Misamis University
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GREEN MARKETING MIX: ITS INFLUENCE ON THE ACTUAL PURCHASE BEHAVIOR OF SKINCARE PRODUCTS AMONG MILLENNIALS IN SELECTED CITIES IN NORTHERN MINDANAO

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APPROVAL SHEET

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ABSTRACT

Millennials are the most environmentally conscious generation that is essential to the effort in creating a sustainable future. This research examined the influence and relation between the green marketing mix and actual purchase behavior of skin care products among Millennials in selected cities in Northern Mindanao. This study is quantitative, descriptive-correlational, and conducted in selected cities, namely, Cagayan de Oro City, Iligan City, and Ozamiz City. Convenience sampling was done to gather information from the Millennial respondents in the cities mentioned above. A survey was done on an adapted questionnaire, and Frequency and Percentage, Mean and Standard Deviation, Simple Regression, and Pearson Product-Moment Correlation Coefficient were the statistical tools used. Based on the response of 271 samples, the level of influence between green marketing mix as to product, price, place and promotion, and actual purchase behavior was very high. Additionally, green marketing mix had a high amount of influence on actual purchase behavior when purchase intention was used as a mediator. Also, the relationship between green marketing mix as to product, price, place, and promotion and actual purchase behavior was moderately strong. The results imply that companies that utilize green marketing for their skincare product gain significant influence on the purchasing behavior of Millennials in Northern Mindanao. The study's findings thus help marketers of skin care products better understand how green marketing mix affects consumers' actual purchasing behavior and motivate them to employ more successful methods of fostering client connections.

Keywords: *actual purchase behavior, green marketing mix, green place, green price, green product, green promotion,*

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Chapter 1

INTRODUCTION

The Rationale of the Study

There has been significant environmental damage in recent decades, including ozone layer depletion, effects of global warming, and so forth. People are growing increasingly concerned with taking important environmental protection measures. Due to these conditions, people gradually realize the significance of sustainability in society (Rivas et al., 2022). One concept that sprang from these concerns is the idea of "go green" or "green program," which is related to "eco-friendly," which means "not environmentally destructive." As an evolution of the go green ideas, the idea gave rise to green marketing.

Green marketing encompasses all actions aimed at creating and innovating goods and services to meet customers' requirements and desires while reducing the environmental impact (Malia, 2018). It refers to any marketing initiatives that educate and support consumers' environmental awareness and are used by firms to stand out from the competition and satisfy customer needs (Chrisjatmiko, 2018). Current studies assert that green products significantly influence consumers' purchase intentions. According to Shukla (2019), consumers' intentions to purchase green items are significantly influenced by their environmental responsibility.

Skincare is one category of cosmetics. It preserves human skin in "good condition" by cleaning, soothing, restoring, reinforcing, protecting, and treating it. Cleansers, face masks, toners, moisturizers, tanning lotions and salts, skin lighteners, serums, sunscreen, and exfoliating products are types of skin care products. According to

Amberg & Fogarassy (2019), consumer behavior in the cosmetics sector has drastically evolved recently, with environmental and health consciousness playing an increasingly significant role. More and more consumers are becoming informed about and open to using natural and sustainable cosmetics. The personal care and beauty sector has been significantly altered by Millennials (Masory, 2019). University students in Malaysia have stated that they prefer to purchase skincare products that are Halal, safe, of good quality, and made by reputable businesses. They are eager to spend more money on superior skincare items that met the requirements (Rani & Krishnan, 2018). The demand for natural skincare products has significantly increased in the cosmetics industry. According to Boon, Chee, and Fern (2020), the global market for skincare products led in 2011. At the moment, there is a big desire to buy eco-friendly cosmetics, with Millennials at the forefront because they believe their decisions affect society and the entire planet. Therefore, they are aware of their responsibility for the environment and the destiny of future generations (Boon et al., 2020).

A "Millennial," according to Pew Research Center, is one who was born between the ages of 23 and 38 in 2019 (between the years 1981 and 1996) (Dimock, 2019). It makes up the majority of consumers globally, according to a United Nations statistics that was released in SCB research (SCB Economic Intelligence Center, Insight Capturing Thai Gen Y consumers, 2021). In addition, millennials make up one-third of the population in the Philippines, making up a significant portion of the labor force (Medallion, 2020). According to Heo and Muralidharan (2019), Millennials are the most environmentally conscious. This generation not only pushes for a greener society but is most likely to pay a generous amount for sustainable products. Millennials are a

generation that has a favorable attitude toward sustainability (Heo & Muralidharan, 2019).

Millennial consumers have emerged as one of the wealthiest groups in recent years. They are second only to "baby boomers" in terms of purchasing power (May, Carter, and Shuo, 2019). In South Africa, there is limited amount of study which supports that sustainable practices affect Millennials' shopping decisions and brand loyalty; however, studies suggest that sustainability motivates their purchases (Azami, 2018). As a result, this generation is an exceptional prospect for research on the variables influencing purchase intentions (Moslehpour et al., 2021).

A limited amount of study has been done on the influence and relationship between the green marketing mix and actual purchasing behavior. In Bangladesh, Adrita (2020) examined the consumers' actual purchase behavior toward green products. Each variable has a considerable impact on consumers' actual purchase behavior, according to research based on 300 samples, with the availability of products and information having a big impact on actual purchase behavior. The impact of green marketing strategies on actual purchase behavior in Penang, Malaysia, was also determined by Rahbar (et al., 2011). 250 people representing the races of Chinese, Malay, Indian, and other races in Penang participated in the survey. According to the survey, customers' perception of eco-brands and their confidence in eco-labels significantly and favorably affect their actual purchase behavior.

Additionally, Hossain and Khan (2018) showed in their research how components of green marketing mix including green products and green promotion have a significant impact on consumers' purchasing decisions. There are related studies on green marketing

mix and consumer behavior. However, the relationship between green marketing mix and the actual purchase behavior of millennial customers in the context of skincare products needs to be further studied.

This research was conducted to investigate the connection between Millennials' actual purchase behavior and green marketing mix. It gives insight into how green marketing mix affects Millennials of Northern Mindanao's actual purchase behavior when it pertains to the cosmetics industry, particularly skincare items. It sought to identify the discrepancy between the empirical marketing literature on customers' propensity to switch to green purchasing and marketers' successful application of the green marketing mix.

This study has three limitations: First, actual purchase behavior and green marketing mix and its constructs were only studied. Second, the current study excluded the entire working population of Northern Mindanao, which is comprised of people between the ages of 18 and 59, and only relates to the Millennial population there. Third, researchers used adapted questionnaires from previous researchers. Thus, in this study, firms and marketers will accumulate an additional understanding of how Millennials customers respond to green skincare products, as well as the strategies and techniques they may incorporate in developing a product, how they can gain profits and how they can attract and make the Millennial cohort to patronize their business.

