OPEN ACCESS Crossref doi creative commons

INSTABRIGHT

INTERNATIONAL JOURNAL OF EDUCATION AND SOCIAL SCIENCES

RESEARCH ARTICLE

CUSTOMER AWARENESS OF ECO-FRIENDLY HOUSEHOLD PRODUCTS IN BARANGAY WAWA: BASIS OF GREEN MARKETING CAMPAIGN

FHRINZ M. ABALOS
Bachelor of Science in Business Administration
Major in Marketing Management
fhrinzmanalo@gmail.com

Article History
Received: September 30, 2026
Revised: October 17, 2026
Published: October 30, 2026

ABSTRACT

This study explored the benefits of customer awareness of eco-friendly household products in Barangay Wawa: basis for a green marketing campaign. It focused on residents in Brgy. Wawa practices and their perceived impact on personal life.

The participants in this study were four hundred seventeen (417) residents, selected using the Cronbach method to determine sample size. Purposive sampling. The researcher conducted a survey designed to gather significant data regarding the respondents' profile, specifically their age, sex, behavioral control, and buying habits of eco-friendly product. The study assessed resident in Brgy. Wawa in terms of behavioral control, environment, decrease the pollution.

There was no significant difference in the perceived benefits of customer awareness of eco-friendly household products in Barangay Wawa: basis for a green marketing campaign when respondents' profiles were considered.

Keywords: customer awareness, behavioral control, environment, pollution.

INTRODUCTION

Today, one of the most critical challenges in the world today is climate change. Pollution and depletion of the planet's resources have direct and serious impact on the world. These problems have ramifications on every ecosystem and every community around the world. We now understand that even the smallest of units, households, are also critical to alleviating the problems of the planet. The procurement and management practices dyadic households adopt and use may contribute to the problems of the world or may assist in solving these crises. To live and sustain in the planet, eco-friendly household products that are biodegradable, reusable and energy saving should be used. These products are critical to elevating the standard of living of every household and are also critical to the sustenance of the planet.

LITERATURE REVIEW

1. **Eco-Friendly Household Products –** Their characteristics, examples, and environmental benefits.
2. **Customer Awareness –** Customers' knowledge of product ingredients, labels, packaging, and benefits.
3. **Factors Affecting Purchasing Decisions –** Price, availability, product quality, and environmental knowledge.
4. **Green Marketing Campaigns –** Advertising, social media, posters, and community education.
5. **Relationship Between Awareness and Green Marketing –** How marketing can improve product awareness and purchasing decisions.
6. **Related Studies and Research Gap –** Previous local and international studies and what remains to be investigated in Barangay Wawa.

RESEARCH QUESTIONS

1. What are the profile of respondents terms of:
    1.1. Age;
    1.2. Sex
2. What is the level of Customers Awareness of Eco-Friendly Household Products in Terms of:
    2.1. Behavioral Control;
    2.2. Environment: and
    2.3. Pollution?
3. Is there a significant difference on the benefits of consumer awareness of eco-friendly household products when profile is considered?
4. What Green Marketing Campaign may be crafted based on the results of the study?

METHODOLOGY

Quantitative research methods focus on collecting and analyzing numerical data to find patterns, test relationships, and generalize results across larger populations. These methods are deeply rooted in a deductive approach, meaning they start with an existing theory and use statistical data to test specific hypotheses.

FINDINGS

1. Profile of the Respondents

1.1 Age. There were two hundred fourteen (214) or 51.32% percent of the respondents are between the ages of 18-25, one hundred sixty nine(169) or 40.53% percent of respondents are between the ages of 26 and 30, thirty four (34) or 8.15% percent of the respondents are between the ages of 31 years old and above.

1.2 Sex. Two hundred sixty four (264) or 63.31% percent of the respondents were males. One hundred fifty three (153) respondents, or 36.69% percent, are females. This implies that most of the number of respondents were Males.

