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Factors Influencing Young Filipino Consumer Choice Behavior towards Green Products

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Abstract

This research evaluated the factors that influence consumer choice behavior towards green products among Young Filipino consumers through the theory of consumption values. Multiple linear regression analysis showed that emotional, conditional, and epistemic values positively influenced the respondent's choice behavior regarding green products. On the contrary, functional and social values do not positively influence young Filipino choice behavior towards green products. Based on one-way ANOVA results, respondents with high environmental concerns link green products with higher functional, social, emotional, conditional, and epistemic values. Therefore, they are more likely to choose green than those who have low concern for the environment. The study also found that willingness to pay a premium price does not moderate the relationship between the five dimensions of consumption values and choice behavior. The study suggested that green consumption success relies on the collaboration between the government and all related sectors of green businesses, educating consumers about green products and their benefits, and the role of manufacturing companies in enhancing the environmental-friendliness of their products.

Keywords: Green products, green consumption, theory of consumption values, consumer choice behavior, environmental awareness

Introduction

The global market value of green packaging amounted to USD135.15 billion in 2016 and is expected to achieve USD238.3 billion in 2025 (Shahbandeh, M., 2018, Global market value of green packaging 2016-2025). The increasing awareness of green packaging and the government's support for sustainable alternatives primarily fueled its growth (Goldsberry, C., 2017, Global green packaging market is projected to surpass \$238 billion by 2025).

Due to various environmental issues that affect human lives, today's society is more enlightened and concerned with the natural environment.

Businesses are quickly adapting to the consumer changing tastes and preferences to cater to society's new concerns that led to the emergence of a new market: the green market. For companies to survive in this market, they need to go green in all aspects of their business. Consumers want to identify themselves with green-compliant companies and willing to pay a premium for a greener lifestyle. As such, green marketing is not just an environmental protection tool but a marketing strategy as well. Green marketing is increasing, and consumers are willing to pay a lot for green products.

In 2018, a young teenage girl held a sign in front of the Swedish parliament that read “School Strike for Climate.” During the 2019 United Nations Climate Change Summit, Greta Thunberg delivered a strong message to world leaders on the effect of climate change and the future of the next generations. At that instance, she inspired the youth worldwide and was joined by a massive crowd of young demonstrators during the global climate strike in September 2019. It was a testament to the growing awareness and quest among the younger segments to play a vital role in saving the planet.

Meanwhile, independent and non-government organizations fully support the campaign on green initiatives. In the Philippines, organizations such as World Wide Fund for Nature, Greenpeace Philippines, Mother Earth Foundation, Save Philippines Seas, and Philippine Center for Environmental Protection and Sustainable Development are only a few of those who strive to protect our nature and environment.

While researchers completed several types of studies on what motivates firms to go green, more research is necessary to understand why consumers such as young individuals buy green products. In this study, the researchers focused on this question: What factors influence young Filipino consumer choice behavior towards green products.

Overall, the study aims to identify the factors influencing young Filipino consumer choice behavior towards green products. Specifically, the objectives of the study are to determine if:

1. Functional values positively influence consumer choice behavior towards green products.
2. Emotional values positively influence consumer choice behavior towards green products.
3. Social values positively influence consumer choice behavior towards green products.
4. Conditional values positively influence consumer choice behavior towards green products.
5. Epistemic values positively influence consumer choice behavior towards green products.

The study is essential to understand the behavior of Young Filipino consumers towards purchasing green products. While consumer behavior is well-researched, studies on green products in the Philippines are rare and few. Hence, this study offers a different perspective to explore the dynamics of consumer demand for green products in the Philippine context.

This study is relevant in developing countries like the Philippines, where the pro-environment movement is gaining momentum through various organizations, retailers, and government agencies. However, the demand for green products is not proportionate with the increasing awareness of consumers.

This study carries significant implications for the organizational managers responsible for marketing green products in the Philippines. The findings will strengthen marketers’ understanding of the factors influencing young consumers to buy green products. In doing so, marketers and packaging managers should identify their target market because green product purchase behavior depends on various determinants.

Similarly, marketing practitioners and companies can benefit from designing attractive and effective marketing strategies to tap Young Filipino consumers. Companies need to educate their consumers about green products. It is necessary to showcase green products' benefits through campaign initiatives that will boost green purchasing behavior among Young Filipino consumers.

