

Green or Guilt-Free: Understanding Consumer Motivations Behind Purchasing Eco-Friendly Products

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Abstract

This study employed a descriptive-quantitative research design to examine the motivations and barriers influencing eco-friendly purchasing behavior among consumers. Using weighted mean analysis and descriptive statistics, the research explored factors such as environmental concern, social influence, personal benefits, and product-related constraints. Data was collected through a structured online survey completed by 101 purposively selected respondents, primarily from Generation Z and low-income groups. The study identified high levels of environmental awareness and value alignment among participants, along with strong influences from peer networks, personal health benefits, and digital marketing. However, significant barriers included high costs, limited product availability, skepticism about authenticity, and inadequate product information. Conducted in a developing regional context, the findings emphasize the dual impact of internal motivation and external obstacles on sustainable consumer behavior. Recommendations highlight the need for targeted price incentives, enhanced transparency, wider accessibility, and community-based awareness campaigns. These strategies aim to translate environmental concern into consistent, actionable consumer choices. Future research is encouraged to explore long-term behavioral changes and the effectiveness of public-private partnerships in promoting sustainable consumption.

Keywords: Consumer Behavior; Eco-Friendly Products; Environmental Awareness; Green Purchasing; Marketing Strategy; Sustainable Consumption.

1. Introduction

As environmental sustainability becomes a pressing global issue, concerns over climate change, pollution, deforestation, and resource depletion have intensified the call for more sustainable patterns of consumption. Across the world, consumers, businesses, and governments are recognizing the need for environmentally responsible choices. A study by the IBM Institute for Business Value (2021) revealed that 93% of global respondents reported that the COVID-19 pandemic influenced their views on sustainability, underscoring a widespread shift in consumer attitudes. In line with this, a report by the Economist Intelligence Unit, commissioned by the World Wildlife Fund, showed a 71% increase in online searches for sustainable goods over a five-year period (Close, 2021). These trends are driving many corporations to implement sustainability-driven operations and transparent marketing strategies (Wasserman, 2024; Elkayal, 2021), while policymakers are responding with eco-focused incentives and regulations. The United Nations Environment Programme (UNEP, 2025) stresses the global importance of rethinking consumption and production to mitigate environmental damage. Additionally, a Nielsen (2018) survey found that a growing number of consumers are willing to pay more for environmentally sustainable products, reflecting a shift in purchasing behavior worldwide. In the Philippines, this global movement is mirrored through national efforts such as the Philippine Action Plan for Sustainable Consumption and Production (PAP4SCP), which promotes sustainable practices across public and private sectors (NEDA, 2024). Locally, the province of Nueva Ecija has taken notable steps in promoting sustainability, exemplified by Cabanatuan City's "No Plastic" ordinance and the Department of Environment and Natural Resources' (DENR) collaborations with barangays to advance waste management and river conservation initiatives (Pastorfide, 2021; PNA, 2021).

Despite these actions, the integration of sustainability into everyday consumer behavior remains a challenge. Many individuals face obstacles such as the higher cost of green alternatives, limited product availability, and ongoing skepticism toward environmental claims made by brands (ASL Global, 2019; InfoCons, 2024). Moreover, while sustainability awareness is increasing, it does not always translate into purchasing behavior due to the complex interplay of personal, economic, and social factors. Research has identified two key motivational drivers of green purchasing: green motivation, which is rooted in genuine environmental concern and a desire to

reduce ecological harm, and guilt-free motivation, which stems from feelings of guilt, social expectations, or a desire to enhance one's self-image (Barbarossa & De Pelsmacker, 2016; Sun et al., 2021). However, the use of guilt as a marketing tool can be counterproductive when overused, potentially leading to consumer fatigue and resistance (White et al., 2019).