Theoretical Framework

The theories and concepts of this study are the Theory of Planned Behavior by Icek Ajzen (1985), the concept of Green Marketing Mix that Bradley first introduced in

the 1980s and the Generational Cohort Theory that Karl Mannheim first put forth in 1952.

The Theory of Planned Behavior

The Theory of Planned Behavior is a decision-making theory that asserts humans make rational decisions to engage in certain behaviors. It focuses on how people's ideas influence their behavior in a variety of situations and challenges. The theory is linked to the concept of deliberate action. Individuals assess facts and make educated, reasonable judgments to perform specified actions (Taufique & Vaithianathan, 2018). The preference of an individual to participate in an activity influences the outcome performance of the action. According to this concept, if a person feels that acquiring a certain product would give them with certain advantages and benefits, they will devote the bulk of their time and money to obtaining those benefits. Customers, according to the theory, buy something based on their perceptions of their attitudes toward it, the perceived social pressure that comes with buying it, and the perceived behavioral control. According to Fishbein and Ajzen (1975), The Theory of Planned Behavior is used to investigate customer purchase intentions.

In a study published in 2018, Zahid hypothesized that customer's concern for the environment indirectly influenced their propensity to buy green products through worry for the effects on the environment. They also suggested that eco variables might temper this link. This paper's theoretical foundation is the Theory of Planned Behavior, which provides a well-defined structure for examining the influences that attitudes, personal and cultural variables, and volitional control have on consumers' intentions to purchase green skincare products. Furthermore, since Ajzen proposed the theory of planned behavior

(TPB) in 1985, it has sparked widespread interest and has been widely applied around the world (Si, Shi, Tang, Wen, Miao, Duan, et al. 2019).

The primary contributions of this study are to compare previous studies on green marketing mix and to fill a research gap in actual purchasing behavior by employing the Theory of Planned Behavior (TPB). The study is the first empirical survey to provide consumers in Northern Mindanao, Philippines, with a thorough assessment of their actual purchase of green skincare products, with a focus on generation Y or Millennials, ages 27 to 41 (in 2022). Because the aforementioned group will shape future national and commercial strategy, their knowledge, beliefs, attitudes, and behaviors are critical to long-term development (Young, 2018). According to Netzer (2020), marketers must recognize the magnitude of the millennial demographic and its aggregate purchasing power. However, marketers will have to work harder to engage with viewers on a deeper level in order to pique the interest of this highly educated and critical generation.

Green Marketing Mix

Green Marketing Mix is similar to traditional marketing in that businesses use marketing variables to elicit the desired response from their target market. The term "green marketing mix" refers to the development of green products as well as the implementation of pricing, distribution, and communication strategies that are specifically designed to advance or protect environmental welfare.

Other researchers who identified several aspects of the green marketing mix, for example, Islam (2018), explained how products, promotions, and places/distribution channels are greened. Sinambela, Azizah, Putra, et al. (2022) explained that green prices had been shown to affect the formation of repurchase intentions significantly. According

to Mukonza and Swarts (2020), many businesses use green marketing strategies to improve their corporate image and business performance. It is well established that a green marketing strategy improves corporate image and business performance. As a consequence, green marketing methods became advantageous for organizations aiming to preserve a competitive advantage, particularly in the retail industry. According to Mansor and Musa (2020), it is easier for businesses to enter new markets with the proper marketing plan to promote green products. To further emphasize the argument, it is essential to mention that consumers in developing nations are more likely to buy green items because they value conservation rather than worry about the environmental effects. To boost consumer purchasing intention, environmentally friendly product qualities should be promoted.

Generational Cohort Theory

According to Generational Cohort Theory, a group of people who grow up in the same political, economic, and social environments will develop similar beliefs, values, and behaviors (Inglehart, 1997; Dinas & Stoker, 2014; Pew Research Center, 2015; Padayachee, 2017; Jones, Murray, and Tapp, 2018). A cohort generation comprises people in the same age range and has a shared past that shapes their personality and behavior (Jones, Murray, and Tapp, 2018). Generally, these generations are classified as Baby Boomers (born 1946 – 1964), Generation X (born 1965 – 1980), Generation Y (born 1981 – 1996), and Generation Z (1997 - 2012) in 2022. Generational cohorts should be considered essential in studying and identifying purchase behavior since members of generational cohorts have comparable experiences and are similarly affected by world events when their consciousness is being shaped. According to Quoquab et al.

(2020), generational dynamics have an impact on the relationship between personal faith frameworks and future behavior; additionally, generational differences have an impact on how factors such as knowledge, beliefs, and conditionings influence green purchase decisions.

The primary contributions of this study are to compare previous studies on the green marketing mix and to fill a research gap in actual purchasing behavior by employing the Theory of Planned Behavior (TPB). The study is the first empirical survey to provide consumers in Northern Mindanao, Philippines, with a thorough assessment of their actual purchase of green skincare products, with a focus on generation Y or Millennials, ages 27 to 41 (in 2022). Because the aforementioned group will shape future national and commercial strategy, their knowledge, belief, attitude, and actual purchase behavior toward green products is critical to sustainable development (Young, 2018). According to Netzer (2020), marketers cannot overlook the magnitude of the millennial demographic and its aggregate purchasing power. However, marketers will have to work harder to engage with viewers on a deeper level in order to pique the interest of this highly educated and critical generation.

Conceptual Framework

Green Marketing Mix

Green marketing mix is an independent variable for this study. It is a traditional marketing mix (4Ps of Marketing) that has been re-conceptualized to include new environmental concerns and other elements. It consists of four elements: product, price, place, and promotion. Mahmoud (2018) investigated the effect of green product, price,

promotion, and location on purchase intent. Consumers will be more inclined to buy green items if a company employs green marketing mix features.

According to Mahmoud et al. (2018), one of the most important research areas in the green marketing mix is the interaction between green products and green purchase intention. When purchasing green products, consumers must consider the dependability, durability, and performance of the products (Zaidi, 2019). Consumers will perceive risks with their purchase because they need to be sure that products will satisfy their expectations. As a result, marketers should create green products that satisfy consumers' expectations to build confidence.

Green products can be summed up as products made from recycled materials, reducing waste, saving water or energy, using less packaging, and lowering the number of toxins consumed or disposed of. They frequently have a higher initial cost, but they save money in the long run (Mahmoud, 2018). The term *green price*, on the other hand, refers to a price set in light of a company's environmental policy, whether dictated by rules and corporate directives or its own environmental activities (Mahmoud, 2018). Green pricing is an important component of the green marketing mix. When deciding on a green pricing plan, businesses face two threats: the risk of disrupting customer intent, or the price of green products rising significantly due to increased competition, negatively influencing consumers' purchasing intent (Hossain & Khan, 2018).