Finally, the authors expect that the study's findings impart valuable inputs to academia, policymakers, and marketers to develop policies and strategies from the strategic perspective of green marketing in the Philippine setting.

Framework

Kotler & Keller (2011) defined *consumer choice behavior* as “the study of the ways of buying and disposing of goods, services, ideas or experiences by the individuals, groups, and organizations to satisfy their needs and wants.” (In the study, the researchers measured consumer choice behavior on a Likert scale that contains five values - strongly agree, agree, neither agree nor disagree, disagree, and strongly disagree; therefore, it is ordinal.

Consumption values

Consumption values are derived from the individual's experience and interaction with the product or service and can determine the relationship between the consumer and the product (Woodall, 2003). In the context of this research, consumption values refer to the perceived benefits gained from purchasing green products of young consumers.

Building on the theory of consumption values (Sheth et al.,1991), the authors propose that functional, social, emotional, and epistemic consumption values can influence the young consumer choice behavior towards green products.

The five dimensions of consumption values are described as follows:

Functional Value

The functional value is the perceived utility acquired from an alternative's capacity for functional, utilitarian, or physical performance. An alternative acquires functional value through the possession of salient functional, utilitarian, or physical attributes. A profile of choice attributes measured functional value (Sheth et al., 1991, p.160).

Social Value

It is the perceived utility acquired from an alternative's association with one or more specific social groups. An alternative acquires social value through association with positively or negatively stereotyped demographic, socioeconomic, and cultural-ethnic groups. A profile of choice imagery measured social value (Sheth et al., 1991, p.161).

Emotional Value

It is the perceived utility acquired from an alternative's capacity to arouse feelings or affective states. An alternative acquires emotional value when associated with specific feelings

or when precipitating or perpetuating those feelings. A profile of feelings associated with the alternative measured emotional value (Sheth et al., 1991, p.161).

Epistemic Value

It is the perceived utility acquired from an alternative's capacity to arouse curiosity, provide novelty, and/or satisfy a desire for knowledge. An alternative acquires epistemic value by questionnaire items referring to curiosity, novelty, and knowledge (Sheth et al., 1991, p.162).

Conditional Value

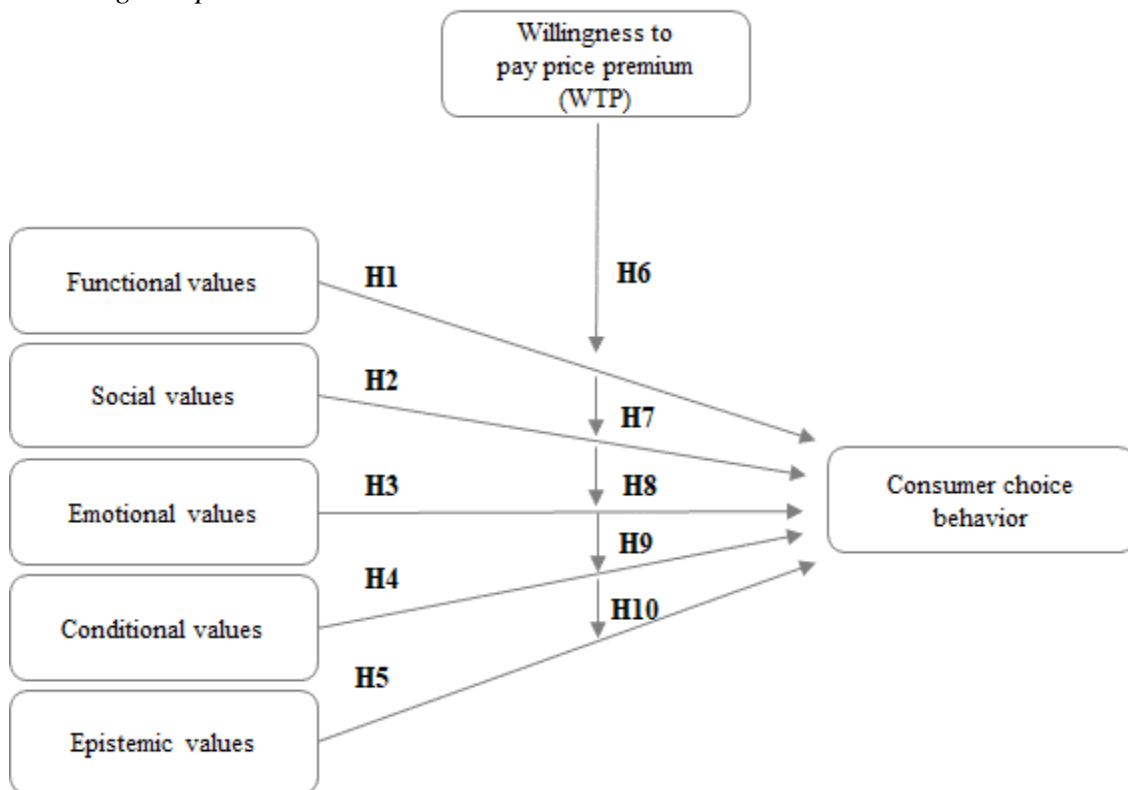
It is the perceived utility acquired by an alternative due to the specific situation or set of circumstances facing the choice maker. An alternative acquires conditional value in the presence of antecedent physical or social contingencies that enhance its functional or social value. Conditional value is measure on a profile of choice contingencies (Sheth et al., 1991, p.162).

