

Consumers' Attitudes toward the Use of Eco-Friendly Bags in Maragusan: A Green Marketing and Environmental Policy Perspective

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ABSTRACT: This study investigates consumer attitudes toward eco-friendly bags in Barangay. Poblacion, Maragusan, focusing on the influence of eco-friendly campaigns and environmental policies. The purpose is to understand how awareness, perceived benefits, price sensitivity, and demographic factors affect the adoption of eco-friendly bags in the community. A structured survey questionnaire was used to collect quantitative data from 250 respondents aged 18 to 65. Descriptive statistics were applied to analyze the data. The findings reveal high awareness of eco-friendly initiatives and government efforts, with price sensitivity being a significant barrier to adoption. While younger respondents showed greater acceptance, older age groups exhibited lower participation in eco-friendly campaigns. The study concludes that increased accessibility and affordability of eco-friendly bags, along with targeted campaigns aimed at younger populations, can enhance their adoption. These findings contribute to the growing body of research on sustainable consumer behavior and provide insights for policymakers and businesses aiming to promote environmentally friendly practices.

Keywords: Eco-friendly bags, Consumer attitudes, Environmental policies, Sustainability, Awareness campaigns, Price sensitivity, Demographic factors, Adoption behavior, Maragusan

I. INTRODUCTION

The rampant use of single-use plastics, especially plastic bags, presents considerable environmental issues, exacerbating pollution that negatively impacts ecosystems and human health (Ontario Nature, 2024). A burgeoning trend is emerging toward sustainable alternatives, including reusable bags crafted from biodegradable or recyclable materials, which may significantly diminish plastic waste and encourage responsible consumption (IJNRD, 2024). The utilization of these alternatives is crucial for environmental protection and adheres to regulations established by governments globally aimed at mitigating plastic pollution (Plastic Pollution Coalition, 2023; Life Cycle Initiative, 2019). Annually, over 300 million tons of single-use plastic are produced, presenting a significant environmental challenge. Excessive accumulation in landfills, obstruction of waterways, threats to marine life, and exacerbation of pollution and ecosystem degradation are significant consequences. As a result, we need to improve waste management systems and stop making plastic right away (Villarin & Cuaresma, 2020).

Research in China indicates that knowledge of plastic prohibitions and environmental incentives substantially affects the use of reusable bags (Wang & Li, 2022). Life Cycle Assessments (LCA) conducted in Europe indicate that plastic, paper, and reusable bags exhibit distinct environmental implications, underscoring the need for more sustainable methods (Ryan, 2022). States in the United States that have enacted plastic bag bans have shown significant decreases in plastic bag use, illustrating the efficacy of these measures in reducing trash (Savitz, 2024). Simultaneously, the Asia-Pacific area has

Consumers' Attitudes toward the Use of Eco-Friendly Bags in Maragusan: A Green.....

developed into an expanding market for reusable shopping bags, propelled by heightened environmental consciousness and governmental initiatives focused on diminishing plastic waste (Cognitive Market Research, 2024).

In the Philippines, a study of Lawson (2024) reveals a notable change in customer perceptions about eco-friendly bags and sustainable activities. In Bongabon, Nueva Ecija, research looked at how sustainable Camp Paraiso Hotel and Resort was, focusing on how these practices affected visitors' plans to behave and how they helped protect the environment. A study in Cabanatuan City looked at how the No Plastic Policy was implemented and found that most people followed it because they were afraid of getting fined. However, problems like poor waste collection and not enough adoption of environmentally friendly practices remained (De Guzman & Estaeban, 2022). Consumers' plans to buy eco-friendly packaging were looked into in Kidapawan City, Mindanao. They were found to be much more likely to choose sustainable options when they were concerned about the environment and knew a lot about it (Garcia & Campos, 2022). Additionally, a campaign by BAN Toxics in Quezon City urged customers to forgo single-use plastic bags in favor of reusable options, highlighting numerous eco-friendly bags crafted from natural materials (BAN Toxics, 2022).

Locally in Maragusan, the Municipal Environment and Natural Resources Office (MENRO), under the leadership of Honorable Mayor Angelito J. Cabalquinto and Ferdinand E. Bautista as the Head of MENRO, has implemented local policies to combat the growing problem of single-use plastic waste, aligning with the Ecological Solid Waste Management Act (Republic Act No. 9003). These restrictions restrict the use of single-use plastics and encourage the adoption of environmentally sustainable alternatives, such as reusable bags. Ferdinand E. Bautista asserts that this regulatory change has prompted several enterprises in Maragusan to use environmentally sustainable bags. MENRO has facilitated this transformation by comprehensive awareness campaigns, public information initiatives, and community involvement, informing residents and business owners about the ecological damage inflicted by plastic trash and the advantages of sustainable methods. These initiatives have cultivated a culture of environmental stewardship, motivating the community to choose sustainable alternatives and contribute to a cleaner, greener Maragusan.

