
Green Practices of Market Vendors in Talavera, Nueva Ecija: A Quantitative Analysis of Their Impact on Consumers

AGAPITO, RONA LEAH M.
agapitoronaleah@gmail.com

CACHO, CARL LAWRENCE G.
cachocarllawrencecale01@gmail.com

FUENTES, RAMIL JR. V.
ramilfuentesjr125@gmail.com

MERCADO, NIEL IVAN N.
nielivan09@gmail.com

DR. REYES, ROBERTO JR. V.
DR. CAMPOS, ROMEO B.
DR. TARUC, ROLLIEZA GRACE D.
MALILAY, JOANE R., MBA.

Nueva Ecija University Science And Technology Talavera Off-Campus

Abstract — This study examined the implementation of green marketing practices among market vendors in Talavera, Nueva Ecija and analyzed their impact on consumer response. A descriptive-correlational research design was utilized, with data collected from 184 market vendors through purposive sampling. The reliability of the research instrument was established through pilot testing, yielding Cronbach's Alpha scores of 0.794 and 0.964, indicating high internal consistency. Findings revealed that vendors demonstrate a moderate to high level of implementation of green practices. Proper waste disposal obtained the highest weighted mean, indicating consistent application, while eco-friendly packaging was the least practiced, highlighting a key area for improvement. Other practices such as waste segregation, plastic reduction, and energy and resource conservation were implemented at moderate levels. In terms of consumer response, results showed generally positive perceptions, including buying behavior, customer satisfaction, environmental perception, purchase intention, and customer loyalty. Statistical analysis confirmed

a significant relationship between green marketing practices and consumer responses. Significant differences were also observed when vendors were grouped according to their business profile. Overall, the findings served as the basis for developing a proposed sustainable marketing plan aimed at enhancing environmental responsibility and improving the competitiveness of market vendors.

Keywords: Consumer Response; Green Marketing Practices; Market Vendors; Sustainability; Talavera Nueva Ecija

I. INTRODUCTION

Traditional markets generate significant daily waste from packaging materials, single-use plastics, and spoiled goods, contributing to environmental and public health concerns. In the Philippines, many traditional markets lack organized waste management systems, leading to pollution and unsanitary conditions (Garg, 2023). As environmental awareness continues to increase, the adoption of green practices has become important in promoting sustainability, improving operational management, and reducing waste. Previous studies emphasize that structured planning and management strategies contribute to more efficient and sustainable business operations in local communities (Ragel et al., 2021; Campos, 2024). In support of environmental sustainability efforts, local government units in the Philippines continue to strengthen waste management initiatives and plastic reduction programs through ordinances, market regulations, and community-based environmental campaigns, highlighting the importance of improving sustainable practices in public markets and local business environments.

Green practices such as waste segregation, reusable packaging, and reduced plastic usage help minimize environmental impact and encourage responsible consumption (Arenibafo, 2023). Studies show that environmentally responsible practices positively influence consumer behavior, purchasing decisions, trust, and business competitiveness (Govender et al., 2016; Zhuang et al., 2021). Consumer-oriented sustainability strategies and effective promotional approaches also play a significant role in shaping purchasing decisions and improving customer engagement in local business environments (Campos et al., 2024; Mina & Campos, 2021). Since market vendors

directly interact with consumers, they play an important role in promoting environmentally responsible practices and influencing sustainable behavior within local communities.

Despite the growing importance of sustainability, the implementation of green practices in traditional markets remains limited due to low awareness, inadequate infrastructure, and limited strategic planning among small-scale vendors. Most existing studies focus on large-scale retail establishments, leaving limited research on community-based markets such as Talavera Market, Nueva Ecija (Simões et al., 2017; Nguyen et al., 2019). Unlike previous studies on large-scale establishments, this research focuses on small scale vendors who directly influence consumer behaviour in traditional markets. Talavera Market serves as a relevant setting for this study because it represents an active public market environment where waste generation, consumer interaction, and small-scale business operations are highly visible, making it an appropriate case for examining the implementation of green practices and their influence on consumer responses. Previous studies also highlight the importance of assessing institutional and operational needs to improve sustainability initiatives and long-term development strategies in local settings (Campos & Rivera, 2024; Analyzing the Doctor of Education in Industrial-Technological Education through SWOT-TOWS Matrix, n.d.). Furthermore, research on quantitative skills and data-driven decision-making emphasizes the importance of evidence-based approaches in analyzing business and consumer-related practices (Domingo et al., 2024).

Therefore, this study aims to identify the green practices commonly implemented by market vendors in Talavera Market, assess their impact on consumer purchasing behavior, and evaluate consumer awareness and support for environmentally responsible vendors. The findings may contribute to the promotion of more sustainable practices, improved market competitiveness, stronger environmental responsibility, and support for local government environmental programs in local market environments.