In the study, the researchers likewise measured consumption values (and the five dimensions) on a Likert scale that contains five values - strongly agree, agree, neither agree nor disagree, disagree, and strongly disagree; therefore, the variables are ordinal.

According to Yazdanifard & FuiYeng (2015), consumers want to identify themselves with green-compliant companies, and they are willing to pay more for a greener lifestyle. In the study, the researchers measured willingness to pay a premium price on a Likert scale that contains five values - strongly agree, agree, neither agree nor disagree, disagree, and strongly disagree; therefore, it is ordinal.

Figure 1

An operational framework for factors influencing consumer choice behavior of young Filipino towards green products.



The theory of consumption values assumes that green purchase behavior is influenced by multiple, independent consumption values, with each value contributing differentially in different choice situations. Consumption values are derived from the individual's experience and interaction with the product or service. They can determine the strength and direction of the relationship between the consumer and the product (Woodall, 2003). One of the underlying assumptions of green marketing is that potential consumers would be willing to pay more for a green product. One of the propositions in the theory of consumption values states that consumption values are independent of each other. Hence, the willingness to pay a premium price mediates the five consumption values' influence on consumer price behavior.

In the process, the researchers deduced the following hypotheses:

- H1:** Functional values do not positively influence consumer choice behavior towards green products
- H2:** Emotional values do not positively influence consumer choice behavior towards green products
- H3:** Social values do not positively influence consumer choice behavior towards green products
- H4:** Conditional values do not positively influence consumer choice behavior towards green products
- H5:** Epistemic values do not positively influence consumer choice behavior towards green products.
- H6:** The willingness to pay a premium price does not moderate the relationship between functional value and consumer choice behavior towards green products.

H7: The willingness to pay a premium price does not moderate the relationship between emotional value and consumer choice behavior towards green products.

H8: The willingness to pay a premium price does not moderate the relationship between social value and consumer choice behavior towards green products.

H9: The willingness to pay a premium price does not moderate the relationship between conditional value and consumer choice behavior towards green products.

H10: The willingness to pay a premium price does not moderate the relationship between epistemic value and consumer choice behavior towards green products.

Methodology

The study utilized a cross-sectional type of research design, specifically, a quantitative research approach through a sample survey. The data was processed and analyzed through descriptive and multiple linear regression methods. The tools used for running the statistical tests were SPSS (Statistical Package for Social Studies) and Jamovi.

The descriptive method established the respondent profile, such as age, gender, monthly allowance/personal income, household income, employment status, and marital status.

Meanwhile, the researchers used the multiple linear regression method to determine the relationship between the five consumption values (independent variables) and consumer choice behavior (dependent variable).

A non-probability sampling technique, specifically convenience sampling, was used to draw a sample from Young Filipino individuals' target population. They are male and female, aged 18-24 years old and residing in the National Capital Region (NCR), specifically, Metro Manila, Philippines. They included students, non-working individuals, and young professionals.

The researchers derived the target sample size using Slovin's formula - a 95% confidence level and 5% margin of error. Hence, a minimum sample size of 385 valid interviews was required to complete the study. In the process, the researchers surveyed a total of 553 respondents before achieving the 69.62% response rate of the necessary sample size.

