

The Efficacy of Environmental Messaging in Shaping Consumer Choices: An Input to Eco-Marketing Business Policy

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Abstract

This study aims to investigate the relationship between environmental messaging in terms of eco-brands, eco-labels, and eco-advertisements and consumer choice and how these factors moderated by environmental knowledge. In this study, 385 valid questionnaires were gathered through an onsite survey. The data were then subjected to descriptive and inferential techniques, such as Spearman correlation and moderation analysis, by the researcher. The result shows that Filipino consumers have high level of acceptance towards environmental messaging such as eco-brands, eco-labels, and eco-advertisements. Furthermore, Filipino consumers exhibit a high degree of environmental awareness and a strong preference for eco-friendly products. Additionally, the more Filipino consumers exposed to eco-brands, eco-labels, and eco-advertisement messaging, they tend to be more environmentally conscious and choose products that benefit the environment. This study reveals that among Filipino consumers, environmental messaging and consumer choice are not moderated by environmental knowledge. Although it was discovered that environmental messaging and environmental knowledge positively influenced consumer choice. Overall, this study contributes to a better understanding of Filipino consumers of acceptance of environmental messaging, their level of environmental knowledge and behavior towards eco-friendly products. It also offers insightful information for businesses, entrepreneurs, and other beneficiaries to enhance eco-marketing business policy.

Keywords: eco-brands, eco-labels, eco-advertisements, environmental knowledge, consumer choice, environmental messaging

Background of the study

Environmental concerns have become increasingly prominent on both a global and local scale in recent years, significantly impacting business practices. As consumers educate themselves about environmental issues, they seek ways to mitigate their impact on the environment, creating an opportunity for businesses to develop environmentally friendly products. Consequently, the concept of green marketing has emerged as a strategy for businesses to maximize profits while maintaining environmental consciousness (Rizqiyana & Wahyono, 2020).

Green marketing encompasses various techniques such as eco-labeling, eco-branding, and eco-advertising, aimed at educating and persuading the public about the environmental benefits of certain products (Gong et al., 2020; Khan et al., 2020; Rizqiyana & Wahyono, 2020). These tools facilitate

consumer perception and awareness of green product attributes, guiding them towards purchasing environmentally friendly products.

While numerous studies have examined the effectiveness of eco-labeling, eco-branding, and eco-advertising on consumer buying behavior, findings have been mixed. Some studies have reported positive and significant effects (Rizqiyana & Wahyono, 2020; Haq, Adnan & Arif, 2020; Tan, Ojo & Thurasamy, 2019), while others have shown conflicting results (Bursan et al., 2021; Norziah et al., 2020; Shabbir et al., 2020). Thus, further research is needed to clarify how these marketing strategies influence consumer decisions.

Moreover, the current era is characterized by growing environmental awareness among the public. Environmental awareness encompasses people's knowledge of ecological concerns and their ability to assess their impact on the environment (Alamsyah, Othman & Mohammed, 2020). Consumers with higher environmental awareness are more likely to choose environmentally friendly products over less environmentally conscious alternatives (Xu, Wang & Yu, 2020).

While several international studies have examined the impact of eco-marketing strategies, limited research has been conducted in the Philippine context, despite the adoption of sustainability practices by various companies. Therefore, this study aims to investigate the effectiveness of environmental messaging, such as eco-labeling, eco-branding, and eco-advertising, and the influence of environmental knowledge on consumer choices. By doing so, it seeks to inform eco-marketing policies that align with consumer preferences and environmental goals.

Statement of the problem

1. What is the level of acceptance by Filipino consumers of environmental messaging such as eco-brands, eco-labels, and eco-advertisements?
2. How do Filipino consumers evaluate their consumer choice in terms of environmentally friendly products?
3. Is there a significant correlation between the acceptance of environmental messaging and consumer choice?
4. What is the level of environmental knowledge awareness among Filipino consumers?
5. Does environmental knowledge serve as a moderator between environmental messaging and consumer choice among Filipino consumers?
6. What inputs can be derived from the findings to guide businesses and other beneficiaries in formulating eco-marketing business policy?

