



## GREEN MARKETING PRACTICE OF GLOBAL BRANDS: EFFECTS ON THE BUYING BEHAVIOR OF FILIPINO CONSUMERS

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### Introduction

Recently, many businesses are trying to link the corporate brand to efforts in social responsibility and environmental stewardship thereby improving customer relationship. As society becomes more concerned with the natural environment, businesses have begun to modify their culture in an attempt to address society's "new" concerns about the well-being of the environment. Some have been quick to accept concepts like environmental management systems and waste minimization, and have integrated issues into all organization activities. Many have recognized environmental awareness as a competitive advantage and have developed products with a green image many consumers are beginning to notice.

Green marketing is now a worldwide trend and is now getting much attention that it deserves. Just like its foreign neighbors, the Philippines has a huge potential in this field and has already embarked in it. Companies engaged in eco-marketing have created an environmentally friendly image by taking a stance on popular issues that affect the environment. Hewlett Packard, Toyota, and Ben & Jerry's are some companies practicing eco-marketing. However, some of the greatest challenges faced by these firms are changes in consumer preferences, suspicion of green advertising claims, unfavorable consumer perception of green products, and the high cost invested in developing green products. Some consumers who prefer and are willing to buy these products are subjected to the buying process. Consumers have different buying behaviors and these behaviors are constantly changing as a result of the availability of a lot of alternatives to choose from. Products are chosen for numerous reasons. As a result, it is vital to explore how consumers view environmental issues and how they behave, especially in their attitudes towards green products.

The researcher has decided that this marketing research will assess the significance of global brands active in green marketing in the buying preference of Filipino consumers. With this research, he wants to find out reactions from different consumers and to find out what they think of green marketing and how companies develop strategies. The researcher hopes to help companies improve their methods and maintain competitive advantage over their competitors and improve their services. By doing this research, he will be able to find out different opinions and reactions from consumers, find out positive and negative reactions towards green marketing, and learn how the consumers become aware of green marketing. The researcher will be able to find out the importance of green

marketing in the buying decision of Filipino consumers. Green marketers can therefore understand, identify, and design mix marketing strategies to appeal to the preferences of the target market.

Background of the Study

According to Peattee (2001), the evolution of green marketing can be divided into three phases: first phase was termed as “Ecological” green marketing, to help solve the environment problems through remedies. Second phase was “Environmental” green marketing with focus on clean technology that involved designing of innovative new products when taking care of pollution and waste issues. Third phase was “Sustainable”, which becomes essential for companies to produce environment-friendly products as the awareness for such products on the rise as customers are demanding eco-friendly products and technologies. As the environment continues to worsen, it has become a persistent public concern in developed countries. Furthermore, it has also awakened developing countries to the green movement for preservation of the environment.

Green marketing is considered as one of the major trends in modern businesses. Environmental or green marketing, a strategic marketing approach, is a recent focus in business endeavors. Green, environmental, and eco-marketing are part of the new marketing approaches which do not just refocus, adjust, or enhance existing marketing thinking and practice, but seek to challenge those approaches and provide a substantially different perspective. The researcher conducted this research in order to identify the effectiveness of Green Marketing Practice of International Brands affecting the buying behavior of the Filipino consumers.

Conceptual Framework

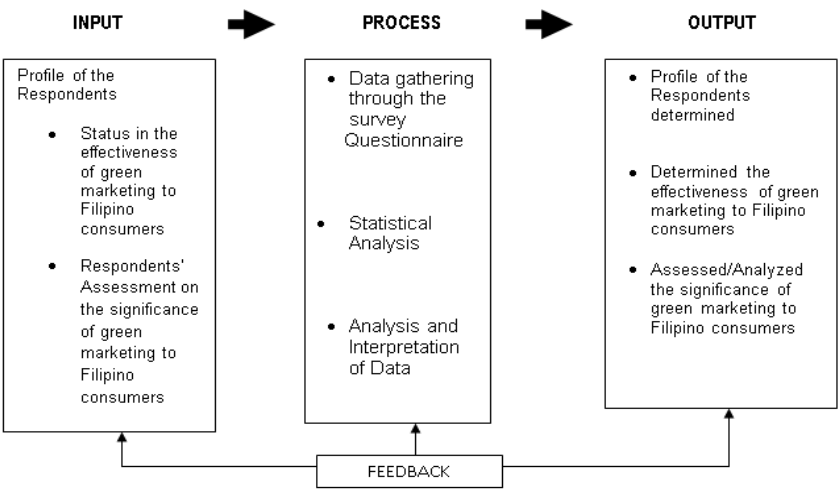


Fig. 1

## Statement of the Problem

The research study delved on the Green Marketing Practice of Global Brands affecting the Buying Behavior of Filipino consumers.