The researchers developed a structured questionnaire using Google Forms and distributed it online among the target respondents. The questionnaire was divided into sections: screening questions, demographic profile, willingness to pay a premium, likelihood to purchase green products in the future, and the five value dimensions composed of 38 statements which the respondents evaluated using a 5-point Likert scale wherein "5" meant "Strongly agree" and "1" meant "Strongly disagree." These statements were adapted from a previous study, which resulted in Cronbach's alpha varying from 0.78 to 0.88, signifying the questionnaire's high reliability (Pei-Chun & Yi-Hsuan, 2012).

The researchers collected data between April-May 2020 during a coronavirus pandemic experienced globally.

Hence, the survey was conducted online instead of a face-to-face interview.

Respondent participation in the research was voluntary. Participation is based on

informed consent while researchers provided sufficient information and assurances of confidentiality. The researchers adhered to the Republic Act 10173 or the Data Privacy Act of 2012 since the respondent's privacy and anonymity were of paramount importance. The researchers ensured the acknowledgment of other authors' works in any part of the paper using the American Psychological Association (APA). Lastly, the authors declared no potential conflicts of interest concerning the research, authorship, or publication of this article.

Discussion of Results

Demographic profile of respondents

Table 1
Respondent profile

		Sample size	Frequency distribution
Age	18-20	223	57.9%
	21-22	59	15.3%
	23-24	103	26.8%
Gender	Female	201	52.2%
	Male	184	47.8%
Education	Bachelor Level	148	38.4%
	Secondary Education	178	46.2%
	Primary Education	59	15.3%
Occupation	Employee/professional	135	35.1%
	Self-employed	10	2.6%
	Student	213	55.3%
	Not working	27	7.0%
Total monthly household income	Over PhP 100,000	9	2.3%
	PhP 50,001 - PhP 100,000	32	8.3%
	Php 30,001 - Php 50,000	91	23.6%
	PhP 15,001 - PhP 30,000	168	43.6%
	Php 8,001 - Php 15,000	63	16.4%
	PhP 8,000 or less	22	5.7%
Ever used green products	Yes	329	85.5%
	No	56	14.5%
Ever purchased green products	Yes	295	76.6%
	No	90	23.4%
The reason for never purchasing green products	No interest in buying green products	7	7.8%
	Not knowing about green products	25	27.8%
	Not knowing where one can buy green products	28	31.1%
	Not knowing whether what I've bought is a green product	30	33.3%

The study completed 385 valid responses. Of this, 201 (52.2%) were males, and 184 (47.8%) were females. All the respondents were in the youth segment, 18-24 years old, with

a mean age of 20.59. The majority of respondents completed secondary education 178 (46.2%), followed by those who received bachelor degrees 148 (38.4%) and primary education 59 (15.3%).

The total household monthly income of respondents in Philippine Pesos (PhP) was as follows: 43.6% (168) of respondents stated their family monthly income was PhP 15,001 - PhP 30,000, followed by Php 30,001 - Php 50,000 (23.6%) income, Php 8,001 - Php 15,000 (16.4%) income, PhP 50,001 - PhP 100,000 (8.3%) income, PhP 8,000 or less (5.7%) income while 2.3% of the respondents mentioned their family income is over PhP 100,000. Most of the respondents were students 213 (55.3%) followed by employees/professionals 135 (35.1%), not working 27 (7.0%), and self-employed 10 (2.6%).

The reasons for never buying green products were “not knowing whether what I’ve bought is a green product” (33.3%), “not knowing where one can buy green products” (31.1%), “not knowing green products” (27.8%), and “no interest in green products” (7.8%). That is, 23.4% of the respondents lack an understanding of green products' scope and characteristics. Although green groups and specific business sectors advocate changing life habits to protect the environment, there is not much promotion of going green by government agencies. Also, 31.1% of the respondents did not know where to purchase green products. Those who desire to support green consumption must pay a high non-monetary price to find stores, but they often lose interest by the end of the search. Thus, it is essential to expand shoppers’ purchase channels to increase green products’ visibility. Governments must also play an important role in encouraging green consumption or support businesses to establish more points of sale. As Geyer-Allely & Zacarias-Farah (2003) noted, in the Netherlands, the government encourages reduced household energy consumption by providing incentives to manufacturers and retailers to increase the supply of energy-efficient goods with regulations that impose minimum product performance standards. At the same time, it also coordinates information to raise household awareness and consumer rebates to stimulate energy-efficient purchases.