Hypothesis

H1: There is no significant relationship between the presence of environmental messaging and consumer choice.

H2: There is no significant relationship between the presence of environmental messaging and consumer choice when moderated by environmental knowledge.

Scope and Limitations

This research aims to investigate the relationship among environmental knowledge, exposure to eco-marketing practices, and consumer choice for green products in selected urban areas of Metro Manila, Philippines. The target population includes individuals aged 18-60 years old who have either purchased

or considered purchasing environmentally friendly products within the previous year.

A quantitative methodology will be employed, utilizing a survey questionnaire as the primary data collection tool. Convenience sampling will be used to select respondents from various shopping malls in Metro Manila, specifically in Manila, Makati, and Quezon City. The data collection process is expected to be completed within a timeframe of three months.

Despite the study's aims to provide valuable insights, several limitations need acknowledgment. Firstly, the study's scope is confined to Metro Manila and its target population, potentially limiting the generalizability of findings to other regions and demographics. Secondly, reliance on self-reported data may introduce biases such as social desirability, recall error, or response fatigue, impacting the accuracy of respondents' behaviors. Thirdly, the cross-sectional design captures data at a single point in time, potentially overlooking dynamic changes in consumer behavior. Fourthly, researchers are aware of their biases and strive to minimize their influence on the study's design and interpretation. Fifthly, theoretical limitations may arise due to the selection of specific theories, potentially overlooking other relevant theories. Lastly, the establishment of business policy based solely on study results may incorporate researcher interpretation and understanding of the available data, potentially overlooking alternative interpretations or factors.

Related Literature

Eco-brand and Consumer Choice

Eco-branding is a marketing strategy aimed at incorporating environmentally friendly values and practices into a brand's identity and communication strategies. It resonates particularly well with younger generations like Millennials and Centennials who prioritize sustainability. Companies such as Toyota and Zara have effectively utilized eco-branding to communicate their commitment to sustainability and appeal to environmentally conscious consumers.

Several studies have explored the effectiveness of eco-branding in influencing consumer behavior. While some studies demonstrate a significant positive impact of eco-brands on consumer purchasing decisions, others show mixed results. There is a need for increased consumer awareness and understanding of eco-branded products.

In the context of the Philippines, studies by Uy and Jacob (2019), Gonzales and Mendoza (2020), and Cruz and Lirio (2020) have examined various aspects of eco-branding and its influence on consumer behavior. These studies highlight the importance of perceived green brand image, brand trust, brand satisfaction, and brand personality in driving green purchase intentions and loyalty among Filipino consumers. They emphasize the significance of effective communication of environmental values, credible eco-labeling, and building long-term relationships with customers in promoting eco-brands.

Eco-label and Consumer Choice

Eco-labeling serves as a marketing technique aimed at informing consumers about the environmental attributes of products and encouraging the demand for environmentally friendly options. It involves affixing certification or emblems to products to signify compliance with specific environmental standards, thereby assisting consumers in making informed decisions and reducing the environmental impact of their purchases.

Various studies have explored factors influencing the design and perception of eco-labels. Recommendations include using green color, natural shapes, and simple fonts to convey environmental credibility, avoiding generic green color, employing distinctive shapes and fonts, incorporating emotional

appeals and social norms to motivate consumers, and providing written information alongside visual representations.

Studies in the Philippines have examined consumer awareness, willingness to pay (WTP), purchase intentions, and perceptions of eco-labeled products. Findings suggest that consumers are generally aware of eco-labels and willing to pay premiums for eco-labeled products, especially food and personal care items. Factors influencing WTP include income, education, environmental attitude, and perceived consumer effectiveness.