Literature Review

The reviewed literature emphasizes that green marketing and sustainable business practices significantly influence environmental responsibility, consumer behavior, and business

competitiveness, particularly among small and medium enterprises. Studies highlight that improper waste management, excessive plastic use, and poor disposal practices remain major environmental concerns in developing countries and traditional markets, contributing to pollution, water contamination, and public health risks such as respiratory illnesses caused by the burning of plastic waste (Abubakar et al., 2022; Garg, 2023; UNEP, 2024). In response, green practices such as waste segregation, eco-friendly packaging, plastic reduction, and energy conservation have been identified as effective approaches in minimizing environmental impact, reducing waste-related health risks, and promoting sustainability (Arenibafo, 2023; Kandpal et al., 2024). Research further shows that consumers increasingly prefer environmentally responsible businesses, as green marketing positively affects purchase intention, satisfaction, trust, loyalty, and buying behavior (Govender & Govender, 2016; Zhuang et al., 2021; Chen, 2024). Several studies also revealed that visible sustainability initiatives, particularly eco-friendly packaging and waste reduction, strengthen customer perception and competitive advantage among SMEs (Bruno et al., 2023; Costales, 2024; Agu et al., 2024). However, the literature indicates that traditional and community-based markets still face limitations in implementing sustainable practices due to financial constraints, limited awareness, and insufficient infrastructure (Simões & Sebastiani, 2017; Nguyen et al., 2019), highlighting the need for localized sustainability initiatives and marketing interventions to improve both environmental and public health outcomes.

II. METHODOLOGY

This study utilized a quantitative descriptive–correlational research design to examine the green marketing practices of market vendors and their impact on consumer responses in Talavera, Nueva Ecija, Philippines. The descriptive component identified vendors’ business profiles and assessed their level of green marketing practices and consumer responses, while the correlational component analyzed relationships, differences, and predictors among variables affecting consumer behavior and purchase intention. This design was appropriate because it examined naturally occurring practices and consumer responses in a real public market setting without manipulating variables, allowing for the analysis of existing relationships. The respondents consisted of 184 purposely selected vendors out of 352 total population, with sample size determined using the

Raosoft calculator at a 95% confidence level and 5% margin of error. Data were collected through structured, expert-validated, and pilot-tested questionnaires with reliability confirmed via Cronbach's Alpha. Data collection was conducted from February 23–28, 2026, followed by analysis on March 1–3, 2026, and final manuscript preparation in March 2026. Statistical tools included frequency, percentage, weighted mean, Pearson correlation, ANOVA, and regression, with results interpreted using a 4-point Likert scale, consistent with prior studies employing descriptive–correlational approaches in examining variable relationships (Tahkol & Öztürk Haney, 2023; Zaman & Kusi-Sarpong, 2023).

III. RESULTS AND DISCUSSION

1. To describe the business profile of market vendors in Talavera, Nueva Ecija in terms of length of operation, average monthly income, type of business, business registration status, and number of employees.

TABLE 1
BUSINESS PROFILE

Length Of Business Operation	Frequency	Percentage
Less Than 1 Year	13	7.1
1 - 3 Years	23	12.5
4-6 Years	51	27.7
7-10 Years	42	22.8
More Than 10 Years	55	29.9
Total	184	100
Average Monthly Income	Frequency	Percentage
Below ₱10,000	46	25
₱10,001–₱20,000	50	27.2
₱20,001–₱40,000	45	24.5
₱40,001 And Above	43	23.4
Total	184	100

Type Of Business	Frequency	Percentage
Meat	21	11.4
Poultry	13	7.1
Fish	17	9.2
Fruits/Vegetables	30	16.3
Dry Goods	29	15.8
Apparel	28	15.2
Plastic Wares	26	14.1
Grocery	14	7.6
Sari Sari	3	1.6
Frozen Goods	2	1.1
Pharmacy	1	.5
Total	184	100
Business Registration Status	Frequency	Percentage
Business Permit	166	27.2
Mayor's Permit	169	27.7
Sanitary Permit	111	18.2
Bir Registration	110	18
Dti/Sec Registration	53	8.7
Barangay Permit	1	.2
Total	610	100
Number Of Employees	Frequency (<i>F</i>)	Percentage(%)
None (Owner Only)	18	9.8
1-2	72	39.1
3-5	65	35.3
More Than 5	29	15.8
Total	184	100

The distribution of respondents according to length of business operation indicates that vendors with more than 10 years of experience comprised the largest group ($f = 55$; 29.9%),

whereas those operating for less than 1 year were the least represented ($f = 13$; 7.1%). This suggests a predominance of long-standing vendors in the market, reflecting operational stability and established customer relationships. Experienced vendors are likely to have well-developed routines and sufficient resources to implement consistent business practices, including sustainability initiatives, whereas newer vendors may still be adapting to market demands, which could limit their engagement in structured green practices. Previous studies have shown that business longevity positively correlates with the adoption of sustainable practices due to accumulated knowledge and operational capacity (Bağış, et al., 2026).

