

Unraveling Sustainable Consumption Patterns: Insights From The Filipino Consumer Landscape

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Abstract

In this study aimed at unraveling the nuanced attitudes of Filipino consumers towards sustainable consumption, we reached out to a diverse group of 452 individuals. Utilizing the Partial Least Squares Path Modeling (PLS-PM), we assessed the interrelationship among Perceived Behavioral Control toward Sustainable Behavior (PBCSB), Subjective Norms toward Sustainable Behavior (SNOSB), Attitude toward Sustainable Behavior (ATSB), Personal Involvement (PI), and Sustainable Consumption Behavior (SCB). The resultant data painted a largely optimistic picture: participants expressed a noteworthy approval of sustainable practices, averaging a rating of 5.14 out of 7. A significant observation was their affinity towards businesses that champion environmental values and their keenness to endorse sustainable products. Interestingly, the sway of peers and an individual's own belief in their ability were pivotal in shaping these eco-friendly purchase intentions. While this research offers a richer understanding of the Filipino consumer mindset, it's imperative to acknowledge its limitations, such as potential sampling biases and certain unexplored factors. Yet, these findings remain instrumental for businesses seeking to sync with Filipino consumers' evolving sustainable consumption patterns.

Keywords: Sustainable consumption, Filipino consumers, Purchase intentions, Attitude toward sustainable behavior, Subjective norms toward sustainable behavior (SNOSB)

Introduction

In recent evaluations, enterprises have prioritized outperforming rivals and broadening their customer base to maximize profits. Initially, the central focus of businesses was profit and competitive edge. However,

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it wasn't until the late 1800s that government bodies, businesses, and stakeholders began acknowledging the unfavorable ecological and societal consequences of economic and industrial operations. These newfound insights were prompted by a sequence of economic crises and social predicaments, which heightened awareness about sustainability across diverse sectors.

The stance of consumers holds a pivotal position in the domain of sustainable development, a facet that has been increasingly incorporated in recent times. Attitude, defined as "an internal state of readiness for action" (Cacioppo, Petty, & Crites, 1994), represents an individual's predisposition to react favorably or unfavorably in a given circumstance. According to Eagly and Chaiken (2007), attitude encompasses three constituents - affective, cognitive, and behavioral. The affective aspect relates to the emotions linked with an object, leading to a positive or negative attitude. The cognitive aspect pertains to an individual's beliefs, attributes, thoughts, and ideas associated with sustainability (Abun et al., 2019). On the other hand, the behavioral aspect encompasses the actions and responses individuals exhibit toward sustainability (Eagly & Chaiken, 2007).

Numerous investigations have probed how consumer attitude toward sustainability correlates with their intention to purchase sustainable goods. Research indicates that consumers possessing awareness about sustainable practices of businesses are more disposed to support them (Dickinson, 2000). Conversely, those well-informed about unsustainable resource usage are more likely to favor sustainably produced products (Peterson et al., 2012). These findings underscore the significance of consumer attitude in influencing their backing for sustainable enterprises and preference for ecologically responsible items.

The role of peer influence, as a variable in this study, is crucial in understanding its impact on the intention to purchase sustainable items and subsequent sustainable consumption. Peer influence denotes the authority and persuasion exerted by one's friends, colleagues, and acquaintances over their beliefs, attitudes, and behaviors. Research indicates that individuals are frequently swayed by the buying choices and endorsements of their peers, seeking social endorsement and conformity (Sanchez & Tanpoco, 2023). Within the realm of sustainable consumption, peer influence can mold an individual's perceptions, motivations, and intentions to adopt sustainable behaviors. Observing peers adopting sustainable practices and displaying positive attitudes toward eco-friendly products can motivate individuals to follow suit. Hence, exploring the sway of peer

influence on purchase intention and sustainable consumption offers valuable insights into the social dynamics and mechanisms propelling eco-conscious consumer behavior.