Eco-labels have been found to positively impact consumer choice and behavior, enhancing value perception, motivating green purchase behavior, building consumer trust, and influencing purchase intentions and brand loyalty. However, some studies suggest that eco-labels alone may not directly influence consumer knowledge or purchase behavior without additional written information.

In summary, eco-labels play a crucial role in conveying information and knowledge to consumers, fostering green purchase intentions, and building consumer trust. They have the potential to augment the market presence of environmentally friendly products and strengthen brand identity and reputation. However, effective implementation requires considerations such as design elements, communication strategies, and accompanying written information to maximize their impact on consumer behavior.

Eco-advertisement and Consumer Choice

Eco-advertising, also known as ecological advertising, aims to promote products, services, or practices that prioritize environmental considerations. Its primary objective is to raise awareness about sustainability, environmental preservation, and conscientious consumption while encouraging individuals and businesses to make environmentally responsible choices. Eco-advertising often emphasizes the positive environmental characteristics of a product or service, such as energy efficiency, the use of sustainable materials, reduced carbon emissions, or recycling initiatives.

Studies have demonstrated the positive influence of eco-advertising on consumer purchasing behavior, although some findings have been mixed. While some studies show a significant impact on consumer choice, others suggest no effect.

In the Philippine context, studies have investigated the effects of eco-advertising on consumer behavior and attitudes. These studies reveal that eco-advertisements have a favorable impact on consumers' inclination to purchase environmentally friendly products and their loyalty towards green brands. Factors such as consumers' environmental concern and perceived product quality may moderate this relationship. Additionally, the nature of eco-advertisements, whether rational, emotional, or mixed, can influence the magnitude of their impact on consumer attitudes and behaviors.

Overall, eco-advertising plays a crucial role in influencing consumer perceptions and behavior towards environmentally friendly products and brands. Marketers are encouraged to develop effective and trustworthy eco-advertisements that resonate with environmentally conscious consumers and cultivate lasting relationships with them.

Environmental Knowledge and Consumer Choice

Consumers' knowledge and awareness of environmental issues significantly impact their choices towards eco-friendly products. Research indicates that individuals with a deeper understanding of environmental matters are more likely to opt for sustainable purchases. This knowledge can be acquired through educational campaigns, peer influence, and personal understanding. Additionally, consumers' attitudes and concerns regarding the environment influence their environmentally conscious behavior. Those with stronger environmental concerns are more inclined to engage in eco-friendly practices.

Environmental knowledge plays a crucial role in shaping consumer behaviors. As individuals become more aware of environmental issues and their implications, they tend to prioritize ecological factors in their purchasing decisions. This awareness leads to proactive consumer behavior, surpassing those with lower environmental concern. There is a positive relationship between green behavior and environmental knowledge, highlighting the importance of understanding the environment for adopting eco-friendly consumption practices.

While some studies show a significant influence of environmental knowledge on purchasing behavior, others suggest mixed findings, particularly among specific demographics like the millennial generation. Studies in the Philippines emphasize the correlation between environmental knowledge and pro-environmental behavior among urban residents and high school students. Despite positive attitudes towards environmental conservation, discrepancies exist in understanding complex environmental issues. This underscores the importance of environmental education in promoting sustainable consumption behaviors.

Overall, the extent of environmental knowledge or consciousness can potentially influence the choices made by green consumers, highlighting the need for ongoing education and awareness efforts to foster sustainable behaviors.

Moderating Role of Environmental Knowledge

Environmental knowledge plays a crucial role in influencing pro-environmental behaviors and intentions. Studies indicate that environmental awareness positively affects attitudes towards sustainable behaviors, particularly by mitigating unfavorable attitudes like environmental indifference. Consumers are more likely to purchase environmentally friendly products or services when they possess substantial information about them. Informing customers about environmental issues can lead them to perceive environmentally friendly products as higher in quality.