Green marketing has an impact on a brand's image. Consumers will be more likely to trust a product if they have had a positive and well-known experience with it. A product's brand is an important consideration. As a result, in terms of green marketing, the inclusion of a brand in a product must include an eco-label (Song et al., 2020; Edeh,

2020). Consumers look for new eco-value market products by analyzing offers based on green marketing components such as product characteristics, quality, origin, flavor, price, packaging, labeling, performance, durability, service, or any other environmentally attractive features (Ganimete & Fatos, 2019). *Green promotion* is a type of advertising that emphasizes the promotion of environmentally responsible practices, green packaging, and a company's environmental actions. Offering promotional activities concerning a product is the green component of promotion. Maintain environmentally friendly methods simultaneously to maintain consumers' materialistic and moral expectations. Effective green advertising tactics are promotional messages that appeal to the interests and aspirations of environmentally conscious customers (Mahmoud, 2018).

Marketing mix is a physical or virtual location for selling and creating items. *Green places* are places that focus on developing a closed-loop consumption cycle in order to reduce costs and improve service. Businesses use green location techniques to reduce transportation emissions and thus their carbon footprint. Although the location does not generate revenue, it does have several characteristics that can generate revenue and provide numerous benefits (Mahmoud, 2018). Green spaces have a positive impact on green purchasing intentions. According to Mahmoud (2018), consumers have demonstrated a willingness to spend more if store premises are clean and green, and environmentally friendly criteria are implemented. It was revealed that the distribution method has a big impact on consumers, and they continue to expect quick product delivery. Furthermore, it has been established that green product companies must be held liable if other distributors sell their products and meet the environmental demands of consumers. According to Hossain and Khan (2018), the green environment has little

influence on customers' purchasing decisions, with green products and promotion being the most important factors.

Green marketing has never been more significant or powerful, since global trade has shifted toward more ecologically friendly practices in recent decades. The present environmental crisis provides an excellent chance to rethink the four Ps of traditional marketing tactics (Product, Price, Promotion, and Place). Green marketers must educate themselves on these new concerns and rethink their marketing mix in a more environmentally friendly manner (Tien et al., 2020).

Purchase Intention

Purchase intention refers to a consumer's willingness and ability to buy green things rather than conventional ones, which may impact their purchasing decision (Chin et al., 2018). The theory of planned behavior emphasizes intention since it has been shown to be a powerful predictor of consumer behavior. Furthermore, previous study has found a considerable link between actual consumer purchases and consumer buy intention (Indiani & Fahik, 2020). Positive purchase intentions, according to Brown (2001), motivate consumers to take actual purchase action, whereas hostile purchase intentions discourage them from doing so. Consumer behavior, attitude, and perception are related to consumer purchase intention in various ways (Hermanda et al., 2019). Researchers cited brand image as one of the elements influencing buying intentions in journals (Foster, 2016). Intention to buy was defined by Rahmaningtyas et al. (2017) as the likelihood that a consumer would like to purchase in the future. Consumers rarely decide to purchase something, but occasionally they acquire the desire to carry out

intentions have a favorable impact on actual purchasing behavior of organic food commodities (Wee et al., 2014). They concluded that consumers choose organic food because they believed it was safer, healthier, and better for the environment. Yadav and Pathak (2016) looked at Indian customers' green purchase behavior and discovered that the consumers' purchase intentions highly influenced the actual purchase. Positive correlations between organic food purchase intentions and actual purchases were found by Lim et al. (2014). Despite the fact that these criteria are acknowledged as important determinants of environmental purchasing behavior, few academics have investigated the use of environmentally friendly marketing activities as a determinant to influence customers' purchases of environmentally friendly commodities.

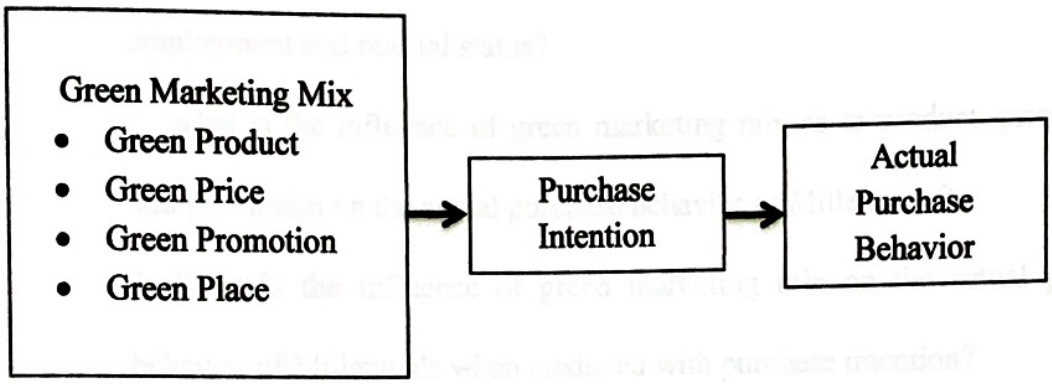


Figure 1. Schematic Diagram of the Study

Statement of the Problem

The study sought to investigate the impact of green marketing mix on actual purchase behavior when mediated with purchase intention among Millennials in selected Northern Mindanao localities.

Specifically, this study sought to answer the following research questions:

1. What is the profile of the respondents as to age, gender, income, education, employment and marital status?
2. What is the influence of green marketing mix as to product, price, place, and promotion on the actual purchase behavior of Millennials?
3. What is the influence of green marketing mix on the actual purchase behavior of Millennials when mediated with purchase intention?
4. Is there a significant relationship between the green marketing mix as to product, price, place, and promotion and the actual purchase behavior of Millennials toward skincare products?
5. What are the researchers' recommended marketing plans or programs for business firms and customers?

Hypothesis

H01: There is a significant relationship between the green marketing mix as to product, price, place, and promotion and the actual purchase behavior of Millennials toward skincare products.

Chapter 2

RESEARCH METHODOLOGY

Design

In this study, the descriptive-correlational design was used. The primary purpose of descriptive research is to characterize a phenomenon and its features. This study was primarily concerned with determining "how," rather than "what or why," something occurred. The data can be collected informally, but it is usually examined quantitatively, with averages, frequencies, percentages, or other statistical studies used to identify the meaningful link (Nassaji, 2015). In the meanwhile, statistical control was commonly utilized in correlational techniques to filter out the impact of unnecessary factors, yielding more precise estimates of variable linkages or a conservative test of hypotheses (Becker et al., 2016).

As a result, the descriptive-correlational design was applicable in this study since it investigated the link between green marketing mix in terms of product, price, site, and promotion and Millennials' actual purchasing behavior toward skincare goods.

Setting

This research was carried out in Northern Mindanao, Region 10. It is a Philippine administrative area made up of five provinces: Bukidnon, Camiguin, Misamis Occidental, Misamis Oriental, and Lanao del Norte. Cagayan de Oro, El Salvador, Gingoog, Iligan, Malaybalay, Oroquieta, Ozamiz, Tangub, and Valencia are its nine cities. Two cities, both in the north-central region of Mindanao Island, are classed as highly urbanized. Cagayan de Oro is the regional center.