Furthermore, the proliferation of greenwashing—misleading environmental claims by companies—has eroded consumer trust and further complicates the decision-making process (Braga Junior et al., 2019). Social norms also significantly influence consumer behavior, often prompting individuals to act based on societal expectations rather than personal conviction (Shi & Lin, 2016). While these dynamics have been explored in various global and urban contexts, there is a notable lack of empirical data on consumer motivations in rural and semi-urban areas such as Nueva Ecija. Existing studies, including Virola's (2019) research on green marketing within the local restaurant industry, have primarily focused on business approaches rather than delving into the psychological and behavioral drivers behind eco-conscious consumerism. As such, there remains a research gap in understanding how local consumers perceive, evaluate, and respond to eco-friendly products. This study aims to fill that gap by examining the motivations, perceived benefits, and barriers that influence green purchasing behavior among consumers in Nueva Ecija. Specifically, it will investigate the role of environmental awareness, social influence, guilt, affordability, and product accessibility in shaping consumer choices. By understanding these local behaviors, the research seeks to offer practical insights for businesses to develop more relevant marketing strategies and for policymakers to design sustainability initiatives that are more attuned to the needs and realities of provincial consumers. Ultimately, this study contributes to both academic discourse and real-world applications by highlighting the nuanced motivations behind sustainable consumption in Nueva Ecija, supporting broader efforts toward environmental responsibility.

Consumer behavior toward eco-friendly products in Nueva Ecija is shaped by several demographic factors, including age, gender, occupation, income, and purchasing frequency. Younger consumers, particularly millennials and Generation Z, demonstrate a stronger inclination toward sustainable purchasing, largely due to greater environmental awareness (Joshi & Rahman, 2017). Conversely, older generations may still support green consumption but often prioritize convenience and cost (Johnstone & Lindh, 2018). Gender differences are also evident, with women typically displaying higher environmental concern and playing a central role in household purchasing decisions (Xiao & McCright, 2017). However, men's participation in green consumption is increasing as awareness and marketing strategies evolve (Ertz et al., 2016). Occupational status contributes to green consumer behavior, as employed individuals tend to have more disposable income and are often exposed to sustainability efforts through their workplaces (Gazzola et al., 2020). Broader social and contextual influences tied to one's profession further shape purchasing decisions (Syed et al., 2024). Income is a key determinant, with higher-income consumers being more capable of affording eco-friendly alternatives (Sun et al., 2021). On the other hand, lower-income groups, particularly in agricultural regions like Nueva Ecija, are more likely to opt for cost-effective, non-sustainable goods. Purchasing frequency is typically driven by necessity, accessibility, and consumer habit, with regular buyers of green products often integrating sustainability into their daily lifestyle (White et al., 2019). Educational campaigns and targeted marketing play a crucial role in cultivating these behaviors over time.

Environmental concern, social influence, and personal benefits are primary drivers of eco-friendly purchasing behavior. In Nueva Ecija, rising environmental consciousness has led to active participation in sustainable practices, as seen among students at the Nueva Ecija University of Science and Technology (Quinones, 2023). Motivations are also shaped by perceived collective responsibility, pricing, and individual spending patterns (Santos, 2017). Peer behavior and community engagement further reinforce sustainable consumption (White et al., 2019). Businesses in the province, such as restaurants, have adopted green marketing practices not only to fulfill corporate social responsibility but also to gain a market edge, despite operational challenges (Virola, 2019). Personal satisfaction and the perceived positivity associated with eco-friendly brands also motivate consumers. De Jesus (2021) emphasized the value of highlighting tangible benefits, such as improved well-being and environmental impact, through strategic marketing and education.

