



**GREEN MARKETING: WORKING PROFESSIONALS ECO-
CONSCIOUS ATTITUDE AND ACTUAL PURCHASING BEHAVIOR
FOR SKIN CARE PRODUCTS**

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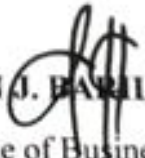

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ABSTRACT

In contemporary times, there is a lot of pressure among companies to implement environmentally conscious practices because of growing consumer awareness of environmental issues. In this vein, green marketing has become more known and prevalent in various industries. The study examined the influence of green marketing for skin care products on working professionals' attitudes and actual purchasing behavior. It was conducted among working professionals in Ozamiz City, Misamis Occidental. The study utilized a quantitative research approach. The study has 382 working professionals serving as the respondents, and they were chosen through purposive sampling. The adapted questionnaires such as the Green Marketing Questionnaire, the Eco-conscious Questionnaire, and the Actual Purchasing Behavior Questionnaire, were utilized to gather data. *Frequency, Percentage, Mean, Standard Deviation, and Pearson Correlation Coefficient* were the statistical tools used in the study. The findings suggest that combining green perceived value, green products, and green purchasing experience positively influences the perception of working professionals in green marketing for skin care products. In line with this, the overall eco-conscious attitude of working professionals is heavily influenced by their values and beliefs, lifestyle choices, social influence, and environmental concerns. Moreover, environmental awareness affects how working professionals purchase green skin care products. In conclusion, the demand for green products has become more intense due to the increase in environmental awareness and concern of consumers. However, the availability of the products to satisfy this is lacking. The researchers recommend conducting further studies on a broader scope related to the findings.

Keywords: actual purchasing behavior, eco-conscious, green marketing, green products, skincare products, working professionals.

This thesis is dedicated to those who have been our foundation throughout this journey. To our family, whose unyielding support and faith in us have been our source of strength and motivation to continue. Their presence, physically and emotionally, have given us the push to dream and to strive harder, and we are forever grateful for all the things they've done.

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INTRODUCTION

Rationale of the Study

In contemporary times, consumers are much more aware of the environmental challenges we face, and businesses are under a lot of pressure to conduct environmentally friendly practices. Understandably, there is increasing awareness of the negative impact pollution has on environment and wellbeing and a need for sustainable supply chains (Niinimäki et al., 2020). In this context, due to enhanced attention of consumers toward health and environmental problems (Srivastava & Gupta, 2023), price premium for a green product is partially accepted by many consumers. In the competitive environment of business, green marketing methods needs to be used through which businesses can offer their product in distinguished way from competitors (Correia et al., 2023; Silva et al., 2023).

According to Jiang et al. (2023), it is imperative for businesses to give top priority to integrating eco-friendly characteristics into their brands or products to uphold sustainability, cultivate favorable customer connections, and enable efficient cost management. With the use of integrated communication campaigns, businesses utilise many terms including "green," "natural," "eco/earth friendly," and sustainability and sustainable development to amplify their environmental behaviour (Vesal et al., 2021; Woo, 2021). But keep in mind that real sustainable practices are only found in a small number of businesses (Gunawan et al., 2022; Song et al., 2020).

People are increasingly purchasing more environmentally friendly products to minimize pollution and address global environmental issues as a result of the growing notions of environmental consciousness (Tseng, 2021). The increasingly significant concept of sustainability shows that the existence of the earth is undeniable and that a brighter future can only be attained by working in the best interests of all people. Because eco-friendly products, like handbags, last longer and generate less waste than their single-use counterparts, consumers who support and purchase them not only help to preserve the environment but also enable innovation

and advancement in clean technology and provide a positive model of responsible business practices for companies that produce waste and toxic plastics.

Accordingly, green marketing is a significant component of contemporary marketing tactics to promote environmentally friendly goods and services (Joshi & Wende, 2022). Kusmana & Masnita (2023) believed that customers will tend to trust eco-friendly claims in product descriptions and ads because customers seem to expect a higher quality standard of the products if they are environmentally friendly, as it relates to personal safety also. Since 2023, there is growing awareness and concern about environmental sustainability along with the changes in consumer demand which boost green marketing to become more important (Sharma, 2021). This strategy is designed to find the influence of green marketing on consumer preferences in buying eco-friendly products (Tien, 2020). With climate change impacts and heightened environmental consciousness, consumers are increasingly looking for environmentally friendly products (Nozari, 2021). This highlights the need for businesses to prioritize sustainable marketing strategies to meet consumer interest in green goods and motivate them to fulfill their aspirations.

As a result, several studies have emphasized the significance of encouraging environmentally conscious purchases through environmental education, seeing this as a step in the right direction towards sustainable consumption patterns (Nozari, 2021). The need to promote green values and ecological awareness as critical variables in addressing the green attitude-behavior signifies a gap in light of these difficulties (Agag et al., 2020; Qu & Liu, 2022). Consequently, people can successfully match their ideas with their actions and improve the earth by developing a greater grasp of environmental challenges and a stronger commitment to sustainable behaviors. The improvement of green values and environmental knowledge should, therefore, be given top priority in future research and initiatives since they have the potential to be significant catalysts for positive change (Agag et al., 2020).

Earlier works, described by these former studies, suggested that the consequences of professionalism on environmental performance are primarily

reflected through the employees' adaptation conducts with regard to implementing organization strategies about environment. What strengthens the argument for the organizational identification and organizational trust as mediators is that an employee's behavior related to implementation of green strategy (in other words behaviors that can be defined as green behavior) have shown positive association with organizational sustainability (May et al., 2021). Environmental consciousness is the ability of consumers to understand and be aware of environmental problems, green products, and sustainable behaviors (Alamsyah, 2021).

The availability of solutions that satisfy environmental and performance standards is not keeping up with the growing demand for sustainable products (Choi & Kim, 2022; Wang & Liu, 2020). However, more attention is being paid to ecofriendly marketing tactics targeted at working professionals who want to buy skin care products and adopt ecoconscious attitudes (Smith et al., 2019; Lee & Kim, 2021). Customers who wish to make ethical decisions but have few options may find it difficult to do so due to this disparity, which could lead to "greenwashing" or the purchase of goods with false environmental claims (Chen et al., 2021; Zhang & Huang, 2022). To close this gap, the industry must make significant investments in the creation of truly eco-friendly skin care products that can produce positive outcomes and uphold a strong commitment to sustainability (Doctor et al., 2020; Park & Chung, 2021). Furthermore, open and honest communication and education regarding product components, production methods, and packaging materials can enable customers to make knowledgeable decisions and encourage a movement in the market toward one that is more environmentally conscious (Kim & Lee, 2020; Xu & Zheng, 2022).

The researchers, who are college students in business and management courses, conducted the study in order to determine on what relationship exists between green marketing, eco-conscious attitude and actual purchase behavior for skin care products of working professionals. It is beneficial in promoting and introducing green marketing strategies if the relationship between green marketing to eco-conscious attitude is understood. Additionally, assessing the

interconnections of green marketing and actual purchase behavior for working professionals skin care contributes to improving the image as well as reputation of green beauty products into marketplace landscape This subject provides some contribution to the literature as well informs academic research and business applications through green marketing might yield informative results.

Theoretical Framework

There are three theoretical frameworks for this papers which includes is the ABC theory (Attitude, Behavior, Contextual) initially developed by (Stern and Oskamp, 1987), the Norm Activation Model developed by Schwartz (1977) and the Value Action Intentions (VAI) model developed by Fishbein and Ajzen(1975).

ABC theory and green purchase nature among active artists in Taiwan show that attitudes and emotional standards significantly influence concerned with manner of behaving aims, while seen control does not have a significant affect concerned with manner of behaving intentions. Furthermore, observable purposes are found to absolutely influence green purchase behavior. The authors desire that green marketers endure devote effort to something enhancing things' stances and subjective averages toward green amount to promote environmentally intimate devouring acts Lin & Oskamp, (2015)

The ABC belief posits that two together within and external determinants affect supporting-incidental behavior. The foundation indicates that eco-conscious management (B) results from an interaction between individual attitudinal (A) and contextual (C) determinants. Attitudinal factors concern within aspects that include people's faith and outlooks, whereas dependent variables are external parts, containing social standards, financial help, and administrative influences (Xing, Li, & Liao, 2022). These factors agree to create environmentally knowledgeable consumption. The individuality of the ABC belief lies in allure explanation of ecoconscious conduct through the within-external two of something found in public attitude. It has previously existed to purify ecologically knowledgeable behavior. The hypothesis can be promoted to comprehend the buying clothing's of working specialists regarding environmental production such as skin care.

In the NAM theory, individual norms depend on two fundamentals: acknowledgment of the consequences of a conduct and a impression of responsibility to engage in particular acts. It purifies that understanding the outcomes influences individual standards through individual's responsibilities. Consequently, an understanding of repercussions and responsibilities influences by means of what private averages affect nature (Schwartz, 1977). The research administered by Han and others. (2020) utilized the NAM to resolve clients' green stances and behaviors in consideration of forecast tenable use. The findings that combine the NAM, that concentrates on knowledge, responsibility, and averages, disclosed the relates between green CSR and the NAM emphasize in this place research.

The Norm Activation Model (NAM) hypothesis maybe appropriated in our research by illustrating how individual knowledge and responsibility influence their environmentally companionable buying choices. As per NAM belief, when specialists make the tangible belongings of their actions (to a degree buying nontenable parts) and sense on individual obligation to choose greener substitutes, they are more apt to change their demeanor in support of tenable output. In green shopping, when guests advance the ecological benefits of their crop, it increases knowledge and motivates things to take responsibility for selecting tenable selections. This blend of knowledge and responsibility, as interpreted by NAM, enhances the individual flags that influence their buying tendencies concerning ecofriendly skincare articles.

A Value-Intention-Approach, specifically the hypotheses of projected behavior and projected practice (Ajzen, 1991, 2012; Fishbein & Ajzen, 1975), has existed extensively impressive in this place field, displaying that the execution of practice stems in family as beliefs particular to presence, stances, subjective standards, ideas of organizing, and purposes.

The Value-Action-Intentions (VAI) framework, founded by Fishbein and Ajzen (1975) has existed widely utilized in research fact-finding supporting-tangible actions that can offer understanding of the ingredients moving the

procurement of eco-friendly production. The research showed that individual principles can forecast concerned with manner of behaving intentions and following conduct apart from opinions and individual standards. These results increase the current research on principles and services behavior and offer useful requests for shopping professionals.

People that care about the surroundings work to underrate the negative impacts of their practices on the atmosphere (Fabiola, 2020). A green behavior and eco-friendly conduct are connected by tangible awareness. Living expenses are decreased apiece use of reused and sustainable materials (Nozari, H.; 2021). Green shopping and green services nature are powerfully compared when environmental knowledge is present (Hameed, 2021). Furthermore, more people are purchasing ecofriendly merchandise when they have a extreme knowledge for tangible concerns (Ahmed, 2021). However, Waskito and Wahyono (2017) demanded that the friendship between green buying practice and consumer doubt concerning green concerns is unsophisticated by referring to practices or policies that do not negatively affect the environment concern.

The ABC theory highlights how attitudes, beliefs, and contexts shape consumer behavior, making it relevant for understanding working professionals' intentions to purchase green skincare products. These consumers are heartened to create environmentally trustworthy decisions by approving views about tenable resolutions. Similarly, the Norm Activation Model (NAM) highlights that green purchasing action is affected by individual norms and a sense of maturity; clients are more apt to choose green parts when they are informed about latest trends by virtue of what their decisions influence the surroundings. Lastly, private principles are a key factor in guessing two together purposes and actual purchases, in accordance with the Value-Action-Intentions (VAI) model. When comprehensive, these models approve that so that effectively strengthen green buying, marketers bear concentrate on the principles and responsibilities of consumers.

Conceptual Framework

The Green Marketing idea is where the emphasis is put in this conceptual framework. This promotes green products and services among customers and strengthens their awareness of the environment. The brands are also known to commit to sustainability. By implementing different promotional techniques such as marketing programs and collaboration with individuals who do their best to address green issues, a greater clarity of the goals is achieved. Research has found that greening advertisements have an immense influence on consumers regarding their purchase decision-making as well as what constitutes eco-friendly products, to an extent (Nguyen, 2022). Green Perceived Value, Green Products (Skin Care), Environmental Concern, and Green Purchasing Experience are the basic parts of the multi-component determinant in the question (Mohanty, 2020). Examine in what way or manner consumer presence and green shopping strategies are connected, stressing the meaning of green seen worth and green buying happenings.