In terms of average monthly income, the majority of respondents earned between ₱10,001–₱20,000 ($f = 50$; 27.2%), while the fewest earned ₱40,001 and above ($f = 43$; 23.4%). This indicates that most vendors operate within a moderate income range, which may support the continuity of daily business operations. Vendors with higher income levels are more likely to allocate resources toward implementing environmentally responsible practices, such as the use of eco-friendly packaging and proper waste management. Conversely, vendors with lower income may encounter financial constraints that hinder the adoption of such initiatives. Literature suggests that higher business revenue facilitates the implementation of sustainable practices due to increased operational flexibility (Awwad, et al., 2026).

Regarding the type of business, fruit and vegetable vendors were the most numerous ($f = 30$; 16.3%), while pharmacy vendors represented the smallest group ($f = 1$; 0.5%). This demonstrates that the market is dominated by food-related enterprises, which are influenced by high consumer demand. Food vendors, in particular, have greater opportunities to integrate sustainable practices such as waste segregation, reduced plastic usage, and eco-friendly packaging, potentially enhancing consumer perception and purchase behavior. Studies indicate that businesses oriented toward consumer needs are more likely to adopt sustainability practices that align with market demand (Tolossa, et al., 2024).

With respect to business registration, vendors holding a Mayor's Permit accounted for the highest frequency ($f = 169$; 27.7%), whereas those with only a Barangay Permit were the least ($f = 1$; 0.2%). This reflects the general compliance of market vendors with formal registration requirements, which may enhance operational credibility and accountability. Formally registered

businesses are better positioned to implement sustainable practices due to structured operations and legal recognition, while minimally registered vendors may lack access to resources or awareness of regulatory standards. Evidence from prior research supports that formal registration promotes the adoption of environmentally responsible practices (Ortiz, et al., 2024)

Finally, the number of employees shows that most vendors operate with 1–2 personnel ($f = 72$; 39.1%), whereas solo operators are relatively few ($f = 18$; 9.8%). This indicates that small teams are typical in the market, facilitating effective management of daily operations and the implementation of structured business practices. Vendors with minimal staffing can maintain sustainable practices more efficiently, whereas those operating alone may face limitations due to manpower constraints. Studies confirm that even small teams contribute to the consistent adoption of green initiatives and improve overall customer satisfaction (Junejo, et al., 2023).

2. To determine the level of green marketing practices in terms of waste segregation, eco-friendly packaging, plastic reduction, energy conservation, and proper waste disposal.

TABLE 2
SUMMARY OF GREEN MARKETING PRACTICES OF MARKET VENDORS

Green Marketing Practice	Average Weighted Mean	Verbal Interpretation
Waste Segregation	2.97	Often
Eco-Friendly Packaging	2.40	Rarely
Plastic Reduction	2.52	Often
Energy and Resource Conservation	3.00	Often
Proper Waste Disposal	3.44	Always
Overall Average Weighted Mean	2.87	Often

Legend: 3.26-4.00 - Always; 2.51-3.25 - Often; 1.76-2.50 - Rarely; 1.00-1.75 - Never

Table 2 presents the summary of the green marketing practices implemented by market vendors in Talavera, Nueva Ecija. The overall average weighted mean of 2.87, verbally interpreted as “Often,” indicates that vendors generally practice environmentally responsible activities in their business operations.

Among the indicators, Proper Waste Disposal obtained the highest average weighted mean of 3.44, interpreted as “Always.” This suggests that vendors consistently observe proper waste disposal practices, maintain cleanliness, and comply with market regulations regarding waste management. Energy and Resource Conservation ranked second with an average weighted mean of 3.00, interpreted as “Often,” indicating that vendors commonly practice energy-saving and resource-conservation measures in their daily operations.

Waste Segregation also received a verbal interpretation of “Often” with an average weighted mean of 2.97, showing that vendors regularly separate and manage waste properly. Similarly, Plastic Reduction obtained an average weighted mean of 2.52, interpreted as “Often,” which implies moderate efforts to minimize the use of single-use plastics.

On the other hand, Eco-Friendly Packaging recorded the lowest average weighted mean of 2.40, interpreted as “Rarely.” This indicates that the use and promotion of sustainable packaging materials remain limited among vendors, possibly due to cost considerations, limited awareness, or lack of access to eco-friendly alternatives.

Overall, the findings suggest that while market vendors generally demonstrate positive green practices, improvements are still needed, particularly in the adoption of eco-friendly packaging and stronger customer engagement in sustainability initiatives.

3. To assess consumer responses toward vendors' green practices in terms of buying behavior, satisfaction, environmental perception, purchase intention, and customer loyalty.

TABLE 3
SUMMARY OF CONSUMER RESPONSES TOWARD VENDORS' GREEN PRACTICES

Consumer Response Indicator	Average Weighted Mean	Verbal Interpretation
Buying Behavior	2.71	Agree
Consumer Satisfaction	2.81	Agree
Environmental Perception	2.88	Agree
Purchase Intention	2.82	Agree
Customer Loyalty	3.00	Agree
Overall Average Weighted Mean	2.84	Agree

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

Table 3 presents the summary of consumer responses toward the green practices implemented by market vendors in Talavera, Nueva Ecija. The overall average weighted mean of 2.84, verbally interpreted as "Agree," indicates that consumers generally respond positively to vendors who practice environmentally responsible activities.