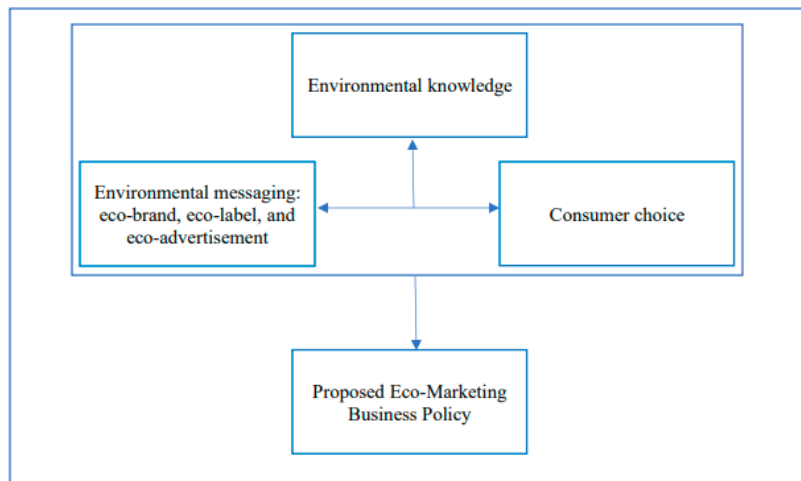
In the context of the Philippines, research by De Leon et al. (2019) and Del Prado and Del Prado (2019) examined the impact of environmental messages on green purchase intention and behavior, moderated by environmental knowledge. De Leon et al. surveyed 400 Filipino consumers and found that environmental messages positively influenced green purchase intention and behavior, with environmental knowledge moderating this effect, especially among consumers with high environmental knowledge. Additionally, they found that environmental knowledge directly influenced green purchase intention and behavior. Similarly, Del Prado and Del Prado surveyed 306 Filipino consumers and found that environmental messages positively influenced green purchase intention, with environmental knowledge moderating this effect, particularly among consumers with low environmental knowledge. They also observed a direct positive effect of environmental knowledge on green purchase intention.

Overall, these studies emphasize the importance of environmental messages and knowledge in influencing green consumer behavior in the Philippines. They suggest that the effectiveness of environmental messages may depend on factors such as message type, quality, and consumers' level and type of environmental knowledge.

Conceptual Framework

The conceptual framework for this study includes several key variables, including environmental messaging such as eco-brand, eco-label, and eco-advertisement, environmental knowledge, and consumer choice. Eco-brand refers to brand or product line that place greater emphasis on its dedication to environmental sustainability and responsible practices. An Eco-label is a distinctive symbol, logo, or

certification mark to signify that a product or its packaging meets specific environmental standards. Eco-advertisement is a type of advertising that promotes the environmental attributes of a product. Environmental knowledge is the awareness and understanding of consumers on environmental issues and consumer choice, the decision-making process of consumers in selecting a product. These key variables will be used to develop a better understanding of the influence of environmental messaging, environmental knowledge in consumer choice.



Sample Population

The individuals selected to participate in this research will comprise of those found within shopping malls. The respondents will be from different shopping malls located in Metro Manila, specifically in Manila, Makati, and Quezon City wherein there are more than ten shopping malls within their vicinity. The researcher will use convenience sampling technique which is a type of non-probability sampling method that is used to select the respondents. In this study, the researcher will be using Raosoft to determine the minimum sample size required for this study. Based on the result, the study needs a minimum sample size of 385.

Respondents

The respondents for this study will be selected from the sampling population through a convenience sampling approach. Convenience sampling is a non-probability sampling technique in research where researchers select participants based on their ease of access and availability rather than through a systematic method. The respondents will be the people inside the shopping malls who were exposed to various products, including those that are environmentally friendly; these respondents can be the ones who bought green products or have contemplated doing so, aged 18-60 years old because this typically covers a wide range of life stages, including young adults, adults, and middle-aged individuals. The respondents of this study were asked demographic questions such as their gender, age, educational attainment, employment status, monthly income, and their frequency of mall shopping. The demographic analysis revealed that out of 385 respondents, most respondents are females, accounting for 57% slightly higher than males with 43%. In terms of age, 45% are 18 to 28 years old, while 42% are 29 to 39 years old, 13% are 40 to 50 years old, and 1% are 51 to 60 years old. In terms of educational attainment, 77% are college graduates, while 18% are college level, and 5% are graduate level. In employment status, 64% are privately employed, while 13% are self-employed, 12% are students, and 11% are government employees. While