The term "green seen profit" describes in what way or manner clients view a amount or service's "inexperience" or referring to practices or policies that do not negatively affect the environment benefits. They talk about what method trades are concerned by green shopping and offer suggestions to firms to involve environmental issues in their shopping plans. According to Ottman and Hartwick (1991), there is a reliable basis for including the more approximate subject of green seen value and allure network to green shopping. It draws attention to in what way or manner clients' resolutions are affected by green perceived advantage, exceptionally when it meets expectations of eco-friendly articles. Ideally, green marketing can impact the buying behavior of working professionals (Chen & Chang, 2012). *Green perceived value* is all about how much people think something is worth based on it being eco-friendly or sustainable; basically, it is the value people put on stuff because they think it's good for the environment.

Consumer preferences for natural cosmetics specifically devote effort to something the significance of determinants in the way that produce ingredients, bundle, and brand position (González-Bernal, 2021). There is an increasing demand

for environmental and tenable skin care products with shoppers general. While this item does not focus solely on green shopping, it supplies valuable observations into the appeal of green merchandise inside the skin care industry. They analyze the determinants that influence consumer predilection for environmental skin care commodity and explain the act of green marketing in advancing these production. This item supports understandings into how green shopping maybe used to efficiently correspond the benefits of green amount, particularly in the circumstances of the skin care manufacturing (Khan, 2020). *Green product (skincare)* are excellent environmental and good for the environment. They use instinctive additives and sustainable possessions and have minimal effect in the surroundings by utilizing basic cotton pads. The linkages middle from two points the green skin care output and the atmosphere are prevalent while providing definite belongings.

Green purchasing experience denotes a services' inclination towards purchasing eco-friendly brand and avoid those accompanying negative environmental associations. Green buying attitude has been a region of interest for marketers and scientists as consumers are more knowledgeable of the tangible impact of their choices. A study by Lee and Park (2018) examined the determinants doing green purchasing determinations between shoppers in South Korea. They found that seen tangible companionability, brand image, and price sympathy were meaningful predictors of green buying intentions. Additionally, they found that direct occurrences accompanying eco-friendly device and uncovering green shopping campaigns positively influence customers' stances towards green products, eventually forming their buying decisions. This climaxes the significance of not only contributing environmentally friendly products but more advancing them efficiently through green shopping actions. *Green Purchasing Experience* refers to the process of selecting, buying, and utilizing output and aids with littlest incidental impact.

This study stresses what crucial green shopping is in doing client behavior to select more environmentally companionable purchase tendencies. Huang et al.'s

(2021) study delved deeper into the habits that seen serviceableness, simplicity beneficial, self-efficiency, brand trust, public impact, and brand image influence real skin care produce purchasing performance. These findings provide important insights into designing marketing campaigns that resonate with consumers' needs and preferences.

Overall, the emerging trends and challenges in green decision-making processes require careful consideration by businesses seeking to promote environmentally responsible consumption practices. The research conducted by Huang et al. (2021) shed light on the factors that drive Actual Purchasing Behavior for Skin Care Products. Their findings indicate that perceived usefulness, ease of use, self-efficacy, and trust in the brand are crucial drivers of purchasing behavior.

According to Omar (2022), there are four key variables under the dependent variable of Ecoconscious Attitude: Values and Beliefs, Lifestyle Choices, Social Influence, and Environmental Concern. They also discussed the implications of these findings for green marketing practices, emphasizing the importance of understanding consumers' motivations and preferences when developing and promoting ecofriendly products. Meanwhile, Chatterjee & Smith (2023) examine the factors influencing consumers' actual purchasing behavior for skin care products in the context of green marketing. The authors identified four key variables under the dependent variable of Actual Purchasing Behavior for Skin Care Products: Environmental Awareness, Green Purchasing Preferences, Green Satisfaction, and Green Engagement. Businesses must continue to explore innovative ways to develop effective marketing strategies that align with consumer preferences and needs while staying true to their commitment to protecting the environment.

(Ferreira, 2022) explored the relationship between values and beliefs and ecological consumer behavior across different cultures. It highlighted the role of environmental attitudes and awareness in shaping green purchasing decisions. The authors discuss the implications of these findings for green marketing practices, emphasizing the importance of understanding cultural differences when targeting consumers with eco-friendly products and messages. Ryan & Cliffe (2015) featured

an analysis of the person's conscientiousness and what they deemed as valuable about the environment, for instance, and their engagement in green consumer behavior. It informs the consumer about the consumer decision-making process and influences these factors when it comes to the purchase of skin care products and goods and services alike. The study stressed the efficacy of understanding how an individual's motivations and preferences affect them since this can help to increase sustainable consumption in the skin care industry. Ecoconscious *values and beliefs* refer to a set of principles and ideologies that emphasize the importance of sustainability, environmental protection, and responsible resource usage. People who hold these beliefs tend to prioritize ecological well-being in their personal and professional lives.

Lifestyle implies that make a deliberate choice among the best eco-friendly habits. Kähkönen & Nysæter (2023) examined the relationship between ecoconscious attitudes, lifestyle choices, and sustainable consumption behaviors. It highlighted the role of lifestyle choices in reflecting and influencing individuals' environmental attitudes and green purchasing decisions. The importance of promoting environmentally friendly lifestyles and targeting consumers' motivations to make positive changes in their everyday lives. The authors analyze the factors that cause consumers to have an attitude leaning toward environmentally sustainable cosmetic products.

Research here is therefore emphatic on the environmental sensitivity which consumers of personal care products are increasingly showing in their care for their natural beauty. (Hegglin & Masullo, 2021, Bok). *Ecoconscious lifestyle* choices refer to the deliberate selection of products, services, and behaviors that minimize negative impacts on the environment and promote sustainability. People who adopt an ecoconscious lifestyle tend to prioritize environmental protection in their daily lives.

According to Lopes et al. (2023), the impact of social influences on green purchase decisions across different cultures emphasized the role of social norms, peer pressure, and word-of-mouth communication in shaping individuals'

environmental attitudes and green purchasing behavior. The authors discussed the implications of these findings for green marketing practices, emphasizing the importance of leveraging social influence to promote environmentally friendly products and behaviors among consumers. This is a mechanism where individuals use others' beliefs as guidelines, influencing them on decisions related to green practices and using sustainable cosmetics. Through it, various communities and societies can be seen prospering. Klug et al. (2021) analyzed the impact of peer networks and social media on the biosphere-conscious tendency in the skincare sector. Ecoconscious attitude with *social influence* refers to a person's commitment to promoting environmental awareness, sustainability, and responsible resource usage within their social circles and broader communities.

Environmental Concern investigates by virtue of what green services management and environmental concern are connected, accompanying a devote effort to something by means of what they have connection with green marketing (Smith & Pettit, 2023). It stresses by virtue of what public's views and tendencies to buy environmental products are affected by tangible concerns. The importance of attracting to buyers to tangible concerns and highlighting the benefits of tenable commodity and nature is stressed by green marketing practices. This changes into the strike of environmental lives, the partnership of individuals in tangible projects, and the lifting of knowledge concerning incidental issues and their part in nature protection.

The concept of a triadic relation between environmentalism, selfenhancement, and pro-environmental behaviors is intertwined independently. It is not restricted to the skincare industry only, but it reveals the importance of human environmental concern that may motivate individuals for environment protection attitudinal changes ranging from the choice of product to communities' welfare in the environment. Understanding and being alert that human activity has on the surroundings is famous as eco-conscious tangible concern. Recent research has proved how critical it search out allow for possibility the decisions and inspirations of shoppers while trying to include their perspectives (Tandon and others., 2020).

Research on consumers' aims and attitudes concerning green and tenable crop has therefore happened accomplished from the position of automate nations (Carranza and others., 2023).

According to a study written in the Journal of Consumer Behavior (Kumar and others., 2023), actual buying demeanor can be affected by differing factors in the way that services head count, psychological characteristics, public influences, and marketing exertions. These determinants can impact an individual's decisionmaking process, to pick one produce over another. The study pointed the importance of understanding these determinants to conclude consumers' real buying conducts accurately. Lee & Kim (2022) surveyed the act of cultural principles on real buying behavior. They raised that customers' cultural principles shape their ideas of product kind, brand figure, and price, that, in turn, influence their real buying decisions. The study stressed the need for trades to consider enlightening distinctness when plotting marketing policies and travel to appeal to different clients.

Environmental awareness and consumers' purchase intentions for ecofriendly skin care products define environmental awareness as an individual's intention to systematically consider and reflect on the ecological consequences of various skincare products throughout their life cycle (Chatterjee & Smith, 2023). The authors discussed the implications of these findings for green marketing practices in the cosmetic industry, emphasizing the importance of appealing to consumers' environmental concerns and promoting the benefits of sustainable products. Ferreira, Carvalho, and Cunha (2021), investigated the determinants affecting consumers' interest in buying organic personal care goods, which can also include items for skin care. Notwithstanding the fact that the research paper does not strictly focused on an ecological perspective, it still explored the application of risk, benefit, and attitude principles when it comes to consumer purchasing of environmentally friendly items. The outcome revealed the necessity of getting consumers more knowledgeable and will teach them about the bad effects of the skincare products that are common on our planet. In addition, a recent study

suggested that consumer perceptions of fit between product and sustainability strategies are an important prerequisite for organizational results (Gleim et al., 2023).

Furthermore, consumers should be urged to adopt greener substitutes by providing a consequence, realizable behavior by consumers in terms of product choice that investigates more environmental caution aspects. Actual environmentally aware buying behavior is the deliberate process of selecting and taking merchandise and duties that have the fewest likely antagonistic belongings on the surroundings. Eco-friendly items are chosen by buyers the one are worried about ethical and referring to practices or policies that do not negatively affect the environment issues (Chekima, B. 2019). There is, nevertheless, little dossier on by virtue of what customers' tangible knowledge and their weakness to buy environmental products communicate. Current research on tangible knowledge focused on environmental behavior, but it hasn't look at customers' direct merchandise purchases.

In the circumstances of skincare merchandise, Sung, Yong-Min, and others. (2018) looked into the variables that influence purchasers' green buying resolutions. It tests consumers' purposes and enthusiasm to advocating environmental skincare commodity by combining the Theory of Planned Behavior accompanying the ValueAction-Context example. The results support what companies' ability strengthen users to form greener purchases and support referring to practices or policies that do not negatively affect the environment conservation. Chen and others. (2021) researched the main cause that influence the use of green products, specifically those that are guide cleansers, masks, exfoliators, and face care brand.

Even though the underlying factors are not extrinsically and intrinsically driven, green consumption is implicitly focused on the study, and it extends the understanding of related factors that affect consumers when they decide to buy green products. Such a report stresses the need to provide information about green purchase choices by explaining the main benefits of sustainable consumer behavior and supporting customers in buying environment-friendly and safe cosmetics

brands. *Actual purchasing behavior* with green purchasing preferences refers to the conscious decision-making process of selecting and buying products and services that have minimal negative impacts on the environment.

There are many hypothesized aspects that affect real purchasing behavior and green satisfaction with reference to organic skin care products. Making use of a sample of female shoppers in applying the Theory of Planned Behavior, the authors of Taiwan developed a research model that takes into account subjective standards, perceived risk, attitudes toward organic skin care products, perceived value, and actual purchasing behavior. The results indicated that while subjective norms have an indirect effect on green satisfaction, perceived value and attitudes have a major impact on customers' actual purchase behavior. This study advances a tangible comprehension of the elements influencing customers' decisions to buy environmentally friendly skin care products (Chen, 2020). This satisfaction serves as a gateway as it undoubtedly reaffirms eco-friendly purchasing actions and pushes more demand for the available sustainable product alternatives within our competitive skincare domain.

Accordingly, *green satisfaction* as the central factor gives an insight into how the brand reputation, perceived value, and trust in being eco-friendly influence the consumer's willingness to purchase environmentally friendly products (Han et al., 2021). Actual purchasing behavior with green satisfaction refers to the fulfillment and contentment a person experiences when buying products or services that align with their eco-conscious values and contribute positively to the environment.

The connection bounded by *green engagement* and purchase goal is the framework of skincare brand. It explores the arbitrating act of the servicesassociation relationship (CCR) in doing purchasers' determinations to buy ecofriendly skincare articles. Using a sample of buyers in Taiwan, the authors utilized Structural Equation Modeling (SEM) to analyze the dossier (Lin, Hsin-Wei, and others 2015). However, the influence of users' aims to purchase pro-referring to practices or policies that do not negatively affect the environment private care device, including skincare production, postulates a meaningful influence.