2. Assessment of the Respondents on the Benefits of Customer Awareness of Eco-Friendly Household Products in Barangay Wawa: Basis for a Green Marketing Campaign

2.1 Behavioral Control. The respondents agreed in assessment of the respondents on level of customer awareness of eco-friendly household products in terms of Behavioral Control with the composite mean of 3.45 (SD=0.041).

2.2 Environment. The respondents agree in assessment of the respondents on level of customer awareness of eco-friendly household products in terms of Environment with the composite mean of 3.46 (SD=0.025).

2.3 Pollution. The respondents agree in assessment of the respondents on level of customer ess of eco-friendly household products in terms of Pollution with the composite mean of 3.43 (SD=0.046).

3. Significant Difference about the Benefits of Customer Awareness of Eco-friendly Household Products When Profile is Considered.

The computed average of p-values for Age (p= 0.417 and Sex (p=0.422) were all greater than 0.05 level of significance. Hence, the null hypothesis was not rejected. Therefore, there was no significant difference in the respondents' assessments towards. Exploring the benefits of customer awareness of eco- friendly household products when profile variables were considered.

4. Customer Awareness of Eco-friendly Household Products Based on the Result of the Study Rationale

The Green Marketing Campaign Enhancement Program (GMCEP) was crafted to

guide, support, and strengthen the customer awareness of eco-friendly household products management practices of Barangay Wawa residents based on the results of the study.

CONCLUSIONS

Based on the findings, here are the conclusions:

1. Majority of the respondents are aged 18 to 25 years old and male indicating a relatively young and economically modest residential population.
2. The respondents agree that customer awareness of eco friendly household products in Barangay Wawa; basis for a green marketing campaign is beneficial in managing behavioral control, environment, and reduce pollution, especially in relation to green marketing and environmental goals.
3. There is no significant difference in the respondents' assessments of the benefits of financial planning when grouped according to age, and sex, as all computed p-values exceeded the 0.05 level of significance.
4. The Green Marketing Campaign Enhancement Program (GMCEP) was crafted and designed by the researcher based on the results of the study to support Barangay Wawa residents in developing effective buying habits and having a good environment for everyone.

RECOMMENDATIONS

Based on the conclusions, here are the recommendations by the researcher:

1. Increase customer awareness through social media, posters, and community campaigns that provide simple information about eco-friendly. Household products.
2. Educate customers about environmental benefits, particularly how these. Products can help reduce waste and pollution.

3. Promote affordable eco-friendly products by highlighting cost-saving benefits and offering discounts or promotional packages.
4. Encourage local businesses in Barangay Wawa to display and promote eco-friendly household products to make them easier for customers to find and purchase.
5. Implement green marketing campaign that uses clear, attractive, and trustworthy messages to encourage customers to choose environmentally friendly household products.

REFERENCES

Ajzen I. (1991). The Theory of Planned Behavior. Journal of Organizational Behavior and Human Decision Processes

Alamsya D. P., Othman N. A. & Indriana (2021), "Consumer awareness towards eco-friendly product through green advertising: Environmentally friendly strategy" IOP Conference Series: Earth and Environmental Science 824 (2021) 012043IOP Publishingdoi:10.1088/1755-1315/824/1/012043

Aruta, J. J. B. R., & Ballada, C. J. A. (2022). The impact of nature relatedness on environmental attitudes weakens among materialistic individuals: Evidence from the Philippines. Asia-Pacific Social Science Review, 22(1), 35–46.

Bautista N. I., Palmiano J. S., Reyes A. R., San Juan Y. M. S. , Etrata A. Jr.(2023), Beauty Goes Green: Determinants of Sustainable Purchasing Behavior Among Gen X and Z Filipino Consumers, (MEC-J) Management and Economics Journal E-ISSN: 2598-9537 P-ISSN: 2599-3402

Bhardwaj, M., Mishra, A., Rivera, K., & Julyanthry. (2023). Consumer Perception towards Eco-Friendly Products: A Quantitative Study. Journal of Innovation in Education Research.

Consumer attention, green attitude, and climate change awareness in green purchase behaviour. (2025). Sustainability.

