cronbach’s Alpha result for the independent variable is 0.950 which is described as excellent. While the Cronbach’s Alpha result for the dependent variable is 0.793 which is described as acceptable. This means that the Cronbach’s Alpha result for the independent and dependent variable is qualified.

*Design and Procedure.* To collect the data, the following processes were used: (1) *Seeking Permission to Conduct the Study.* The researchers sent a letter to the college deans of UM Panabo College that the adviser has approved. (2) *Development and Approval of the Test Instruments.* The researchers modified the survey questionnaire and provided it to the adviser for evaluation and validation by the validators. (3) *The Questionnaire's Administration.* Since pandemic has been lifted, physical surveys are now feasible. Administered survey questionnaires were conducted during face-to-face interviews administered survey questionnaires. (4) *Scoring and Collation of Data.* The questionnaire was distributed and collected, and after, it was accumulated and statistically analyzed. (5) *Analysis and Interpretation of the Data.* The tabulation of data was sent to the statistician after for computation and analysis. And lastly, the statistical tools used in analyzing the data were: (1) *Mean*, used to determine the level of green marketing among selected fast-food chains; (2) *Pearson-r*, used to determine if there is any significant relationship between green marketing and consumer behavior.

## RESULTS AND DISCUSSION

### Level of Green Marketing

This study shows the level of green marketing, measured in terms of effectiveness of eco-leveling, intensity of green packaging for ecological customers, environmental advertisements and green consumption patterns, importance of green Packaging and premium green pricing, embedding an eco-image in marketing of green Packaging, and ecological concerns and beliefs in Davao City.

The evaluation is a 28-item question that based on the indicator relating to green marketing in a selected fast food chains in Davao City. As shown in Table 1, green marketing among selected fast food chains has a grand mean of 4.37, which categorized as very high. It means that green marketing is consistently manifested in every selected fast-food chain in Davao City. According to Gahlot Sarkar, Sarkar & Yadav (2019), green marketing can significantly influence behavior in certain consumer segments. Other studies explained that consumers are positively influenced by green marketing who tend to be environmentally conscious and will make responsible purchases because they believe doing so will help preserve the environment (Paco, Shiel & Alves, 2019).

Respondents response to each indicator were presented, analyzed, and thoroughly deliberated in the table below. Based on the evaluation embedding an eco-image in marketing green Packaging has the highest overall mean of 4.50, which categorized as very high. It indicated that the level of green marketing among selected fast-food chains in Davao City was always manifested in terms of embedding an eco-image in the marketing of green Packaging.

On the other hand, environmental concerns and beliefs of green marketing in Davao City have an overall mean of 4.40, which is categorized as very high. It means that the level of green marketing is always predicted in terms of environmental concerns and beliefs in Davao City.

The study of Arbuthnot, retrieved by Majeed, Aslam, Murtaza, Attila, & Molnár (2022); supported that, since consumers are concerned about the environment, they have gradually altered their purchasing patterns to support the environment's preservation. In addition, Customers are always willing to use constant environmental awareness to identify green brands and purchase green goods Sharma, Saha, Sreedharan, & Paul (2020).

Consequently, effectiveness of eco-labelling has an overall mean 4.37, which is very high. It means that the level of green marketing among selected fast-food chains in Davao City is always manifested in terms of eco-labelling effectiveness. Eco-labeling aids in the development of environmental regulations and encourages the use of products and services that are ecologically sustainable. In addition, it is compatible with the related framework and multi-stakeholder policy by Hayat, Hussain, & Lohano (2020).

Also, importance of green Packaging and premium green pricing has an overall mean of 4.37 which describe as very high, and it implies that the level of green marketing among selected fast-food chains in Davao City is always manifested in terms of the importance of green Packaging and premium green pricing. According to estimates, customers are more likely to participate in green pricing systems when green energy sources have fewer adverse effects, increase employment, and offer financial incentives like tax credits (Bae, & Rishi 2018). Furthermore, according to the study by Zhu & Yu (2018), purchasers are ready to pay a premium for eco-accommodating merchandise, but the specific sum to spend fluctuates are prepared by item classification and reserve funds anticipated.

**Table 1. Level of Green Marketing**

Variable	Mean	Description
Effectiveness of eco-labelling	4.37	Very High
Intensity of green packaging for ecological customers	4.31	Very High
Environmental advertisements and green consumption patterns	4.27	Very High
Importance of green packaging and premium green pricing	4.37	Very High
Embedding an eco-image in marketing of green packaging	4.50	Very High
Environmental concerns and beliefs in Davao City	4.40	Very High
<b>Over-all Mean</b>	<b>4.37</b>	<b>Very High</b>

Additionally, intensity of green packaging for ecological customers has an overall mean of 4.31, which describe as very high, and it means that the level of green marketing is always manifested in terms of the intensity of green bundling in selected fast-food chains of Davao City. Renewable, as much as possible, recycled materials and renewable energy are used, resulting in a green Packaging or sustainable packaging terminology (Orzan, Cruceru, Bălăceanu, & Chivu, 2018). According to the statement of Nguyen, Parker, Brennan, & Lockrey, (2020), the choice to purchase eco-friendly Packaging can be influenced by two motivational factors: conserving resources through recycling and safeguarding the environment.

