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Effect of Environmental Awareness and the Factors Influencing Millennials' Purchase Intention of Sustainable Electronic Products in Metro Manila

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ABSTRACT: In recent years, severe economic expansion and overconsumption have deteriorated the environment. The study aimed to determine the effect of environmental awareness and identify the factors influencing the Millennials' purchase intention. The research seeks to address existing gaps by utilizing the Theory of Planned Behavior and the Theory of Consumption Values as its theoretical framework. This study incorporates additional variables, including environmental awareness, habits, and low awareness of sustainable electronic products to comprehensively understand the subject matter. The study utilized the causal research design and the purposive sampling method to select 449 Millennials aged 27-42 from Manila, Quezon City, Pasay, and Muntinlupa. Quantitative data were analyzed using Structural Equation Modeling (SEM). The study confirms the significant effect of environmental awareness on Attitudes, Subjective Norms, Perceived Behavioral Control, and Purchase Intention.

Furthermore, conditional and epistemic values were also considered a motivation for shaping purchase intention. The results show that Millennials understand the environmental issues and recognize the need for proactive efforts to support sustainable initiatives. Consumers generally exhibit positive attitudes and intentions regarding sustainable products. Therefore, businesses, manufacturers, policymakers, and marketers must increase their efforts to promote awareness of the consumption of sustainable electronic products. This can be achieved through advertising and effective marketing strategies such as offering discounts, cash-back schemes, and highlighting the benefits of the products that will motivate the consumers to consider adopting this product into their lifestyle.

KEYWORDS: Environmental Awareness, Consumption Behavior, Consumption Values, Purchase Intention, Sustainable Products

I. INTRODUCTION

In recent years, the environment has been severely affected by issues caused by global economic expansion, such as air pollution, excessive use of natural resources, and electronic waste, which threatens the safety of the environment (Afrifa et al., 2020; Wang et al., 2019). Over the next ten years, one of the most significant global barriers and challenges will be climate change and the harmful effects of failing to alleviate the situation (Global Risk Report, 2023). In response to the undesirable consequences caused by human behavior, numerous nations have implemented policies prioritizing sustainability as a key component of their social responsibility to protect and safeguard the environment (Mehdikhani & Valmohammadi, 2021; Panda et al., 2020; Sharma & Foropan 2019).

Sustainable consumption encompasses the initiative to minimize adverse and negative impacts by promoting sustainable behavior as part of Sustainable Development Goal 12, also known as "responsible consumption and production," and Sustainable Development Goal 13, also known as "Climate Change" (United Nations, 2015). As a result of these regulations, various organizations, businesses, and the government were urged to take action to counteract climate change and other harmful impacts that it may bring to the environment. These goals were created to develop durable, reusable, repairable, and energy-efficient products, enabling people everywhere to establish a path toward achieving their objectives in the foreseeable future (European Commission, 2020). Therefore, as consumer awareness of the potential negative impacts of their consumption patterns has increased, their attitudes towards environmental issues have undergone a significant transformation (Buerke et al., 2017). Consumers are now more motivated to take proactive steps to mitigate the effects of their actions on the environment

(Basha & Lal, 2019; Hofenk et al.,2019). Consumers were more drawn to take additional measures to be more environmentally aware when companies embraced green marketing strategies (Hasan et al., 2019; Kumar & Polonsky, 2017). Consequently, the relentless pursuit of the latest electronic devices, driven by a desire to keep up with societal trends and maintain social status, has become a defining characteristic of consumers (Frank & Brock, 2018).

Sustainable products have become a growing focus for both consumers and the business community, with a range of product attributes that promote environmental and social responsibility (Costa et al., 2021). Consumers increasingly consider these attributes when making purchase decisions, driven by an increased awareness of sustainability issues and a desire to make more ethical consumption choices (Huang & Ge, 2019). A systematic review of the existing literature reveals that consumer perceptions of sustainable products were influenced by various factors, including the products' sustainability labels, narratives, and physical attributes (Camilleri et al., 2023).

However, a significant research gap exists between this expressed intention and the actual purchasing behavior, a phenomenon known as the "attitude-behavior gap." The mismatch has been the subject of extensive research in sustainable consumption across different countries (Waris et al., 2021; Zhang et al., 2022).