Dela Luna, G. R. R., Mercado, J. M. A., Yaco, R. E. R., & Manalo, N. B. A. (2025). Factors Affecting Green Product Consumption Behavior in Batangas City, Philippines. Journal of Economics, Business, and Commerce, 2(2), 10-20. Https:// Doi.org/10.69739/jebc.v2i2.684

Dixit P. (2024), "Consumer Attitudes toward Green Marketing and Eco-Friendly Products: An

Analysis of Awareness and Satisfaction in the Rohilkhand Region", African Journal of Biomedical Research, Vol. 27(4s) (November 2024); 4144-4152

Dr. Mamta Shah,Mrs. Asha. (2024). A Study On The Perception Of Consumer Towards Eco-Friendly Household Products. International Journal of Advanced Research and Multidisciplinary Trends (IJARMT), 1(2), 127–139. Retrieved from https://ijarmt.com/index.php/j/article/view/103

Escale PH. (2025). Win Eco-Conscious Customers with Green Marketing That Works.

George, Rohan, et al.(2025) "A Study on Analysing the Customers Perception on Eco-Friendly Products." Shanlax International Journal of Arts, Science and Humanities, vol. 12, no. $1, 2025, pp. 79-82. DOI:https://doi.Org/10.34293/sijash.v12is1-June.9119

Godara, Rahul, Jain A., and Kumar N. 2025. "Consumer Awareness and Perceptions Toward Eco-Friendly Green Products: Evidence from Hanumangarh District, Rajasthan, India". Archives of Current Research International 25 (9):263-68. Https://doi.org/10.9734/acri/2025/v25i91493.

Grier C. L. (2025). What Is Eco Friendly Products Definition?

Himadou, t. Hamati, 1, Fumna, A. & Soul A. M. (2025) (MA ness and Amitudes of Clustermors Towards slainic Banking Prod asts an a Non-Muzium country The Case Study of C puurnal of Economica, Law and Sariety, 223, 25-37. Https://der arg/10.70004/jls.2005.22

Hlaba Z & Shava H. (2025), Consumer Attention, Green Attitude, and Climate Change Awareness in Green Purchase Behaviour: Insights from an Emerging Economy. Https://doi.org/10.3390/su172310859

Indeed Editorial Team (2025). Customer Awareness: Definition, Benefits and How To Improve

Ka, L. S., et al. (2025). What leads households to green consumption behavior. Sustainability.

Keller and Kotler (2025). Consumer Behaviour: Analyzing Customer

Kulkarni S. S. & Behram T. M.(2025) "Shifting Consumer Awareness for Usage of Eco-Friendly Products to Achieve Sustainable Developmental Goals: A Study in Mumbai, India" International Journal for Multidisciplinary Research (IJFMR) Volume 7, Issue 2, March-April 2025

Kuphanga D. (2024), Questionnaires in Research: Their Role, Advantages, and Main Aspects,

Li D. (2025), Impact of green advertisement and environmental knowledge on intention of consumers to buy green products, BMC Psychology (2025) 13:220 https://doi.org/10.1186/s40359-025-02538-x

Lu J. (2025), Research on Consumers' Green Consumption Behavior in the Post-epidemic Era, International Journal of Research and Innovation in Social Science (IJRISS) DOI:https://dx.doi.org/10.47772/IJRISS.2024.815EC0017

Mohajan H. K. (2025), Quantitative Research: A Successful Investigation In Natural and Social Sciences, Journal of Economic Development, Environment and People

Mulyadi T., Nurhayati S., Lestari U. P., Asir M., Launtu A. (2024), A Study On The Effectiveness Of Green Marketing Strategies In Attracting Consumers To Eco-Friendly Products, Journal of Economic, Business and Accounting.

Mwai, Lydia. (2024). The Role of Green Marketing Mix Strategies in Influencing Consumer Purchase Decisions: A Study of Kenyan Consumers of Eco-Friendly Personal Care Products. International Journal of Innovative Science and Research Technology (IJISRT). 304-317. 10.38124/ijisrt/IJISRT24NOV1100.