The survey questionnaire was delivered by the researchers at drugstores, shops, and places that sell green skin care products. These stores can be found in major cities

around Region 10, including Cagayan de Oro City, Iligan City, and Ozamiz City. The researchers chose to investigate these locations since these highly urbanized cities are the region's commercial hub for skin care and cosmetic items.

Respondents

Northern Mindanao had a total population of 5,022,768 people in 2020, according to the Census of Population and Housing. There are 1,250,216 Millennials in region 10, primarily in Cagayan de Oro, Iligan City, and Ozamiz City. The researchers collected 271 replies from millennial customers in the mentioned locations. The number of respondents was computed with a 90% confidence level and a 5% margin of error using Raosoft, an online sample size calculator, based on the population size of Millennials in Northern Mindanao. Convenience sampling was employed by the researchers. In the said sampling technique, items are selected based on availability or expedience and have three main benefits: (1) quick results; (2) affordable; and (3) no requirement for a sampling frame (Baltes & Ralph, 2022). These respondents had ages ranging from 26-41 years old, which is the current age range of the millennial generation as of 2022. The respondents were selected through the following criteria: (1) they must be a millennial; (2) the respondent was aware of and purchased green skincare products; (3) they had agreed to the consent given.

Instruments

The survey questions supplied and confirmed by the research consultant were customized and changed for the study. The descriptive survey questionnaire was used in this study to investigate how the green marketing mix affects Millennials' real buying behavior. The following research instruments were used to collect data for this study:

A. Demographic Profile. The first part of the research instrument consisted of items which gathered respondents' profiles such as their name, age, gender, educational attainment, current employment and marital status, and their monthly income.

B. Consumer Perception on Green Skincare Products Questionnaire. It had sixteen (16) adapted statements based on the study of Kalsi & Singh 2018 to measure the green marketing mix and its influence on consumers' purchase intention. The researchers evaluated all questionnaires based on the Likert Scale format, which consists of 4 score ratings, where (1) = Strongly Disagree; (2) = Disagree; (3) = Agree; (4) = Strongly Agree. In determining the respondent's perception of green skincare products, the following continuum was used:

Responses	Continuum	Interpretation
4 - Strongly Agree	3.25 – 4.00	Very High
3 – Agree	2.50 - 3.24	High
2 – Disagree	1.75 – 2.49	Low
1 - Strongly Disagree	1.00 - 1.74	Very Low

C. Purchase Intentions and Actual Purchase Behavior Questionnaire. It had twelve (12) adapted statements based on the studies of Mohamed et al. (2010) and Phuah et al. (2011). In determining the level of the purchase intentions and the actual purchase intention of the respondents, the following continuum was used:

Responses	Continuum	Interpretation
4 - Strongly Agree	3.25 – 4.00	Very High
3 – Agree	2.50 - 3.24	High
2 – Disagree	1.75 – 2.49	Low
1 - Strongly Disagree	1.00 - 1.74	Very Low

Data Collection Procedure

Researchers obtained permission from the Dean of Misamis University's College of Business Management in Ozamiz City to conduct the study. Once permitted, researchers sought permission from the establishments where the survey would be conducted. Following authorization and approval, 271 copies of the surveys were circulated, filled, and returned. Convenience sampling was employed by the researchers. It is the most often used non-probability strategy in psychology (Hultsch et al., 2002; Zhao, 2020). Convenience sampling collects information from anybody who is willing to take part in a study, is personable, or is otherwise conveniently available to the researcher (Wienclaw, 2019).

During the survey, the researchers discussed the significance of the respondents' responses to the study. Then, the terms were defined for the respondents so that they could answer questions fully aware of their responsibilities as the subject of the study, and the respondents were asked to answer honestly. As a result, the researchers and respondents agreed to keep the respondents' matching answer to the question. The data

was categorized and tallied according to the statistical treatment. A statistician's assistance was required at that point.

Ethical Considerations

According to Greetham (2009) and Williman and Buckler (2008), these features are essential in conducting a survey:

Privacy and Confidentiality. The responders guaranteed that the information they supplied could not be identified by anybody other than the researchers. The surveys were distributed anonymously to guarantee that the respondents were competent. To protect privacy and confidentiality, all identifying information would be changed if any of the study findings were to be used in presentations or reports. Researchers confirmed that the respondents were well-informed that the results were provided in the thesis and were seen by the researcher's adviser, a second marker, and an external examiner. Researchers made sure that responders understood that the research may be viewed by future students on the course and published in a research publication, but no one would know who they were. The data was encrypted and stored in a password-protected desktop computer for two (2) years before being erased.

Safety. The researchers eliminated any risk elements and ensured that safety would be consistent over time. They guaranteed the research was not harmful to respondents and certified the proper use of information.

Autonomy. The researchers made certain that the participants' participation was entirely voluntary and that they may quit from the study at any moment. There was no more data collecting or analysis beyond that point, and all existing data was deleted. The

research included any returned surveys and respondents who refused to participate in the experiment.

Dignity. All respondents were given the freedom to make their own fully informed judgments and were treated with dignity.

Informed Consent. Each respondent got a permission letter outlining some of the key aspects of this study as well as what was expected of them as respondents and researchers. Consent was provided in the letter that participants signed if they accepted to engage in this research and understood the respondent.

Data Analysis

In this study, the following statistical methods were used:

Frequency and percentage were used to describe the demographic profile of the respondents.

Mean and standard deviation were used to measure the influence among Millennials in green marketing mix in terms of product, price, promotion, and location toward skincare goods toward actual purchase behavior.

Pearson Product-Moment Correlation Coefficient was used to examine the relationship between green marketing mix as to product, price, promotion, and place, and actual purchase behavior of skin care products among Millennials.

Simple regression was utilized to evaluate the level of influence of the green marketing mix toward the actual purchase behavior of Millennials when mediated with purchase intention.

Chapter 3

RESULTS AND DISCUSSION

Profile of the Respondents

Table 1 reveals the demographic profile of millennial respondents in Northern Mindanao. Based on the data of 271 respondents gathered from the survey, the highest contribution of respondents was at the age 26-29, which obtained 69.4% (n=188). As per the total population, 85% (n=231) were female compared to 15% (n=40) male. In terms of monthly income, most respondents were earning ₱10,000.00 - ₱20,000.00, with 39.9% (n=108). For the educational profile, 53.1% (n=114) of the respondents were college graduates. As per employment, most of the respondents were employed or in service which obtained 57% (n=154). As for the marital status, most of the study's respondents were single, obtaining 68% (n=186) of the total population.

The results imply that women are active users of green skincare products, for they are primarily aware of their effects and benefits for their skin and the environment. This cohort tends to pay a premium because they are employed and have the income to purchase. They are also educated which means they understand the effects and benefits of the skincare product they are using.