The concept of self-efficacy is a significant factor in this study, aiming to assess its impact on the intention to purchase sustainable products and subsequent ecologically conscious consumption behaviors. Self-efficacy refers to an individual's belief in their capability to effectively perform a specific action or task (Al Mulhem et al., 2023). Within the context of sustainable consumption, self-efficacy embodies an individual's confidence in making environmentally responsible choices and participating in sustainable behaviors. Those with high levels of self-efficacy in sustainable consumption are more prone to believe that their actions can positively impact the environment and society. This belief in their efficacy influences purchase intentions by shaping their motivation and confidence when selecting sustainable goods. Moreover, self-efficacy directly influences eco-conscious consumption behaviors, as those with greater self-efficacy are more likely to actively engage in sustainable practices in their daily lives. Exploring the influence of self-efficacy on purchase intention and sustainable consumption provides insightful perspectives into the personal factors and psychological mechanisms driving the adoption of eco-friendly behaviors.

With an increasing number of consumers recognizing the harmful environmental effects of business operations, companies are compelled to make substantial shifts and innovations to act in a more sustainable manner both internally and externally. This entails judicious utilization of natural resources, considering the welfare of future generations while fulfilling present material demands. In this context, many enterprises embrace the triple bottom line framework, which emphasizes economic, environmental, and social considerations as the pillars of sustainability (Purvis et al., 2019). These pillars underscore the importance of reducing environmental footprints, promoting sustainable employment and supply chains, and maintaining long-term profitability for sustainability.

Concurrently, a noticeable surge in eco-conscious consumers has been observed (Kim et al., 2013). This upswing can be attributed to heightened consumer awareness of environmental, economic, and social challenges (Chen & Chang, 2013). According to Källström & Brandin (2021), eco-conscious individuals make informed choices that benefit themselves while also considering the well-being of future generations (Källström & Brandin, 2021). Furthermore, consumers well-versed in sustainability are inclined to support businesses aligned with these principles (Dickinson, 2000).

Purchase intention refers to the inclination to acquire a product or service (Amoroso et al., 2016). In this context, it pertains to the desire to purchase goods from sustainable enterprises. External factors influence purchase intentions by shaping consumer preferences for specific items. Understanding consumer purchase intentions is pivotal for predicting potential future purchases. As mentioned earlier, consumer attitudes toward sustainable business practices significantly impact purchase intentions. Multiple studies have shown that positive attitudes toward purchasing sustainable products correlate with an overall increase in purchase intention (Chen, 2007; Nam et al., 2017).

Over the past years, as the detrimental environmental, economic, and social impacts of business activities have become difficult to conceal from the consuming public, companies are strongly encouraged to adopt more sustainable practices in their daily operations. This strategic shift is prompted by the realization that integrating sustainable practices can attract consumers and enhance their intention to purchase. In alignment with this, the study aims to explore sustainable consumption behavior among Filipino consumers, utilizing the theory of planned behavior as a framework. The study seeks to address the following research inquiries:

1. To what degree do consumers' attitudes toward sustainable enterprises influence their intention to purchase sustainable products?
2. How significantly does peer influence impact consumers' intention to purchase sustainable products?
3. How much does self-efficacy influence consumers' decision to purchase sustainable products?
4. Does the intention to purchase sustainable products translate into actual sustainable consumption?
5. To what extent do attitudes toward sustainable enterprises, peer influence, and self-efficacy influence sustainable consumption?

Review of Literature and Hypothesis Development

This research narrows its focus on the nexus between Attitude towards Sustainability and the Purchase Intentions of Eco-Conscious consumers. These consumers, as described by Källström & Brandin (2021) and Kim et al. (2020), are mindful shoppers, keen on endorsing businesses that prioritize long-term environmental and societal gains. The business landscape has witnessed a surge in sustainability efforts, attributed to escalating environmental consciousness. Elkington's (1997) conceptualization of "sustainability" and "sustainable development" has gained traction over the years, emphasizing the threefold pillars: Economic, Social, and Environmental Sustainability.

Achieving this "Triple Bottom Line" requires holistic strategies to cater to present needs without sidelining future generations.

Consumer attitudes towards sustainability have evolved. The term 'attitude', although contextually fluid, largely refers to a predisposition to act, and it demarcates three defining facets of attitude: its grounding in past experiences, its propensity to lead to action, and its binary nature of favorability (Thompson, 2015). To dissect 'attitude', Eagly and Chaiken's (1993) Multi-component Model, encompassing cognitive, affective, and behavioral components, could be applied. Notably, a consumer's tilt towards sustainable businesses seems bolstered by communal and ecological gains, rather than mere personal benefits (Jung et al., 2020).