Social influence emerges as a critical factor in shaping consumer decisions, particularly through familial, digital, and societal channels. Family and friends contribute significantly to consumer choices, with normative pressures encouraging sustainable behavior. For instance, PwC's Global Consumer Insights Pulse Survey (2023) indicated that 30% of Indian consumers rely on personal networks when making purchase decisions, a trend likely mirrored in similar cultural contexts such as Nueva Ecija. Digital platforms enhance this influence through targeted advertising, peer-generated content, and immersive campaigns (Djaked & Raza, 2023). Advertisements emphasizing environmental impact tend to strengthen consumer trust and motivation. Societal norms, meanwhile, foster conformity to sustainable practices as a reflection of broader cultural values (Geiger et al., 2018). Rising

expectations for corporate responsibility have further nudged consumers toward eco-friendly brands (Kim & Yoo, 2019). Consumers associate eco-friendly products with improved health, long-term financial savings, and alignment with personal values. Organic food, non-toxic cleaning agents, and sustainable personal care items are often viewed as safer and healthier alternatives. Mie et al., (2017) found that these products reduce allergic reactions and chronic illnesses linked to chemical exposure. Similarly, sustainable household goods help mitigate indoor air pollution, enhancing wellness (Hui-Anderson, 2023). The World Health Organization (2016) supports this, reporting a decline in disease risk when harmful chemical exposure is minimized. From a financial standpoint, while the initial cost of green products can be high, they often result in significant long-term savings. Energy-efficient appliances and renewable energy installations yield cost reductions over time, with the International Energy Agency (2022) reporting a 30% decrease in utility expenses within five years for households using solar panels. Eco-friendly consumption also resonates with ethical and environmental values. Nielsen (2018) found that 73% of global consumers prefer companies with sustainability commitments, underlining the importance of value alignment in purchase decisions.

A heightened sense of environmental concern influences consumers' willingness to engage in sustainable purchasing. Individuals who are informed about climate change and ecological issues are more likely to make eco-conscious choices. Johnson and Lee (2021) reported that those exposed to climate-related content were 40% more likely to adopt sustainable behaviors. UNEP (2022) emphasized that better access to environmental data leads to more favorable consumer attitudes toward green products. A strong sense of personal responsibility also contributes to eco-friendly behavior, with the Global Sustainability Study (2022) indicating that 68% of consumers believe it is their duty to reduce their carbon footprint. Despite the higher cost of sustainable goods, many are willing to pay more, especially younger generations. Deloitte (2022) found that 65% of consumers preferred brands that prioritize sustainability, with Millennials and Gen Z showing the strongest ethical purchasing tendencies. These findings are echoed by McKinsey & Company (2023), which reported increased loyalty among customers toward sustainability-driven brands. Despite positive attitudes toward sustainability, consumers in Nueva Ecija and beyond face several barriers in purchasing eco-friendly products. Chief among these are high costs, limited access, authenticity concerns, and unclear product information. Ethical production and certifications often elevate product prices, making them inaccessible to many. Van der Zee (2023) reported that 60% of UK and US respondents cited price as a deterrent, a view supported by Richmond (2025), who noted similar patterns with 61% identifying cost as the main barrier. In rural areas, availability remains a pressing issue, as retailers often avoid low-demand markets (Bocken et al., 2016). Skepticism around product authenticity, especially due to greenwashing, further complicates consumer decisions. Gupta and Singh (2024) highlighted increasing awareness of misleading claims, while De Freitas Netto et al., (2020) emphasized the confusion caused by an overload of eco-labels. Additionally, Nielsen (2018) found that unclear or incomplete product information deters consumers from making green purchases. Concerns about performance and durability persist, as some consumers perceive sustainable alternatives to be less effective. Grewal and Dhar (2020) and Niinimäki (2020) reported that doubts about functionality and longevity continue despite evidence showing competitive performance. Nonetheless, Bocken et al., (2016) argue that these concerns may be outweighed by the long-term savings and benefits of eco-friendly products when effectively communicated.

2. Methodology

2.1. Research design

This study employed a descriptive research design to analyze consumer motivations behind purchasing eco-friendly products in Nueva Ecija. This approach allowed for the systematic collection and interpretation of data to identify key factors influencing consumer decisions, including environmental concern, social influence, and personal benefits. To facilitate efficient data collection under time and budget constraints, the researchers used convenience sampling, which, while lacking statistical generalizability, provided practical insights into eco-friendly consumer behavior. By ensuring diversity and transparency in the sampling process, the credibility of the findings and the study's contribution to understanding sustainable purchasing behavior were strengthened.