This study focused on the Millennials due to their early rise in the world of global interconnectedness; they are more sensitive to ethical issues than earlier generations (Johnson et al., 2019). The majority of the respondents were women. The result is in line with the study of Witek and Kuzniar (2021), which revealed that female consumers are more enthusiastic than male consumers when buying green products. Moreover,

Bojanowska and Kulisz (2020) proved in their study that there is a relationship between gender and inquiries regarding the exposure of corporate environmental initiatives, including the concept of "zero-waste," in social media. Women are more likely than males to be aware of "zero waste" and environmental campaigns via social media, according to the survey. In addition, women consider "zero waste" to be a lifestyle. Most of the respondents are college graduates, employed, and earning a monthly income of P10,000 – P20,000. According to the study of Bhavana and Thiruchanuru (2018), customers with higher incomes have the means to purchase higher-quality goods than consumers with lower incomes, who tend to buy goods of poorer quality. High-income consumers contribute to the improvement of other consumers' pro-environmental behavior. However, Baktash and Talib (2019) showed that employment status does not significantly affect a customer's attitude toward buying green products, nor does product quality or green trust. The findings, on the other hand, show that education significantly impacts consumers' attitudes toward green items' quality and willingness to make green purchases.

The researchers did not make an effort to balance the sex, age, monthly income, educational attainment, employment, or marital status of the respondents because the goal of the study was to examine the variables that influence millennial customers' actual purchase behavior rather than to look at how these behaviors change based on gender and status. Thus, the results imply that Millennials in Northern Mindanao are active users of green skincare products. This will give a greater understanding for marketers and firms to make better products, communication, and strategies to attract this segment of consumers.

Table 1
Demographic Profile of the Respondents (n=271)

Variable	*Category*	*Frequency*	*Percentage*
Sex	*Male*	40	15%
	Female	231	85%
Age	*26-29 years old*	188	69.4%
	30-33 years old	48	17.7%
	34-37 years old	22	8.1%
	38-41 years old	13	4.8%
Income	*Below ₱10,000.00*	91	33.6%
	₱10,000.00 - ₱20,000.00	108	39.9%
	₱20,001.00 - ₱35,000.00	45	16.6%
	₱35,001.00 - ₱50,000.00	16	5.9%
	₱50,001.00 - ₱65,000.00	7	2.6%
	Above ₱65,000.00	4	1.5%
Educational Attainment	*Basic Education*	6	2.2%
	Secondary School	52	19.2%
	Vocational	33	12.2%
	College Graduate	144	53.1%
	Post-graduate	36	13.3%
Employment	*Student*	9	3%
	Homemaker	13	5%
	Own business/Self-Employed	61	23%
	Employed/Service	154	57%
	Professional	34	13%
Marital Status	*Single*	186	68.6%
	Married	79	29.2%
	Separated	5	1.8%
	Widowed	1	0.4%

Level of Influence of Green Marketing Mix as to Product, Price, Place and Promotion on Millennials' Actual Purchase Behavior

Table 2 shows the Mean and Standard Deviation for the four elements of the green marketing mix: product, price, place, and promotion. This was to determine the level of influence among Millennials in the green marketing mix toward an actual purchase behavior. Given that the scale used a 4-point Likert scale (1=strongly disagree, 4=strongly agree), it shows that green marketing mix as to green product had a "very high" influence on the Millennials' actual purchase behavior towards skincare product (M= 3.11, SD= 0.44). As to green price, the table shows a "very high" level of influence toward the actual purchase behavior of Millennials (M= 3.21, SD= 0.46). Moreover, the table also reveals that the influence of green place on Millennials' actual purchase behavior was "very high" (M= 3.21, SD= 0.49). More so, it demonstrates a very high level of influence in green promotion toward Millennials' actual purchase behavior (M= 3.29, SD= 0.43).

This study reveals that green product has a very high level of influence on the actual purchase behavior of Millennials. Millennial consumers' interest in purchasing environmentally products and awareness of eco-brands were influenced by their conviction in the advantages of green products and their ability to help the environment through their purchases of eco-branded goods. Moreover, the result shows that Millennials in Northern Mindanao are influenced by the quality of green skincare products and tend to purchase premium prices. It implies that Millennials still purchase green skincare product at a given price as they believe it is effective and has good benefits for their skin. Furthermore, this study result shows a very high level of influence of green on the actual purchase behavior of Millennials. It means that they quickly

purchase green skincare products as they spot them in the marketplaces within their respective cities. Also, green skincare products are widely available in the market, where they can conveniently choose their desired green skincare products. In addition, Millennials are highly influenced to purchase green skincare products according to what they see on the label and advertisement, for they believe it educates them regarding the benefits and effects of green products on their health and the environment.

The results align with the research of Singh and Kalsi (2018) entitled "A Study on Impact of Green Marketing Tools' on Consumers' Green Purchase Intentions and Buying Behavior in Urban Punjab". They gathered 538 respondents from the selected cities of Punjab, India, and demonstrated a direct influence of green marketing tools on green purchase intentions and purchase behavior. In the research of Adrita (2020), it was demonstrated that each element has a significant influence on customers' actual purchasing behavior. In contrast, the availability of product and information greatly influences actual purchase behavior. Also, Hayat et al. (2019) reveal that green product, price, and promotion considerably impact green purchasing behavior. However, the green place has no significant impact on the green purchasing behavior of Pakistani consumers.

The research findings presented in this paper have contributed to the knowledge of the influence of the green marketing mix on the actual purchase behavior of Millennials in Northern Mindanao. The findings show that the green marketing mix as to product, price, place, and promotion has a very high influence on the purchasing behavior of consumers. The "very high" remark suggests that marketers of green skincare products and organizations research further the influence of green marketing on the purchasing behavior of consumers. The researchers expect that examining these variables in the

context of actual green buying behavior will provide valuable insights for formulating green skincare products that may benefit consumers, retailers, and manufacturers.

Table 2
Level of Influence of Green Marketing Mix as to Product, Price, Place, and Promotion toward Millennials' Actual Purchase Behavior (n=271)

Constructs	Mean	SD	Remarks
Product	3.11	0.44	Very High
Price	3.21	0.46	Very High
Place	3.21	0.49	Very High
Promotion	3.39	0.43	Very High
Overall	3.23	0.45	Very High

Note. Actual Purchase Scale: 3.00-4.00 (Very High); 2.00-2.99 (High); 1.00-1.99 (Low); 0.99-1.00 (Very Low)

Level of Influence of Green Marketing Mix toward Millennials' Actual Purchase Behavior when mediated with Purchase Intention

Table 3 reflects the influence of the green marketing mix on actual purchase behavior among Millennials when mediated with purchase intention. The researcher used Simple Regression. The table shows that the level of influence of the green marketing mix towards actual purchase behavior is highly Influential when it is mediated with purchase intention (E= 0.4238, P Value= .000).

It highly indicates that when millennial consumers perceive that a skincare product is well labeled, priced, placed, and advertised, they desire that product. It drives them to purchase it, and then they will make actual product purchases. It also means that positive purchase intentions uplift consumers to take actual purchase action, while hostile purchase intentions prevent them from doing so.