The current study aimed to determine the effect of environmental awareness and the factors influencing the intention to purchase sustainable products. It sought to address the existing gap by integrating two theories: The Theory of Planned Behavior (TPB) and The Theory of Consumption Values (TCV). While these theories are typically applied separately, this research offers an amalgamation of the model to uncover new insights within the Philippine context. The integrated model, which includes additional variables, examines how psychological beliefs and consumption values affect the overall purchase intention of the respondents. Moreover, the study's findings are intended to encourage the business community to enhance their practices, aiming to achieve profit and drive economic growth while considering the environmental impacts of their actions. The emphasis on sustainability is designed to benefit both stakeholders and the country.

II. LITERATURE AND HYPOTHESIS

A. THEORY OF PLANNED BEHAVIOR

The Theory of Planned Behavior (TPB) is the predominant theoretical framework researchers utilize to investigate the psychological beliefs and behaviors influencing an individual's intention to engage in specific actions (Ajzen, 1991, as cited in Xu et al., 2018). Although related literature concerning green purchasing behavior within Southeast Asian countries remains in its early stages, the present research aims to contribute to the existing knowledge by enlightening the factors affecting the purchase intentions of sustainable products in the context of the Philippines.

Previous studies underscore the critical role of the TPB model in explaining sustainable consumption behaviors. Moreover, numerous researchers have indicated that integrating additional variables into the standard TPB constructs can yield valuable insights regarding sustainable behavior. Including psychological determinants has notably enhanced the model's predictive capabilities (Dorce et al., 2021). For instance, adding factors such as country of origin and price (Hsu et al., 2017) and ecologically conscious buying behavior (Heo & Muralidharan, 2019) has proven useful. In the context of the current study, Environmental Awareness and Consumption Values have been incorporated to develop a conceptual framework that will facilitate the achievement of the study's objectives.

1. ENVIRONMENTAL AWARENESS

Environmental awareness is generally understood as an individual's consciousness regarding ecological issues and their informed understanding of these significant challenges (Chen et al., 2022). Evaluating consumer behavior is essential to determine how individuals maintain awareness, favorable attitudes, and intentions to support environmentally friendly products. This evaluation is critical for fostering a shared responsibility for the long-term sustainability of our society (Xu et al., 2022). In view of the abovementioned information, the following hypotheses were proposed:

H1: Environmental awareness significantly influences the purchase intention of Millennials

H2a: Environmental Awareness significantly influences the Attitude of the Millennials

H2b: Environmental Awareness significantly influences the Subjective Norms of the Millennials

H2c: Environmental Awareness significantly influences the Perceived Behavioral Control of the Millennials

2. ATTITUDE

The concept of "attitude" refers to an individual's evaluation of their purchasing behavior, whether positive or negative (Ajzen, 1991; Mathur et al., 2021). The interplay between attitude and behavior has long been a significant scope of investigation within social psychology, particularly about understanding intentions related to green purchasing (Sodhi & Singh,

2017). The decision to purchase sustainable electronic products instead of conventional alternatives may align with efforts to mitigate environmental issues, such as minimizing carbon emissions and lowering energy consumption. Prior literature has confirmed that attitude serves as a substantial predictor of sustainable consumption behavior (Amalia et al., 2020; Kaushal et al., 2021).

3. SUBJECTIVE NORMS

The perception that a majority of individuals either approve or reject a particular behavior is influenced by the awareness of social expectations that dictate the participation or avoidance of that behavior, thereby impacting one's intentions (Ajzen, 1991; Basha & Lal, 2019; Boomsma et al., 2019). When individuals acknowledge the significance of sustainable initiatives among their peers, it typically results in a favorable attitude toward purchasing green products, subsequently stimulating the urge to acquire such items (Wan et al., 2017). The literature underscores a robust relationship between subjective norms and purchasing intentions related to green products (Abeysekera et al., 2022; Amalia et al., 2020).

4. PERCEIVED BEHAVIORAL CONTROL

This refers to the individual's perception of the ease or difficulty associated with performing specific tasks, which is shaped by their beliefs and perceptions. This perception reflects how individuals assess the ease or difficulty of executing particular tasks or behaviors (Ajzen, 1991). Such perceptions can compel proactive measures to obtain details and resources that support initiatives for sustainable purchasing. For instance, consumers may aspire to identify businesses that provide or sell sustainable products, including retailers that indicate a commitment to environmental practices or collaborate with relevant environmental communities (Sun et al., 2019). In view of the abovementioned information, the following hypotheses were proposed:

H3a: Attitude significantly influences the Purchase Intention.