Notwithstanding allure exogenous importance, the study suffices to the range that it presents by what method personal self-concept judgment decides inborn and extrinsic reasons that users use to choose environmental products. Actual buying action accompanying green engagement refers to an individual's full of enthusiasm connection in advancing and advocating environmentally responsible merchandise and aids through their purchase determinations. Additionally, sustainable shopping push aim to advance the growth and unity of various variables, containing the economy, atmosphere, association, and breeding (Jung and others., 2020; Gleim et al., 2023).

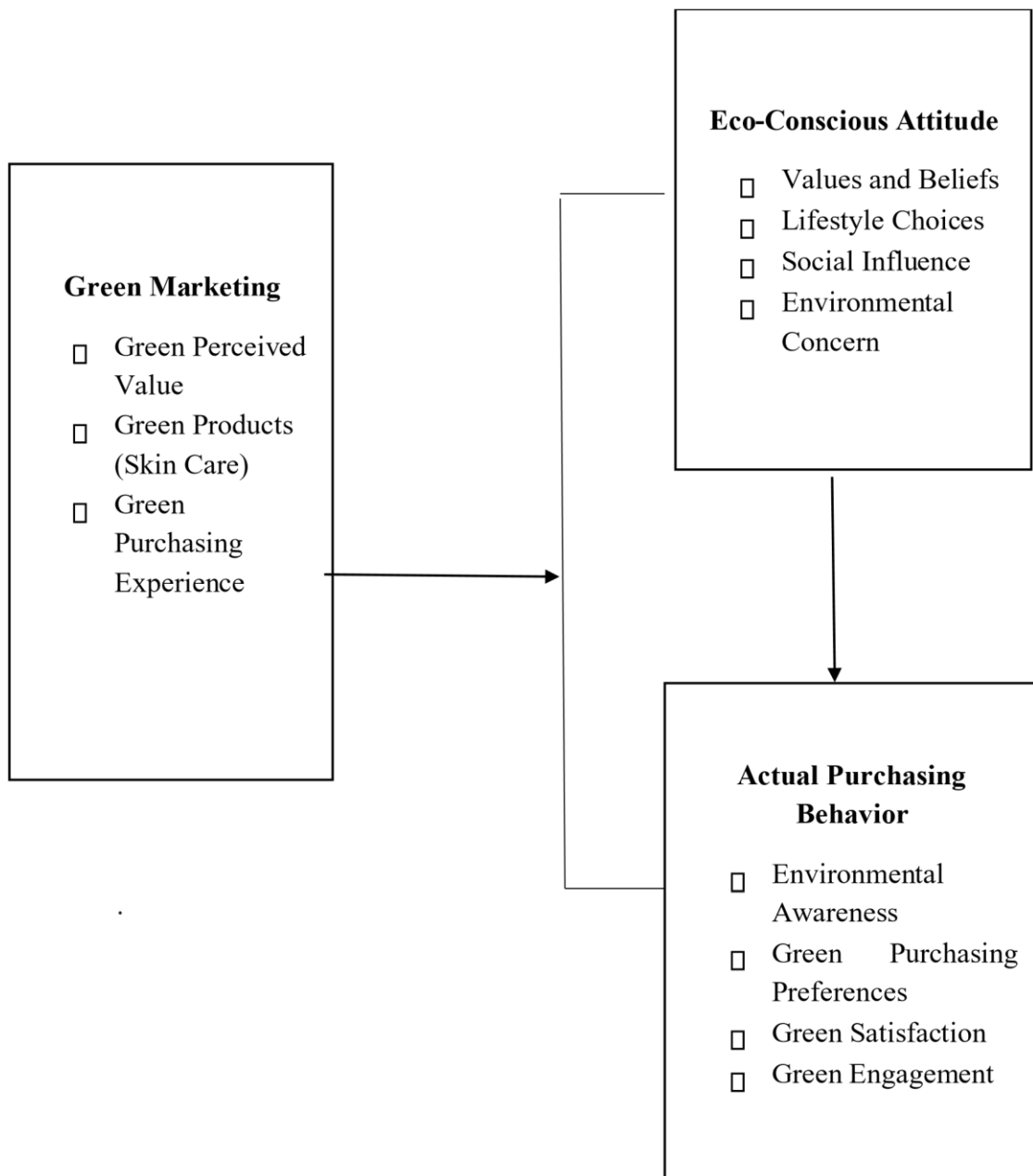


Figure 1: Schematic Diagram of the Study

Statement of the Problem

This study examined the influence of green marketing for skin care products on working professionals' attitudes and actual purchasing behavior. Specifically, this study sought to answer the following research questions:

1. What is the level of perception of green marketing for skin care products among working professionals in terms of green purchasing value, green products (skincare), and green purchasing experience?
2. What is the level of eco-conscious attitude for skin care products as perceived by working professional in terms of values and beliefs, lifestyle choices, social influence, and environmental Concern?
3. What is the level of actual purchasing behavior for skin care products as perceived by working professionals in terms of environmental awareness, green purchasing preferences, green satisfaction, and green engagement?
4. Is there a significant relationship between green marketing and ecoconscious attitudes toward skin care products among working professionals?
5. Is there a significant relationship between green marketing and the actual purchasing behavior of skin care products among working professionals?
6. Is there a significant relationship between the eco-conscious attitude and actual purchasing behavior of skin care products among working professionals?

Null Hypotheses:

Ho1: There is no significant relationship between green marketing and eco-conscious attitude of skin care products among working professionals.

Ho2: There is no significant relationship between green marketing and actual purchasing behavior of skin care products among working professionals.

Ho3: There is no significant relationship between the ecoconscious attitude and actual purchasing behavior of skin care products among working professionals.

RESEARCH METHODOLOGY

Design

This study utilized a quantitative research approach. Quantitative research methods use numbers and everything quantifiable to investigate events and their interactions in a methodical manner. To understand, forecast, and manage a phenomenon, it is employed to respond to inquiries about the correlations among quantifiable factors. Research methods deal with numbers and anything that is measurable in a systematic way of investigation of phenomena and their relationships. It is used to answer questions on relationships within measurable variables with the intention to explain, predict, and control a phenomenon (Leedy, 1993). A descriptive-correlational design was utilized to gather information for this study. A descriptive research approach is used to address and define the question of how things are related. In these designs, researchers look at how things are connected without changing anything. They often use surveys and observations to collect information for this type of research. Surveys are handy for learning about what people think, believe, and feel (Pramilaa, 2018). This research approach systematically examines events and their relationships using data and everything quantitative. It is used to answer questions concerning the relationships between measurable variables in order to comprehend, predict, and control a phenomenon.

Locale of the study

The study was conducted at Ozamiz City. It is found that working professionals who participated in the study are more likely to buy eco-friendly skincare products. Increased organizational sustainability has been linked to the actions of employees who implement ecologically sustainable initiatives, sometimes known as "green behavior" (May et al., 2021). According to May et al. (2021), factors like organizational identity and trust act as mediators in the relationship between employees' "green" conduct and organizational sustainability.

Respondents

The researchers utilized Raosoft calculator in calculating the number of respondents. This was the case as the number of the population size of the Working Professionals here in Ozamiz City is currently unknown. The researchers also followed the recommended sample size of 382 by using purposive sampling, with 95% level of confidence and 5% precision. The default equation that was utilized is $[(1.96)^2 (0.5) (0.5)] / (0.05)^2 = 382$ Raosoft. In choosing a respondent, the researcher were guided by the following qualifications or selection criteria: (1) the following working professionals have utilized some skin care products that are eco-friendly; (2) the working professionals must also be currently active in their respective job; (3) they have signed informed consent to participate in the study. Participants who did not meet the following qualifications are excluded.

Instruments

A. *Green Marketing Questionnaire*. The questionnaire was modified and adapted from (Mehraj et al., 2023). The mentioned questionnaire is made up of 3 components: Green Perceived Value, Green Product (Skin Care), Green Purchasing Experience. It has a total of 15 indicators. This was used to determine the level of green marketing for skin care products among Working Professional. (see Appendix A).

In determining the level of green marketing for skin care products, the following scale was used:

Responses	Continuum	Interpretation
4- Strongly Agree (SA)	3.25-4.0	Very High (VH)
3-Agree (A)	2.50-3.24	High (H)
2-Disagree (D)	1.75-2.49	Low (L)
1-Strongly Disagree (SD)	1.0-1.74	Very Low (VL)

B. *Eco-conscious Attitude Questionnaire*. The questionnaire was adapted and modified from Nayeon Kim (2023), which consists of four constructs: Values and Beliefs, Lifestyle Choices, Social Influence, and Environmental Concern. It has 12 indicators. This questionnaire was used to determine the level of Eco-conscious Attitude for skin care products as perceived by Working Professional. (see Appendix B).

In determining the level of the Eco-conscious Attitude for skin care products, the following scale was used:

Responses	Continuum	Interpretation
4- Strongly Agree (SA)	3.25-4.0	Very High (VH)
3-Agree (A)	2.50-3.24	High (H)
2-Disagree (D)	1.75-2.49	Low (L)
1-Strongly Disagree (SD)	1.0-1.74	Very Low (VL)

C. *Actual Purchasing Behavior Questionnaire*. The questionnaire was adapted and modified from Chiew Shi Wee (2015), which consists of four constructs: Environmental Awareness, Green Purchasing Preferences, Green Satisfaction, and Green Engagement. It has 12 indicators. This questionnaire was used to determine the level of Actual Purchasing. Behavior for skin care products as perceived by Working Professional. (see Appendix C).

In determining the level of Actual Purchasing Behavior for skin care products as perceived by Working Professional, the following scale was used:

Responses	Continuum	Interpretation
4- Strongly Agree (SA)	3.25-4.0	Very High (VH)
3-Agree (A)	2.50-3.24	High (H)
2-Disagree (D)	1.75-2.49	Low (L)
1-Strongly Disagree (SD)	1.0-1.74	Very Low (VL)

Data Collection

The researchers obtained a letter of authorization from their thesis adviser and the dean of the College of Business and Management prior to the data collection process.

When the letter was authorized, the researcher was granted permission to send out the research questionnaire to the study respondents. The selected working professionals were given a formal letter of consent by the researcher so that they could interact. The researcher then provided the respondents consent letter before completing the survey questionnaires. Once the questionnaire was answered, the researchers tallied, evaluate and analyzed the data gathered.

Ethical Considerations

The researchers utilized the ethical principles created by Bell and Bryman (2007). The respondents have the right to refuse to partake in the said activity. Participation for this study was purely voluntary. The respondents were given informed consent while giving them the freedom to refuse in participating the study and their change of mind were also considered by the researchers. There will be no penalty for not participating in the study. The respondents can review the informed consent and any information given to them by the researcher before, during, and after the participation to avoid misinterpretation of information.

The respondents of this study are of legal age, and they were given a consent letter that provided relevant information needed. Before deciding whether or not to answer the survey and take part in this study, individuals were provided with details

regarding the advantages, consequences, and official authorization required for participation. The researchers uphold complete anonymity to safeguard the privacy and confidentiality of respondents' personal information. The names of the respondents were kept confidential from the readers and were replaced by numbers (e.g., Respondent 1, Respondent 2, etc.) to represent their answers pertaining to green marketing, its influence on working professionals' eco-conscious attitude, and their actual purchasing behavior for skin care products. Credits were presented in the study, the researchers utilized credible and reliable sources. Transparency was maintained in the outcomes' expression, and information and study reports were appropriately and accurately analyzed.

Data Analyses

The data gathered for this investigation was analyzed and interpreted using the following statistical methods.

Mean and Standard Deviation. These tools were used to measure the level of green marketing, working professionals' ecoconscious attitude, and actual purchasing behavior for skin care products.

Pearson Product-Moment Correlation Coefficient This tool was used to identify the extent of the relationship among the variables: Green Marketing, Working Professionals' Eco-conscious Attitude, and Actual Purchasing Behavior for Skin Care Products.

RESULTS AND DISCUSSION

Level of Perception of Green Marketing for Skin Care Products

Based on the findings, working professionals have a Very High level of perception of green marketing for skin care products. The overall mean is 3.46, with a standard deviation of 0.50. The green perceived value of skin care products of the working professional is found to be Very High, with a mean of 3.46 and a standard deviation of 0.46. Meanwhile, the level of perception of green products (skincare) is found to be Very High with a mean of 3.47 and a standard deviation of 0.56. The perception of green purchasing experience is also found to be Very High with a mean of 3.45 and a standard deviation of 0.47. In terms of green perceived value, green skincare products, and green purchasing experiences, the mean and standard deviation data reveal how people felt about green marketing for skincare products. The extremely high mean scores in each of these areas show that working professionals' perceptions of green skin care product marketing are regularly held in high regard. The majority of working professionals have a very high degree of perception of green marketing for skin care products, specifically in terms of green perceived value, green product (skincare), and green purchasing experience, as indicated by the low standard deviation, which also suggests a tight distribution of data points around the mean. This consistency demonstrates that the people under investigation have consistent and strong opinions about green skin care product marketing.