The result is in line with the study of Tsai et al. (2019) that focused on the determinants of Actual Purchase Behavior in Taiwan Farmer's Markets. The researchers considered that when consumers regularly express a general willingness to buy expensive goods, their actual purchasing behavior for the product is high. Moreover, the study of Wee et al. (2014) revealed that the intention to purchase the products substantially impacts the actual purchasing behavior of organic food. It is further backed by the idea that consumers' perceptions of organic food products will influence their behavioral intentions and ultimately result in their actual purchase of the products. The findings suggest that Aceh consumers of organic products have positive actual purchase behavior when they truly desire to purchase the product, as opposed to only having an intention but failing to do so.

This result further adds to the Theory of Planned Behavior, which states that consumers with intentions to buy a particular product, in this case, skin care products, will indicate higher actual purchase rates than those without the intention of purchasing it. This makes purchase intention an essential mediating variable between the green marketing mix and actual purchase behavior. Marketers of skin care products need to incorporate purchase intention when researching the influence of green marketing on their consumers' actual purchase behavior, as it plays a significant role between the two.

Table 3
Level of Influence of Green Marketing Mix toward Millennials' Actual Purchase Behavior when mediated with Purchase Intention (n=271)

Mediating Variable	Effect	P Value	Remarks
Purchase Intention	.4238	.000	Highly Significant

Note. Probability Value Scale: ***p<0.01* (Highly Significant); **p<0.05* (Significant); *p*>0.05 (Not Significant)

Relationship between Green Marketing Mix as to product, price, place and promotion and Millennials' Actual Purchase Behavior

Table 4 reflects the relationship between green marketing mix as to product, price, place and promotion, and actual purchase behavior. The researchers used Pearson Product-Moment Correlation Coefficient to evaluate a relationship between two quantitative variables. The table shows that the relationship and probability value between actual purchase behavior and green marketing mix as to product was strong and highly significant (r value= 0.353** p value= 0.000). It also demonstrates that the relationship and probability value between green price and actual purchase behavior and green marketing mix was moderately positive and significant (r value= 0.171**, p value= 0.002). The table further indicates in the results that the relationship between green marketing mix as to the place and actual purchase behavior was moderately positive and significant (r value- 0.165**, p value= 0.003), which means that the actual purchase behavior of Millennials in Northern Mindanao was correlated with the green place. Moreover, the table shows that the green marketing mix as to the promotion and actual purchase behavior has a relationship that was moderately positive and highly significant to each other (r value= 0.218**, p value= 0.000).

In this study, the green marketing mix as to the product and actual purchase behavior was strong, positively correlated and highly significant, and the green marketing mix as to price and place and actual purchase behavior was moderately positive and significant. In contrast, the green marketing mix of promotion and actual purchase behavior was moderately positive, and highly significant. This signifies that if the skincare business firm invests in "greening" a brand by making it sustainable, genuine, and safe to use, the Millennial consumers will be aware of their notion, will be enticed and will drive them to patronize the product despite the premium price because of its effectiveness and benefits for them and to the environment. Furthermore, the company works actively with the products' availability in physical and online retail settings. In that case, it could increase the millennial cohort's actual purchase behavior toward skincare products since they can easily pick, purchase, and use the brand without spending too much time sourcing for the place. Moreover, the result denotes that the skincare company is genuine and transparent with claims in their green marketing campaigns and they create advertisements that greatly influence consumers. If Millennial consumers will be well-educated and can build trust in the skincare brand; then, it will undoubtedly increase their intention to purchase, and it will affect actual purchase behavior positively.

The results support the findings of Ranjan and Kushwaha (2017). They determined the relationship between young Indian's actual behavior and green marketing tool. They found out that consumer purchase behavior is positively affected by consumer trust in eco-labels and eco-brands, which signified that the respondent's trust in eco-label and eco-brand positively affects consumer actual purchase behavior. It was also found that green products can be profitable if a favorable perception among consumers is

developed. In addition, Rahbar and Wahid (2011) examined if the green marketing tools, as a variable, affect Penang (state in Malaysia) consumer's actual purchasing behavior and found out that trust in eco-labels, eco-brands, and actual buying behavior was proven to be significantly correlated. It implies that the consumer's trust positively impacts customers' actual buying behavior in eco-label and eco-brand. It is exceedingly challenging to persuade consumers to make purchases without their faith and trust in eco-labels and eco-brands. Consumers will choose environmentally friendly products that are less harmful to the environment than alternatives based on their trust in eco-labels and eco-brands.

The result examines the relationship between the green marketing mix as to product, price, place, and promotion with the actual purchase behavior of Millennials in Northern Mindanao. The results show that the variables have a strong to moderately positive relationship. Moreover, these relationships contribute to a better understanding of the existence of green marketing and how it increases consumers' actual purchasing behavior. This study provides insight to business firms to innovate and enhance their products and marketing strategies to captivate more consumers and achieve sustainable competitive advantage.

Table 4

Relationship between Green Marketing Mix as to product, price, place and promotion and Millennials' Actual Purchase Behavior

Variables	*r* value	Relationship Strength	*p* value	Remarks
Actual Purchase Behavior and Green Marketing Mix as to Product	0.353**	Strong	0.000	Highly Significant
Actual Purchase Behavior and Green Marketing Mix as to Price	0.171**	Moderate	0.002	Significant
Actual Purchase Behavior and Green Marketing Mix as to Place	0.165**	Moderate	0.003	Significant
Actual Purchase Behavior and Green Marketing Mix as to Promotion	0.218**	Moderate	0.000	Highly Significant

Note: Relationship Strength Scale: .00 (no relationship); .01-.09(weak positive); .10-.29(moderate positive); .30-.59(strong positive);.60-1.00 (Perfect);
Probability Value Scale: $^{**}p<0.01$ (Highly Significant); $^{*}p<0.05$ (Significant); $p>0.05$ (Not Significant)

Recommended Marketing Plans or Programs for Business Firms and Customers

Due to environmental concerns, green has grown enormously in recent years, with the increasing consumer needs for skincare products. To acquire a competitive edge and to attract Millennial consumers who are environmentally sensitive, this should also develop into green marketing techniques. Firms' green marketing strategies highly influence millennials. With the said findings, researchers suggest three things that must be done by marketers and business firms in order for green marketing to be effective; (1) be genuine; (2) educate customers; and (3) give them a chance to engage. Being genuine means that the green marketing campaign is sincere, and marketers carry out what they say and ensure that whatever they do to be environmentally friendly is compatible with

the rest of their company's policies. Green Marketers need to define what sustainability means for their company. Then, they must decide how to express that value in their product. Companies need to be genuine concerning their greenness. They can do this by not creating false claims or myths but by letting a genuine product speak about their environmental consciousness. Both of these requirements must be satisfied to build the kind of credentials that would enable a green marketing strategy to be successful for the firm. It is important to explain to their clients why environmental protection is essential in addition to letting them know what they are doing to protect the environment and their consumer's health from harm. Otherwise, the green marketing strategy will fail because a sizeable section of the target market will ask, "So what?" Lastly, allowing the customers to get involved entails personalizing the advantages of the company's eco-friendly initiatives, typically by allowing the consumer to take part in beneficial environmental action.