H3b: Subjective Norms significantly influence the Purchase Intention.

H3c: Perceived Behavioral Control significantly influences the Purchase Intention.

B. THEORY OF CONSUMPTION VALUES

The Theory of Consumption Values presents a compelling perspective in both academic research and practical applications, as it recognizes the significant role of individual consumer values in shaping their purchasing decisions (Sheth et al., 1991, as cited in Ali et al., 2019). At the core of this theory lies the three key propositions: (1) consumer choice is a function of multiple consumption values; (2) different consumption values contribute to distinct aspects of a given choice situation; and (3) consumption values are independent (Rau & Fang, 2018; Sheth et al., 1991). By emphasizing the significance of consumption values, this theory offers the ability to predict, describe, and explain choice behavior, thereby illuminating consumer behavior's motivations (Tanrikulu, 2021). This approach facilitates a more comprehensive understanding of consumer behavior and inspires future research endeavors. The amalgamation of the theory of consumption value with other theoretical frameworks yields a holistic perspective on consumer behavior (Tanrikulu, 2021).

7. FUNCTIONAL VALUE

Functional value is instrumental in influencing consumer behavior, encompassing a product or service's perceived utility and performance characteristics. This concept is notably important in the context of consumer decision-making, where individuals evaluate the practical usefulness of a product in relation to other factors such as price, quality, and social influence (Sheth et al., 1991). A product that is perceived as lacking in functional value, such as poor quality or unreliable performance, may be less attractive to consumers, even if it is priced attractively (Nekmahmud et al., 2022; Zailani et al., 2019). The notion was developed from consumers frequently wanting to satisfy their basic needs while expecting actual value from their purchases (Souki et al., 2021).

8. CONDITIONAL VALUE

Conditional value is defined as the perceived value of an alternative offer in a specific situation or context. This perception may be influenced by various factors, including time, location, circumstances, and personal considerations that individuals consider before making a purchase decision (Sheth et al., 1991). To capitalize on these conditions, companies frequently utilize promotional discounts and coupons to entice potential consumers as part of their marketing strategies (Souki et al., 2021). Prior research has documented a positive correlation between conditional value and purchasing behavior (Ali S. et al., 2019; Biswas, A. & Roy, M., 2015). However, certain studies challenge this concept, revealing an insignificant impact of conditional value on sustainable purchasing behavior (Rahnama, H. & Rajabpour, S., 2016; Suki, 2015).

9. SOCIAL VALUE

Social value pertains to the perceived significance that arises from the desired image or prestige within a social group or among peers (Sheth et al., 1991). This value becomes particularly relevant when individuals seek to align themselves with their

reference groups, influenced by social pressure and the prominence associated with consuming sustainable products (Biswas & Roy, 2015). The existing body of literature exposes a gap in understanding the role of conditional value in affecting purchase intentions toward sustainable products.

10. EMOTIONAL VALUE

Emotional value is the perceived value that arises from an individual's capacity to experience feelings and form emotional connections while making purchasing decisions (Sheth et al., 1991). Each individual possesses varying levels of consumer emotional value, influenced by their unique subjective and emotional experiences, which subsequently impact their purchasing behaviors (Tangsupwattana & Liu, 2018). This inclusion improves our understanding of the rational underpinnings behind consumers' choices. Nevertheless, the significance of emotional value in decision-making has been less explored, particularly in the context of developing countries. Nevertheless, the significance of emotional value in decision-making has been less explored, particularly in the context of developing countries.

11. EPISTEMIC VALUE

Epistemic value, a concept that has been extensively discussed in the fields of philosophy and marketing, has increasingly garnered attention in recent years as companies seek to develop products that not only fulfill functional needs but also engage consumer curiosity, novelty, and the pursuit of knowledge (Sheth et al., 1991). When confronted with new products, consumers typically undergo a comparative evaluation process to ascertain their decisions regarding selection. Consequently, for newly introduced products to achieve successful adoption, it is critical to evaluate both the buyer's perceived situational characteristics and the product's inherent attributes and characteristics (Zailani, 2019). In view of the abovementioned information, the following hypotheses were proposed:

H4a: Functional Value significantly influences the Purchase Intention.
H4b: Conditional Value significantly influences the Purchase Intention.
H4c: Social Value significantly influences the Purchase Intention
H4d: Emotional Value significantly influences the Purchase Intention.
H4e: Epistemic Value significantly influences the Purchase Intention.