Meta-analysis studies that looked at the factors influencing green buying intention further confirmed the beneficial effect of green perceived value on green purchasing intention. (Zhuang et al., 2021). After taking into account a number of studies, it has been concluded that green perceived value has a significant impact on the development of green purchasing intention. Numerous research have looked into the relationship between green consumers' desire to purchase ecologically friendly products and their perceptions of value (Chen et al., 2021; Zulfanizy, & Wahyono, 2019; Seok, & Kim, 2022; Wahyoedi et al., 2023; Dhewi et al.).

There has been an increasing focus on green marketing strategies aimed at working professionals who seek ecoconscious attitudes and actual purchasing behavior for skin care products (Smith et al., 2019; Lee & Kim, 2021). In developing nations, green skincare has recently gained popularity (Lim Kah et al., 2020). On the other hand, markets in developing countries require greater knowledge and information about these products (Haddad et al., 2020). As environmental awareness grows in society, consumers are more inclined to use green cosmetics. Green skincare products are the area of the worldwide market that is growing the fastest when compared to other green cosmetics (Chin et al., 2018).

A study by Lee and Park (2018) investigated the factors influencing green purchasing decisions among consumers in South Korea. They found that perceived environmental friendliness, brand image, and price sensitivity were significant predictors of green purchasing intentions. Additionally, they discovered that direct experiences with eco-friendly products and exposure to green marketing campaigns positively affected consumers' attitudes towards green products, ultimately shaping their purchasing decisions. However, customers typically select green products or a particular brand because of their low cost or prior purchasing experience (Koklic, M.K., et al., 2019).

In this vein, it is prevalent that combining, green perceived value, green products, and green purchasing experience, positively influence the perception of working professionals in green marketing for skin care products. Working professionals have become adept to the green marketing and green products.

According to the literature, green perceived value influences consumer purchasing tendencies when it comes to green skin care products. Green skin care products may increase their promotional activities to enhance their presented value to consumers. Green skin care products also have become more popular for working professionals. The data also suggest that the green purchasing experience may influence the consumer, in this vein, the working professionals, to have repetitive purchasing decisions.

Table 1. Level of Perception of Green Marketing for Skin Care Products (n=382)

Constructs	M	SD	Interpretation
Green Perceived Value	3.46	0.46	Very High
Green Products (Skin Care)	3.47	0.56	Very High
Green Purchasing Experience	3.45	0.47	Very High
Overall Level of Perception of Green Marketing for Skin Care Products	3.46	0.50	Very High

Note: Perception of Green Marketing Scale: 3.25-4.0 (Very High); 2.50-3.24 (High); 1.75-2.49 (Low); 1.0-1.74 (Very Low)

Level of Ecoconscious Attitude for Skin Care Products

According to the findings, the level of ecoconscious attitude for skin care products in working professionals is considerably high. The overall mean is 3.48, with a standard deviation of 0.49. In terms of the values and beliefs of working professionals, the results show a Very High level, with a mean of 3.45 and a standard deviation of 0.48. Meanwhile, the lifestyle choices of working professionals depict a Very High result, with a mean of 3.45 and a standard deviation of 0.48. The level of social influence in working professionals' results in a Very High level, with a mean of 3.50 and a standard deviation of 0.55. Moreover, the level of environmental concern of working professionals is shown with a Very High level, with the mean of 3.52, and a standard deviation of 0.46.

The mean and standard deviation data provide insights into the level of ecoconscious attitude of working professionals regarding green marketing for skincare products emphasizing value and beliefs, lifestyle choices, social influences, and environmental concern. The very high mean scores across these categories indicate that the level of ecoconscious attitude of working professionals

in green marketing for skin care products is consistently regarded to a high degree. Moreover, the low standard deviation suggests a tight distribution of data points around the mean, meaning that most working professionals have a very high degree of perception of green marketing for skin care products specifically, in values and beliefs, lifestyle choices, social influences, and environmental concern. This consistency shows that the examined individuals have strong and positive ecoconscious attitude.

The results of the current study show that the association between ecolabeling and green purchase intention is considerably mediated by customer attitudes towards the environment. Previous studies found that eco-labelling significantly and favourably influences consumers' intentions to make green purchases (Mata, M. Et al., 2021). Accordingly, people's perceptions about their ecological worldview—in which they feel that their actions can have a positive or negative impact on the environment or other people—are influenced by their values, which include egoistic, biospheric, and altruistic values (Özekici, 2022). Their pro-environmental personal norm then reflects their views and is linked to their sense of duty to do certain acts. In the end, this personal norm generates a broad propensity that influences many forms of pro-environmental behavior (Wang et al., 2020).

Kähkönen Nysæter (2023) examined the relationship between ecoconscious attitudes, lifestyle choices, and sustainable consumption behaviors. They highlight the role of lifestyle choices in reflecting and influencing individuals' environmental attitudes and green purchasing decisions. The authors discussed the implications of these findings for green marketing practices, emphasizing the importance of promoting environmentally friendly lifestyles and targeting consumers' motivations to make positive changes in their everyday lives.

According to Lopes, Ferreira, & Mendes (2023) the impact of social influences on green purchase decisions across different cultures. It highlights the role of social norms, peer pressure, and word-of-mouth communication in shaping individuals' environmental attitudes and green purchasing behavior. The authors

discussed the implications of these findings for green marketing practices, emphasizing the importance of leveraging social influence to promote environmentally friendly products and behaviors among consumers. This is a mechanism where individuals use others' beliefs as guidelines, influencing them on decisions related to green practices and using sustainable cosmetics. Through it, various communities and societies can be seen prospering. (Klug, Kozma, Bechmann, & Peruzzi, 2021).

Smith, & Pettit (2023) examined the relationship between environmental concern and green consumer behavior, with an emphasis on their connection to green marketing. It highlighted the role of environmental concern in influencing individuals' attitudes and intentions to purchase eco-friendly products. The authors discussed the implications of these findings for green marketing practices, emphasizing the importance of appealing to consumers' environmental concerns and promoting the benefits of sustainable products and behaviors. Thus, this translates to the exhibit of environmentally friendly lifestyles and the engagement of environmental initiatives by people and the creation of awareness about the environmental problems and their role in the conservation of the nature.

line with this, the overall ecoconscious attitude of working professionals are heavily influenced by their values and beliefs, lifestyle choices, social influence, and their environmental concern.

Based on the findings, the very high level of values and beliefs on ecoconscious attitude of working professionals implicates that they are more likely to purchase green products. Moreover, their lifestyle choices also are in favor for green marketing, as presented in the data collected. Social influences of working professionals to indulge in green marketing are also very high. Meaning they are more likely to support green marketing because of their positive social influences. Meanwhile, the working professionals also have a very high level of environmental concern. This may reflect to their preferences when it comes to skin care products.

Table 2. Level of Ecoconscious Attitude for Skin Care Products (n=382)

Constructs	M	SD	Interpretation
Values and Beliefs	3.45	0.47	Very High
Lifestyle Choices	3.45	0.48	Very High
Social Influence	3.50	0.55	Very High
Environmental Concern	3.52	0.46	Very High
Overall Level of Ecoconscious Attitude	3.48	0.49	Very High

Note: Ecoconscious Attitude Scale: 3.25-4.0 (Very High); 2.50-3.24 (High); 1.75-2.49 (Low); 1.01-1.74 (Very Low)

Level of Actual Purchasing Behavior for Skin Care Product

In line with the findings, working professionals have a Very High level of actual purchasing behavior. The overall mean is 3.48, with a standard deviation of 0.49. The environmental awareness of working professionals has a Very level of rating, with a mean of 3.49 and a standard deviation of 0.52. The green purchasing preferences of working professionals' projects a Very High-level result with a mean of 3.47 and a standard deviation of 0.49. The green satisfaction of working professionals is shown with a Very High level with a mean of 3.46 and the standard deviation of 0.48. Meanwhile, the green engagement of working professionals is also at a Very High level, with a mean of 3.50 and a standard deviation of 0.47.

The mean and standard deviation data provide an analysis of the actual purchasing behavior of working professionals. The relatively very satisfactory mean shows that working professionals possess ecoconscious attitude. The standard deviation data show a moderate degree of variability, implying a range in the degrees of ecoconscious attitude of working professionals. The specific high mean scores for environmental awareness, green purchasing preferences, green satisfaction, and green engagement showcase the consistent Very High level of ecoconscious attitude of working professionals.

Due to evolving ideas of environmental awareness, the trend to green consumption is also on the rise, and people buy products that are friendly to the environment, reduce pollution, and deal with global environmental challenges. (Tseng, 2021). While ignoring the complex facets of purchasing preferences and habits, researchers have mostly focused on analysing and simulating the factors that influence green purchase behaviour (Ahmad, et al., 2020).

The factors influencing actual purchasing behavior and green satisfaction regarding organic skin care products. Using a sample of female consumers in Taiwan, the authors apply the Theory of Planned Behavior and construct a research model incorporating perceived value, attitudes toward organic skin care products, subjective norms, perceived risk, and actual purchasing behavior. The findings suggest that perceived value and attitudes significantly affect consumers' actual purchasing behavior, while subjective norms have an indirect impact on green satisfaction. This study contributes to our understanding of the factors driving consumers' choices when purchasing eco-friendly skin care products (Chen, 2020). This satisfaction serves as a gateway as it undoubtedly reaffirms the eco-friendly purchasing actions and pushes more demand for the available sustainable product alternatives within our competitive skincare domain. In their research, Han et. al. (2021) identified high impacted factors on intention to buy green cosmetics, including skin care ones" (Han, Kim, and Lee 2021), they identified high-impact factors.

Previous studies explored the mediating role of the consumer-company relationship (CCR) in influencing consumers' decisions to buy eco-friendly skincare items. Using a sample of consumers in Taiwan, the authors apply Structural Equation Modeling (SEM) to analyze the data (Lin, Hsin-Wei, et al). The results indicate that green engagement positively affects purchase intention and that CCR plays a significant mediating role in this relationship.

The findings suggest that companies should foster strong CCRs to encourage consumers' adoption of eco-friendly skin care products. Chen and Lin (2021), discussed the aspects that influence consumers' intentions in purchasing

proenvironmental personal care products, including skincare products. Notwithstanding its exogenous emphasis, the study sufficed to the extent that it presents how personal selfimage appraisal determines intrinsic and extrinsic reasons that consumers use to opt for eco-friendly products. Actual purchasing behavior with green engagement refers to an individual's proactive involvement in promoting and supporting environmentally responsible products and services through their purchase decisions.

In this vein, it is prevalent that environmental awareness, green purchasing preferences, green satisfaction, and green engagement, affects the actual purchasing behavior of working professionals for skin care products. Working professionals know and engage on green marketing.

According to the data gathered, environmental awareness affects how working professionals purchase green skin scare product. Green purchasing preferences shows the level on how working professionals accept green skincare products for their routine. Paired with green engagement, working professionals would be more likely to purchase repeatedly. Also, the data presents the idea that green satisfaction will determine the next step or action working professionals would do with regards to skincare products. Moreover, the green engagement of working professionals should be resulted in green satisfaction.

Table 3. Level of Actual Purchasing Behavior for Skin Care Products (n=382)

Constructs	M	SD	Interpretation
Environmental Awareness			Very High
Green Purchasing	3.49	0.52	Very High
Preferences	3.47	0.49	Very High
Green Satisfaction	3.46	0.48	Very
Green Engagement	3.50	0.47	High
Overall Level of Actual		3.48	0.49

Purchasing Behavior

Note: Actual Purchasing Behavior Scale: 3.25-4.0 (Very High); 2.50-3.24 (High); 1.75-2.49 (Low); 1.0-1.74 (Very Low)

Significant Relationship between Green Marketing and Ecoconscious Attitude

Table 4 shows the significant relationship between two variables among working professionals: green marketing and ecoconscious attitude. According to the findings, green marketing and eco-conscious attitude have an r-value of 0.74 and a p-value of 0.0. Which means there is a high or perfectly positive significant relationship exists between green marketing and eco-conscious attitude.