Correlation analysis and normality tests

Table 2
Correlation analysis and normality test results.

Variable	1	2	3	4	5	6	Mea n	Std. Dev.	Skew- ness	Kurtos is
(1) Functional value	1						4.106	0.603	-0.586	0.097
(2) Social value	.774**	1					3.938	0.752	-0.502	0.121
(3) Emotional value	.677**	.720**	1				4.119	0.629	-0.582	0.155
(4) Conditional value	.713**	.638**	.733**	1			4.125	0.565	-0.568	0.620
(5) Epistemic value	.753**	.657**	.602**	.660**	1		4.137	0.597	-0.706	0.308
(6) Consumer behavior	.610**	.518**	.601**	.637**	.610**	1	4.182	0.540	-0.988	1.366

** . Correlation is significant at the 0.01 level (2-tailed).

The researchers conducted a correlation analysis to see whether two different constructs are measured relatively distinctive. Based on Table 2, all factors are not perfectly correlated where their correlation coefficients range between 0 and 1. Hence, the researcher established discriminant validity. The results also suggested that the data was normal. Skewness for each variable was reported both positive and negative, where the range was within ± 1.0 , while kurtosis falls within ± 2.0 , at 0.01 significance level.

The impact of consumption values on choice behavior

Table 3
Results of multiple linear regression analysis.

Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1.130	0.160		7.071	0.000		
	Functional value	0.148	0.063	0.166	2.354	0.019	0.268	3.734
	Social value	-0.067	0.046	-0.093	-1.458	0.146	0.325	3.075
	Epistemic value	0.222	0.052	0.246	4.236	0.000	0.394	2.536
	Emotional value	0.191	0.053	0.222	3.629	0.000	0.354	2.828
	Conditional value	0.243	0.058	0.254	4.180	0.000	0.359	2.783
R ²				0.498				
Adjusted R ²				0.491				
F Value				75.148				
Sig F.				0.000				

a. Dependent Variable: Consumer behavior

The coefficient of determination R² of 0.498 (adjusted R² is 0.491) indicated that the independent variables explained 49.8% of the dependent variable’s variance. The ANOVA test’s F value is 75.148 and is significant at the level of 0.001, which indicates that the model is suitable for the collected data. The Durbin-Watson statistic is 1.779 and does not exhibit autocorrelation.

One of the propositions in the theory of consumption values states that consumption values are independent. Variance inflation factors (VIF) for the five consumption values in the study are all less than five, indicating a multi-collinearity problem. Therefore, the fitted model is an adequate one for the data collected. The multiple linear regression analysis results show that emotional value, conditional value, and epistemic value positively influence respondent choice behavior regarding green products. If consumers attach higher emotional value, conditional value, or epistemic value to green products, the possibility that they will choose green products is higher. Thus, the results support only null hypotheses 1 and 3: functional values and social values, respectively, do not positively influence young Filipino choice

behavior towards green products.

The moderating role of willingness to pay a premium price on consumption values and choice behaviour

The researchers estimated the moderating effect of willingness to pay on the relationship between the five consumption values (i.e., functional value-quality, functional value-price, social value, emotional value, conditional value, and epistemic value) and choice behaviour using JAMOVI’s MedMod module. Results are as follows:

The interaction between functional value and Willingness to pay premium price (WTP) was found statistically insignificant ($B = -0.0845$, 95% C.I., (-0.1641, 0.0000895), $p = 0.050$).

The interaction between social value and willingness to pay premium price (WTP) was found statistically insignificant ($B = -0.0978$, 95% C.I., (-0.1765, -0.0192), $p = 0.015$).

The interaction between emotional value and willingness to pay premium price (WTP) was found statistically insignificant ($B = -0.0953$, 95% C.I., (0.1752, 0.0155), $p = 0.019$).

The interaction between conditional value and willingness to pay premium price (WTP) was found statistically insignificant ($B = -0.0850$, 95% C.I., (-0.1626, 0.00748), $p = 0.032$).