III. METHOD

A. Research Design

The researcher employed the causal research design to determine the relationship between environmental awareness and the factors that affect the purchase intention of Millennials when buying sustainable electronic products. This research design produces findings highlighting trends and behavior by enhancing the study's reliability, validity, and generalizability (Ahmand et al., 2019).

B. Participants

The study was conducted in selected cities within Metro Manila, specifically Quezon City, Manila, Pasay, and Muntinlupa City. These locations were recognized as some of the most urbanized and competitive cities in the Philippines (Cities and Municipalities Competitiveness Index | CMCI, 2022). The inclusion criteria required individuals between the ages of 27 and 42 and residing in one of these cities.

The chosen respondents were selected because they were likely to rely on the internet for details, mainly when the products were unique, and they were more willing to try new products if they were adequately marketed to them. According to recent "Eco Pulse" trending data, 90% of millennials will purchase from a brand whose social and environmental practices they trust, and 95% will recommend that brand to a friend (Anshari et al., 2021). The purposive sampling method was used to determine the respondents who participated in the survey questionnaires.

C. Research instrument

An adapted survey questionnaire from the study of relevant authors in regards to the topic of sustainability (Bósquez & Arias-Bolzmann, 2021; Costa et al., 2021; Dilotsotlhe & Duh, 2021; Guiao & Lacap, 2022; Panda et al., 2020; Shah et al., 2021; Sun & Wang, 2019). Consent were properly obtained from these authors and acknowledged in the study. Data was collected through online surveys and face-to-face distribution to ensure comprehensive and reliable results. The survey was divided into two sections: Demographics (Part I, 7 Questions) and Variables (Part II, 53 Questions). The questions were modified to fit the objectives of the study, and a four-point Likert scale was adopted for consistency. The scale ranges from Strongly Agree to Strongly Disagree.

D. Data Analysis

Quantitative data were analyzed using various statistical methods: Validity and Reliability: The Cronbach alpha, Composite reliability, and Discriminant validity of the variables were used to test and assess the measurement model. Structural equation modeling (SEM) was the statistical technique utilized in the current study to test complex and multidimensional theories involving causal relationships between selected variables.

IV. RESULTS

Table 1. Profile of Participating Respondents

DEMOGRAPHICS	CATEGORY	FREQUENCY	PERCENTAGE
Gender	Female	263	58.60%
	Male	159	35.40%
	LGBTQIA+	27	6.00%
Age	27-30 Years old	327	72.80%
	31-33 Years old	33	7.30%
	34-36 Years old	24	5.30%
	37-39 Years old	12	2.70%
	40-42 Years old	53	11.80%
Education	High School Degree	42	9.40%
	College Degree	342	76.20%
	Post Graduate Degree	65	14.50%
Employment	No	118	26.30%
	Yes	331	73.70%
	Below ₱12,082	88	19.60%
	₱12,082 to ₱22,833	97	21.60%
	₱22,834 to ₱47,666	136	30.30%
	₱47,667 to ₱119,167	95	21.20%
	₱119,168 to ₱307,189	27	6.00%
	Above ₱595.834	6	1.34%
Residence	Manila City	142	31.60%
	Quezon City	131	29.20%
	Pasay City	92	20.50%
	Muntinlupa City	84	18.70%

Table 2: Reliability and Validity of the Measurement Model

VARIABLES	alpha	rhoC	rhoA
Environmental Awareness	0.874	0.908	0.877
Attitude	0.903	0.928	0.905
Subjective Norm	0.876	0.910	0.877
Perceived Behavioral Control	0.781	0.846	0.809
Functional Value	0.803	0.870	1.065
Conditional Value	0.796	0.854	0.800
Social Value	0.789	0.876	0.802
Emotional Value	0.710	0.802	0.774
Epistemic Value	0.777	0.869	0.804
Habit	0.802	0.848	0.795
Low Awareness	0.785	0.895	1.016

Cronbach alpha scores reveal consistently high reliability across most factors, all exhibiting scores above the commonly accepted threshold of 0.7. This high reliability suggests a robust correlation among the items within these constructs, instilling

confidence in the research findings by providing reliable measures of the underlying concepts. Furthermore, the exploration of rho C and rho A values, which quantify the reliability of the factors, further reinforces the strong internal consistency of the measures. Therefore, the researcher did not remove any items from the constructs.