in monthly income, 30% has monthly income of 20,001-30,000, 24% has More Than 40,000, 24% has 30,001-40,000, 11% has Less Than 10,000, and 10.6% has 10,001-20,000. Lastly, in the frequency of mall shopping, 61% answer sometimes, while 30% shopping often, and 9% are always.

Table 1 Respondents Assessment on the Level of Acceptance by Filipino Consumers of Environmental Messaging in terms of Eco-Brands

	Mean	SD	Interpretation
1. I trust green products with recognized certifications.	3.22	.692	Agree
2. I believe green products deliver on their claims.	3.20	.692	Agree
3. I trust green product claims with evidence.	3.31	.731	Strongly Agree
4. Green products meet my environmental expectations.	3.29	.742	Strongly Agree
5. I believe green products fulfill their promises.	3.30	.742	Strongly Agree
Overall	3.26	.615	Strongly Agree

Legend: 3.26-4.00 – Strongly Agree 2.51-3.25 – Agree 1.76-2.50 – Disagree 1.00-1.75 – Strongly Disagree

The table present the level of acceptance by Filipino consumers of environmental messaging in terms of eco-brands. As the table shown, the highest mean of 3.31 and SD of .731 indicates that respondents believe green products claims with evidence with strongly agree interpretation. While the lowest mean of 3.20 and SD of .692 indicates that respondents believe green products deliver on their claims with agree interpretation.

Table 2 Respondents Assessment on the Level of Acceptance by Filipino Consumers of Environmental Messaging in terms of Eco-Labels

	Mean	SD	Interpretation
1. Eco logo label stands out identifying eco-friendly products.	3.36	.751	Strongly Agree
2. Eco-labels are clear and easy to read.	3.34	.701	Strongly Agree
3. Eco-labels provide enough information for informed decisions.	3.25	.759	Agree
4. I trust eco-labels to accurately reflect a product's environmental performance.	3.30	.723	Strongly Agree
5. Energy Star labels influence my appliance purchases.	3.28	.808	Strongly Agree
Overall	3.31	.643	Strongly Agree

Legend: 3.26-4.00 – Strongly Agree 2.51-3.25 – Agree 1.76-2.50 – Disagree 1.00-1.75 – Strongly Disagree

The table present the level of acceptance by Filipino consumers of environmental messaging in terms of eco-labels. As the table shown, the highest mean of 3.36 and SD of .751 indicates that eco logo label stands out identifying eco-friendly products with strongly agree interpretation. While the lowest mean of

3.25 and SD of .759 indicates that eco-labels provide enough information for informed decisions with agree interpretation.

Table 3 Respondents Assessment on The Level of Acceptance by Filipino Consumers of Environmental Messaging in terms of Eco-Advertisements

	Mean	SD	Interpretation
1. Environmental advertising increases my understanding of green products.	3.36	.702	Strongly Agree
2. I like environmental ads; they are informative and engaging.	3.25	.749	Agree
3. Environmental advertising helps me make eco-friendly choices.	3.29	.764	Strongly Agree
4. Brands with green advertising are seen positively.	3.28	.777	Strongly Agree
5. Green advertising promotes eco-consciousness.	3.39	.767	Strongly Agree
Overall	3.32	.649	Strongly Agree

Legend: 3.26-4.00 – Strongly Agree 2.51-3.25 – Agree 1.76-2.50 – Disagree 1.00-1.75 – Strongly Disagree

The table present the level of acceptance by Filipino consumers of environmental messaging in terms of eco-advertisement. As the table shown, the highest mean of 3.39 and SD of .767 indicates that green advertising promotes eco-consciousness with strongly agree interpretation. While the lowest mean of 3.25 and SD of .749 indicates that respondents like environmental ads; they are informative and engaging with agree interpretation.