Among the indicators, Customer Loyalty obtained the highest average weighted mean of 3.00, interpreted as "Agree." This suggests that consumers tend to repeatedly patronize, recommend, and maintain buying relationships with vendors who demonstrate cleanliness and sustainable practices. Environmental Perception followed with an average weighted mean of 2.88, indicating that consumers recognize and value vendors who are environmentally responsible and trustworthy.

Purchase Intention ranked next with an average weighted mean of 2.82, showing that consumers are willing to continue purchasing from vendors who implement green practices and minimize plastic usage. Consumer Satisfaction also received a positive evaluation with an average weighted mean of 2.81, suggesting that consumers appreciate eco-friendly options, proper stall cleanliness, and sustainable packaging practices.

Meanwhile, Buying Behavior obtained the lowest average weighted mean of 2.71, although still interpreted as “Agree.” This implies that while green practices influence customer preferences and purchasing decisions, other factors such as price, convenience, and product availability may also affect buying behavior.

Overall, the findings indicate that green practices positively influence consumer perceptions, satisfaction, purchase intention, and loyalty. This suggests that environmentally responsible business practices can strengthen customer relationships and support sustainable market operations.

4. To determine the relationship between green marketing practices and consumer responses.

The findings reveal that most green marketing practices, particularly waste segregation, eco-friendly packaging, plastic reduction, and proper waste disposal, have statistically significant positive relationships with all dimensions of consumer response ($p < 0.01$), indicating that increased implementation of these observable practices is associated with more favorable consumer perceptions in terms of buying behavior, satisfaction, environmental perception, purchase intention, and customer loyalty, with practical implication that these practices can meaningfully strengthen consumer loyalty and purchase intention when consistently applied. In contrast, energy and resource conservation practices show limited significant relationships, with significance observed only in environmental perception ($p = 0.035$) and customer loyalty ($p = 0.008$), suggesting that while energy-saving practices contribute to certain aspects of consumer response, they are less visible and may have a weaker overall influence compared to more observable green practices.

5. To determine differences in green marketing practices when grouped according to vendors' business profile.

There exist significant negative relationships between the length of business operations with perceived consumer responses in terms of green practices for eco-friendly packaging, plastic reduction, energy and resource conservation and proper waste disposal and a significant positive relationship with waste segregation practice. Thus, vendors who are operating on longer years rarely practice green practices for eco-friendly packaging, plastic reduction, energy and resource conservation and proper waste disposal but agree on the proper and frequent waste segregation practices. While vendors who are operating on less years tend to practice more of the green practices for eco-friendly packaging, plastic reduction, energy and resource conservation and proper waste disposal.

Vendors with lower average monthly income agree and use green practices for eco-friendly packaging, plastic reduction, energy and resource conservation than those vendors with higher average monthly income.

Waste segregation practice was evident to those vendors with stable and legally registered businesses and with many employees. Also, eco-friendly packaging was practiced by the stable and legally registered businesses.

In contrast, there exist significant negative relationships between the energy and resource conservation practices with the business registration and status and number of employees. Vendors with stable and legally registered businesses and with many employees did not agree with the energy and resource conservation than those vendors with just registered businesses.

6. Proposed Sustainable Marketing Plan

The proposed sustainable marketing plan aims to improve environmental responsibility and strengthen the competitiveness of market vendors in Talavera Public Market. Based on the findings, vendors moderately practice green marketing, particularly in waste disposal and plastic reduction, while eco-friendly packaging remains limited.

The plan focuses on five strategies: Green Stall Recognition, Eco-Friendly Packaging Promotion, Bring Your Own Bag Campaign, Waste Segregation and Clean Market Program, and Sustainable Market Promotion. These strategies aim to reduce plastic waste, improve waste management, encourage consumer participation, and increase awareness of sustainability practices.

The estimated budget for the implementation is ₱35,500, supported by the market administration, vendor association, or local government unit. Monitoring and evaluation will be conducted quarterly through inspections, vendor compliance checks, and customer feedback.

Overall, the plan is expected to promote cleaner market operations, improve customer satisfaction and loyalty, and encourage sustainable business practices among vendors.

IV. CONCLUSION

This study concludes that market vendors in Talavera, Nueva Ecija exhibit a moderate level of green marketing practices, with strong compliance in proper waste disposal and lower adoption of eco-friendly packaging. Consumers generally respond positively in terms of buying behavior, satisfaction, environmental perception, purchase intention, and customer loyalty. The findings confirm that green marketing practices have a significant positive relationship with consumer responses, indicating that improved implementation leads to better consumer outcomes. Moreover, variations in implementation are influenced by the vendors' business profile, and specific practices significantly affect buying behavior and purchase intention. Overall, strengthening green practices can enhance both environmental responsibility and the competitiveness of market vendors.