Chapter 4

SUMMARY, FINDINGS, CONCLUSION, AND RECOMMENDATION

Summary

This study determined the influence of the green marketing mix on the actual purchase behavior of skin care products among Millennials in selected cities in Northern Mindanao and aimed to answer the following specific questions: (1) What is the profile of the respondents as to age, sex, income, education, employment, and marital status? (2) What is the influence of the green marketing mix as to price, place, and promotion on the actual purchase behavior of Millennials? (3) What is the influence of the green marketing mix on the actual purchase behavior of Millennials when mediated with purchase intention? (4) Is there a significant relationship between the green marketing mix as to product, price, place, and promotion and the actual purchase behavior of Millennials toward skincare products? Furthermore, (5) What are the researchers' recommended marketing plans or programs for business firms and customers?

The descriptive-correlational design was used in this study. The researchers distributed and collected 271 questionnaires from Millennial respondents. Data were collected from 91 respondents from Cagayan de Oro City, 89 from Iligan City, and 91 from Ozamiz City using convenience sampling. The survey questionnaire was adapted and modified from Kalsi and Singh (2018) and, Mohamed et al. (2010), and Phuah et al. (2011). The profile of the respondents was determined using frequency and percentage. Mean and standard deviation were used to analyze how the green marketing mix influences the actual purchasing behavior in terms of product, price, place, and promotion. The researchers also used simple regression to examine the level of influence

of the green marketing mix on the actual purchase behavior when mediated to purchase intention and Pearson Product-Moment Correlation Coefficient for identifying the relationship between the green marketing mix as product, price, place, and promotion and Millennials' actual purchase behavior.

Findings

1.) According to this study, respondents aged 26 to 29 made up the largest percentage of the sample, and 85% of them were female, earning around P10,000 - P20,000. Most respondents were college graduates, single, and employees or in service.

2.) This study found that the four components of the green marketing mix: product, price, place, and promotion have a very high and significant influence on Millennials' actual purchase behavior in Northern Mindanao, with an overall scale of "very high."

3.) Moreover, it also revealed that the influence of the green marketing mix on Millennials' actual purchase behavior, when mediated with purchase intention, was highly influential.

4.) Furthermore, green product and actual purchase behavior were strongly correlated and highly significant to each other. Meanwhile, green price, green promotion, and green place and Millennials' actual purchase behavior was moderately positive correlated and highly significant.

Conclusion

The results concerning the level of influence between the green marketing mix and actual purchase behavior imply that Millennials in Northern Mindanao are cautious about the benefits, effectiveness, and quality of a skincare product. They opted to pay premium prices because they believed the product was safe and would not harm the environment. Also, they are persuaded by the product's availability in the market and are influenced by advertisements that show genuine claims and can educate them about the product. Moreover, this study showed that purchase intention is highly influential when mediated between the green marketing mix and the actual purchase behavior. This implies that consumers positively enticed by the skincare product have a high probability of making actual product purchases. Moreover, the green marketing mix as to product, price, place and promotion, and actual purchase behavior showed a strong to moderate relationship with highly significant to significant probability value. Therefore, when the organization creates a green product that is essential for the consumers and the environment, the actual purchase behavior tends to increase. Also, if the green product is well priced, advertised, and distributed, Millennials' actual purchase behavior will rise.

Recommendation

After the in-depth study of the findings, the researchers formulated recommendations for business firms, consumers, and future researchers to consider:

For business firms and marketers:

1.) Due to environmental concerns, green has grown enormously in recent years, with the increasing consumer needs for skincare products. In order to obtain a

competitive advantage and win over Millennial customers who are concerned about the environment, this should also lead to the evolution of marketing tactics into green marketing strategies.

2.) Millennials are highly influenced by firms' green marketing strategies. With the said findings, researchers suggest three things that must be done by marketers and business firms in order for green marketing to be effective; (1) be genuine; (2) educate customers; and (3) give them a chance to engage. Being genuine means that the green marketing campaign is sincere, and marketers carry out what they say and ensure that whatever they do to be environmentally friendly is compatible with the rest of their company's policies. Both of these requirements must be satisfied to build the kind of credentials that would enable a green marketing strategy to be successful for the firm. It is essential to explain to their clients why environmental protection is vital in addition to letting them know what they are doing to protect the environment and their consumer's health from harm. Otherwise, the green marketing strategy will fail because a sizeable section of the target market will ask, "So what?" Lastly, allowing the customers to get involved entails personalizing the advantages of the company's eco-friendly initiatives, typically by allowing the consumer to take part in beneficial environmental action.

For future researchers:

1.) Findings showed that Millennials in Northern Mindanao, specifically women, are active users of green skincare products because they know the benefits and are conscious of the product's effectiveness for their skin and the environment.

However, Millennials are just some of the consumers in the marketplace. Therefore, future researchers should expand the area's population, sample, and extent. As a result, more accurate data may be gathered.

2.) The high level of influence of the green marketing mix toward Millennials' actual purchase behavior indicates that the green marketing strategies of the firms entice them. However, there are other reasons why consumers purchase a product. Thus, future researchers might consider examining consumers' attitudes when purchasing green products. This planned direction strengthens the theoretical underpinnings of behavioral beliefs elicited from the Theory of Planned Behavior model.

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APPENDICES

Appendix A

CONSUMER'S DEMOGRAPHIC PROFILE

Instructions: Please complete this section by filling in the blanks and checking the following answers.

Location: _____

Name (*Optional*): _____

Age: ___

Gender:

[ ] Male [ ] Female

Highest degree or level of school you have completed:

[ ] Basic Education [ ] Secondary School [ ] Vocational
[ ] Graduate [ ] Post-graduate

Current employment status:

[ ] Student [ ] Homemaker [ ] Own business/Self-Employed
[ ] Employed/Service [ ] Professional

Marital Status:

[ ] Single [ ] Separated
[ ] Married [ ] Widowed

Monthly Income:

[ ] Below ₱10,000.00 [ ] ₱10,000.00 - ₱20,000.00
[ ] ₱20,001.00 - ₱35,000.00 [ ] ₱35,001.00 - ₱50,000.00
[ ] ₱50,001.00 - ₱65,000.00 [ ] Above ₱65,000.00

Appendix B

CONSUMERS' PERCEPTION TOWARDS GREEN MARKETING MIX

(Adapted from Kalsi & Singh 2018)

Direction: Read carefully the statements below. Indicate your answers by putting a check (✔) on the number of your choice using the following code: 4- Strongly Agree (SA), 3- Agree (A), 2- Disagree (D), 1- Strongly Disagree (SD)

Construct	Statements	SA (4)	A (3)	D (2)	SD (1)
Green Product	Green skincare products contain natural ingredients which do not pollute the environment.				
	Green skincare brand is a symbol of credibility and trustworthiness.				
	Green skincare products matches with my life style and buying habits.				
	I feel green skincare products are lower in performance as compared to non-green products.				
	The variety (i.e. range) of green skincare products is high in the market place as compared to non-green products.				
Green Price	Paying premium price for green skincare products is acceptable because of their benefits.				
	Companies use green price to earn premium price for their green products.				
	Skincare products generally possess a sizeable upward variation in price as compare to non-green skincare products.				
Green Place	Availability of skincare products is demand in the market.				
	Skincare products are available in only selected retail shops / stores.				
	Green skincare products are widely available in the marketplace like non-green products.				
Green Promotion	Green advertisements are designed to educate the customers regarding the benefits of green products.				
	Informational campaigns are essential to promote green products appropriately.				
	Green advertising does increase my knowledge and understanding towards green products.				
	Advertised information of packaging is important for the customer for making an informed green purchased decision.				
	Green advertisements have overstated product expectations and do not meet the customers purchase requirements.				