Furthermore, one's attitude, societal norms, and perceived challenges influence intentions. Defined as the psychological commitment to act, Purchase Intention specifically gauges the inclination to buy, often swayed by external determinants (Amoroso et al., 2016). Ajzen's (1991) Theory of Planned Behavior, suggesting three pillars - Attitude, Subjective Norm, and Perceived Behavioral Control - offers a framework for anticipating consumer intent.

Amidst escalating environmental challenges, consumer behavior plays a pivotal role in championing sustainability. As consumer buying tendencies are shaped by myriad factors, studies like that of Thompson (2015) spotlight sustainability's positive imprint on organizational value. Consequently, terminologies like Green Purchase Intention, Consumer Social Responsibility, and Ethical Consumption have flourished in the business vernacular (Zollo et al., 2018).

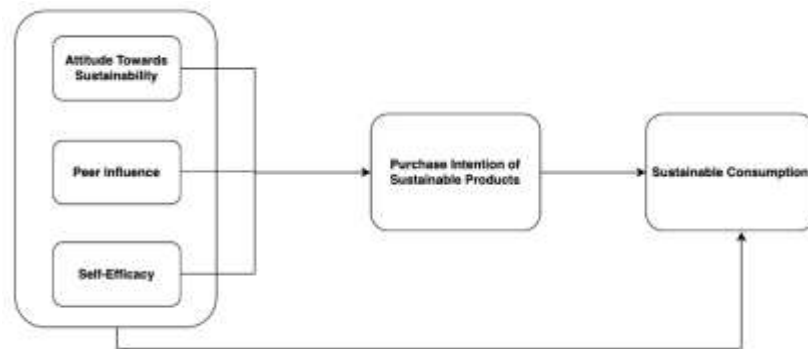
The Theory of Planned Behavior (TPB) proposed by Ajzen in 1991 offers a comprehensive framework comprising three fundamental elements: attitude, subjective norm (peer influence), and perceived behavioral control (self-efficacy). This well-established framework is suitable for this study, which seeks to explore how these key components influence consumers' intentions to purchase sustainable products and how these intentions translate into actual sustainable consumption.

The Triple Bottom Line (TBL), as introduced by Elkington in 1997, underscores the economic, social, and environmental aspects of sustainable performance. It serves as a holistic measure of an organization's success that goes beyond financial considerations. By fulfilling responsibilities to various stakeholders, the TBL framework enables organizations to evaluate their sustainability performance, and its adaptability allows tailoring to specific requirements.

The multi-component model of attitude, devised by Eagly and Chaiken in 1993, has been widely employed in studies and aligns well with the theoretical framework of this research. This model highlights that attitudes comprise affect, cognition, and past behavior in assessing an object of interest. The present study employs this model to investigate how consumers' attitudes toward sustainable businesses and self-efficacy influence their purchase intentions and subsequent sustainable consumption behavior.

The proposed conceptual framework posits that attitudes, peer influence, and self-efficacy regarding sustainable products play a significant role in shaping purchase intentions, ultimately impacting sustainable consumption behavior. Refer to Figure 1 for a visual representation of this conceptual framework.

Figure 1 *Conceptual Framework of the Study*



The adoption of sustainable consumption practices among consumers has observed a marked rise. Sustainable consumption entails conscientious utilization of goods and services to maximize utility while minimizing waste generation during and after consumption. Since the Oslo Symposium's definition of sustainable consumption in 1994, the TPB has served as a foundational construct in numerous studies. Developed by Ajzen in 1991, the TPB is widely recognized as a theoretical framework for predicting individuals' intentions and behaviors, including pro-environmental behaviors, and gaining insights into environmental knowledge and concern.

Consumers tend to be more inclined to engage in a particular behavior when they hold a positive attitude towards it, perceive peer acceptance, and believe they have the means to afford it (Dorce et al., 2021). However, the impact of peer influence on purchase intentions has yielded inconsistent findings across various studies. While some research suggests that peer influence affects purchase intention

(Chekima and Chekima, 2019), others indicate that it has no influence at all (Asif et al., 2018; Bai et al., 2019).