2.2. Research locale

The study was conducted in Nueva Ecija, a province in Central Luzon recognized for its strong agricultural sector, growing commercial activities, and evolving consumer market, with a reported population of 2,310,134 (PSA, 2024). The province's increasing awareness of environmental sustainability made it an appropriate setting to investigate consumer motivations toward eco-friendly purchases. The research specifically focused on District 4 of Nueva Ecija, which includes Gapan City, Cabiao, General Tinio, Jaen, Peñaranda, San Antonio, San Isidro, and San Leonardo. This district presented a balanced mix of urban and rural areas with active agricultural and commercial dynamics. Its accessibility to the researchers and the population's demographic diversity made it ideal for gathering relevant data and drawing meaningful insights into consumer behavior.

2.3. Respondents of study

The respondents were individuals aged 18 and above residing in Nueva Ecija who actively purchased eco-friendly products. Convenience sampling was utilized to select participants based on their availability and willingness to participate. This method, suitable for the exploratory nature of the study, allowed the researchers to efficiently gather data from consumers engaged in sustainable purchasing behavior. While the approach facilitated timely data collection, it did present limitations in terms of generalizability, as the sample may have overrepresented environmentally conscious individuals. Despite this, the responses provided valuable insights into the psychological, social, and environmental drivers behind eco-friendly purchasing behavior, offering an understanding of whether such decisions were motivated more by genuine concern or external influence.

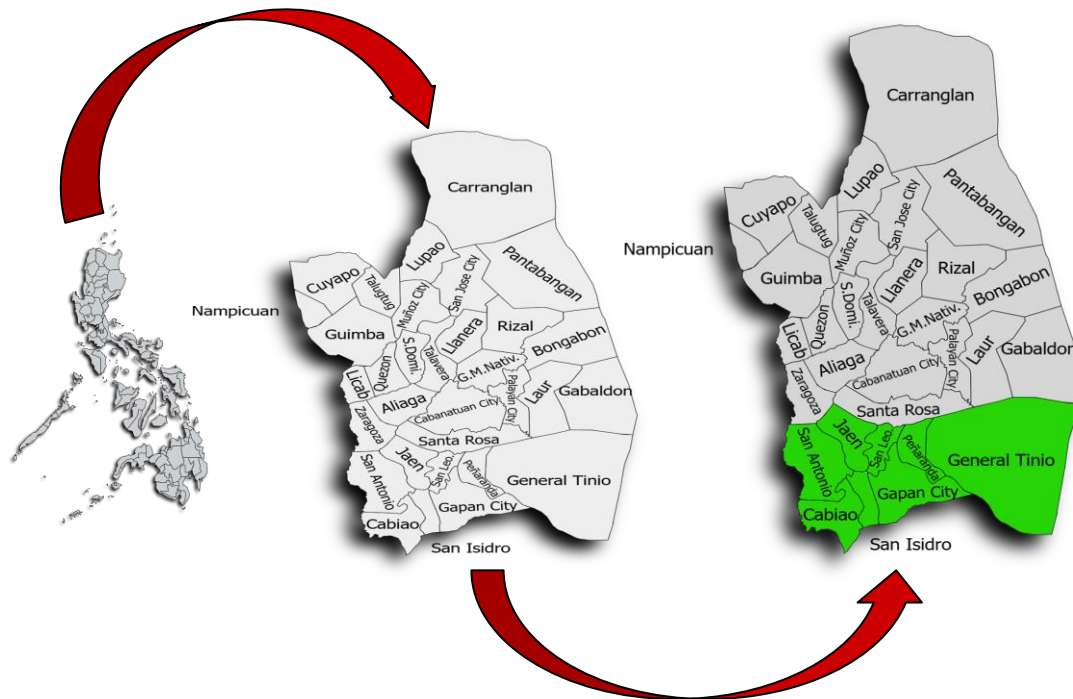


Figure 1. Geographic location of the study area (a) Philippines, (b) District 4 of Nueva Ecija