The interaction between epistemic value and willingness to pay premium price (WTP) was found statistically insignificant ($B = -0.0718$, 95% C.I., (-0.1545, 0.0109), $p = 0.089$).

Effect of environmental concern on consumption values and choice behavior

Table 4

The results of one-way ANOVA in different levels of environmental concern.

Dependent Variable	High environmental concern <i>N</i> = 348	Low environmental concern <i>N</i> = 37	<i>p</i> -value
Functional value	4.15	3.46	0.000
Social value	4.01	3.29	0.000
Epistemic value	4.19	3.61	0.000
Emotional value	4.18	3.56	0.000
Conditional value	4.18	3.64	0.000
Choice behavior	4.25	3.50	0.000

Based on environmental concerns, the respondents were separated classified into two groups. There are ten questions in this construct with each response being measured by a five-point Likert scale; thus, respondents with total scores of less than 30 (mean score less than 3.0) were considered less concerned with the environment compared to those with total scores of more than 30. The researchers performed a one-way analysis of variance (ANOVA) with different levels of environmental concerns as the independent variable and with functional value, social value, emotional value, conditional value, epistemic value, and choice behavior as dependent variables.

Respondents with high concern for the environments had mean scores of greater than 3.0 for this construct, with total scores above 29. Those scoring 29 or less had low concern for the environment. Results show a statistically significant difference between the two groups in

functional value, social value, emotional value, conditional value, epistemic value, and choice behavior, as determined by one-way ANOVA ($F(5,379) = 75.148, p = .000$).

The result illustrates a positive p-value of less than 0.05, suggesting that the respondents' consumption values and their choice behavior towards green products differed between those with high and low environmental concerns. Respondents with high environmental concerns were in more definite agreement with all of the consumption values of green products, and choice behavior for green products is far more evident (mean = 4.25) among them compared to those respondents with low environmental concerns (mean = 3.50). Thus, based on one-way ANOVA results, respondents with high environmental concerns link green products with higher functional value, social value, emotional value, conditional value, and epistemic value. They are therefore more likely to choose green compared to those who have low concern for the environment. The result is also supported by Yadav and Pathak (2016) who found that environmental concern had the most significant influence on Indian youth's purchase intention. Like their developed counterparts, they are also concerned about environmental issues and considers them in their purchasing decisions. The more consumers are concerned with the environment, the more they support green products. Therefore, all parties involved in green production, marketing, and sale should continue advocating environmental protection concepts.

Conclusions

The study applied the theory of consumption values to determine factors that influence young Filipino consumer choice behavior towards green products. The researchers used multiple linear regression analysis for testing and verification. Choice behavior was the dependent variable, and functional value-quality, functional value-price, social value, emotional value, conditional value, and epistemic value were independent variables. Besides, the researchers separated respondents into high and low environmental concerns, using one-way ANOVA to determine whether consumption values and choice behavior were significantly different between the groups.

Conditional value has a significant positive impact on consumer choice behavior, with an essential connection to product characteristics. Two aspects attached to the conditional value are global warming and threats to the environment. Danish, et. Al (2019) studied the consumer choice behavior regarding green electronics in Pakistan and they found out that consumers experience positive emotions and feel satisfied when they chose green electronics for the improvement of the environment, instead of contributing to environmental deterioration. Consequently, the government and green groups must emphasize the significance of climate change and worsening environmental conditions. The government could incentivize businesses offering green products, and the business sector could provide discounts or promotions for green products to create more excellent opportunities for boosting their conditional value.

The epistemic value of green products is also a factor influencing consumer choice behavior, resulting in consumers who acquire important information before buying products or searching for something new and different being more likely to choose them. Based on the study of Lin & Huang (2012), the use of green products may provide novelty and curiosity, thereby satisfying consumers' knowledge-seeking aspirations. Hence, manufacturers seeking to increase consumer knowledge and awareness should consider both their products' characteristics and the designs and attractions of green versus non-green products during the

promotion. Thus, epistemic value involves supplying product knowledge and unique packaging for consumers, positively affecting consumer choice behavior.

Similarly, emotional value positively influences consumer choice behavior. People who regard going green as a moral act experience positive feelings of doing good for themselves and society. Lin & Huang (2012) found out that consumers would increase their green products' consumption, identifying themselves as environmental defenders, driven by the high emotional value attached to the green products. Governments and green groups could promote that green consumption is an excellent personal contribution and could encourage consumers to have personal advocacies toward green consumption.