Prior research has generated mixed results concerning the effects of attitude, peer influence, and self-efficacy on purchase intentions. These inconsistencies might stem from variations in the behaviors studied, the selected study population, and the timing of the research (Dorce et al., 2021). While attitude exerts the strongest influence on purchase intentions compared to peer influence and self-efficacy, the TPB also suggests that self-efficacy significantly influences behavioral change (Johe & Bullar, 2016). Furthermore, past studies reveal that self-efficacy directly impacts both purchase intention and behavior since a consumer's sense of control influences their willingness to invest effort or continue an action (Armitage & Conner, 2001; White Baker et al., 2007).

The study formulated and tested the following hypotheses:

1. A consumer's attitude toward sustainability affects their intentions to purchase sustainable products.
2. Peer influence regarding sustainable businesses significantly influences consumers' intentions to purchase sustainable products.
3. A consumer's self-efficacy significantly affects their intentions to purchase sustainable products.
4. The intention to purchase sustainable products leads to sustainable consumption behavior.
5. The collective influence of attitude toward sustainability, peer influence, and self-efficacy impacts purchase intentions of sustainable products.
6. Attitude toward sustainability, peer influence, and self-efficacy collectively influence sustainable consumption.

These hypotheses were empirically examined to establish the relationships and effects of attitude, peer influence, self-efficacy, and purchase intentions on consumers' sustainable consumption behaviors. The study aimed to offer insights into the interplay of these factors in influencing sustainable consumption through the medium of purchase intentions for sustainable products.

Materials and Methods

The study adopted a descriptive-causal research design as outlined by Kabir (2016). The primary focus of the study was to dissect how sustainable consumption patterns are shaped by the intention to purchase sustainable products, a factor itself influenced by various components including attitude, peer influence, and self-efficacy.

Conducted within the context of the Philippines, the study employed convenience sampling due to practical considerations such as budget and time constraints. The sample size comprised four hundred fifty-two (452) Filipino respondents who willingly provided informed consent and actively engaged in the research endeavor.

For data collection, an online survey questionnaire was meticulously crafted using Google Forms. The questionnaire was designed utilizing a 7-point Likert scale and encompassed the five pivotal variables of the study. To ensure the questionnaire's robustness, the survey questions were adapted from prior research endeavors. Specifically, the work of Thompson (2015) was used to measure attitudes toward sustainable businesses and self-efficacy, while the scale of Kim et al. (2013) was used to quantify peer influence. Additionally, the work of Chen and Chang (2012) as cited in Saeed et al. (2019) was used as a scale for purchase intention, and the study by Quoquab et al. (2019) was used to measure sustainable consumption behavior. To bolster the reliability of the survey results, a pilot test with 34 respondents was conducted. All scales reported a Cronbach's alpha of at least 0.7, deeming each of the scales and the whole questionnaire reliable.

Results

The initial stage of the investigation concentrated on obtaining a comprehensive comprehension of the demographic attributes of the sample and the dissemination of key variables under scrutiny. In this section, an overview is provided concerning the accumulated demographic data, while further details are given regarding descriptive findings pertaining to primary latent variables examined in the study.

In relation to sample demographics, a varied group consisting of 452 participants responded to the survey. The age range among participants spanned from 18 to 65 years old, with an average age recorded at 32.6 years ($SD = 8.4$). Gender distribution exhibited relative balance, as females accounted for 58.2% and males accounted for 41.8%. This diverse composition accurately reflects the broad array of individuals actively involved in this research endeavor.

In terms of the key variables, the paper measured several latent constructs that play a crucial role in understanding sustainable behavior adoption. These included Perceived Behavioral Control toward Sustainable Behavior (PBCSB), Sustainable Norms and Subjective Norms toward Sustainable Behavior (SNOSB), Attitude

toward Sustainable Behavior (ATSB), Personal Involvement (PI), and Sustainable Consumption Behavior (SCB).