Table 4 Respondents Assessment on How Filipino Consumers Evaluate Their Consumer Choice in Terms of Environmentally Friendly Products

	Mean	SD	Interpretation
1. Intent to purchase green products based on environmental concerns.	3.24	.750	Agree
2. Expectation of future green product purchases due to environmental benefits.	3.29	.750	Strongly Agree
3. Willingness to pay more for green products.	3.05	.933	Agree
4. Preference for less harmful products when choosing between similar options.	3.31	.698	Strongly Agree
5. Avoidance of products with potential environmental damage.	3.41	.710	Strongly Agree
Overall	3.26	.655	Strongly Agree

Legend: 3.26-4.00 – Strongly Agree 2.51-3.25 – Agree 1.76-2.50 – Disagree 1.00-1.75 – Strongly Disagree

The table present how Filipino consumers evaluate their consumer choice in terms of environmentally friendly products. As the table shown, the highest mean of 3.41 and SD of .710 indicates that respondents avoid products with potential environmental damage with strongly agree interpretation. While the lowest

mean of 3.05 and SD of .933 indicates that respondents are willing to pay more for green products with agree interpretation.

Table 5 Pearson Correlation: Significant Correlation Between the Acceptance of Environmental Messaging and Consumer Choice

Environmental Messaging	Correlations Coefficient	P-Value	Decision	Relationship
Eco-Brands	.719	.000	Reject Ho	Significant
Eco-Labels	.734	.000	Reject Ho	Significant
Eco-Advertisements	.804	.000	Reject Ho	Significant
Overall	.791	.000	Reject Ho	Significant

Legend: Relationship is Significant at Level .05 (p-value).

The table presents the test of significant relationship between the acceptance of environmental messaging and consumer choice. As the table shown, acceptance of environmental messaging in terms of eco-brands, eco-labels, and eco-advertising has significant relationship with consumer choice, which reject the Ho of the study. Moreover, the overall correlation between the acceptance of environmental messaging and consumer choice found to be significant, which reject the Ho of the study.

Specifically, acceptance of environmental messaging in terms of eco-brands has significant relationship with consumer choice with correlation coefficient .719 and p-value .000; in terms of eco-labels has significant relationship with consumer choice with correlation coefficient .734 and p-value .000; and in terms of eco-advertising has significant relationship with consumer choice with correlation coefficient .804 and p-value .000. Overall, the acceptance of environmental messaging has a significant relationship with consumer choice with correlation coefficient .791 and p-value .000. This indicates a strong and positive correlations between the acceptance of environmental messaging and consumer choice, meaning when acceptance of environmental messaging increases, consumer choice also increases, and vice versa.

Table 6 Spearman Rho: Significant Correlation Between the Acceptance of Environmental Messaging and Consumer Choice

Environmental Messaging	Correlations Coefficient	P-Value	Decision	Relationship
Eco-Brands	.631	.000	Reject Ho	Significant
Eco-Labels	.675	.000	Reject Ho	Significant
Eco-Advertisements	.758	.000	Reject Ho	Significant

Legend: Relationship is Significant at Level .05 (p-value).

The table presents the test of significant relationship between the acceptance of environmental messaging and consumer choice. As the table shown, acceptance of environmental messaging in terms of eco-brands, eco-labels, and eco-advertising has significant relationship with consumer choice, which reject the Ho of the study.

Specifically, acceptance of environmental messaging in terms of eco-brands has significant relationship with consumer choice with correlation coefficient .631 and p-value .000; in terms of eco-labels has significant relationship with consumer choice with correlation coefficient .675 and p-value .000; and in terms of eco-advertising has significant relationship with consumer choice with correlation

coefficient .758 and p-value .000. This indicates a strong and positive correlations between the acceptance of environmental messaging and consumer choice, meaning when acceptance of environmental messaging increases, consumer choice also increases, and vice versa.