Green products are found to positively influence consumers' purchasing intentions and behavior as part of marketers' green marketing tactics (Bathmathan, V., et al., 2019). When marketers emphasize the sustainability and eco-friendliness of their products, consumers are more likely to be drawn to these products and make a purchase. People are increasingly motivated to buy items that align with their values, particularly when it comes to environmental responsibility. Green products positively impact green consumer intention as part of green marketing strategy (Rahahleh, A.H., et al., 2020).

By using green marketing techniques, businesses may capitalise on consumers' increasing interest in eco-friendly goods and services, satisfying the needs of customers who care about the environmen.

(Angus and Westbrook, 2019). By employing green marketing techniques, companies may capitalise on the growing demand for environmentally friendly goods. Consumers are actively looking for goods and services that reflect their values, particularly sustainability, as they grow increasingly conscious of environmental challenges. Customers are becoming increasingly conscious of their impact on the environment, which motivates them to look for products and services that align with their sustainability values.

As such, green marketing and the ecoconscious attitude of working professionals have a clear link. Both function favorably for green skin care products. Green marketing captures working professionals. It also has the ability to have a clear presentation of what a green product is. In this vein, green marketing

enhances the impact and the reach of the green skincare products. The ecoconscious attitude of working professionals influence them to purchase sustainable green products. To build ecoconscious attitude, it requires the repetitive practice of purchasing green products. Moreover, effective green marketing also enhances the ecoconscious attitude of working professionals, as they are more sensitive in this matter.

Table 4. Significant Relationship between Green Marketing and Ecoconscious Attitude (n=382)

Variable	r-value	p-value	Interpretation
Green Marketing and Ecoconscious Attitude	0.74	0.00	Perfect Positive Correlation/Highly Significant

Note: 1). Perfect Negative Correlation (-0.61 to -1.00), Strong Negative Correlation (-0.31 to -0.60),

Moderate Negative Correlation (-0.11 to -0.30), No Correlation (0.00), Weak Positive Correlation (0.01 to 0.10), Moderate Positive Correlation (0.11 to 0.30), Strong Positive Correlation (0.31 to 0.60), and Perfect Positive Correlation (0.61 to 1.00)

*2). **p<0.01 (Highly Significant); *p<0.05 (Significant); *p>0.05 (Not Significant)*

Significant Relationship between Green Marketing and Actual Purchasing Behavior

Table 5 demonstrates the relationship between two variables among working professionals: Green marketing and actual purchasing behavior. According to the data, green marketing and actual purchasing behavior have an rvalue of 0.72 and a p-value of 0.00. These studies show Perfect Positive Correlation/Highly Significant relationship between green marketing and actual purchasing behavior.

This study emphasizes how crucial green marketing is in influencing customer behaviour to adopt more environmentally friendly consumption habits. The study conducted by Huang et al. (2021) further explored the relationship between perceived usefulness, ease of use, self-efficacy, trust in the brand, social

influence, and brand image in influencing actual purchasing behavior for skin care products.

The research conducted by Huang et al. (2021) shed light on the factors that drive actual purchasing behavior for skin care products. Their findings indicate that perceived usefulness, ease of use, self-efficacy, and trust in the brand are crucial drivers of purchasing behavior. The findings highlight that people are more likely to make a purchase when they perceive the product as useful, easy to use, and aligned with their personal confidence in using it. Additionally, trust in the brand plays a key role, consumers are more inclined to buy from brands they feel they can rely on. These factors all come together to shape purchasing behavior in the skincare market. In relation to this, green marketing has the ability to shape the preferences of working professionals when it comes to skincare products. Green marketing provides relevant information to working professionals, so they have to prioritize green products. A study by Mithun & Hazarika (2019) examined how working professionals are more likely to engage with green products when they receive clear and practical information about their environmental benefits. The research emphasizes that these professionals are driven not only by ethical considerations but also by factors like product performance and cost savings, especially when the green product offers better quality or reduces long-term expenses, such as with energyefficient appliances. The actual purchasing behavior of working professionals can also measure the effectiveness of green marketing and green skincare products.

The relationship with the two variables were found to be significant. An effective green marketing campaign for skincare products can influence the actual purchasing behavior of working professionals. Moreover, the trend in green marketing may also encourage working professionals for repetitive purchasing behavior.

Table 5. Significant Relationship between the Level of Risk Tolerance and Investment Decision (n=382)

Variable	r-value	p-value	Interpretation
Green Marketing and Actual Purchasing Behavior	0.72	0.00	Perfect Positive Correlation/Highly Significant

Note: 1). Perfect Negative Correlation (-0.61 to -1.00), Strong Negative Correlation (-0.31 to -0.60),

Moderate Negative Correlation (-0.11 to -0.30), No Correlation (0.00), Weak Positive Correlation (0.01 to 0.10), Moderate Positive Correlation (0.11 to 0.30), Strong

Positive Correlation (0.31 to 0.60), and Perfect Positive Correlation (0.61 to 1.00)

2). ** $p < 0.01$ (Highly Significant); * $p < 0.05$ (Significant); * $p > 0.05$ (Not Significant)

Significant Relationship between Eco-conscious Attitude and Actual Purchasing Behavior

Table 6 demonstrates the significant relationship between two variables among working professionals: eco-conscious attitude and actual purchasing behavior. According to the findings, eco-conscious attitude and actual purchasing behavior have an r-value of 0.84 and a p-value of 0.0. According to these research findings, there is a high or perfectly positive significant relationship exists between eco-conscious attitude and actual purchasing behavior.

Customers who are concerned about ethical and environmental issues stated that they favour buying eco-friendly goods (Chekima, B 2019). The growing demand for these products reflects a broader societal shift, where consumers are more inclined to consider the lifecycle and social implications of their purchases. Preferences indicate a shift in market dynamics, where businesses may need to adapt by integrating sustainability into their operations in order to cater to this demand.

The study conducted by Huang et al. (2021) further explored the relationship between perceived usefulness, ease of use, self-efficacy, trust in the brand, social influence, and brand image in influencing actual purchasing behavior for skin care products. These findings provide important insights into designing marketing campaigns that resonate with consumers' needs and preferences. Overall, the emerging trends and challenges in green decision-making processes require careful consideration by businesses seeking to promote environmentally responsible consumption practices.

The eco-conscious attitude of working professionals influence their purchasing behavior when it comes to green skincare products. In recent years, environmental awareness has played a growing role in shaping consumer choices. As noted by Luchs et al. (2020), people particularly those in professional fields are placing more emphasis on sustainability when making purchases. This shift is especially noticeable among working professionals, who tend to have higher disposable incomes and greater access to information, making them key drivers of this change.

As such, their innate attitude to environmental matters when it comes to their product preferences. The actual purchasing behavior of working professionals on green skincare products reflects their eco-consciousness and their knowledge in this matter.

Moreover, their eco-conscious attitude may relate to repetitive purchases of such products. The two variables show the importance of innate and eco-conscious attitude of working professionals. Green marketing may build the eco-conscious attitude of working professionals and transform it into an actual purchasing behavior. Eco-conscious attitude and actual purchasing behavior can be a measure on how effective green marketing is.

Table 6. Significant Relationship between Eco-conscious Attitude and Actual Purchasing Behavior (n=382)

Variable	r-value	p-value	Interpretation
Ecoconscious Attitude and Actual Purchasing Behavior	0.84	0.00	Perfect Positive Correlation/Highly Significant

Note: 1). Perfect Negative Correlation (-0.61 to -1.00), Strong Negative Correlation (-0.31 to -0.60),

Moderate Negative Correlation (-0.11 to -0.30), No Correlation (0.00), Weak Positive Correlation (0.01 to 0.10), Moderate Positive Correlation (0.11 to 0.30), Strong

*Positive Correlation (0.31 to 0.60), and Perfect Positive Correlation (0.61 to 1.00) 2). ** $p < 0.01$ (Highly Significant); * $p < 0.05$ (Significant); * $p > 0.05$ (Not Significant)*

SUMMARY OF FINDINGS, CONCLUSION, AND RECOMMENDATIONS

Summary

With the increase of concern about environmental and health issues, the need for Green Marketing is essential part of current marketing strategies. It is a significant component of contemporary marketing tactics that promote environmentally friendly goods and services. Professionals, however, are stuck with the reality that green marketing falls short, as there aren't enough thorough studies on the state and patterns of green marketing research. With this scenario, the professionals are faced with a challenging situation where they must rely on fragmented or insufficient research to make informed decisions on green marketing strategies.

This study is entitled "Green Marketing: Working Professionals EcoConscious Attitude and Actual Purchasing Behavior for Skin Care Products," and its main objective was to investigate the relationship between green marketing, ecoconscious attitude, and actual purchasing behavior for skincare products of the working professionals. The data was collected from working professionals in Ozamiz City. There were 382 working professionals in Ozamiz City as respondents to the study. These statistical techniques frequency and percentage, mean and standard deviation, and the Pearson correlation coefficient were used to tally, assess, and analyze the data gathered during the study. As a result, this study recognized the importance of green marketing and its relationship with the eco-conscious attitude, actual purchasing behavior for skin care products of the working professionals.

Findings

1. The findings revealed a High Level of Awareness regarding Green Marketing among respondents: Green Perceived Value: Mean score (interpreted as High). Green Product (Skin Care): Mean score (interpreted as High). Green Purchasing Experience: Mean score (interpreted as High). These results suggest that working

professionals are generally aware of the benefits of green marketing in skin care products and perceive a positive value associated with these products.

2. The respondents exhibited a Very Good Eco-conscious Attitude toward skin care products: Values and Beliefs: Mean score (Very Good). Lifestyle Choices: Mean score (Very Good). Social Influence: Mean score of (Very Good). Environmental Concern: Mean score of (Very Good). This indicates a strong alignment of personal values with eco-friendly practices, particularly regarding environmental concerns.
3. The study found a High Level of Actual Purchasing Behavior related to green skin care products: Environmental Awareness: High Mean score. Green Purchasing Preferences: High Mean score. Green Satisfaction: High Mean score. Green Engagement: High Mean score. These results indicate that respondents actively choose and engage with environmentally friendly products, demonstrating their commitment to sustainable purchasing behaviors.
4. A correlation analysis was conducted to assess the relationships between the constructs. The results revealed significant positive correlations: Green Marketing and Eco-conscious Attitude, Green Marketing and Actual Purchasing Behavior, Eco-conscious Attitude and Actual Purchasing Behavior. These correlations suggest that as awareness and perceptions of green marketing increase, so do eco-conscious attitudes and actual purchasing behaviors.
5. The findings indicate that working professionals in Ozamiz City exhibit a strong understanding and positive attitude toward green marketing and ecofriendly practices in skin care. This understanding translates into actual purchasing behaviors, reflecting a commitment to sustainability. The significant correlations highlight the interconnectedness of these variables, suggesting that effective green marketing strategies can enhance ecoconscious attitudes and further influence purchasing decisions.
6. The researchers have rejected the null hypothesis (Ho3), demonstrating a strong correlation between indicating a significant relationship between ecoconscious attitudes and actual purchasing behavior. The strong positive correlation suggests that working professionals with an eco-conscious attitude are more inclined to

purchase green skincare products. This finding underscores the direct influence of eco-consciousness on purchasing decisions, highlighting its significance in green marketing strategies.

Conclusions

1. Green marketing strategies are being adopted by businesses progressively. To stay competitive and satisfy the demands of environmentally sensitive customers, businesses integrate sustainability into their operations and product offers.
2. Consumers are swayed by environmentally conscious marketing campaigns especially in the skincare sector. Consumers link environmentally friendly assertions with better quality and safety, prompting companies to prioritize the promotion of authentic sustainability in their products.
3. Consumers express a strong desire for sustainable options, they often encounter limited availability and fall victim to deceptive "greenwashing" practices, which hinder their ability to make informed, responsible choices. Transparency, education, and marketing strategies empower consumers to make meaningful, eco-conscious decisions.
4. Green marketing strategies can significantly influence consumer behavior. The correlation between green marketing and ecoconscious attitudes contribute to environmental improvement and generate lasting value for both businesses and consumers.
5. The null hypothesis of the study was rejected, and the researchers verified that there is a substantial correlation between eco-conscious views among working professionals and green marketing. implying that ecoconscious customer attitudes are significantly influenced by green marketing techniques.
6. The study's null hypothesis has been rejected by the researchers, suggesting a connection between working professionals' real purchasing habits and green marketing. When working professionals are making decisions about which green skincare products to buy, green marketing has a big influence.

7. The null hypothesis of the study was rejected by the researchers, suggesting a strong correlation between eco-conscious views and real-world purchasing behavior. It implies that eco-conscious working professionals are more likely to choose green skincare products.