First, Perceived Behavioral Control toward Sustainable Behavior (PBCSB) assessed participants' perceived ability to engage in sustainable consumption behaviors. The responses yielded a mean score of 4.83 (SD = 1.25), which indicates a moderate level of perceived control over adopting sustainable behaviors. Second, Subjective Norms toward Sustainable Behavior (SNOSB) delved into participants' perceptions of societal and subjective norms related to sustainable consumption behavior. The mean score for SNOSB was 5.15 (SD = 1.01), which reflects positively subjective norms associated with sustainability. Third, Attitude toward Sustainable Behavior (ATSB) referred to participants' overall attitude toward engaging in sustainable consumption behaviors. With a mean score of 5.77 (SD = 0.94), participants demonstrated a predominantly favorable attitude toward sustainable consumption behaviors. Fourth, Personal Involvement (PI): assessed the extent to which individuals personally engaged in sustainable behaviors. The mean score for PI was 5.25 (SD = 1.15), indicating a moderate level of personal engagement in sustainability-related activities. Finally, Sustainable Consumption Behavior (SCB) measured participants' adoption of sustainable consumption practices. The mean score for SCB was 5.14 (SD = 1.37), suggesting a moderate level of engagement in sustainable consumption behaviors.

The findings of the study reveal insights into consumers' perceptions and behaviors toward sustainable consumption. Respondents exhibited a robust and positive outlook on businesses that prioritize environmental impact and stakeholder welfare. However, a slight reluctance was observed towards businesses that promote superfluous products. Notably, the influence of influential individuals had only a marginal impact on the decision to purchase sustainable products. Respondents conveyed a heightened sense of perceived control concerning environmental and social considerations. While price, brand, and company reputation had a marginal impact on their behavior towards sustainable businesses, the sustainability of products and the satisfaction derived from their purchase significantly influenced purchase intentions.

These descriptive findings provide valuable insights into the sample's characteristics and initial perspectives on sustainability-related constructs. The moderate to favorable mean scores indicate that the participants generally hold positive attitudes and perceptions toward sustainable behaviors. However, the standard deviations

accompanying these means also underscore the diversity of perspectives within the sample.

On the other hand, the analytical approach employed path analysis, which enabled the investigation of relationships among variables by estimating causal connections between two or more factors. This approach is particularly advantageous in gauging both the strength and direction of these relationships, thereby shedding light on the effects of attitudes, peer influence, and self-efficacy on consumers' purchase intentions and subsequent adoption of sustainable consumption behavior.

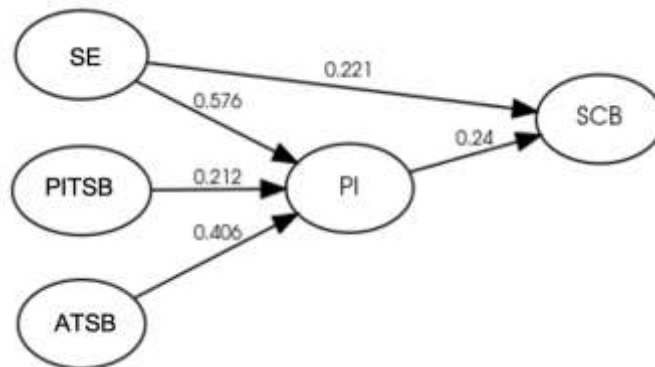
The outcomes of the Partial Least Squares Path Modeling (PLS-PM) analysis, presented in Table 2 and Figure 2, are noteworthy and offer crucial insights. The bootstrapped outcomes underscore the significance of each variable, substantiating their relevance within the model. Moreover, the R²-values underscore the robustness and precision of the relationships among these variables.

Table 2 *Bootstrap Results for the Inner Model Regression Paths.*

Path	Original B	<i>M</i>	<i>SE</i>	95.00% CI
PITSB → PI	0.21	0.21	0.05	[0.11, 0.31]
SE → PI	0.58	0.58	0.05	[0.46, 0.67]
ATSB → PI	0.41	0.41	0.05	[0.31, 0.50]
SE → SCB	0.22	0.22	0.05	[0.12, 0.31]
PI → SCB	0.24	0.24	0.05	[0.14, 0.34]
<i>Note.</i> Estimates based on 500 samples.				