On the other hand, the study revealed that functional value, including quality and price, do not significantly impact consumer choice behavior. Over the past few years, Laroche et al. (2001) have conducted several research surveys regarding green consumption. They all demonstrated that people are increasingly willing to pay more for green products. Their studies revealed that green products' price and quality are not crucial factors influencing consumer choice behavior. The element of being good for the environment inherent in green products outweighs the price factor.

Also, the study found out that social value does not significantly impact choice behavior, probably because some respondents did not feel that going green increases social acceptance. Many consumers with strong ecological concerns believe that environmental preservation is the government's responsibility and/or big businesses (Laroche et al., 2001). Pei-Chun, L & Yi-Hsuan (2012) cited that a study by Kalafatis et al. (1999) showed that consumers based their actions more on personal belief rather than social pressure and added that Shamdasani et al. (1993) also found that, for a sample of the Singaporean population, personal factors (for example, personality and attitude) largely drive decisions. Also, Johnstone & Tan (2015) revealed that consumers will rationalize their decisions to protect their self-esteem and self-identity. Until green becomes a social norm, consumers will continue to place individual goals over collective goals.

Meanwhile, the study revealed that willingness to pay a premium price does not moderate the relationship between the five dimensions of consumption values and choice behavior. There could be underlying factors or determinants that drive willingness to pay among young Filipino consumers. Thus, it is worth exploring how awareness, education, and income may influence consumer choice behavior among the young segment.

The study also found that the more consumers are concerned with the environment, the more they support green products. According to Xie, Huo & Jou (2019), a huge challenge for companies is on how they can incorporate their environmental vision into their corporate strategies, rather than seeking ways to promote their green brands alone. Furthermore, to build a better green image, companies should advertise to consumers their environmental practices—such as how they recycle, conserve water and energy, avoid disposable goods, or reduce emissions released into the air, water, and soil. Dangelico & Vocaleli (2017) argued that innovation and marketing managers are now more willing to integrate environmental sustainability into their strategies. They highlighted that specific attention should be devoted by companies to choose or design environmentally friendly packaging that uses environmentally friendly materials (recycled, recyclable, biodegradable, compostable) and/or

minimizes the number of materials used which communicates the environmental friendliness of the product.

The prospects for green consumption success rely on the collaboration between the government and all related sectors of green business, especially in educating consumers on the definition, characteristics, and benefits of green products. This study also suggests that the government could use subsidies, incentives, and supportive policies to encourage businesses to establish more sales channels to increase green products' visibility and purchase convenience. Manufacturing companies need to enhance their products' environmental- friendliness. There is a need for public advocacy of green consumption, arguing for minimizing damage to the environment.

Parties need to emphasize the green products' epistemic, conditional, and emotional value to capitalize on the growing consumer environmental concerns. Explaining links between climate change and environmental deterioration increases the conditional value of green products. Governments and businesses could encourage discounted rates or promotions. Manufactures/traders should also note the role of design and image to satisfy the consumer desire for knowledge. By supporting such moves, the researchers hope that the quality of the green product will increase and narrow the gap between consumption values regarding green products and consumer choice behavior. It is important to note though that while companies have environmental responsibility, consumers are equally responsible for securing the environment. Companies alone cannot lead the "green revolution". Consumers need to seriously commit themselves to environmental protection and should not merely rely on industries and government (Sajeewanie, et. al, 2019).

Limitations and Recommendations for Future Research

Overall, the researchers recommend further research to understand and enhance green products' consumer choice awareness. The study did not consider the potential impact of such demographic variables as age, gender, and educational background of respondents on consumer choice behavior towards green products. Future studies could investigate whether the demographic profile has an impact on consumer choice behavior towards green products.

Similarly, the researchers conducted the present study only in the National Capital Region (NCR); however, a larger, possibly, national survey is needed to explore Filipino consumer choice behavior towards green products. Future studies on many Filipino consumers will provide a better understanding of consumer choice behavior towards green products. The researchers also focused the present study on green products as a whole, not on a specific green product. Therefore, future studies should consider a particular green product or range of products to understand consumers' choice behavior. The researchers conducted the present survey of young consumers aged 18-24 years old, so future research could consider adult consumers and replicate the same work.

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