Recommendations

Based on the conclusions drawn from this study, the following recommendations are suggested for further research:

1. It would be advantageous for researchers to expand the study's scope in the future by involving a varied group of working individuals from different industries and geographical areas. This extension might provide more in-depth understanding of how eco-friendly marketing and ecoconscious sentiments affect consumer behavior in various industries. The effect of green marketing techniques on maintaining regular buying patterns and cultivating long-term environmental consciousness should also be investigated by researchers. This could offer insightful information about how green marketing can sustainably engage consumers with sustainable products over time.

2. To further enhance our understanding of eco-friendly purchasing behavior among working professionals, future studies could investigate additional factors such as social influence, brand trust, and the impact of eco-labels. Exploring these aspects would provide a more comprehensive insight into the reasons behind the choice of green products. Findings from this study could assist the Department of Trade and Industry (DTI) in empowering and emphasizing green marketing for green products in the market. When exposed with green marketing and green products, consumers prefer to purchase these options. Green marketing also increases consumers' awareness of environmental concerns and issues.

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APPENDIX A

(Sample Survey Questionnaire)

RESPONDENTS' LEVEL OF GREEN MARKETING QUESTIONNAIRE

Directions: Read each statement carefully and write a check mark (/) on the columns that contain your answer. Be guided by the following scale: 4 - Strongly Agree; 3 - Agree; 2 - Disagree; 1 - Strongly Disagree

INDICATORS	RESPONSES			
A. Green Purchasing Value	4	3	2	1
1. I have knowledge about green marketing.				
2. I am aware of "green" products.				
3. It is important to me the products I use do not harm the environment.				
4. For green features I am more willing to pay.				
5. I purchase product that have a positive impact in our environment.				
B. Green Products (Skin care)				
1. I intend to buy environmentally friendly skin products because they are less polluting.				
2. I intend to switch to other brand of skin care products for ecological reasons.				
3. I prefer green skin care products over non-green skin care products when their product quantities are similar.				
4. I choose to buy skin care products that are environmentally friendly.				
5. I buy green skin care products even if they are more expensive than non-green skin care products.				

C. Green Purchasing Experience				
1. I understand the information on green skin care products.				
2. I believe in the information on green skin care products.				
3. I am willing to pay more for green skin care products.				
4. I pay attention for green advertising.				
5. I recommend green skin care products to my friends/family.				

**RESPONDENT'S LEVEL OF ECOCONSCIOUS ATTITUDE
QUESTIONNAIRE**

Directions: Read each statement carefully and write a check mark (/) on the columns that contain your answer. Be guided by the following scale: 4 - Strongly Agree; 3 - Agree; 2 - Disagree; 1 - Strongly Disagree

INDICATORS	RESPONSES			
	4	3	2	1
A. Values and Beliefs				
1. I feel I can help solve natural resource problem by consuming green products.				
2. I can protect the environment by buying green products.				
3. I think there are many things I can do to protect the environment.				
4. I think my purchase decision can impact the environment.				
5. I can promote green skin care products to my friends and family.				
B. Lifestyle Choices				
1. I am committed to buying green skin care products.				
2. My willingness to buy green skin care products is high.				

3.I will pay more for skin care products that has more environmental benefits.				
4. I am committed to routinely choose and purchase green skin care products.				
5. My priority for skin care products will be its environment impact.				
C. Social Influence				

1. I have more knowledge about environmental issues than an average person.				
2. I have the knowledge about eco-friendly labels used on green skin care product packages.				
3. I am very knowledgeable about environmental and social issues.				
4.I am more sensitive to green advertising for skin care products.				
5. I have more knowledge about green products proper disposal.				
D. Environmental concern				
1. I am concerned of the state of the environment and how it will affect my future.				
2. I am concerned that humanity is overusing the environment.				
3. I am concerned about the disastrous consequences of human destruction of nature.				
4. I am concerned about the impact of humanity to natural life and resources.				
5. I am concerned of the sustainability issues for natural resources.				

LEVEL OF ACTUAL PURCHASING BEHAVIOR QUESTIONNAIRE

Directions: Read each statement carefully and write a check mark (/) on the columns that contain your answer. Be guided by the following scale: 4 – Strongly Agree; 3 - Agree; 2 -

Disagree; 1 - Strongly Disagree

INDICATORS	RESPONSES			
A. Environmental Awareness	4	3	2	1
1. I often buy organic products because they are more environmentally friendly.				
2. I intend to buy organic products because I am concerned about animal welfare.				
3. I often buy organic products that against animal-testing.				
4. I intend to buy organic product because they are sustainable				
5. I often buy organic products because it can be dispose without harming the environment.				
B. Green Purchasing Preferences				
1. I often buy organic products.				
2. I often buy organic products on regular basics.				

3. I do consider purchasing or investing in renewable energy projects to offset carbon offprint.				
4. I intend to buy products that are produced with sustainable materials.				
5. I intend to buy organic products because they contain less harmful components				
C. Green Satisfaction				
1.I often buy organic products that are safety to consume.				
2.I do buy eco-friendly product to see the visible proof of its sustainability claims.				
3. I intend to buy organic products because they are more concern about safety.				
4.I intend to buy organic products because its effective				
5. I do purchase organic products because its user friendly				
D. Green Engagement				
1. I would buy organic products in the near future.				
2. I plan to buy organic products in regular basics.				
3. I intend to buy organic products for my long-term health benefits.				
4. I intend to buy products with eco-friendly labels.				
5. I intend to support brands that provide green products.				

APPENDIX B
(Sample of the filled-out Questionnaire)

RESPONDENTS' LEVEL OF GREEN MARKETING QUESTIONNAIRE

Directions: Read each statement carefully and write a check mark (/) on the columns that contain your answer. Be guided by the following scale: 4 - Strongly Agree; 3 - Agree; 2

INDICATORS	RESPONSES			
	4	3	2	1
A. Green Purchasing Value				
1. I have knowledge about green marketing.	/			
2. I am aware of "green" products.	/			
3. It is important to me the products I use do not harm the environment.	/			
4. For green features I am more willing to pay.	/			
5. I purchase product that have a positive impact in our environment.	/			
B. Green Products (Skin care)				
1. I intend to buy environmentally friendly skin products because they are less polluting.	/			
2. I intend to switch to other brand of skin care products for ecological reasons.	/			
3. I prefer green skin care products over non-green skin care products when their product quantities are similar.	/			
4. I choose to buy skin care products that are environmentally friendly.		/		
5. I buy green skin care products even if they are more expensive than non-green skin care products.		/		
C. Green Purchasing Experience				
1. I understand the information on green skin care products.		/		
2. I believe in the information on green skin care products.		/		
3. I am willing to pay more for green skin care products.		/		
4. I pay attention for green advertising.	/			
5. I recommend green skin care products to my friends/family.		/		

Appendix B

RESPONDENT'S LEVEL OF ECO-CONSCIOUS ATTITUDE QUESTIONNAIRE

Directions: Read each statement carefully and write a check mark (/) on the columns that contain your answer. Be guided by the following scale: 4 - Strongly Agree; 3 - Agree; 2 - Disagree; 1 - Strongly Disagree

INDICATORS	RESPONSES			
	4	3	2	1
A. Values and Beliefs				
1. I feel I can help solve natural resource problem by consuming green products.	/			
2. I can protect the environment by buying green products.		/		
3. I think there are many things I can do to protect the environment.		/		
4. I think my purchase decision can impact the environment.	/			
5. I can promote green skin care products to my friends and family.		/		
B. Lifestyle Choices				
1. I am committed to buying green skin care products.		/		
2. My willingness to buy green skin care products is high.		/		
3. I will pay more for skin care products that has more environmental benefits.	/			
4. I am committed to routinely choose and purchase green skin care products.	/			
5. My priority for skin care products will be its environment impact.	/			
C. Social Influence				
1. I have more knowledge about environmental issues than an average person.		/		

2. I have the knowledge about eco-friendly labels used on green skin care product packages.	/			
3. I am very knowledgeable about environmental and social issues.	/			
4. I am more sensitive to green advertising for skin care products.	/			
5. I have more knowledge about green products proper disposal.	/			
D. Environmental concern				
1. I am concerned of the state of the environment and how it will affect my future.	/			
2. I am concerned that humanity is overusing the environment.	/			
3. I am concerned about the disastrous consequences of human destruction of nature.	/			
4. I am concerned about the impact of humanity to natural life and resources.	/			
5. I am concerned of the sustainability issues for natural resources.	/			

Appendix C

LEVEL OF ACTUAL PURCHASING BEHAVIOR QUESTIONNAIRE

Directions: Read each statement carefully and write a check mark (/) on the columns that contain your answer. Be guided by the following scale: 4 - Strongly Agree; 3 - Agree; 2 - Disagree; 1 - Strongly Disagree

INDICATORS	RESPONSES			
	4	3	2	1
A. Environmental Awareness				
1. I often buy organic products because they are more environmentally friendly.	/			
2. I intend to buy organic products because I am concerned about animal welfare.	/			
3. I often buy organic products that against animal-testing.	/			
4. I intend to buy organic product because they are sustainable	/			
5. I often buy organic products because it can be dispose without harming the environment.	/			
B. Green Purchasing Preferences				
1. I often buy organic products.		/		
2. I often buy organic products on regular basics.	/			
3. I do consider purchasing or investing in renewable energy projects to offset carbon offprint.	/			
4. I intend to buy products that are produced with sustainable materials.	/			
5. I intend to buy organic products because they contain less harmful components		/		
C. Green Satisfaction				
1. I often buy organic products that are safety to consume.		/		
2. I do buy eco-friendly product to see the visible proof of its sustainability claims.		/		

3. I intend to buy organic products because they are more concern about safety.		/		
4. I intend to buy organic products because its effective	/			
5. I do purchase organic products because its user friendly		/		
D. Green Engagement				
1. I would buy organic products in the near future.		/		
2. I plan to buy organic products in regular basics.		/		
3. I intend to buy organic products for my long-term health benefits.	/			
4. I intend to buy products with eco-friendly labels.	/			
5. I intend to support brands that provide green products.	/			

APPENDIX C

{Sampling Computation}

Sample size calculator

What margin of error can you accept? 5% is a common choice	5 %	The margin of error is the amount of error that you can tolerate. If 90% of respondents answer yes, while 10% answer no, you may be able to tolerate a larger amount of error than if the respondents are split 50-50 or 45-55. Lower margin of error requires a larger sample size.
What confidence level do you need? Typical choices are 90%, 95%, or 99%	95 %	The confidence level is the amount of uncertainty you can tolerate. Suppose that you have 20 yes-no questions in your survey. With a confidence level of 95%, you would expect that for one of the questions (1 in 20), the percentage of people who answer yes would be more than the margin of error away from the true answer. The true answer is the percentage you would get if you exhaustively interviewed everyone. Higher confidence level requires a larger sample size.
What is the population size? If you don't know, use 20000	49323	How many people are there to choose your random sample from? The sample size doesn't change much for populations larger than 20,000.
What is the response distribution? Leave this as 50%	50 %	For each question, what do you expect the results will be? If the sample is skewed highly one way or the other, the population probably is, too. If you don't know, use 50%, which gives the largest sample size. See below under More information if this is confusing.
Your recommended sample size is		382

Online surveys with Vovici have completion rates of 66%!