REFERENCES

- [1.] Abeysekera, I., Manalang, L., David, R., & Grace Guiao, B. (2022). Accounting for environmental awareness on green purchase intention and behaviour: Evidence from the Philippines. *Sustainability*, 14(19), 12565.
- [2.] Abubakar, I. R., Maniruzzaman, K. M., Dano, U. L., AlShihri, F. S., AlShammari, M. S., Ahmed, S. M. S., ... & Alrawaf, T. I. (2022). Environmental sustainability impacts of solid waste management practices in the global South. *International journal of environmental research and public health*, 19(19), 12717.
- [3.] Agu, E. E., Iyelolu, T. V., Idemudia, C., & Ijomah, T. I. (2024). Exploring the relationship between sustainable business practices and increased brand loyalty. *International Journal of Management & Entrepreneurship Research*, 6(8), 2463-2475.
- [4.] Alam, S. M. S., & Islam, K. M. Z. (2021). Examining the Role of Environmental Corporate Social Responsibility in Building Green Corporate Image and Green Competitive Advantage. *International Journal of Corporate Social Responsibility*, 6(1). Springeropen.
- [5.] Analyzing the Doctor of Education in Industrial-Technological Education through SWOT-TOWS matrix: Implications for curriculum and institutional development. (n.d.). Unpublished manuscript.
- [6.] Arenibafo, F. E. (2023). The 3Rs (Reduce, Reuse, Recycle) of waste management: An effective and sustainable approach for managing municipal solid waste in developing countries. Proceedings of the International Conference of Contemporary Affairs in Architecture and Urbanism (ICCAUA), 6(1), 383–398.
- [7.] Aruta, J. J. B. R., & Paceño, J. L. (2021). Social Responsibility Facilitates the Intergenerational Transmission of Attitudes Toward Green Purchasing in a Non-Western Country: Evidence from the Philippines. *Ecopsychology*, 14(1).
<https://doi.org/10.1089/eco.2021.0016>

-
- [8.] Awwad, A., Anouze, A. L. M., & Elbanna, S. (2026). Green product innovation: influences on environmental sustainability performance. *Management decision*, 64(3), 935-958.
- [9.] Bağış, M., Adiguzel, Z., Dhar, B. K., Yolcu, T., & Kurutkan, M. N. (2026). Green creativity and business sustainability: the influence of dynamic capabilities, technology adoption, business strategies and knowledge management. *Business Process Management Journal*, 32(1), 316-343.
- [10.] Bananuka, J., Bakalikwira, L., Nuwagaba, P., & Tumwebaze, Z. (2021). Institutional pressures, environmental management practices, firm characteristics and environmental performance. *Accounting Research Journal*, ahead-of-print(ahead-of-print). <https://doi.org/10.1108/arj-06-2020-0143>
- [11.] Bruno, L. Y., Mendoza, L., Tadeo, J., & Vitobina, C. B. (2023). Analysis of Green Marketing Practices: A Micro and Small Enterprises Perspective. *International Journal of Academe and Industry Research*, 4(2), 52–70. <https://doi.org/10.53378/352989>
- [12.] Campos, R. B. (2024). The impact of digitalization on credit risk management in microfinance institutions in Nueva Ecija, Philippines. *Indian Journal of Information Sources and Services*, 14(3), 145–156. <https://doi.org/10.51983/ijiss-2024.14.3.20>
- [13.] Campos, R. B., Jr., & Rivera, R. G. (2024). Needs assessment and SWOT-based intervention plan for Sangguniang Kabataan in Talavera, Nueva Ecija. *International Journal of Advanced Multidisciplinary Studies*.
- [14.] Campos, R. B., Jr., Mina-Aydinan, J. C., & Juan, J. G. (2024). Shaping shopper choices: Designing effective promotional strategies for Talavera, Nueva Ecija Philippines grocery store.
- [15.] Cayetano, K. J. J., Enriquez, K. A. J. P., Florendo, S. B., Galan, M. A. U., Logmao, L. J. S., & Buenaventura, J. P. G. (2025). RELATIONSHIP OF GREEN MARKETING PRACTICES IN SHAPING CONSUMER PREFERENCES OF SELECTED RESTAURANTS IN TAGUIG. *Ignatian International Journal for Multidisciplinary Research*, 3(2), 445–464.
-