Specifically, this study seeks to answer the following questions:

What is the significance of global brands' practicing green marketing in the buying behavior of Filipino consumers?

1. What is the profile of the respondents as to:
  - Age
  - Gender
  - Income
  - Status
2. What will be the effects of green marketing on Filipino consumers' buying behavior towards the global brands?
3. How do the consumers become aware of green marketing?
4. What attitude do consumers show towards global brands doing green marketing?

## Scope and Limitation

The study is about the significance of international brand's practicing green marketing in the buying behavior of Filipino consumers. The researcher conducted a survey to get information and data from the respondent. The researcher conducted survey at the malls and grocery stores, especially at Greenbelt, Makita, and Hypermarket because lots of international brands are found in these areas. The researcher randomly chose fifty (50) teenagers and young urban professionals (yuppies) as respondents to make this research become realistic.

## Research Design

This research employed a descriptive method since the researcher aimed to describe and to discuss the significance of green marketing in the buying behavior of Filipino consumers which is a topic of modern concern in the field of business. This method is defined as "a process of gathering, analyzing, classifying, and tabulating the prevailing conditions, trends, processes, and... then making adequate and accurate interpretation about such data..." (Calderon and Sanchez, 1995). Bearing this in mind, the descriptive method is deemed appropriate for the study.

## Respondents

There were 50 respondents, Filipino teenagers and yuppies from malls and grocery stores, especially from Greenbelt, Makati, and Hypermarket. Young adults and yuppies were chosen because they are usually fond of material things and self-satisfying possessions. They have the preference to buy expensive and pricey brands.

## Instrument

The researcher used questionnaires. With the questionnaires, the researcher was able to quickly and easily tally the results of the research. Data from the survey were the primary source of data. After the data were gathered, the researcher collected and tallied the scores and applied the statistical treatment used in the study.

## Treatment of Data

Responses to the questionnaires were statistically analyzed. Percentage and ranking were the statistical treatment used to determine the required profile of the respondents, perception of consumers towards global brands' green marketing, and the effects of green marketing in the consumers' buying behavior.

Percentage is computed to determine the relative part of a whole, such as a given number of respondents in relation to the entire population.

$$\text{Formula: } P = \frac{f * 100}{N}$$

Where: P = Percentage

f = Frequency

n = total number of respondents

Ranking is used to determine the order of decreasing or increasing magnitude of variables. The largest frequency is ranked one (1), next is two (2), and so on down to the last rank.

## PRESENTATION, ANALYSIS AND INTERPRETATION OF DATA

### Respondents' Profile

**Table 1. Age of Respondents**

Age	Frequency	Percentage	Rank
16-19 years old	10	20%	3 <sup>rd</sup>
20-26 years old	19	38%	2 <sup>nd</sup>
27-35 years old	21	42%	1 <sup>st</sup>

Table 1 shows the age bracket of 50 respondents. Most of the respondents are between ages 27 to 35 years old. Nineteen (19) of the respondents are aged 20 to 26 years old, and 10 of respondents are aged 16 to 19 years old.

**Table 2. Gender**

Gender	Frequency	Percentage	Rank
Male	19	38%	2 <sup>nd</sup>
Female	31	62%	1 <sup>st</sup>

In table 2, majority of the respondents are females, with a frequency of 31 while the male respondents are 19.

**Table 3. Status**

Status	Frequency	Percentage	Rank
Student	11	22%	3 <sup>rd</sup>
Employee	24	48%	1 <sup>st</sup>
Unemployed	15	30%	2 <sup>nd</sup>

Table 3 shows the status of the respondents. Twenty-four respondents are Employees, 15 respondents are Unemployed, and 11 are Students.