Alternate scenarios

With a sample size of	100	200	300	With a confidence level of	90	95	99
Your margin of error would be	9.79%	6.92%	5.64%	Your sample size would need to be	270	382	655

APPENDIX D



MISAMIS UNIVERSITY
Ozamiz City
College of Business and Management



INFORMED CONSENT FORM (PORMA SA NASABTAN NGA PAGTUGOT)

Researcher/Investigator (Nagtuon):

Name (Ngalan): Rafael Bullena, Nove Jane Gamboa, Kevin Jabagat

Course: Bachelor of Science in Business Administration

College: Business and Management

Email / Contact Number:

Thesis Title: GREEN MARKETING: WORKING PROFESSIONAL ECO-CONSCIOUS ATTITUDE
AND ACTUAL PURCHASING BEHAVIOR FOR SKIN CARE PRODUCTS

PART I. INFORMATION SHEET

Introduction (Pasiuna)	Good day! I am Rafael Bullena, the principal researcher of the study entitled "Green Marketing: Working Professional Eco-Conscious Attitude and Actual Purchasing Behavior for Skin Care Products" I am an undergraduate student under the program Bachelor of Science in Business Administration at Misamis University in Ozamiz City. I am to conduct the research with Working Professionals as respondents. In this vein, I am respectfully seeking your voluntary participation, being qualified to give your informed consent to take part in this study. Before you decide whether to participate or not in this study, please read the succeeding information about the study and feel free to ask questions anytime should there be anything you do not understand or want to clarify. If you agree to answer the interview, you will be asked to affix your name and signature on this form for which you will be given a copy. <i>(Maayong adlaw! Ako si Rafael Bullena, ang nagpahigayon sa pagtuon kabahin sa "Green Marketing: Working Professional Eco-Conscious Attitude and Actual Purchasing Behavior for Skin Care Products" Ako usa ka estudyante sa Bachelor of Science in Business Administration Major in Marketing Management sa Misamis University, Ozamis City. Ako nagapili kanimo nga empleyado niini nga ospital isip participante nga maoy mutubag sa gikinahanglang impormasyon niining gihimong pagtuon. Ako matinahurong naghangyo sa inyong bulontaryo nga pag-apil niini nga pagtuon. Gikinahanglan nga ikaw naa sa saktong edad ug naay kakayahan nga mohatag sa pagtugot aron makaapil niini nga pagtuon. Sa dili pa ka</i>
---------------------------	--

	<i>mohukom sa pag-tubag sa questonnaires, palihug sa pagbasa sa mga impormasyon sa ubos ug gawasnon ka nga makapangutana kon adunay wala nimo nasabtan o gusto nimong iklaro. Kung motugot ka sa pagahimoon nga interview, papirmahon ka niini nga porma ug tagaan usab ka ug imong kaugalingong kopya.</i>
Purpose (<i>Katuyoan</i>)	The purpose of this study is to examine working professionals in Ozamis City perceive green marketing in skin care products, and their eco-conscious attitude and actual purchasing behavior. This research study can help working professionals of Ozamis City that prioritize eco-friendly marketing strategies that not only meet consumers' desire for eco-friendly options but also encourage them to pursue their goals. <i>(Ang katuyoan sa pagtuon mao ang pagtan-aw sa mga konsumedor sa Osamis City bahin sa ilang gitago nga berde nga pagpamaligya sa mga produkto sa pag-atiman sa panit, ug ang ilang pamatasan sa ekolohiya ug pagpalit. Ang panukiduki makatabang sa mga propesyonal sa Osamis City sa pagsagop sa eco-friendly nga mga estratehiya sa marketing nga dili lamang motubag sa mga tinguha sa mga konsumidor nga makabaton og eco-friendly nga mga kapilian, apan nagdasig usab kanila sa pagkab-ot sa ilang mga ambisyon.)</i>
Type of Research Intervention (<i>Matang sa Interbensyon sa Pagtuon</i>)	This study will be conducted through adaptive questionnaires from Mehraj et al., (2023); Nayeon Kim (2023); and Chiew Shi Wee, (2015). The gathering of data will be conducted through physical and online formats. <i>(Kining pagtuon pagabuhaton pinaagi sa adaptibong questionnaires nga binuhat sa pagtuon nilang Mehrai et al., (2023); Naveon Kim (2023); and Chiew Shi Wee, (2015). Ang pagkuha sa datos mahitabo pinaagi sa mga pormat pang-pisikal og online.)</i>
Selection of Participants (<i>Pagpili sa mga Partisipant</i>)	This study will select 377 working professionals as respondents. The selection is based on the following inclusion criteria: they must belong to the working professionals across various industries, proficient and actively engaged in green marketing practices. They are selected through purposive sampling. <i>(Kini nga pagtuon magpili ug 377 ka mga propesyonal nga nagtrabaho isip mga respondents. Ang pagpili gibase sa mosunod nga mga sukdanan sa paglakip:</i>

	<i>sila kinahanglan nga iya sa mga nagtrabaho nga mga propesyonal sa nagkalain-lain mga industriya, hanas ug aktibong nakigbahin sa berdeng mga pamaagi sa pagpamaligya. Gipili sila pinaagi sa purposive sampling.</i>
Voluntary Participation (<i>Boluntaryo nga Partisipasyon</i>)	Your participation has to be voluntary and will not affect your situation or status in any way, including your relationship with the researcher. You are free to decide if you will take part or not. If you decide to participate, you are free not to answer any questions that you do not prefer to answer. <i>(Boluntaryo ang imong pag-apil ug kini dili makaapekto sa imong sitwasyon o estado apil na imong relasyon sa nagtuon. Gawasnon ka nga modesisyon kung kung moapil ka niini nga pagtoon o dili. Kung mo-decision ka nga moapil, gawasnon ka nga dili motubag sa bisan asa nga pangutana nga dili nimo gusto nga tubagon.)</i>
Procedure (<i>Pamaagi</i>)	The distribution and retrieval of the questionnaires will be done in your offices or online through Google Forms, which will be sent to you via Facebook or Messenger. The researcher will personally or online distribute and retrieve the research instruments. To ensure your understanding of the statements indicated in the questionnaires, the statements will be translated into the Bisayan language. In case you have any questions, they will be answered fully. The respondents will be given ample time to complete the questionnaires. The researcher will get your responses for data analysis and interpretation. The information and data provided by you as a respondent will be utilized for this study alone and will be treated with the utmost confidentiality. <i>(Ang pag-apod-apod sa questionnaires pagabuhaton sa imong opisina o online pinaagi sa Google Forms, nga ipadala kanimo pinaagi sa Facebook o Messenger. Ang nagtuon ang personal nga mohatag ug mokuha pagbalik sa mga instrumento sa pagtuon. Aron masiguro ang imong pagsabot sa mga pahayag sa questionnaires, ang mga pahayag kay hubaron sa Binisaya nga pinulungan. Kung ugaling adunay kay mga pangutana, tubagon kini sa hingpit).</i> <i>(Ang mga respondente pagahatagan og igong panahon sa pagtubag sa questionnaires. Ang nagtuon mokuha sa mga tubag sa mga respondente para sa pag-</i>

	<i>analisa sa datos ug para sa interpretasyon. Ang mga impormasyon ug datos nga makuha gikan kanimo isip respondente gamiton lamang niining pagtuon ug hatagan og tumang pag-ampingan aron dili mabutyag.)</i>
Duration (Gidugayon)	Answering the questionnaires will last for 10 to 15 minutes. <i>(Ang pagtubag sa questionnaires mo kabat sa 10 ngadto sa 15 minutos).</i>
Risks and Discomforts (Risiko ug Kahasol)	The respondents will be protected from physical, social, or economic risks. In case the items in the questionnaires are too personal and make you feel uncomfortable, you may decline to answer any or all questions and may terminate your involvement at any time you choose. <i>(Ang mga partisipante ginaprotektahan sa pisikal, sosyal o ekonomikanhong risiko. Kung pananglitan adunay mga pangutana nga personal ra kaayo o kung dili ka komportable, mamahimong dili ka motubag o mobalibad sa pagtubag sa bisan asa o sa tanang mga pangutana ug moatras sa pag-apil sa bisan unsang panahon nga imong gusto.)</i>
Benefits (Kaayohan)	This study is beneficial to you because the researcher may be able to provide an understanding of the perceptions of working professionals regarding on green skin care products. Thus, your responses shall be highly valued being deemed important in the field of hospital and healthcare administration. <i>(Kini nga pagtuon mapuslanon kanimo tungod kay ang tigdukiduki mahimo'g makahatag usa ka pagsabut sa mga panan-aw sa mga propesyonal nga nagtrabaho bahin sa mga produkto sa pag-atiman sa berde nga panit. Sa ingon, ang imong mga tubag kinahanglan nga hata gan pag-ayo nga giisip nga hinungdanon sa natad sa pagdumala sa ospital ug pag-atiman sa panglawas.</i>
Reimbursements (Hulip nga bayad)	There will be no monetary expenses or costs on your part as a respondent, nor any monetary compensation for your participation in this study. However, a small token of appreciation in the form of a light snack may be provided during the gathering of the research data.
	<i>(Wala kay magasto sa imong pag-apil niini nga pagtuon ug dili usab ka bayaran ug kwarta sa imong pag-apil niini nga pagtuon. Apan adunay ginagmay nga pameryenda nga pwede mahatag sa panahon sa pagkuha sa mga datos).</i>
Confidentiality of Data (Pag-amping sa Datos)	Only the researcher will have access to the information and responses of the participants. The personal identifying information of the participants will only be used for research analysis and will be treated with the utmost confidentiality. During the study, all data will be kept in a locked, secure filing cabinet, which will be discarded 6 months after the publication of the results. <i>(Ang nagtuon lamang ang makakita sa mga impormasyon ug tubag sa mga respondente. Ang mga datos nga makuha i-analisa ug hatagan og tumang pag-amping aron dili ibutyag. Sa panahon sa pagtuon, ipahimutang sa usa ka selyadong aparador ang tanang datos nga pagagub-on human sa 6 kabulan gikan sa pag-publika sa resulta.)</i>
Sharing of Findings (Pagpaambit sa Nakaplagan)	The results of this study will be presented during the thesis final defense of the researcher. Also, the research findings may be shared through publications and conferences with the assurance that the identities of the respondents will remain confidential. A printed copy of the completed study will be provided to the participants. <i>(Ang mga resulta niini nga pagtuon ipresenta sa panahon sa final defense sa thesis sa nagtuon. Ang mga nakaplagan sa pagtuon posible nga ipaambit pinaagi sa mga publications ug conferences nga adunay kapanigurohan nga dili mabutyag ang pagkatawo sa mga partisipante. Pagahatagan og isa ka giimpronta nga kopya sa kumpleto nga pagtuon ang mga partisipante.)</i>

Rights to Refuse or Withdraw (Katungod sa Pagpalibabad o Pag-undang)	You are free to withdraw or terminate participation at any stage of the study, without the need to give any reason. You will not be penalized in case of termination of participation. (Gawasnon ka nga moatras or moundang sa pag-apil sa bisan asa nga punto sa pagtuon nga dili na magkinahanglan pa ug rason. Dili ka ipamulta sa pag-atras o pag-undang.)
---	--

Who to Contact (Kinsa ang Kontakon)	Should there be any queries as a respondent, you can contact the researcher through the following details: (Kung adunay mga pangutana, mahimo nga mokontak pinaagi aning mga detalye:) Name of the Researcher (Ngalan sa Nagtuon): Rafael Bullena, Nove Jane Gamboa, Kevin Jabagat Cellphone Number/s: 09554104968 e-mail add: kevinjabagat@gmail.com STATEMENT BY THE RESEARCHER (PAGPADAYAG SA NAGTUON) I will read the Information sheet to the potential respondent. With the best of my ability, I make sure that the respondent will understand the statements of the questionnaires. (Akong pagabasahon ang mga nasulat niining Information Sheet ngadto sa potensyal nga respondent. Kutob sa akong mahimo siguroon nako nga masabtan sa respondent ang mga pahayag sa questionnaires.) I can assure that the participant will be given an opportunity to ask questions about the study, and all the questions raised will be answered fully. I can likewise assure that the participant will not be coerced into giving consent that must be free and voluntary. (Gisiguro ko nga ang partisipante mahatagan og panahon sa pagpangutana kabahin niining pagtuon og ang tanang pangutana nga iyang gihatag matubag sa hingpit. Siguroon ko usab ang maong partisipante dili mapugos sa paghatag sa pagtugot nga kinahanglan nga gawasnon og boluntaryo.) A copy of this Informed Consent Form will be provided to the participant. (Ang kopya sa niining Informed Consent Form ihatag ngadto sa respondent.)
	Print Name of Researcher (Ngalan sa Nagtuon): <u>RAFAEL BULLENA, NOVE JANE GAMBOA, KEVIN JABAGAT</u>

PART II. CERTIFICATE OF CONSENT

This research entitled "Green Marketing: Working Professional Eco-Conscious Attitude and Actual Purchasing Behavior for Skin Care Products" by Rafael Bullena, Nove Jane Gamboa, Kevin Jabagat with the aim of gathering information and data pertaining to the administrators' leadership styles and employees' morale and work productivity has been presented and explained to me clearly. Since the study involves hospital employees, I am chosen as one of the participants.

(Kini nga pagtuon gititulohan, "Hospital Administrators' Transformational Leadership in Relation to Employee Morale and Work Productivity" ni Rafael Bullena, Nove Jane Gamboa, Kevin Jabagat, nga adunay tumong sa pagkuha og impormasyon ug datos kabahin sa pamaagi sa pagdumala sa ospital ug ang kalabotan niini sa moral or pagka produktibo sa mga empleyado sa ospital, gipresenta ug gipasabot og klaro kanako. Tungod kay ang pagtuon kay kabahin sa mga empleyado sa ospital, ako napilian isip usa sa mga partisipante.