Lastly, environmental advertisements and green consumption patterns have the lowest overall mean of 4.27, which is very high. It means that the level of green marketing among selected fast-food chains is always manifested in terms of environmental advertisements and green consumption patterns in Davao City. Environmental advertisements have dominated mainstream media, catalyzing for

raising awareness and introducing companies' products to environmentally conscious consumers. Dhurup & Muposhi (2017), states that green advertising and behavior have a positive relationship to each other.

### **Level of Consumer Behavior**

The level of consumer behavior among selected fast-food chain in Davao City is presented in Table 2. The mentioned level is evaluated using a 5-item questionnaire with an overall mean of 4.57, with the descriptive equivalent of very high. It means that consumer behavior is always predicted among those selected fast-food chain in Davao City. Under this variable, it is notable that item 1, use of recyclable packaging and item 4, recycle bottles, cans, or glass, have the highest overall mean of 4.62, describe as very high.

That means the consumer behavior is always predicted among those selected fast-food chains in Davao City. However, item 5 has the lowest mean of 4.53, with descriptive equivalent of very high in “consumers taking their bags to the fast-food chain”, which indicates that consumer behavior is always predicted among those selected fast-food chains in Davao City. According to the study of Joshi and Rahman, retrieve by Ahmad, Ghazali, Abdullah, Nordin, Najihah, Nasir, & Farid, (2020), it stated that acquiring green purchasing behavior reveals an amalgamation of moral decision-making actions and generally perceived to be a socially responsible form of output.

**Table 2. *Level of Consumer Behavior***

<b>Variable</b>	<b>Mean</b>	<b>Description</b>
<b>Consumer Behavior</b>	4.57	Very High



## **Significant Relationship between Green Marketing and Consumer Behavior among Selected Fast-food Chain in Davao City**

As shown in Table 3 below is a significant relationship between green marketing and consumer behavior among selected fast-food chains in Davao City. The result of the computation of the r-value is 0.526, associated with the p-value of 0.000, which is lower than 0.05. Therefore, null hypothesis ( $H_0$ ) of this study is rejected. It means a significant relationship exists between green marketing and consumer behavior. It means that green marketing among selected fast-food chains in Davao city can impact purchaser's consumer behavior.

It is supported by Jaju (2016), who stated that green marketing and consumer behavior showed that the most significant addition to the study's findings concerned the socio-demographic differences between urban and rural areas. Also, it is further explained by Pinto (2020) the respondents concur that the climate mindfulness are helpful in giving substance about the eco-accommodating items, different elements conform to the client purchasing conduct. Their speculation shows a critical connection between green item highlights and client's purchasing conduct.

**Table 3 Significant Relationship between Green Marketing and Consumer Behavior among selected Fast-food Chain in Davao City**  
**Correlation coefficient**

<b>Variables</b>	<b>Standard Deviation</b>	<b>Mean</b>	<b>Description</b>	<b>r-value</b>	<b>p-value</b>	<b>Decision on <math>H_0</math> @ 0.05 level</b>
<b>Green Marketing</b>	<b>0.67</b>	<b>4.37</b>	<b>Very High</b>	<b>0.526</b>	<b>0.000</b>	<b>Ho is rejected</b>
<b>Consumer Behavior</b>	<b>0.63</b>	<b>4.57</b>	<b>Very High</b>			

## CONCLUSION

As stated in the finding of the study, following conclusion was analyzed: for the level of green marketing, embedding an eco-image in marketing of green packaging have a weighted mean of 4.50. Among the four indicators, followed by environmental concerns and beliefs in Davao City with a rating of 4.40, effectiveness of eco-labelling and importance of green packaging and premium green pricing with a rating of 4.37, intensity of green Packaging for ecological customers with a rating of 4.31 and lastly, the environmental advertisements and green consumption patterns with a rating of 4.27. This level has a total overall mean of 4.37, which is considered as very high. The story of consumer behavior among selected fast-food chains has a grand mean of 4.57, which is very high. Therefore, there is a significant relationship between green marketing and consumer behavior among selected fast-food chains in Davao City. Tan, Sadiq, Bashir, Mahmood, & Rasool (2022) emphasize the significance of eco-friendly marketing in influencing consumer environmental behavior. The authors say that businesses should pay special attention to green communication because it can make customers more confident in a brand's commitment to the environment and, as a result, encourage green purchasing.

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