2.4. Research instruments

A structured questionnaire served as the primary instrument for data collection. It was designed to efficiently gather quantitative data on consumer motivations for buying eco-friendly products. The questionnaire consisted of six main parts: demographic profile, consumer motivations, social influence, perceived benefits, environmental concern, and barriers to purchasing. Each section contained statements evaluated using a four-point Likert scale (1 = Strongly Disagree to 4 = Strongly Agree), which ensured clear and measurable responses. This tool provided a reliable and organized method for assessing the factors influencing consumer behavior in the context of sustainability.

2.5. Data gathering procedure

Data collection was conducted through an online survey using Google Forms, which was distributed via social media platforms to reach a broad audience. The survey remained open for two weeks, providing respondents sufficient time to participate. All responses were automatically recorded and manually reviewed for completeness before proceeding to analysis. The researchers then analyzed the data using statistical methods to evaluate variables related to environmental concerns, social influence, personal benefits, perceived advantages, and purchasing barriers. This process allowed for the identification of patterns and trends in consumer behavior.

2.6. Statistical analysis of data

After data collection, a comprehensive statistical analysis was carried out to uncover insights into the motivations behind eco-friendly purchases among consumers in Nueva Ecija. The primary objective of the analysis was to determine whether purchasing behavior was influenced more by environmental concern, social influence, or personal benefits. The researchers employed descriptive statistics, including frequency counts, percentages, and weighted means, to summarize and interpret the data. Frequency counts identified how many respondents

associated each motivational factor with their purchasing behavior. Percentages further clarified the proportion of participants influenced by each factor, providing businesses with strategic insights into consumer priorities. The weighted mean was applied to emphasize responses most relevant to the study's objectives. The results were presented through visual tools such as tables, graphs, and charts for better clarity. These findings were contextualized with the research questions and existing literature, leading to actionable recommendations for businesses aiming to improve their marketing strategies for eco-friendly products.

2.7. Ethical Considerations

Ethical standards were upheld throughout the study to ensure responsible research conduct and protect participants' rights. Informed consent was obtained from all respondents, who were fully briefed on the study's purpose, potential risks, and benefits, with the assurance that they could withdraw at any point without consequence. Confidentiality was strictly maintained by anonymizing the data and securing all information in compliance with the Data Privacy Act of 2012 (Republic Act No. 10173). Only authorized personnel accessed the data. Survey questions were phrased neutrally to avoid bias, and findings were reported transparently and objectively. The well-being of participants was prioritized throughout, with efforts made to prevent harm, discomfort, or coercion. Any potential conflicts of interest were disclosed to uphold integrity and public trust in the research.

Table 1. Weighted mean interpretation

Range of Mean	Interpretation
3.25-4.00	Very high influence
2.50-3.24	High influence
1.75-2.49	Low influence
1.00-1.74	Very low influence

3. Results and discussion

3.1. Profile of the Respondents

The study gathered data from 101 respondents, the majority of whom (83.10%) belonged to the 18–25 age group, followed by 26–35 (9.90%), suggesting that Generation Z and Millennials are the most represented groups, consistent with Deloitte (2022) and Joshi & Rahman (2017), who noted these generations as highly aware of environmental sustainability. Gender-wise, most participants were female (61.40%), which aligns with Xiao and McCright (2017) who emphasized women's higher inclination toward environmental responsibility and decision-making in green purchases. Regarding occupation, the majority were students (77.10%), and income levels were modest, with 67.30% earning less than Php 5,000 monthly. This supports Gazzola et al. (2020) and Sun et al. (2021), who noted that income and employment status significantly impact one's ability to purchase eco-friendly products. Despite financial constraints, 31.70% reported regularly purchasing eco-friendly products, while 45.50% did so occasionally, reflecting varied degrees of environmental engagement, as discussed by White et al. (2019).