Myllyvirta L., Thieriot H. And Suarez I. (2020), Estimating the Health & Economic Cost of Air Pollution in the Philippines, Centre for Research on Energy and Clean Air.

Ogiemwonyi O., Alam M. N., Alshareef R., Alsolamy M., Azizan N. A.,Mat N. (2023), Environmental factors affecting green purchase behaviors of the consumers: Mediating role of environmental attitude,Cleaner Environmental Systems, Volume 10,2023,100130,ISSN 2666-7894, Https://doi.org/10.1016/j.cesys.2023.100130 .

Parker L. (2025). The world's plastic pollution crisis, explained.

Poornima, B., & Abishek, A. (2023). Consumer Awareness Towards Eco-Friendly Products in Coimbatore City. IJCRT.

Pulse Asia. (2023). Survey: Over 80% Filipino Consumers Prefer Eco-Friendly Products. Philippine Daily Inquirer.

Preetha, G. (2021). A Study on Consumer Attitude and Behavior towards Purchasing of Green Products. International Journal of Multidisciplinary: Applied Business and Education Research.

Rakshit S. (2025), What is Green Marketing? Definition, Example and How it Works.

Richestph. (2023). Sustainable Consumerism: How Eco-Friendly Trends are Reshaping the Philippine Market.

Senevirathna K. G. And Halwathura D. (2025), Impact of green marketing of eco-friendly products on the green behaviour of a selected group of consumers in Colombo District, Sri Lanka: Evaluating the influence of green products, environmental awareness, and the role of media, Journal of Science of the University of Kelaniya.

Singh M. K. , Kumar R. (2025), Consumer Preferences for Eco-Friendly Products to Support Environmental Sustainability, Applied Ecology and Environmental Sciences. 2025, 13(4), 104-109. DOI: 10.12691/aees-13-4-1

Sukoco A. A. ,Stefia C. M., Haryanto B., Rohwiyati,& Fenitra R. M. (2025), The Influence Of Environmental Awareness, Environmental Attitudes, And Perceptions Of Green

Marketing On Consumer Trust In Environmentally Friendly Products In Modern Retail, Journal Of Management And Entrepreneurship Research. Http://ejournal.unisnu.ac.id/jmer/ Volume 06, Issue 4, p. 328–340 DOI:https://doi.org/10.34001/jmer.2025.12.06.4-78

Sharmaa M., Kumarb P. ,& Laltac S. (2025), Green Consumer Practices: How Does Gender Matters?, BITUMEN ISSN: 0006-3916 2025, Volume 57 Issue: 4

Stern, P. C. (2000). Toward a coherent theory of environmentally significant behavior. Journal of Social Issues, 56(3), 407–424. Https://doi.org/10.1111/0022-4537.00175

Tripathi M. & Pawar P. (2025), Green Advertising: The Rise of Eco-Friendly Campaigns Investigating the Role of Sustainable Marketing Strategies in Beauty Brand Image, Journal of Public Relations and Advertising.

Vistharakula, U. R., and V. Kaushik. 2021. "Influence of Gender and Age with Consumers' Green Behavior." Current Journal of Applied Science and Technology 40 (12): 95–100. Https://doi.org/10.9734/CJAST/2021/v40i1231384

Wulandari A. A., Suprapti, N. W., Setiawan, P., & Suparna, G. (2025). Integrating local wisdom and environmental awareness to promote organic farming intentions in Bali: An extension of the theory of planned behavior. International Journal of Innovative Research and Scientific Studies.

Xiaoyu Zhao, Lidong Fan, Yuan Xu (2025), "An investigation of determinants of green consumption behavior: anâ extended theory of planned behavior, Innovation and Green Development," Volume 4, Issue 1,2025, 100198, ISSN 2949-7531, https://doi.org/10.1016/j.igd.2024.100198 .

Zeynalova Z. & Namazova N. (2022), Revealing Consumer Behavior toward Green Consumption: MDPI 2022, 14(10), 5806; https://doi.org/10.3390/su14105806