Table 3: Discriminant Validity using the Heterotrait-Monotrait (HTMT)

	E.A.	ATT	SN	PBC	FV	CV	SV	EMV	EPV
E.A.									
ATT	0.673								
S.N.	0.323	0.503							
PBC	0.512	0.632	0.692						
F.V.	0.148	0.156	0.083	0.165					
C.V.	0.428	0.619	0.482	0.571	0.1				
S.V.	0.404	0.584	0.61	0.667	0.13	0.753			
EMV	0.509	0.671	0.47	0.507	0.597	0.715	0.86		
EPV	0.492	0.508	0.29	0.429	0.138	0.624	0.577	0.797	
P.I.	0.664	0.834	0.647	0.733	0.121	0.656	0.664	0.601	0.559

In addition, the study employed the heterotrait–monotrait (HTMT) ratio method to assess the discriminant validity of the conceptual model. The HTMT ratios tested for the study were below the 0.90 threshold, illustrating that while some constructs were more closely related, they were still distinct enough to uphold discriminant validity within the SEM measurement model.

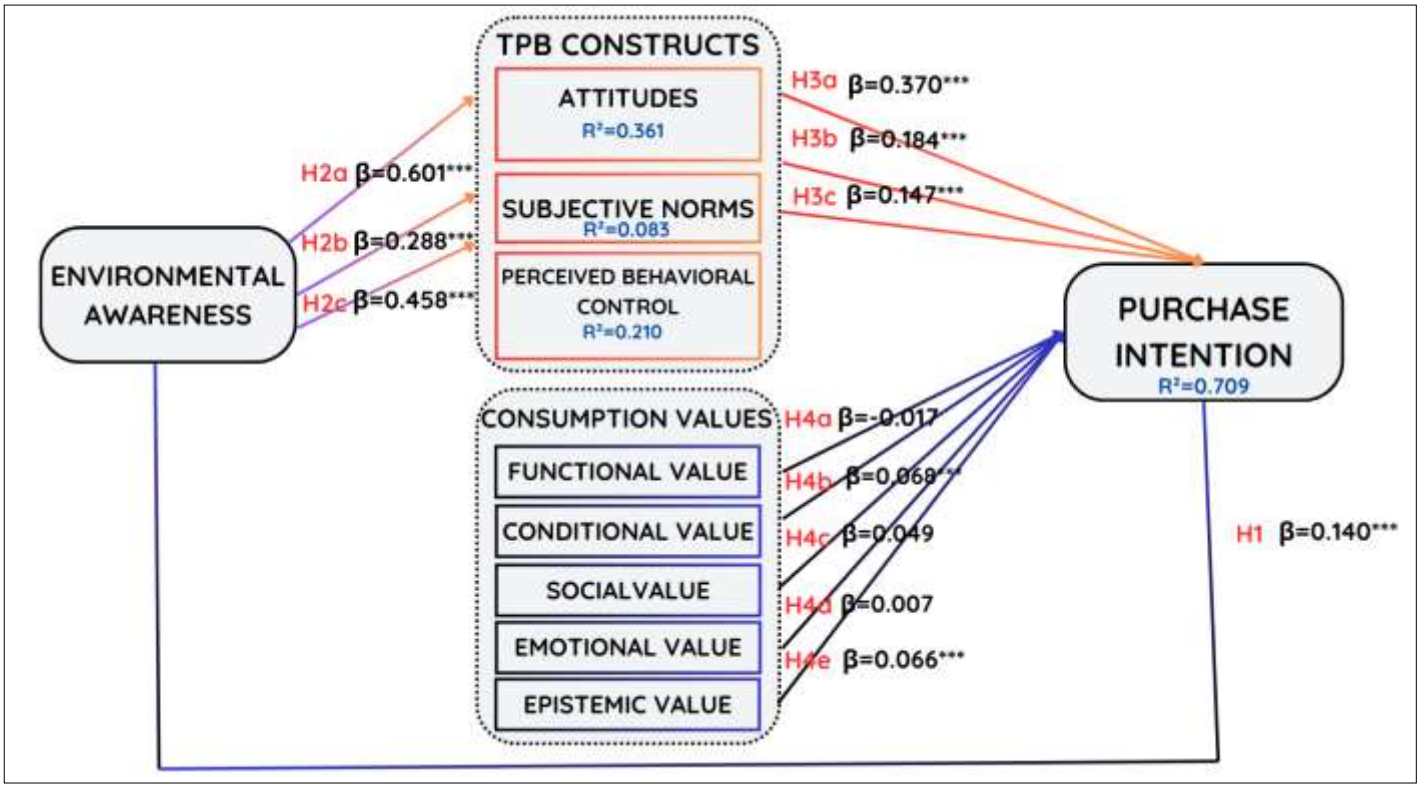

Figure 1: Path Analysis of the Structural Model

The study synthesized the Theory of Planned Behavior with the Theory of Consumption Values to uncover more light on how environmental awareness influences sustainable consumption behavior. The discussion demonstrates that integrating the theories and incorporating additional variables have provided new insights into the motivation underlying the purchase intention of sustainable electronic products.

Table 4: Hypothesis Results

Hypothesis	Path	Path Coefficients (β)	Std Error	p-value	Decision
H1	EA -> P-INT	0.14	0.04	0.000	**Supported**
H2a	EA -> ATT	0.601	0.052	0.000	**Supported**
H2b	EA -> SN	0.288	0.051	0.000	**Supported**
H2c	EA -> PBC	0.458	0.043	0.000	**Supported**
H3a	ATT -> P-INT	0.37	0.048	0.000	**Supported**
H3b	SN-> P-INT	0.184	0.036	0.000	**Supported**
H3c	PBC -> P-INT	0.147	0.041	0.000	**Supported**
H4a	FV -> P-INT	-0.017	0.036	0.319	**Not Supported**
H4b	CV -> P-INT	0.068	0.04	0.046	**Supported**
H4c	SV -> P-INT	0.049	0.04	0.112	**Not Supported**
H4d	EmV ->P-INT	0.007	0.044	0.437	**Not Supported**
H4e	EpV -> P-INT	0.066	0.039	0.047	**Supported**

Note: EA- Environmental Awareness; P-INT- Purchase Intention; ATT- Attitudes; SN- Subjective Norms; PBC- Perceived behavioral control; FV- Functional Value; SV- Social Value; EmV- Emotional Value; EpV- Epistemic Value;

Table 5: *R^2 and Adjusted R^2 of Structural Model*

Variables	R^2	Adj R^2
Attitude	0.361	0.360
Subjective Norm	0.083	0.081
Perceived Behavioral Control	0.210	0.208
Purchase Intention	0.709	0.699