In terms of specific relationships, all independent variables, except attitude, emerged as significant predictors of purchase intention (PI). The latent variables—attitude toward sustainable behavior (ATSB), peer influence toward sustainable behavior (PITSB), and self-efficacy (SE)—exhibited positive relationships with PI. A one-unit increase in these latent variables corresponded to an expected increase in the value of PI by 0.41 units, 0.21 units, and 0.58 units, respectively.

Figure 2 *Inner node diagram for the PLS-PM model*



The robustness of the model was further validated by the R²-values presented in Table 3, which signify the proportion of variance attributed to the endogenous variables. These values, being substantial, affirm the appropriateness and reliability of the model, bolstering the validity of the relationships among the latent variables.

Table 3 Model Summary.

Construct	Type	R ²	AVE
SE	Exogenous	--	0.49
SCB	Endogenous	0.52	0.79
PITSB	Exogenous	--	0.84
ATSB	Exogenous	--	0.37
PI	Endogenous	0.45	0.53

The study rigorously tested six hypotheses exploring the impact of attitude, peer influence, and self-efficacy on purchase intentions and sustainable consumption behavior among Filipino consumers. Adhering to the recommended significance level of 95% (alpha value of .05), where a p-value below .05 is deemed statistically significant (Marshall & Jonker, 2011), the decisions regarding the hypotheses are summarized in Table 4 based on these criteria.

Table 4 Summary of Decisions Made

Hypothesis	P-value	Decision
H1: A consumer's attitude towards sustainability impacts his purchase intentions of sustainable goods.	.396	Not Supported
H2: Peer influence on sustainable businesses have a significant impact on consumers' purchase intentions of sustainable goods.	.002	Supported
H3: A consumer's self-efficacy significantly impacts his/her purchase intentions of sustainable goods.	< .001	Supported
H4: The intention to purchase sustainable goods lead to sustainable consumption behavior.	< 0.001	Supported

H5: Attitude towards sustainability, peer influence, and self-efficacy, collectively, impacts purchase intentions of sustainable goods.	< 0.05	Partially Supported
H6: Attitude towards sustainability, peer influence, and self-efficacy, impact sustainable consumption.	< 0.05	Supported

Discussion

The Path Analysis from this study offered some interesting discoveries. Almost all relationships between the variables showed significant relationships, with a single exception: the link between Purchase Intention (PI) and Attitude Towards Sustainable Businesses (ATSB). There wasn't a significant relationship between them. However, the data highlighted that Filipinos are more likely to choose sustainable products if their family or friends influence them. Also, if a person is in control of their liking for sustainable businesses, they're more inclined to buy those products. Even though a direct connection between attitude and buying intent wasn't evident, the Filipino attitude towards sustainable businesses affects their green consumption. This especially holds true in areas concerning their quality of life, environmental concern, and planning for the future.

Moreover, Filipinos' tendency to support sustainable brands significantly impacts their green buying habits, as seen in their daily choices. Earlier studies also supported this, highlighting the vital role of positive mindsets, peer influence, and strong belief in one's ability to green consumption behaviors (Matharu, 2020). The lack of a clear link between ATSB and PI doesn't undermine the former's role in Sustainable Consumption Behavior (SCB).

Impressively, the results showed high R^2 values for the internal variables, which supports the model's accuracy. The high values in the Average Variance Extracted (AVE) for each variable also indicate that they represent a good chunk of the variances in their respective areas. The bootstrapping analysis further stamped the significant positive relationships among these hidden variables. Specifically, both Peer Influence and Belief in One's Ability toward Sustainable Businesses stood out as key factors influencing Purchase Intention. Moreover, both Belief in One's Ability (SE) and PI came forward as significant indicators of SCB.

An essential takeaway was the indirect relationship between independent factors (attitudes, peer influence, and self-belief) and green consumption, influenced by the intent to buy green products. These factors directly impact buying intent, which is directly connected

to green consumption habits. This echoes earlier studies, highlighting the positive impact of good attitudes, influential peer groups, and a strong self-belief on purchase intentions and behaviors towards green products (Scalo et al., 2017; Matharu, 2020). An example can be seen in a study during China's Double-11 shopping festivals where Chinese consumers' green buying intentions were heavily shaped by their attitudes, peer influence, and self-belief (Yang et al., 2018).