-
- [16.] Chen, C.-W. (2024). Utilizing a Hybrid Approach to Identify the Importance of Factors That Influence Consumer Decision-Making Behavior in Purchasing Sustainable Products. *Sustainability*, 16(11), 4432. <https://doi.org/10.3390/su16114432>
- [17.] Chen, Y., Zhu, Q., & Sarkis, J. (2024). Heterogeneity in corporate green supply chain practice adoption: Insights from institutional fields. *Business Strategy and the Environment*, 33(2), 389-406.
- [18.] Cole, P. G., Bantilan, J. A. B., Malinao, R. J. F., & Cerbo Jr., L. C. (2025). EXPLORING THE NEXUS BETWEEN CORPORATE SOCIAL RESPONSIBILITY AND EMPLOYEE COMMITMENT IN RETAIL COMPANIES IN DIGOS CITY, PHILIPPINES. *European Journal of Economic and Financial Research*, 9(3). <https://doi.org/10.46827/ejefr.v9i3.2001>
- [19.] Costales, M. J. L. (2024). GREEN MARKETING AND ITS IMPACT ON CONSUMER BUYING BEHAVIOR IN CITY OF MUNTINLUPA, PHILIPPINES. PART II. *Marketing Science & Inspirations*, 19(1).
- [20.] Crossley, R. M., Elmagrhi, M. H., & Ntim, C. G. (2021). Sustainability and Legitimacy theory: the Case of Sustainable Social and Environmental Practices of Small and Medium-sized Enterprises. *Business Strategy and the Environment*, 30(8), 3740–3762. <https://doi.org/10.1002/bse.2837>
- [21.] Cudjoe, D., Zhang, H., & Wang, H. (2023). Predicting residents' adoption intention for smart waste classification and collection system. *Technology in Society*, 75, 102381.
- [22.] Dangelico, R. M., Nonino, F., & Pompei, A. (2021). Which are the determinants of green purchase behaviour? A study of Italian consumers. *Business Strategy and the Environment*, 30(5). <https://doi.org/10.1002/bse.2766>
- [23.] Dano, C. P., Bernante, F. B. P., Mayola, F. R. J., & Batingal, A. V. T. (2025). Examining the Marketing Practices of Street Food Vendors; A Case Study of Rotunda Vendors.
- [24.] Hayu Agustini, M., Suciarto Athanasius, S., & Bakti Retnawati, B. (2019).
-

-
- [25.] Identification of green marketing strategies: perspective of a developing country. *Innovative Marketing*, 15(4), 42–56. [https://doi.org/10.21511/im.15\(4\).2019.04](https://doi.org/10.21511/im.15(4).2019.04)
- [26.] Dioses, I. A. M., Bulawit, G. D., Salum, R. D., Mina, J. C., Bulawit, B. E., & Campos, R. (2026). Multi-staged dual-backbone feature fusion and fine tuning for rice leaf disease classification in the Philippines. In 2026 International Seminar on Intelligent Business and Edge-Computing Technologies.
- [27.] Dokcen, C., Obedgiu, V., & Nkurunziza, G. (2021). Retail atmospherics and retail store patronage of supermarkets in emerging economies: mediating role of perceived service quality. *Journal of Contemporary Marketing Science*, 4(1), 83-111.
- [28.] Domingo, J. G., Mina, J. C., & Campos, R. (2024). The relationship between self-efficacy, attitudes, and business students' quantitative skills performance: A case for including quantitative methods in the BSBA curriculum. *International Journal of Advanced and Applied Sciences*, 11(12), 108–115.
- [29.] Dzomonda, O. (2022). Environmental Sustainability Commitment and Access to Finance by Small and Medium Enterprises: The Role of Financial Performance and Corporate Governance. *Sustainability*, 14(14), 8863. <https://doi.org/10.3390/su14148863>
- [30.] Empas, K. C. S., Olavides, A. P., Tambis, V. B. B., & Flores, J. M. N. (2025). Environmental Sustainability Practices and Financial Performance of Manufacturing MSMEs in Tagum City, the Philippines. *Discourse and Communication for Sustainable Education*, 16(2), 92-109.
- [31.] Faris, H. H. B. M., Puad, N. I. S. B. M., Nitin, V. V., Mayur, K., Lim, H. L., Ng, W. C., ... & Kee11, D. M. H. (2024). The effect of eco-friendly packaging on consumer purchase intention: A study of beverage sustainable packaging practices. *Journal of Community Development in Asia (JCDA) Vol*, 7(1), 91-104.
- [32.] Garcia, M. K., & Campos, K. (2022). Consumers' purchase intention towards eco-friendly packaging in Kidapawan City, Philippines. *DISCERN: International Journal of Design for Social Change, Sustainable Innovation and Entrepreneurship*, 3(2), 28-37.
-