**Table 4. Monthly Income**

Income	Frequency	Percentage	Rank
P5,000-P10,000	21	42%	1 <sup>st</sup>
P11,000-P16,000	11	22%	2 <sup>nd</sup>
P17,000-P22,000	7	14%	3 <sup>rd</sup>
P23,000-above	7	14%	4 <sup>th</sup>

Table 4 shows the monthly income of the respondents. Twenty-one (21) of them stated that they have a monthly income of P5,000 to P10,000. Eleven (11) of them have a monthly income of P11,000 to P16,000. Seven (7) of them have a monthly income of P17,000 to P22,000, and also 7 respondents have a monthly income of P23,000 and above. Four (4) respondents skipped to answer their income.

Table 5  
2. How did you become aware of Green Marketing? By means of

	Frequency	Percentage	Rank
Television	22	44%	3 <sup>rd</sup>
Radio	4	8%	8 <sup>th</sup>
Newspaper	10	20%	7 <sup>th</sup>
Magazine	14	28%	5 <sup>th</sup>
Book	20	40%	4 <sup>th</sup>
Class Lecture	28	56%	2 <sup>nd</sup>
Seminar	12	24%	6 <sup>th</sup>
Internet	32	64%	1 <sup>st</sup>
Others	0	0%	9 <sup>th</sup>

Table 5 shows that the respondents became aware of green marketing through the following: Internet (64%), Class lecture (56%), Television (44%), Book (40%), Magazine (28%), Seminar (24%), Newspaper (20%), and Radio (8%) The Internet and Class lecture were found to be the most-known sources of information regarding green products to the customers. Newspaper and Radio were found to be the least-known sources of information.

Table 6  
3. What level of awareness do you have on Green Marketing?

Level of Awareness	Frequency	Percentage	Rank
Notaware	0	0%	4 <sup>th</sup>
Low ( aware but not buying eco-friendly products)	19	38%	2 <sup>nd</sup>
Medium (aware and buying eco-friendly products from time to time)	22	44%	1 <sup>st</sup>
High (buying eco-friendly products all the time)	9	18%	3 <sup>rd</sup>

Table 6 shows that all of the respondents are aware of green marketing, but the respondents have different levels of awareness. Some respondents, with 44%, have a medium level of awareness to green marketing, 38% of them have a low level of awareness, and 18% have a high level of awareness.

Table 7  
4. How often do you buy eco-friendly products?

	Frequency	Percentage	Rank
Once a week or more often	19	38%	1 <sup>st</sup>
At least once a month	17	34%	2 <sup>nd</sup>
Less than once a month	14	28%	3 <sup>rd</sup>

Table 7 shows that 19 respondents buy eco-friendly products once a week or more often, 17 buy at least once a month, and 14 respondents buy less than once a month.

**Table 8**  
**5. What features can be used to describe eco-friendly products?**

Features	Frequency	Percentage	Rank
Good for the environment	48	96%	1 <sup>st</sup>
Healthy	24	48%	2 <sup>nd</sup>
Have a reasonable price	8	16%	5 <sup>th</sup>
Have a good taste and/or smell	6	12%	6 <sup>th</sup>
Have a good quality/performance	10	20%	4 <sup>th</sup>
Accessible/available in the supermarket or mall	14	28%	3 <sup>rd</sup>

Table 8 shows the features that describe eco-friendly products with 48 responses for good for the environment, 24 responses for healthy, 14 answered accessible/available in the supermarket or mall, 10 replies for having a good quality/performance, 8 responses for having a reasonable price and 6 responses for having good taste and/or smell.

**Table 9**  
**6. What international brand type of eco-friendly products did you purchase?**

Types of eco-friendly product	Frequency	Percentage	Rank
Household products	26	52%	3 <sup>rd</sup>
Personal Care	30	60%	1 <sup>st</sup>
Car	2	4%	6 <sup>th</sup>
Quick service food and beverage	28	56%	2 <sup>nd</sup>
Mobile Tech	4	8%	4 <sup>th</sup>
Retail Apparel	4	8%	5 <sup>th</sup>

Table 9 shows the types of eco-friendly products. Most of the respondents answered personal care which has a frequency of 30 and rated 60%; 28 responded quick service food and beverage which rated 56%; 26 responded household products; 4 responded mobile tech and retail apparel, and 2 answered car.