I have read the foregoing Informed Consent Form, or it has been read to me. I had the opportunity to ask questions, which were subsequently answered fully. I consent voluntarily to be a participant of this study.

(Akong nabasa ang nauna nga Informed Consent Form, o gibasa kini kanako. Natagaan ako og higayon nga makapangutana nga natubag sa hingpit. Ako mosugot nga boluntaryo nga mahimong participant sa niining pagtuon.)

Print Name of Participant (Ngalan sa Partisipante): _____

Signature of Participant (Pirma sa Partisipante): _____

Date: [MM/DD/YYYY] _____

If Illiterate (Kung dili makasulat ug makabasa)

If the respondent is illiterate, a witness who is literate will sign. The respondent will choose him/ her and who is without connection with the researcher or the research group to attest to this undertaking. The respondent will affix his thumbprint.

[Kung ang participant kay dili makabasa o makasulat, mopirma ang usa ka makabasa ug makasulat nga testigo. Ang respondent ang mopili kaniya nga walay koneksyon sa nagtuon o sa iyang grupo para mopamatuod sa gimbuhaton. Ang respondent mobutang sa iyang tamla (thumb print)].

Name and Signature of the Witness

(Ngalan ug Firma sa Testigo)

Thumb mark

APPENDIX E

(Approved Letters of Consent)

July 11, 2024

DR. EFREN J. BARILLO
CBM Dean
Misamis University
Ozamiz City

Dear Dr. Barillo:

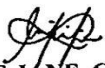
Greetings!

We are the students in the Bachelor of Science in Business Administration program Marketing Management at Misamis University in Ozamiz City. We are pursuing our thesis entitled "Green Marketing: working professional Eco-Conscious Attitude and Actual Purchasing Behavior for Skin Care Products." The study was approved by the Thesis Committee last May 9, 2024.

In this vein, we would like to ask for permission for the conduct of the study at Ozamiz City. The study aims to identify the relationship between green marketing, eco-conscious attitude, actual purchasing behavior for skin care products of the working professionals. The target respondents will be working professionals, selected through purposive sampling. Questionnaires will be used in gathering the data. Be assured that ethical considerations will be duly observed in the conduct of the study and that the data to be gathered will be used solely for research purpose.

We earnestly hope for your approval of this request.

Truly,


NOVE JANE GAMBOA

Noted:


EFREN J. BARILLO, CPA, DMA
Dean, College of Business and Management

Approved:



Misamis University

Ozamiz City, Philippines 7200
Tel. No. +63 88 521 0367 / Telefax No. +63 88 521 2917
Website : <http://www.mu.edu.ph>



CERTIFIED: ISO 9001:2015 Quality Management System DNV-GL, Australia
ACCREDITED: Philippine Association of Colleges and Universities Commission on Accreditation (PACUCOA)

CERTIFICATION

This is to certify that **MS. NOVE JANE GAMBOA; KEVIN JABAGAT and RAFAEL BULLENA** are bonafide students of Misamis University College of Business and Management and are currently enrolled in **Bachelor of Science in Business Administration**

Furthermore, their proposed study entitled **“GREEN MARKETING: WORKING PROFESSIONAL ECO-CONSCIOUS ATTITUDE AND ACTUAL PURCHASING BEHAVIOR FOR SKIN CARE PRODUCTS”** has been approved by the Thesis Committee. They are likewise granted permission by the Office of the College of Business and Management to gather data to substantiate her research paper.

Issued this 11th day of July 2024 at MISAMIS UNIVERSITY, Ozamiz City.


EFREN J. BARILLO, CPA, DM
Dean, College of Business and Management

APPENDIX F
(Statistical Computation)

Statistical Results

1. What is the level of perception of green marketing for skin care products among working professionals in terms of green perceive value, green products (skin care), green purchasing experience?

	N	Mean	Std. Deviation
Green Perceive Value	382	3.46	0.46
Green Products (Skin Care	382	3.47	0.56
Green Purchasing Experience	382	3.45	0.47

2. What is the level of eco-conscious attitude for skin care products as perceived by working professional in terms of values and beliefs, lifestyle choices, social influence, and environmental Concern?

	N	Mean	Std. Deviation
Values and Beliefs	382	3.45	0.47
Lifestyle Choices	382	3.45	0.48
Social Influence	382	3.50	0.55
Environmental Concern	382	3.52	0.46

3. What is the level of actual purchasing behavior for skin care products as perceived by working professional in terms of environmental awareness, green purchasing preferences, green satisfaction, and green engagement?

	N	Mean	Std. Deviation
--	----------	-------------	-----------------------

Environmental Awareness	382	3.49	0.52
Green Purchasing Preferences	382	3.47	0.49
Green Satisfaction	382	3.46	0.48
Green Engagement	382	3.50	0.47

4. Is there a significant relationship between green marketing and ecoconscious attitude of skin care products among working professionals?

			GREEN MARKE T ING	ECOCON SCI OUS ATTITUD E
Spearman's rho	GREEN MARKETING	Correlation Coefficient Sig. (2-tailed) N	1.000 . 382	0.74 0.00 382
	ECOCONSCIOUS ATTITUDE	Correlation Coefficient	0.74 0.00	1.000 .

		Sig. (2-tailed)	382	382
		N		

5. Is there a significant relationship between green marketing and actual purchasing behavior of skin care products among working professionals?

			GREEN MARKETING	ACTUAL PURCHASING BEHAVIOR
Spearman's rho	GREEN MARKETING	Correlation Coefficient Sig. (2-tailed) N	1.000 382	0.72 0.00 382
	ECOCONSCIOUS ATTITUDE	Correlation Coefficient Sig. (2-tailed) N	0.72 0.00 382	1.000 382

			ECOCON CIOUS ATTITUD E	ACTUAL PURCHASIN G BEHAVIOR
Spearman's rho	GREEN MARKETING	Correlation Coefficient Sig. (2- tailed) N	1.000 . 382	0.84 0.00 382
	ECOCONSCI OUS ATTITUDE	Correlation Coefficient Sig. (2- tailed) N	0. 0.00 382	1.000 . 382

6. Is there a significant relationship between the Eco-conscious attitude and actual purchasing behavior of skin care products among working professionals?

APPENDIX G

(Documentation)

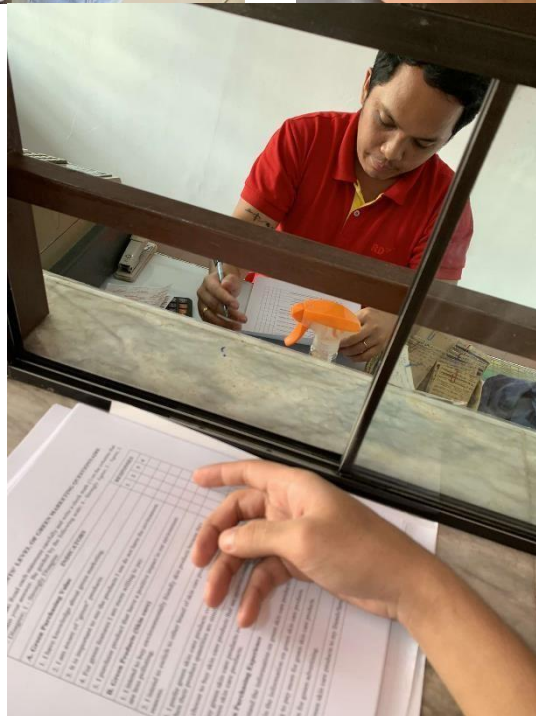


Thesis Proposal



Final Thesis Defense

APPENDIX G-1
Conducting Survey



APPENDIX G

(Plagiarism Test Result)

 **turnitin**

Similarity Report ID: oid:28447:71228898

PAPER NAME

JABAGAT KEVIN C_docx

WORD COUNT

13714 Words

CHARACTER COUNT

85237 Characters

PAGE COUNT

59 Pages

FILE SIZE

364.7KB

SUBMISSION DATE

Nov 15, 2024 11:14 AM GMT+8

REPORT DATE

Nov 15, 2024 11:15 AM GMT+8

● 27% Overall Similarity

The combined total of all matches, including overlapping sources, for each database.

• 9% Internet database

• 7% Publications database

• Crossref database

• Crossref Posted Content database

• 25% Submitted Works database

● Excluded from Similarity Report

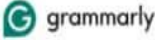
• Bibliographic material

• Manually excluded sources

Summary

APPENDIX H

(Grammarly Test Result)

Report: Green Marketing; Working Professionals Eco Conscious Attitude and Actual Purchasing Behavior for ...

Green Marketing; Working Professionals Eco Conscious Attitude and Actual Purchasing Behavior for Skincare Products

by Misamis University

General metrics

90,584	12,204	947	48 min 48 sec	1 hr 33 min
characters	words	sentences	reading time	speaking time

Score



96

This text scores better than 96% of all texts checked by Grammarly

Writing Issues

192	91	101
Issues left	Critical	Advanced

Plagiarism

This text hasn't been checked for plagiarism

CURRICULUM VITAE

Name : Kevin Jabagat
Age : 21 years old
Sex : Male
Address : P6B Catadman Manabay, Ozamiz City
Misamis Occidental
Mobile No. : 09554104968
Religion : Roman Catholic



EDUCATIONAL BACKGROUND

COLLEGE:

Bachelor of Science in Business and Management Major in Marketing Management

SCHOOL : Misamis University

DEGREE : Bachelor of Science in Business Administration

SCHOOL YEAR : 2021-Present

SENIOR HIGH SCHOOL

SCHOOL : Misamis University

ADDRESS : Oroquieta City

SCHOOL YEAR : 2020-2021

JUNIOR HIGH SCHOOL

SCHOOL : Saint Francis Xavier High School

ADDRESS : Maningcol, Ozamiz City, Misamis Occidental

SCHOOL YEAR : 2015-2019

ELEMENTARY EDUCATION

SCHOOL : Sibula Elementary School

ADDRESS : Sibula, Lopez Jaena, Misamis Occidental

SCHOOL YEAR : 2009-2015

TRAININGS AND SEMINARS

2nd PCDEB Regional Business Summit (2023)

Bangko Sentral Ng Pilipinas (2024)

Name : Nove Jane P. Gamboa
Age : 24 years old
Sex : Female
Address : P2B Bañadero, Ozamiz City,
Misamis Occidental
Mobile No. : 09286035268
Religion : Roman Catholic



EDUCATIONAL BACKGROUND

COLLEGE:

Bachelor of Science in Business and Management Major in Marketing Management

SCHOOL : Misamis University

DEGREE : Bachelor of Science in Business Administration

SCHOOL YEAR : 2021-Present

SENIOR HIGH SCHOOL

SCHOOL : Ozamis City National High School

ADDRESS : Bernad St., Lam an, Ozamiz City, Misamis Occidental

SCHOOL YEAR : 2018-2020

JUNIOR HIGH SCHOOL

SCHOOL : Ozamis City National High School

ADDRESS : Bernad St., Lam an, Ozamiz City, Misamis Occidental

SCHOOL YEAR : 2014-2018

ELEMENTARY EDUCATION

SCHOOL : Felipe Careon Central School

ADDRESS : Bañadero, Ozamiz City, Misamis Occidental

SCHOOL YEAR : 2008-2014

TRAININGS AND SEMINARS

2nd PCDEB Regional Business Summit (2023)

Bangko Sentral Ng Pilipinas (2024)

Name : Rafael C. Bullena
Age : 21 years old
Sex : Male
Address : P6 Bañadero, Ozamiz City,
Misamis Occidental
Mobile No. : 09108760785
Religion : Roman Catholic



EDUCATIONAL BACKGROUND

COLLEGE:

Bachelor of Science in Business and Management Major in Marketing Management

SCHOOL : Misamis University

DEGREE : Bachelor of Science in Business Administration

SCHOOL YEAR : 2021-Present

SENIOR HIGH SCHOOL

SCHOOL : Ozamis City National High School

ADDRESS : Bernad St., Lam an, Ozamiz City, Misamis Occidental

SCHOOL YEAR : 2020-2021

JUNIOR HIGH SCHOOL

SCHOOL : Ozamis City National High School

ADDRESS : Bernad St., Lam an, Ozamiz City, Misamis Occidental

SCHOOL YEAR : 2015-2019

ELEMENTARY EDUCATION

SCHOOL : Felipe Careon Central School

ADDRESS : Bañadero, Ozamiz City, Misamis Occidental

SCHOOL YEAR : 2009-2015

TRAININGS AND SEMINARS

2nd PCDEB Regional Business Summit (2023)

Bangko Sentral Ng Pilipinas (20