-
- [33.] Garg, D. K. (2023). Environmental challenges and sustainable development. *Journal of Global Values*, 14, 203-210.
- [34.] Gloria, J. V. Green Marketing Strategies and Customer Legitimacy: Exploring the Role of Perceived Ethicality in Artificial Food Manufacturing in the Philippines. *Available at SSRN 5401692*. Gloria, 2025
- [35.] Govender, J. P., & Govender, T. L. (2016). The influence of green marketing on consumer purchase behavior. *Environmental Economics*, (7, Iss. 2), 77-85.
- [36.] Ilagan, S. M. C., Ong, A. K. S., German, J. D., Gumasing, M. J. J., & Pabalan, K. M. P. (2024). Holistic Antecedent Analysis of Behavioral Intention among Green Consumers in the Philippines: A Sustainability Theory of the Planned Behavior Approach. *Sustainability*, 16(10), 3894. <https://doi.org/10.3390/su16103894>
- [37.] Jegatheesan, R., Rahman, A., Elinda, Z., & Vathana, E. (2021). Investigating Green Marketing Orientation Practices among Green Small and Medium Enterprises*. *Nur Afiqah Mohammad ISHAK / Journal of Asian Finance*, 8(1), 407–417. <https://doi.org/10.13106/jafeb.2021.vol8.no1.407>
- [38.] Jiao, X., Zhang, P., He, L., & Li, Z. (2023). Business sustainability for competitive advantage: identifying the role of green intellectual capital, environmental management accounting and energy efficiency. *Economic Research-Ekonomska Istraživanja*, 36(2).
- [39.] Junejo, D., Khokhar, M., Shah, G. F., & Bhatti, A. A. (2023). Customer satisfaction and standard adoption practices on the sustainable performance of supply chain management: A manufacturing firm case study. *Pakistan Journal of Humanities and Social Sciences*, 11(1), 113-131.
- [40.] Kandpal, V., Jaswal, A., Santibanez Gonzalez, E. D., & Agarwal, N. (2024). Circular economy principles: shifting towards sustainable prosperity. In *Sustainable energy transition: Circular economy and sustainable financing for environmental, social and governance (ESG) practices* (pp. 125-165). Cham: Springer Nature Switzerland.
-

-
- [41.] Khalufi, N. A. M., Sheikh, R. A., Khan, S. M. F. A., & Onn, C. W. (2025). Evaluating the impact of sustainability practices on customer relationship quality: an SEM-PLS approach to align with SDG. *Sustainability*, 17(2), 798.
- [42.] Koren, H. (2017). *Best practices for environmental Health: environmental pollution, protection, quality and sustainability*. Routledge.
- [43.] Liu, H., Ma, S., AlWadi, B. M., Alam, F., & Zhang, Y. (2025). Exploring the nexus between corporate social responsibility and consumer green behavior: the interplay of corporate image, service quality, customer trust and satisfaction. *Social Responsibility Journal*, 21(4), 751-775.
- [44.] Majid, S., Zhang, X., Khaskheli, M. B., Hong, F., King, P. J. H., & Shamsi, I. H. (2023). Eco-efficiency, environmental and sustainable innovation in recycling energy and their effect on business performance: evidence from European SMEs. *Sustainability*, 15(12), 9465.
- [45.] Maulas, R. M., & Chavez, C. C. CLIENT SATISFACTION UNVEILED EVALUATING SERVICE QUALITY, EMPLOYEE COMPETENCE AND SUSTAINABLE ENVIRONMENTAL PRACTICES IN A NEGOSYO CENTER IN MISAMIS ORIENTAL.
- [46.] Mina, J. C., & Campos, R. B., Jr. (2021). Determinant gap map of the most commonly consumed instant coffee: A perceptual mapping analysis. *Open Access Library Journal*, 8(12), 1–17. <https://doi.org/10.4236/oalib.1108185>
- [47.] Mina, J. C., Campos, R. B., Jr., Reyes, E. J. G., Garcia, M. D., & Torres, R. A. G. (2021). Students' assessment of the online enrollment system of Nueva Ecija University of Science and Technology: An experienced based. *International Journal of Innovative Science and Research Technology*, 6(1), 1200–1205.
- [48.] Mishra, B. R., Keer, P. K., Dwivedi, D. P. K., Yadav, M., Rama Krishna, B. V., & Jeya Prakash, S. (2025). The Role of Green Marketing in Minimizing Environmental Impact Of Small E-Businesses. *Available at SSRN 5366703*.
-

-
- [49.] Molinos, E. F., Del Prado, T. R., & Cabauatan, R. Exploring the Consumer Preference for Sustainable Packaging in Metro Manila: Investigating the Influence of Environmental Values, Product Quality, and Price Sensitivity. *Product Quality, and Price Sensitivity*.
- [50.] Mthiyane, D. B., Wissink, H., & Chiwawa, N. (2022). The impact of rural–urban migration in South Africa: A case of KwaDukuza municipality. *Journal of Local Government Research and Innovation*, 3, 56.
- [51.] Nguyen, H. V., Nguyen, N., Nguyen, B. K., Lobo, A., & Vu, P. A. (2019). Organic food purchases in an emerging market: The influence of consumers’ personal factors and green marketing practices of food stores. *International journal of environmental research and public health*, 16(6), 1037.
- [52.] Omowole, B. M., Olufemi-Philips, A. Q., Ofodili, O. C., Eyo-Udo, N. L., & Ewim, S. E. (2024). Conceptualizing green business practices in SMEs for sustainable development. *International Journal of Management & Entrepreneurship Research*, 6(11), 3778-3805.
- [53.] Opoku, R. K. (2025). Championing green sustainability in manufacturing of a developing economy: implications for sustainable performance through eco-regulatory compliance. *International Journal of Productivity and Performance Management*, 74(7), 2442-2470.
- [54.] Ortiz, E., Marín, S., & Thompson, P. (2024). The role of small-and medium-sized practices in the sustainable transition of SMEs: Sustainable Transition and Professionals. *Environment, Development and Sustainability*, 26(8), 19299-19323.
- [55.] Quinco, D. F. (2024). Determinants of Sustainability Reporting Among the Filipino Firms. *Twist*, 19(4), 148–154. <https://doi.org/10.5281/zenodo.10049652#322>
- [56.] Ragel, L. J. B., Subia, G. S., Mina, J. C., & Campos, R. B., Jr. (2021). Limitations of PERT/CPM in construction management planning: Inputs to mathematics in architecture education. *Turkish Journal of Computer and Mathematics Education*, 12(10), 5218–5223. <https://doi.org/10.17762/turcomat.v12i10.5313>
-