**Table 10**  
**7. What are the effects of international brands' practicing green marketing on your buying behavior?**

Effects	Frequency	Percentage	Rank
Corporate image	6	12%	3 <sup>rd</sup>
Environmental concerns	40	80%	1 <sup>st</sup>
Eco-label	4	8%	4 <sup>th</sup>
Eco-friendly product features	22	44%	2 <sup>nd</sup>

Table 10 answers the effects of international brands being involved in green marketing to the consumers' buying behavior. Forty (40) answered that environmental concerns affect their buying behavior, which rated 80%; 22 answered eco-friendly product features, which rated 44%; 6 responded corporate image, and 4 responded eco-label, which weighted 8%.



Table 11  
8. What are the factors you consider in buying international brands' eco-friendly products?

Factors	Frequency	Percentage	Rank
Price	22	44%	2 <sup>nd</sup>
Product Need	12	24%	8 <sup>th</sup>
Brand name	18	36%	3 <sup>rd</sup>
Packaging	16	32%	5 <sup>th</sup>
Availability of green products	16	32%	6 <sup>th</sup>
Awareness about green marketing	18	36%	4 <sup>th</sup>
Quality	26	52%	1 <sup>st</sup>
Past Experience	16	32%	7 <sup>th</sup>
Others	0	0%	9 <sup>th</sup>

Table 11 shows the factors consumers consider in buying international brands' eco-friendly products. Most of the respondents answered quality as the factor they consider in buying, with the frequency of 26 and weighted 52%; 22 answered price which rated 44%; 18 responded brand name and awareness about green marketing; 16 responded packaging, availability of green marketing and past experience and 12 responded product need with a weight of 24%.

Table 12  
9. What best describes you as a consumer?

Behavior	Frequency	Percentage	Rank
I buy only green products. I spend time and effort in environmental activities such as recycling. I believe that an individual can do much to promote the environment.	13	26%	2 <sup>nd</sup>
I am able to buy green products but don't have time and energy for environment activities.	9	18%	3 <sup>rd</sup>
I can buy green products but am not involved in environmental activities.	16	32%	1 <sup>st</sup>
I do not buy green products. I believe that business and government should be fixing environmental problems.	6	12%	4 <sup>th</sup>
I am the least involved in environmentalism. I believe that there is not much that an individual can do in solving environmental problems. It should be the government and business which should promote the environment.	6	12%	5 <sup>th</sup>

Table 12 shows the results that describe the respondents as consumers of international brands involved in green marketing. Most of the respondents answered they buy green products but are not involved in environmental activities, with the frequency of 16 and rated 32%; 13 respondents answered they buy only green products spend time and effort in environmental activities such as recycling, and they believe that an individual can do much to promote the environment; 9 respondents answered they are able to buy green products but don't have time and energy for environment activities; 6 respondents answered they do not buy green products and they believe that business and government should be fixing environmental problems and 6 respondents also answered they are least involved in environmentalism, they believe that there is not much that an individual can do in solving environmental problems, and it should be the government and business which should promote the environment.

**Table 13**  
**10. Why would you purchase eco-friendly international brand products?**

Reasons	Frequency	Percentage	Rank
They give a good image of me.	2	4%	5 <sup>th</sup>
I want to preserve the earth.	32	64%	1 <sup>st</sup>
I just like eco-friendly products.	20	40%	2 <sup>nd</sup>
I feel trendy/fashionable when I purchase eco-friendly products.	2	4%	6 <sup>th</sup>
If I do not purchase, people would judge me.	0	0%	7 <sup>th</sup>
I purchase eco-friendly products on unplanned decision.	10	20%	4 <sup>th</sup>
I was satisfied with most eco-friendly products I bought.	12	24%	3 <sup>rd</sup>

Table 13 shows the reason why consumers buy eco-friendly international brand products. Most of the respondents, with the frequency of 32 and rated 64%, answered they want to preserve the earth; 20 responded that they just like eco-friendly products; 12 responded that they were satisfied with most eco-friendly products they had bought; 10 responded they purchased eco-friendly products on unplanned decision; 2 responded it gives good image on them; also, 2 responded they feel trendy/fashionable when they purchase eco-friendly products and nobody answered people would judge them if they would not buy eco-friendly products.