The R^2 value for the Attitude has 0.361, meaning that the attitudes predicted 36.1% of the variance in the purchase intention. In contrast, the R^2 values for constructs like Subjective Norm (0.083) and Behavioral Control (0.210) indicate lower levels of explained variance. These values suggest that the included independent variables explain only 8.3% and 21.0% of the variance in subjective norms and behavioral control, respectively. However, for the Purchase Intention towards sustainable electronics construct, the R^2 value of 0.709 indicates a high level of explanatory power. This suggests that the independent variables included in the model collectively account for approximately 70.9% of the variance in respondents' intentions to purchase sustainable electronics. However, for the Purchase Intention towards sustainable electronics construct, the R^2 value of 0.709 indicates a high level of explanatory power. This suggests that the independent variables included in the model collectively account for approximately 70.9% of the variance in respondents' intentions to purchase sustainable electronics.

V. DISCUSSION

H1: The results of the study support the hypothesis, indicating that environmental awareness yields a significant influence on purchase intention ($\beta = 0.140$, $p < 0.05$). This suggests that millennials who possess a heightened awareness of environmental issues are more inclined to express intentions to purchase sustainable electronic products.

H2a: The analysis reveals a significant relationship between environmental awareness and attitudes ($\beta = 0.601$, $p < 0.05$), thereby supporting the hypothesis. This finding suggests that consumers with elevated levels of environmental awareness are more willing to develop positive attitudes toward purchasing and utilizing sustainable products.

H2b**:** The hypothesis was supported, indicating that environmental awareness significantly affects subjective norms ($\beta = 0.288$, $p < 0.001$). The finding alludes to millennials who possess a heightened awareness of environmental issues and are more inclined to perceive that societal expectations favor sustainable lifestyles.

H2c: The findings provide support for the hypothesis that environmental awareness significantly enhances perceived behavioral control ($\beta = 0.458$, $p < 0.05$). This suggests that as Millennials develop a greater awareness of environmental issues, they will likely feel more empowered to commit to sustainable consumption practices.