Appendix C

PURCHASE INTENTION AND ACTUAL PURCHASE INTENTION OF GREEN SKINCARE PRODUCTS COMPONENT

(Adapted from Mohamed et al., 2010, Phuah et al., 2011, and Lee 2009)

Direction: Read carefully the statements below. Indicate your answers by putting a check (✔) on the number of your choice using the following code: 4- Strongly Agree (SA), 3- Agree (A), 2- Disagree (D), 1- Strongly Disagree (SD)

	Statements	SA (4)	A (3)	D (2)	SD (1)
Purchase Intention	I would buy green skincare products in the near future.				
	I plan to buy green skincare products in regular basis.				
	I intend to buy green skincare products for my long term health benefits.				
	I intend to buy green skincare products because they are more concern about safety.				
	I intend to buy green skincare products because they are more environmentally friendly.				
	I intend to buy green skincare products because I am concerned about animal welfare.				
Actual Purchase Behavior	I often buy green skincare products.				
	I often buy green skincare products on regular basis.				
	I often purchase green skincare products for my skin health.				
	I often buy green skincare products because they are more environmentally friendly.				
	I often buy green skincare products that against animal-testing.				
	I often buy green skincare products that are safety to consume.				

Appendix D

CURRICULUM VITAE

LINCON C. PACTOL
Pulot, Ozamiz City
Email Address: pactol.lincon@gmail.com
Cellphone No.: 09385042780



PERSONAL INFORMATION

Marital Status: Single
Nationality: Filipino
Birthdate: July 11, 1994
Birthplace: Pulot, Ozamiz City
Gender: Male
Dialect: English, Tagalog, Cebuano
Height: 5'5
Weight: 65 kg

EDUCATIONAL ATTAINMENT

TERTIARY:	**MISAMIS UNIVERSITY** H.T. Feliciano St. Aguada, Ozamiz City Bachelor of Science in Business Administration Major in Marketing Management
HIGH SCHOOL:	**PULOT NATIONAL HIGH SCHOOL** Pulot, Ozamiz City SY (2009-2010)
ELEMENTARY:	**PULOT ELEMENTARY SCHOOL** Pulot, Ozamiz City SY (2005-2006)

CHARMANE L. PAGKALINAWAN
Kolambugan, Lanao del Norte
Email Address: charmanepagkalinawan@yahoo.com
Cellphone No.: 0936-905-2315



PERSONAL INFORMATION

Marital Status: Single
Nationality: Filipino
Birthdate: December 5, 1993
Birthplace: Cainta, Rizal
Gender: Female
Dialect: English, Tagalog, Cebuano
Height: 5'6
Weight: 50 kg

EDUCATIONAL ATTAINMENT

TERTIARY:
MISAMIS UNIVERSITY
H.T. Feliciano St. Aguada, Ozamiz City
Bachelor of Science in Business Administration Major in Business Economics

HIGH SCHOOL:
FRESHMIND MONTESSORI SCHOOL
Dasmariñas City, Cavite
SY (2009-2010)

ELEMENTARY:
WEST CITY CENTRAL SCHOOL
Carmen, Cagayan de Oro City
SY (2005-2006)

DANNE ROBERT P. SOLATORIO
Baroy, Lanao del Norte
Email Address: danne.solatorio@gmail.com
Cellphone No.: 09089578790



PERSONAL INFORMATION

Marital Status: Single
Nationality: Filipino
Birthdate: February 3, 2000
Birthplace: Baroy, Lanao del Norte
Gender: Female
Dialect: English, Tagalog, Cebuano
Height: 5'7
Weight: 50 kg

EDUCATIONAL ATTAINMENT

TERTIARY: **MISAMIS UNIVERSITY**
H.T. Feliciano St. Aguada, Ozamiz City
Bachelor of Science in Business Administration Major in Marketing Management

HIGH SCHOOL: **LANAO DEL NORTE NATIONAL COMPREHENSIVE HIGH SCHOOL**
Baroy, Lanao del Norte
SY (2017-2018)

ELEMENTARY: **SAINT DOMINIC SAVIO SCHOOL**
Caloocan City, Manila
SY (2012-2013)

CHUMVERLY Q. REPONTE
Maningcol, Ozamiz City
Email Address: chummyreponte@gmail.com
Cellphone no: 09518007398



PERSONAL INFORMATION

Marital Status: Single
Nationality: Filipino
Birthdate: October 27, 2000
Birthplace: Ozamiz City
Gender: Female
Dialect: Tagalog, Cebuano, English
Height: 5'1
Weight: 45

EDUCATIONAL ATTAINMENT

TERTIARY:
MISAMIS UNIVERSITY
H.T. Feliciano St. Aguada, Ozamiz City
Bachelor of Science in Business Administration Major in Business Management

HIGH SCHOOL:
OZAMIZ CITY SCHOOL OF ARTS AND TRADES
Maningcol, Ozamiz City
SY (2014-2019)

ELEMENTARY:
MANINGCOL CENTRAL SCHOOL
Maningcol, Ozamiz City
SY (2008-2013)

JOSIE PHARS P. TAMPON
Lam-an, Ozamiz City
Email Address: josiephars971@gmail.com
Cellphone No.: 09108758005



PERSONAL INFORMATION

Marital Status: Single

Nationality: Filipino

Birthdate: March 7, 2000

Birthplace: Poblacion, Alicia Zamboanga Sibugay

Gender: Female

Dialect: English, Tagalog, Cebuano

Height: 5'4

Weight: 53kg

EDUCATIONAL ATTAINMENT

TERTIARY:
MISAMIS UNIVERSITY
H.T. Feliciano St. Aguada, Ozamiz City
Bachelor of Science in Business Administration Major in Human Resource Management

HIGH SCHOOL:
ALICIA NATIONAL SHOOL
Alicia Zamboanga Sibugay Province
SY (2015-2016)

ELEMENTARY:
CALADES ELEMENTARY SCHOOL
Alicia Zamboanga Sibugay Province
SY (2013-20014)

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