**Table 14**  
**11. What attitude will you illustrate towards international brands' doing eco-friendly products?**

Attitude	Frequency	Percentage	Rank
I appreciate the package/design of eco-friendly product.	16	32%	2 <sup>nd</sup>
I believe in the information on eco-friendly packing.	36	72%	1 <sup>st</sup>
I am willing to pay a premium price for an eco-friendly product.	4	8%	5 <sup>th</sup>
I believe in the eco-friendly advertising.	14	28%	3 <sup>rd</sup>
I recommend eco-friendly products to my family/friends.	12	24%	4 <sup>th</sup>

Most of the respondents answered they believe in the information on eco-friendly packaging, which has a frequency of 36, then followed by appreciation on the packaging/design of eco-friendly products with 16 responses; 14 responded they believe in the eco-friendly advertising; 12 responded they recommend eco-friendly products to their family/friends, and 4 responded that they are willing to pay premium price for an eco-friendly product.

**Table 15**  
**12. What environmental characteristic do you consider in buying eco-friendly products?**

Environmental Characteristic	Frequency	Percentage	Rank
Non-toxic	32	64%	2 <sup>nd</sup>
Recyclable/Reusable/Refillable	36	72%	1 <sup>st</sup>
Biodegradable	16	32%	5 <sup>th</sup>
Least Harmful to Environment	32	64%	3 <sup>rd</sup>
Non-Polluting	14	28%	6 <sup>th</sup>
Free from Animal Testing	2	4%	8 <sup>th</sup>
Ozone-Friendly	24	48%	4 <sup>th</sup>
Energy-Efficient	8	16%	7 <sup>th</sup>
Minimal or No Packing	2	4%	9 <sup>th</sup>

Most of the respondents answered recyclable/reusable/refillable with a frequency of 36; meanwhile non-toxic and least harmful to environment has 32 frequency; 24 answered ozone –friendly, which rated 48%; 16 answered biodegradable, which rated 32%; 14 answered non-polluting, with a rate of 28%; 8 responded energy-efficient, with a rate of 16%; and 2 responded free from animal testing and minimal or non – packing, with a rate of 4%.

Table 16  
13. Will you make a repeat purchase on eco-friendly products?

	Frequency	Percentage	Rank
I definitely will.	50	100%	1 <sup>st</sup>
No, I will not.	0	0%	2 <sup>nd</sup>

Table 16 shows the result if they will make a repeat purchase on eco-friendly products. All of the respondents will definitely purchase again.

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Summary of Findings, Conclusions, and Recommendations

Problems

- 1. is the respondent's profile.
- 2. is the effect of global brand involved in green marketing.
- 3. is how the consumers become aware of green marketing.
- 4. is the attitude that the consumers show towards global brands' doing green marketing.

Summary of Findings

These findings answer the study's statement of the problem in fulfillment of the research objectives based from the data gathered.

- 1. The researcher asked the consumers their profile by answering their age, gender, status, and monthly income. Females have the most number, with thirty one (31) respondents and nineteen (19) respondents for males. The age brackets of the respondents were 16 to 19 years old with ten (10) respondents, 20 to 26 years old with nineteen (19) respondents, and 27 to 35 years old with twenty one (21) respondents. My respondents consist of eleven (11) students, twenty four (24) employees and fifteen (15) unemployed respondents. Their monthly income ranged from P5,000 to P10,000 with 21 respondents; P11,000 to P16,000 with eleven (11) respondents, P17,000 to P22,000 pesos with 7 respondents and P23,000 and above with 7 respondents. Four (4) respondents skipped to answer.
- 2. The researcher asked the respondents the effects of the international brands' practicing green marketing in their buying behavior. Eighty percent (80%) answered environmental concern and 44% for eco-friendly product features. These findings show that consumers are really into green marketing. Corporate image has 12%, and eco-label has 8%. In addition, respondents set factors to consider in buying eco-friendly international brand products. Most of the respondents answered quality as the factor they consider in buying, with fifty two (52) percent; followed by price, which rated 44%. Brand name and awareness

about green marketing weighted 36 %. Sixteen (16) responded packaging, availability of green marketing and past experience, which rated 32% ; and 12 responded product need with a weight of 24 %.

3. The researcher asked how the consumers became aware of green marketing. Sixty-four percent (64%) of the respondents answered through the Internet, followed by 56% from class lecture, 44% answered television, 40% are from books, 28% are from magazines, and 24% became aware through attending seminars. Newspaper and Radio rated 8%. The Internet and Class lecture were found to be the most-known sources of information regarding green products. Newspaper and Radio were found to be the least known sources of information. Because of our modern time, consumers get information thru the Internet. Class lectures are also important source of green marketing awareness. Educators are important in promoting green marketing to students. Information, such as the one given in class lectures, plays an important role in encouraging consumers to buy environment-friendly products. Furthermore, when the respondents were asked about their extent of awareness on green marketing (not aware, low awareness, medium awareness or high awareness), 44% replied that they have medium awareness. This means that they are aware and buying environmentally-friendly products.