Also, this study unveiled the indirect, yet pivotal, role of self-belief compared to its direct influence on green consumption. Like other independent factors, this study showed that self-belief directly impacts purchase intent, which then impacts green consumption. This is in harmony with Paul et al. (2016), suggesting that consumers with a high belief in their green purchasing ability are more likely to buy and consume sustainably. Recent research has further stressed that this self-belief powerfully shapes consumer behavior, both directly and indirectly, influencing both buying intent and actual actions (Johe & Bullar, 2016; Armitage & Conner, 2001).

Conclusions

In today's increasingly environment-conscious world, it becomes crucial for businesses to understand how they align with consumers' perceptions and actions toward sustainable practices. This research offers insights into the mindset of Filipino consumers, shedding light on the nuanced dynamics of their attitudes and behaviors relating to sustainable consumption and to supporting sustainable businesses.

The Filipino consumer landscape reveals a clear inclination towards businesses that prioritize environmental concerns and the well-being of all stakeholders involved. Companies emphasizing eco-friendliness are regarded with admiration, as are individuals who excel in such business landscapes. These preferences illustrate a collective societal value system that respects the balance between commerce and care for the environment.

However, there's a perceptible skepticism towards companies that appear to promote superfluous products, suggesting a potential mistrust or weariness of greenwashing tactics where companies pretend to be more environmentally friendly than they are. Interestingly, the role of prominent personalities or celebrities in influencing green product purchases was found to be minimal, hinting at a mature consumer base that looks beyond superficial endorsements.

Notably, aspects that typically drive consumer decisions in many global markets – such as cost, brand prestige, and the overall company image – were not the primary determinants for Filipino consumers in their interactions with sustainable businesses. Their choices leaned heavily towards the inherent eco-friendly nature of products and the emotional satisfaction derived from such purchases. This shift towards intrinsic product value underscores the idea that Filipino consumers prioritize the genuine impact of their buying decisions over traditional commercial influences.

The data paints a poignant picture of Filipino consumers who harbor deep concerns about securing a sustainable future for subsequent generations. This societal outlook, combined with their pronounced affinity for nature, drives their motivation to evolve consumption patterns. They aim for habits that are not only environmentally benign but also pave the way for a harmonious coexistence with nature for years to come.

Utilizing the Partial Least Squares Path Modeling (PLS-PM), the study discerned pivotal relationships among the variables in question. The strength of connections between independent factors – namely attitudes towards green behavior, the influence of peers on such behavior, and individual confidence in executing green choices – and the propensity to purchase green products cannot be understated. These interrelationships underscore the intricate web where attitudes, societal feedback, and self-belief coalesce, molding Filipino consumers' desires for a more sustainable consumption behavior.

Further, the research accentuated how the combination of a person's innate desire to make eco-friendly purchases and their conviction in their choices plays a paramount role in actual buying behavior. This emphasizes the profound effect of individual intentionality and perceived autonomy in directing sustainable purchasing trends.

Delving deep into the heart of Filipino consumer behaviors, this study enriches our comprehension of their relationship with sustainable businesses. For businesses seeking to align with Filipino market dynamics, it becomes imperative to resonate with their core values and aspirations toward sustainability. By highlighting the intrinsic virtues of eco-friendly products and fostering a sense of empowerment in consumers regarding their sustainable decisions, businesses can forge a lasting and meaningful relationship with the Filipino consumer base. Through these insights, we can tailor future business strategies, ensuring they are not only profitable but also

sustainable and in line with the values of the very consumers they aim to serve.

Limitations

This study offers insights into consumer perspectives and actions toward sustainability. Yet, it's essential to acknowledge some limitations. The methodology we used doesn't definitively link causes and effects, and since participants provided their data, there's potential for bias. While our focus was on the Philippines, expanding this to other regions might offer more comprehensive insights. Using online surveys might mean we didn't capture the full range of opinions. Also, the scales we adapted may not encompass the full depth of participants' feelings and actions. Though our path analysis gives intriguing observations, it can't confirm direct causality. Addressing these areas in subsequent research can refine our comprehension of attitudes and behaviors related to sustainable consumption.

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