3.2. Environmental Concern

Respondents showed a very high level of environmental concern, with an average weighted mean of 3.41. The highest rated statement (WM = 3.47) demonstrated strong awareness of the environmental impact of personal consumption. Respondents also showed high willingness to reduce their carbon footprints (WM = 3.32) and saw sustainability as a personal responsibility (WM = 3.44). These findings are in line with Santos (2017), De Jesus (2021), and Virola (2019), emphasizing the centrality of environmental awareness in shaping behavior. However, consistent with Johnson and Lee (2021), this concern does not always translate to behavior due to affordability and access barriers.

3.3. Social Influence

Social influence yielded an average mean of 3.16, suggesting a high level of impact, though slightly less than personal or environmental motivations. Respondents were more likely to buy eco-friendly products when such behavior was widely accepted in society (WM = 3.33), or when promoted by peers (WM = 3.06). These results support Geiger et al. (2018), Kim & Yoo (2019), and Djaked and Raza (2023), who all point to the role of social norms in shaping eco-conscious behavior, though local economic factors might limit this influence as compared to findings in PwC (2023).

3.4. Personal Benefits

Personal benefits emerged as a strong motivator with an average mean of 3.40. Health-related concerns (WM = 3.47) ranked highest, followed by emotional satisfaction (WM = 3.37) and long-term financial savings (WM = 3.34). These responses reflect the findings of Hui-Anderson (2023), Nielsen (2022), and IEA (2022), indicating that sustainable behavior is reinforced when linked to direct personal gain. This pragmatic approach emphasizes self-interest, particularly in regions like Nueva Ecija where affordability is a concern.

3.5. Influence of Family and Friends

The data show that family and friends influence purchasing decisions with an average mean of 3.16. Trust in peer recommendations (WM = 3.31) had the strongest effect, while family encouragement scored the lowest (WM = 2.95). This suggests peer influence plays a stronger role than familial ties, consistent with UNEP (2022), Deloitte (2022), and McKinsey & Company (2023).

3.6. Social Media and Advertising

Social media and advertising had a high influence, with an average mean of 3.19. Preference for brands that promote sustainability scored highest (WM = 3.31), while influencer impact scored the lowest (WM = 3.06). These findings align with Van der Zee (2023), De Freitas Netto et al. (2020), and support the role of brand authenticity over celebrity endorsements.

3.7. Societal Norms and Expectations

Societal norms registered a high influence (mean = 3.24), particularly the sense of personal responsibility (WM = 3.49). While respondents acknowledged the cultural shift toward sustainability (WM = 3.26), pressure to conform scored lower (WM = 2.90), indicating voluntary rather than forced engagement. These insights align with White et al. (2019), Van der Zee (2023), and Bocken et al. (2016).

3.8. Health and Well-Being

Health and well-being registered a very high influence (mean = 3.53), with top concerns including safety (WM = 3.58), fewer chemicals (WM = 3.50), and preference for organic products (WM = 3.49). These support findings from Quinones (2023) and Santos (2017), highlighting the health-driven motives behind green purchasing.

3.9. Financial Advantages

Respondents recognized financial benefits with a mean of 3.34. Willingness to pay more for long-term savings (WM = 3.36) and belief in value for cost (WM = 3.34) were particularly strong. These align with De Jesus (2021) and further underscore that financial incentives enhance sustainable behaviors when perceived benefits are clear.

3.10. Alignment with Personal Values

Values alignment scored very high (mean = 3.32), with strong agreement on ethical branding (WM = 3.35) and environmental consideration in purchases (WM = 3.35). These findings affirm the influence of personal identity in purchasing, as emphasized by Van der Zee (2023), Richmond (2025), and IEA (2022).

3.11. Awareness of Environmental Issues

Environmental awareness scored very high (mean = 3.31). Respondents were informed about issues (WM = 3.34) and understood the impact of their consumption (WM = 3.32), supporting IEA (2022) and Virola (2019), who linked information access to sustainable consumer choices.