4. Most of the respondents answered they believe in the information on eco-friendly packaging, which has a frequency of 36; followed by appreciation on the packaging/design of eco-friendly products with 16 responses; 14 responded they believe in the eco-friendly advertising; 12 responded they recommend eco-friendly products to their family/friends, and 4 responded that they are willing to pay premium price for an eco-friendly product.

## Conclusion

After careful understanding of the data through survey gathered from the respondents and supporting data from studies and literature, the researcher states the following:

1. Based on the survey that the researcher has conducted, majority of the respondents, ages 27 to 35 years old, are female. Majority of them are employed with a monthly income of P5,000 to P10,000.

2. The effects of green marketing to most of the consumers are: consumers are concerned about our environment and they value it; they are more concerned about environmental degradation and the negative impact of their uses of products and services on environment, such reasons could be visible climatic changes, global warming and increasing air and water pollution; and their buying behavior acts as a predictor and has a direct influence on the decision process when purchasing a green product. It was also identified that while consumers have positive behavior towards purchasing green products, when it comes to actual

purchase, environmental concerns and quality are still the key factors influencing their purchase decisions.

3. Some consumers became aware of green marketing through the Internet while others learned about it in class lecture. Consumers' awareness on products marketed in green marketing is important in guiding their purchasing decision of green products. Consumers feel about the environment, the current initiatives on the environment and energy conservation, and efforts undertaken to contribute to a better environment. Consumers are willing to buy eco-friendly products, but not to pay higher prices.

4. Respondents believe in the information on eco-friendly packing. A good presentation provides the opportunity for the consumer to get together with businesses showing environmental responsibility. The presentation policy aims to create an "environmentally friendly business firm" image in the eye of the consumer and to give environmental messages to consumers about the product. To achieve this goal, advertising campaigns, promotions, public relations, and other marketing tools, that require both internal and external communication, are adopted.

The international brands' practicing green marketing is very significant in the buying behavior of Filipino consumers. The consumers purchase environmentally-concerned products. Our resources are limited but human needs are unlimited, so our resources must be utilized economically and in an environment-friendly way. For the sustainability of the humankind, green marketing practice is needed in the society. Manufacturing and providing products to the consumers must be of good quality and not harmful to them. Adoption of green marketing in the society may not be easy in the short run, but in the long run surely it will be profitable.

### **Recommendation**

After having undertaken this research, based on the findings of the study, the following recommendations are given;

1. The researcher noted that more in-depth follow-up investigations would be necessary to further advance understanding of the consumer. Further research in this area needs to address what influences consumers' attitudes towards green purchases as this would provide the true decision-making criteria for manufacturers, businesses, and marketers.

Green marketers can therefore understand, identify, and design marketing mix strategies to appeal to the preferences of the market segments for green products at suitable price levels and also consider environmental and quality aspects in order to attract more consumers

2. When companies take these into consideration and determine marketing

strategies accordingly, they can reach their goals by considering needs and demands of the consumers and by responding to them in the most appropriate way. Therefore, tendency to buy environmental-friendly product shall exhibit gradual increase. Marketing managers should also pay attention to demographic features in separation of consumers in the target mass to the segments. It is required that consumers have environmental awareness in the name of protecting the environment by non-governmental organizations, governments, companies, and individuals.

3. Promotion and environment-awareness are significantly important in environment-friendly products, in which high price is required. Environmental aspect of the product should be mentioned more. Due to the fact that consumers with low income level are only affected from green promotion, enterprises should concentrate on promotion activities for the products that they will produce to orient this group, and they should also take some actions in terms of public relations apart from TV advertisement.

4. Marketers should put emphasis on providing clear information about green products and eco-labels to promote consumer familiarization with products and enhance their knowledge of green products. Attractive green product message contents should be aggressively developed to stimulate interest among the consumers. Consumers should be able to differentiate easily green products from the non-green based on the labels. Furthermore, the price of the green products should be affordable to encourage purchase. Government and non-government organizations are strong predictors that play an important role in encouraging consumers to go green and embrace green-purchasing behavior.

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