Table 7 Respondents Assessment on The Level of Environmental Knowledge Awareness Among Filipino Consumers

	Mean	SD	Interpretation
1. Self-assessment of environmental responsibility.	3.33	.668	Strongly Agree
2. Strong belief in preserving nature and wildlife.	3.40	.740	Strongly Agree
3. Awareness of consequences of human disturbance to nature.	3.40	.692	Strongly Agree
4. Belief in the necessity of living in harmony with nature.	3.41	.684	Strongly Agree
5. Perception of severe environmental abuse by mankind.	3.40	.733	Strongly Agree
Overall	3.39	.606	Strongly Agree

Legend: 3.26-4.00 – Strongly Agree 2.51-3.25 – Agree 1.76-2.50 – Disagree 1.00-1.75 – Strongly Disagree

The table present the level of environmental knowledge awareness among Filipino consumers. As the table shown, the highest mean of 3.41 and SD of .684 indicates that respondent’s belief in the necessity of living in harmony with nature with strongly agree interpretation. While the lowest mean of 3.33 and SD of .668 indicates that respondents have self-assessment of environmental responsibility with strongly agree interpretation.

Table 8 Environmental Knowledge Serves as A Moderator Between Environmental Messaging and Consumer Choice Among Filipino Consumers

Variables	B	SE	β	t	Sig.
(Constant)	3.260	.021		154.344	.000
Environmental Knowledge (EK)	.259	.032	.396	8.024	.000
Environmental Messaging (EM)	.325	.032	.496	10.161	.000
Interaction: EK * EM	.008	.012	.027	.682	.496

Legend: Relationship is Significant at Level .05 (Sig.).

The table present the moderating effect environmental knowledge to the relationship between environmental messaging and consumer choice among Filipino consumers. As the table shown, environmental knowledge has a moderating effect between the relationship of environmental messaging and consumer choice among Filipino consumers, which reject the Ho of the study.

Specifically, environmental knowledge was found to be positively related to consumer choice with p-value of .000, while environmental messaging was found to be positively related to consumer choice with p-value of .000. However, environmental knowledge has no moderating effect between the relationship of environmental messaging and consumer choice among Filipino consumers with p-value of .496. This

implies that environmental knowledge does not moderate the interaction between environmental messaging and consumer choice.

Conclusion

The study's conclusions highlight several key findings regarding Filipino consumers' attitudes towards environmental messaging and their choices for environmentally friendly products:

High Acceptance of Environmental Messaging: Filipino consumers exhibit a high level of acceptance towards environmental messaging, including eco-brands, eco-labels, and eco-advertisements. They trust brands claiming to offer green products, perceive eco-labels as valuable for identifying eco-friendly products, and respond positively to green advertising, indicating a strong inclination towards eco-consciousness.

Preference for Environmentally Friendly Products: Filipino consumers demonstrate a preference for environmentally friendly products, as they actively avoid those with potential environmental harm, prioritize green products for their environmental benefits, and are willing to pay a premium for them. This reflects their high level of environmental consciousness in their purchasing decisions.

Impact of Environmental Messaging on Consumer Choice: Acceptance of environmental messaging significantly influences Filipino consumers' choices for environmentally friendly products. Exposure to eco-brands, eco-labels, and eco-advertisements leads to increased environmental consciousness among consumers, driving them towards products that benefit the environment.

Environmental Knowledge Awareness: Filipino consumers exhibit environmental knowledge awareness, recognizing the importance of living in harmony with nature, preserving wildlife, and taking environmental responsibilities. This underscores their perception of the significance of preserving the natural environment.

No Moderating Effect of Environmental Knowledge: Contrary to expectations, environmental knowledge does not moderate the relationship between environmental messaging and consumer choice among Filipino consumers. While both environmental knowledge and messaging positively influence consumer choice, knowledge does not enhance or diminish the impact of messaging on choice.