3.12. Personal Responsibility and Sustainability

This factor scored a mean of 3.39. Belief in the impact of individual actions (WM = 3.50) and adoption of sustainable habits (WM = 3.38) were highest. These results align with Johnson and Lee (2021), Santos (2017), and the Global Sustainability Study (2022), affirming the role of internal values in green behavior.

3.13. Willingness to Pay More for Eco-Friendly Products

This dimension registered a high influence (mean = 3.23). Respondents favored sustainability over cost in certain cases (WM = 3.20) and valued long-term benefits (WM = 3.36), consistent with Gupta & Singh (2024) and De Freitas Netto et al. (2020).

3.14. Barriers to Eco-Friendly Purchasing

The study identified several key barriers that hinder the widespread adoption of eco-friendly products among consumers. High costs emerged as one of the most significant challenges, with a mean score of 3.21. Many respondents expressed a strong willingness to purchase more eco-friendly items if prices were reduced (WM = 3.36), aligning with previous findings by Grewal and Dhar (2020) and Niinimäki (2020), who emphasized the importance of price-based interventions and incentives to increase affordability. Limited availability also posed a major constraint (mean = 3.22), with equal emphasis on the need for better accessibility (WM = 3.36) and broader distribution in retail outlets (WM = 3.36). These findings reflect concerns documented in the Global Sustainability Study (2022) and Niinimäki (2020), suggesting that convenience and availability are crucial for sustained green purchasing. Another notable barrier was skepticism regarding product authenticity (mean = 3.07). Respondents expressed doubts about the genuineness of eco-labels (WM = 2.86) and called for increased transparency (WM = 3.29) to combat greenwashing. These concerns are echoed in earlier studies by Santos (2017) and Virola (2019), highlighting the need for more credible certifications and consistent product messaging. Lack of detailed product information was also cited (mean = 3.11), with respondents valuing clearer labeling (WM = 3.34) and comprehensive usage instructions (WM = 3.41). These insights are consistent with research by Djaked and Raza (2023) and Virola (2019), which underscore the critical role of effective marketing communication in influencing eco-conscious decisions. Lastly, concerns about quality and performance (mean = 3.04) further influenced consumer hesitation. Participants preferred eco-friendly products that could match or exceed the standards of conventional goods (WM = 3.31). This aligns with the observations of Deloitte (2022) and McKinsey & Company (2023), who found that green products must meet expectations in durability, reliability, and effectiveness to earn long-term consumer trust.

3.15. Proposed Action Plan

Based on the results, a strategic action plan is proposed to enhance the adoption of eco-friendly purchasing behavior among consumers, particularly within Generation Z and low-income earners. First, targeted price-based interventions such as subsidies, discounts, or bundling of eco-friendly products can address cost-related barriers. Retailers and manufacturers may also collaborate on affordability campaigns, especially for students and young adults who demonstrated high concern but limited purchasing power. Second, information campaigns and transparency measures should be intensified to counter skepticism and improve trust. These may include clearer eco-labeling, product certifications, and consumer education through social media and academic partnerships. Third, improving product availability and distribution is vital; this can be done by integrating more eco-friendly products in mainstream stores and e-commerce platforms, thereby increasing visibility and convenience. Parallel to this, leveraging social media influencers and peer networks to normalize green purchasing behaviors can strengthen social norms. Lastly, cross-sector collaboration between businesses, local governments, and sustainability advocates is essential to promote sustainable choices through public awareness programs, reward systems, and digital platforms. These actions, aligned with SDG 12 (Responsible Consumption and Production), aim to convert environmental concern into concrete, sustained behavior.