-
- [57.] Ramos, E. F., Deada, L. D., & Pendon III, F. T. (2025). Solid Waste Management Practices and Profitability Among Santa Rosa Market Vendors: Basis for Restructuring Program. *IJSAT-International Journal on Science and Technology*, 16(2).
- [58.] Santos, P. M., & Sergote, J. (2025). Exploring Sustainable Business Strategies for Climate Resilience Among Selected Small and Medium-Sized Enterprises in the Philippines: A Basis for Business Risk Management Framework. *Aloysian Interdisciplinary Journal of Social Sciences, Education, and Allied Fields*, 1(8), 560-568.
- [59.] Schrank, J., & Kijkasiwat, P. (2024). Impacts of green innovation on small and medium enterprises' performance: The role of sustainability readiness and firm size. *Business Strategy & Development*, 7(3). <https://doi.org/10.1002/bsd2.407>
- [60.] Shih, I-Tung., Silalahi, A. D. K., Baljir, K., & Jargalsaikhan, S. (2024). Exploring the impact of perceived sustainability on customer satisfaction and the mediating role of perceived value. *Cogent Business & Management*, 11(1). <https://doi.org/10.1080/23311975.2024.2431647>
- [61.] Simões, C., & Sebastiani, R. (2017). The nature of the relationship between corporate identity and corporate sustainability: Evidence from the retail industry. *Business Ethics Quarterly*, 27(3), 423-453.
- [62.] Soares, J., Miguel, I., Venâncio, C., Lopes, I., & Oliveira, M. (2021). Public views on plastic pollution: Knowledge, perceived impacts, and pro-environmental behaviours. *Journal of Hazardous Materials*, 412(125227), 125227. <https://doi.org/10.1016/j.jhazmat.2021.125227>
- [63.] Su, D. N., Duong, T. H., Dinh, M. T. T., Nguyen-Phuoc, D. Q., & Johnson, L. W. (2021). Behavior towards shopping at retailers practicing sustainable grocery packaging: The influences of intra-personal and retailer-based contextual factors. *Journal of Cleaner Production*, 279, 123683.
- [64.] Swathi, A., & Johnpaul, M. (2025). Eco-friendly practices impact on organizational climate: Fostering a sustainable work culture. In *Green management approaches to organizational behavior* (pp. 145-174). IGI Global Scientific Publishing.
-

-
- [65.] Syed Imran Zaman, & Simonov Kusi-Sarpong. (2023). Identifying and exploring the relationship among the critical success factors of sustainability toward consumer behavior. *Journal of Modelling in Management*, 19(2), 492–522. <https://doi.org/10.1108/jm2-06-2022-0153>
- [66.] Tadeo, J., Mendoza, X. L., Basanes, J. A., Jimenez, J. M., & Serrano, L. V. T. (2023). The The Implementation Of Green Activities Among Micro And Small Enterprises: A Factor Analysis Approach. *Asian Journal of Management, Entrepreneurship and Social Science*, 3(02), 14-35.
- [67.] Tazhibekova, K., & Shametova, A. (2025). Ecological initiatives and their influence on the competitiveness and sustainability of companies: “Green” strategies of SMEs. *Journal of the Knowledge Economy*, 16(1), 1623-1645.
- [68.] Tolossa, A. T., Singh, M., & Gautam, R. K. (2024). Linking business sustainable development with entrepreneurial marketing practices: evidence from small and medium enterprises in Ethiopia. *Business Strategy & Development*, 7(3), e412.
- [69.] United Nations Environment Programme. (2024). Global Waste Management Outlook 2024. Nairobi: UNEP.
- [70.] Xara-Brasil, I., Silva, J., & Oliveira, L. (2023). Green orientation among consumers, retailers, and producers in urban markets. *Sustainability*, 15(4), 3439.
- [71.] Yu, J., Nancy Grace Baah, Seongseop (Sam) Kim, Moon, H., Chua, B.-L., & Han, H. (2024). Effects of green authenticity on well-being, customer engagement and approach behavior toward green hospitality brands. *International Journal of Contemporary Hospitality Management*, 36(9). <https://doi.org/10.1108/ijchm-02-2023-0194>
- [72.] Zhuang, W., Luo, X., & Riaz, M. U. (2021). On the factors influencing green purchase intention: A meta-analysis approach. *Frontiers in Psychology*, 12.
-