H3a: Attitudes toward sustainable electronic products significantly impact purchase intentions, as evidenced by a path coefficient of 0.370 and a significance level of $p < 0.05$, thereby supporting the hypothesis. The findings reveal that Millennials'

attitudes regarding sustainability are the most substantial construct of their intention to purchase sustainable electronic products.

H3b: The influence of subjective norms on purchase intention was significant ($\beta = 0.184$, $p < 0.05$), thereby supporting the hypothesis. The findings indicate that Millennials are affected by perceived social pressure to commit to sustainable behaviors.

H3c: The findings support the hypothesis that perceived behavioral control significantly influences purchase intention ($\beta = 0.147$, $p < 0.05$). This indicates that Millennials are more likely to purchase sustainable electronic products when they perceive control over their behaviors.

H4b: Conditional value exerts a modest yet significant influence on purchase intention ($\beta = 0.068$, $p = 0.046$), thereby supporting the hypothesis. This finding suggests that Millennials are more likely to procure sustainable electronic products when specific conditions or incentives are present, such as promotional offers, special offers, or exceptional circumstances that offer additional advantages.

H4e: The results of this study supported the hypothesis, indicating that epistemic value has a marginal yet significant influence on purchase intention ($\beta = 0.066$, $p = 0.047$). This finding suggests that Millennials, driven by curiosity and a desire for novelty and learning, are more inclined to purchase sustainable electronic products. Their tendency to seek new experiences and acquire educational insights related to sustainability plays a vital role in shaping their purchasing decisions and contributes to addressing environmental concerns.

VI. CONCLUSION

The study has effectively shown the significant role of environmental awareness in influencing the millennials' sustainable consumption behavior, and it sheds light on how environmental awareness affects the behavioral variables in the case of sustainable electronic products while also exploring and understanding the consumption values in shaping consumption behavior. This revealed that the Millennials show a favorable attitude when they know the environmental consequences of their actions and show interest in taking proactive measures such as supporting sustainable products. Environmental awareness signifies the evolving consumer landscape in which environmental considerations are considered as a predictor that motivates millennials to support sustainable initiatives. Therefore, sustainable products could also take advantage of the discounts or promotions offered by various companies, making them more enticing for millennials who are always curious and have a constant desire for knowledge. Their diligence and commitment in this regard will instill confidence in the consumers and make them more willing to invest in these products if they believe that the value of these products is affordable and trustworthy compared to the traditional products offered in the market. This underscores the importance of knowledge in promoting environmental awareness and the benefits of sustainable products for the environment and the stakeholders, manufacturers, producers, sellers, and the business community.

From a theoretical perspective, the study's findings highlighted the significant variables contributing to understanding millennials' purchase intention for sustainable products. The study addresses a significant gap in the literature by analyzing the effects of environmental awareness and consumption values on purchase intention, which needs to be thoroughly addressed in the Philippine context.

From a practical perspective, the study contributes significantly to the business community since this may provide relevant insights that uncover the critical role of environmental awareness in shaping consumer behavior. The business community, including manufacturers, producers, sellers, and marketers, plays a crucial role in promoting sustainable products by increasing consumer awareness and support. Due to this reason, a call to action may be made to the governmental organizations, educational institutions, companies, marketers, practitioners, and policymakers in the Philippines to develop and strengthen their policies and programs to increase consumer awareness and support the utilization and adoption of various sustainable products. Fulfilling this action means contributing to accomplishing the Sustainable Development Goals, which the United Nations proposed.

VII. LIMITATIONS

The current study has several limitations as well. First, it only addresses selected cities in Metro Manila, which limits the conclusions obtained and the generalizability of the study. Future researchers may expand the city choices by selecting other locations from Luzon, Visayas, or Mindanao for inclusion and representation across different regions.

Future research should also consider specifying the sustainable product under investigation. This could involve focusing on specific product categories, such as electrical appliances or organic food, and comparing the results to general sustainable products.

Regarding the attitude-behavior gap, the study only analyzes two identified barriers influencing respondents' buying intentions: habit and low awareness of sustainable products. Future researchers can make a significant contribution by extending and incorporating other psychological variables, such as resistance to innovation, intrinsic and extrinsic motivation, skepticism, eco-labeling hedonic and altruistic values, to name a few. Such variables warrant the need to investigate further whether this would impact consumption behavior.

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