4. Conclusion

This study concludes that while environmental concern, social influence, and perceived personal benefits strongly motivate eco-friendly purchasing among consumers in Nueva Ecija, several persistent barriers—namely high costs, limited product availability, and skepticism about authenticity—hinder the full translation of sustainable attitudes into consistent consumer behavior. The findings reveal that younger generations, particularly students and low-income earners, are environmentally aware and willing to support green products, but often lack the financial capacity or access to do so. To bridge this intention-action gap, it is recommended that businesses and policymakers implement targeted interventions such as affordability schemes, transparent product labeling, and enhanced distribution networks. Strengthening consumer trust through credible eco-certifications, improving product visibility in both digital and physical marketplaces, and promoting sustainability through social media and community engagement are also essential. Furthermore, collaboration among private sectors, local governments, and advocacy groups can foster a culture of responsible consumption aligned with United Nations Sustainable Development Goal 12 (Responsible Consumption and Production). By addressing these challenges through coordinated, inclusive strategies, sustainable consumer behavior can be scaled, normalized, and sustained across diverse socioeconomic groups.

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Conflict of interest statement

The authors affirm that no conflicts of interest or competing interests exist in relation to the conduct of this study, nor with any entities or products mentioned herein.

Ethical Approval

This research did not include any experimental procedures involving animals or human subjects conducted by the authors.

Statement of Informed Consent

All respondents provided their informed consent prior to their involvement in the study, in accordance with established ethical guidelines for research involving human subjects.

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Author's Profile

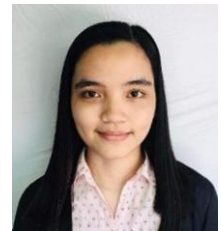
NOEMI C. VEGA

Noemi C. Vega is a faculty member of the College of Management and Business and Technology at NEUST San Isidro Campus. She brings extensive academic and professional experience in business administration, marketing, and research advising. As a mentor, she supports student researchers in exploring diverse topics, including sustainability and consumer behavior related to eco-friendly products. Her academic contributions include studies on consumer perception, corporate social responsibility, and the alignment of business education with industry needs. She has also co-authored research on local enterprise practices, offering valuable insights into regional marketing and business development. Prof. Vega provided expert guidance throughout the study—from proposal structuring and methodology validation to the final manuscript review—ensuring the paper met institutional standards for academic rigor and relevance.



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Ma. Isabel A. Salapang is a third-year Marketing Management student with an interest in sustainability-driven topics particularly in discovering the motivations on why people prefer buying sustainable products. She authored the Introduction, Strategic Action Plan, framed the key research objectives, and worked on the other contents of the study with her other groupmates. Isabel also took charge in organizing, editing, and formatting the final manuscript, integrating all parts of the paper cohesively, managing the consent forms, graphical abstract, curriculum vitae, and APA-formatted references. Her editorial work ensured clarity, coherence, and professionalism throughout the paper.



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Bea Trisha A. Cabiedes is a third-year BSBA Marketing Management student with academic and field experience in research and data collection across various topics. Bea worked on the Abstract and helped co-authored the other sections of the paper with the other members. She was also in-charge of collecting and compiling the screenshots for the Documentation during the data collection process. Her attention to detail and analytical skills played a vital role in organizing the research documentation and ensuring accurate interpretation of collected results on the survey data and statistical tables.



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Eduard D.G. Jejillos is a BSBA Marketing Management student with research interests in consumer behavior especially towards purchasing eco-friendly products. With his many experience in research, he wrote the Conclusion section and personally constructed the Acknowledgement in the paper for the group. Eduard also contributed to the other sections of the paper, which were equally assigned among the members. His reliable and consistent feedback throughout the study everytime needed played a key role in ensuring that the paper remained aligned with its objectives.



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Luichie M. Ortiz Luis is currently completing his course in Marketing Management. With a focused interest in environmentally conscious marketing practices, Luichie was responsible for inputting the survey questionnaire into Google Forms and ensuring its accuracy before distribution. He is also the one responsible for making sure that the submitted response is accurate. Luichie authored the Recommendation and also worked on the other parts of the paper, which were equally distributed among his groupmates. His consecutive acts of volunteering for tasks ensured that the process of completing the paper ran smoothly.