Consistency and Contradictions with Previous Studies: The study's findings align with previous research indicating the positive impact of eco-brands, eco-labels, and eco-advertisements on consumer choice. However, they contradict some studies that found no relationship between eco-brands and consumer behavior or no significant impact of eco-labeling and eco-advertising on consumer choice.

Recommendations

Businesses and Entrepreneurs: They are encouraged to adapt to the environmentally conscious market by offering eco-friendly products and services. Utilizing eco-brands, eco-labels, and eco-advertisements can be an effective marketing strategy to attract more customers. Moreover, businesses can contribute to sustainable development goals by promoting environmentally friendly practices and initiatives.

Consumers: Consumers are advised to be more conscious of their choices and opt for products and services that support sustainable development. Choosing eco-friendly options can align with their environmental awareness and contribute to sustainable consumption practices.

Policy Makers: Policy makers are urged to monitor businesses and industries to ensure they operate in environmentally friendly ways. Comprehensive policies can be formulated and implemented to legally protect the environment and encourage businesses to adopt eco-friendly practices.

Future Researchers: Future researchers are encouraged to conduct more comprehensive explorations into eco-friendly products and services across specific industries. Additionally, they should consider gathering perspectives from business or industry employees/supervisors to provide a balanced exploration. Longitudinal studies are recommended to examine the long-term effects of eco-friendly products on customer satisfaction and business performance.

Academe: The academic community should actively promote research on environmental matters and green marketing, allocating resources and infrastructure to scholars interested in these areas. Environmental themes should be integrated into academic programs and community engagement efforts to cultivate environmental literacy and responsible citizenship. Collaboration with businesses, governmental bodies, NGOs, and other stakeholders should be encouraged to address environmental issues and promote sustainability.

Eco-Marketing Business Policies: Businesses should ensure that all products strictly adhere to rigorous eco-friendly standards and convey their eco-friendly attributes transparently to consumers. Utilizing recognized eco-labels and certifications on product packaging, educating consumers about their significance, and continuously refining eco-labeling practices are essential. Engaging consumers emotionally through storytelling and collaborating with environmental organizations or influencers can amplify the brand's eco-message and reach a broader audience of environmentally conscious consumers.

Implications of the study

The study determined that Filipino consumers have high level of acceptance towards environmental messaging, prefer to choose environmentally friendly products, and have environmental knowledge awareness. Moreover, acceptance of environmental messaging significantly impacts Filipino consumers choice for environmentally friendly products. Lastly, environmental knowledge does not moderate the interaction between environmental messaging and consumer choice.

Given this, the study practical implication gives comprehensive insights on the environmental consciousness of Filipino customers which is advantageous for business industry by offering eco-friendly products. Business and entrepreneurs now have basis on what marketing strategies related to eco-friendly products they need to attract more Filipino consumers in choosing their products which gives the satisfaction of contributing to environmental awareness and sustainability.

Moreover, the study theoretical implication gives comprehensive insights as it aligns with the theory of plan behaviors implicating that customers are persuade by eco-friendly messaging they have received such as eco-branding, eco-labeling, and eco-advertising which influence their intention or choice for eco-friendly products. This also align with the concept of elaboration likelihood model suggesting that eco-marketing messaging of business to promote eco-friendly products and services impact the Filipino customers choice.

This study faced limitations such as methodological and time constraint that possibly affects the generalization of research findings. Specifically, the study is limited to quantitative approach and the perspective of customers. Furthermore, the researcher has limited time on conducting the study which has the potential effect on the study. Lastly, the study methodological implication gives comprehensive insights into the methodological approach for future research. The study suggests a moderating approach for future researchers using other potential variables that moderate the effect of acceptance to environmental messaging to consumer choice, as the study proves that environmental knowledge awareness does not play a moderating role between variables.

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