Objectives of the Study

The main purpose of this study is to evaluate the perception of local consumers in Maragusan toward the use of eco-friendly bags. Furthermore, this study aims to determine the level of perception among consumers in Maragusan in terms of:

1. To recognize demographic stakeholders' information on eco-friendly bags.
2. To examine consumers' awareness of eco-friendly bag campaigns and policies.
3. To identify the benefits consumers associate with using eco-friendly bags.
4. To determine how widely accepted eco-friendly bags are in Maragusan.
5. To analyze how the price of eco-friendly bags affects consumer choices.
6. To identify key factors on the influence consumers' preferences for eco-friendly bags.

Statement of the Problem

This research study seeks to solve the following important issues:

1. What is the impact of demographic stakeholders' information on eco-friendly bags?
2. What is the level of awareness of eco-friendly bags campaigns and environment policies in terms of:
 - 2.1 consumer awareness
 - 2.2 environmental benefits
 - 2.3 public acceptance
 - 2.4 price sensitivity
3. What is the level of the influence consumer preference in using eco-friendly bags?

Gap and Sense of Urgency

Despite the increased global emphasis on sustainability and environmentally friendly activities, there has been little study on consumer views on the usage of eco-friendly bags in the Maragusan setting. To our knowledge, this is the first research to look at how local green marketing techniques and environmental legislation affect consumer behavior in this area. Our study's goal is to fill in a gap in the existing literature by adding a localized understanding of sustainable consumption and giving useful information about how people in Maragusan think about and use eco-friendly bags.

By addressing this gap, this study hopes to give useful insights into how Maragusan locals view and adopt eco-friendly bags, providing a regional perspective of sustainable consumption that is presently absent in the literature. The

Consumers' Attitudes toward the Use of Eco-Friendly Bags in Maragusan: A Green.....

crucial role of sustainable practices in addressing community environmental concerns underscores the significance of this research. As plastic trash continues to endanger local ecosystems and human health, it is critical to understand the variables that promote or impede the adoption of environmentally suitable alternatives. This study will give valuable data to local officials and companies, allowing them to develop more effective methods for promoting environmental responsibility, eventually leading to a cleaner and more sustainable Maragusan.

Scope and limitations

This research looks at the impact of green marketing and environmental policies on customer buying behavior in Barangay Poblacion, Maragusan, Davao de Oro. It seeks 250 respondents aged 18 to 65 above, independent of gender, education, work status, family size, or religion. Participants must live in Maragusan, have experience with eco-friendly bags, and understand fundamental environmental legislation and sustainability. Exclusions consist of people who do not meet the specified geographical or age requirements, those who choose not to take part, and individuals lacking sufficient knowledge or giving inconsistent answers. The findings are confined to a specific region and rely on self-reported data, indicating potential limitations in applicability to other contexts and the possibility of altering cultural and business trends.

II. Review Related Literature

Awareness of Eco-Friendly Bag Campaigns and Policies

Promoting sustainable consumer behavior depends on awareness of eco-friendly bag initiatives and relevant legislation. Many countries have responded to growing concerns regarding plastic pollution by prohibiting single-use plastic bags and encouraging the use of reusable bags. Research by Zaheer, Hussain, Fatima, and Edgley (2021) reveals that Pakistani consumers hold diverse views regarding the ban on plastic bags and the implementation of environmentally friendly alternatives. Investigations reveal that public awareness regarding the environmental impacts of plastic waste is significantly lacking. A considerable portion of consumers is uninformed about the long-term effects of plastic pollution, underscoring the necessity for improved public education efforts focused on environmental awareness.

Umer (2023) analyzes the adoption of environmentally sustainable shopping bags in the retail industry and posits that robust rules may profoundly influence customer behavior. The data indicate that shops that incentivize the use of reusable bags via discounts or loyalty points increase the probability of customers embracing sustainable practices. This indicates that commercial strategies promoting environmentally friendly behaviors among consumers should complement regulatory measures. Halim (2022) asserts that client perceptions have a direct impact on their purchasing intentions regarding ecological bags. Studies show that consumers who perceive eco-friendly bags as more convenient or stylish are more likely to select them instead of conventional plastic options.

Romero (2024) highlights this concept by looking into sustainable consumption habits and finding that how convenient people perceive it to be greatly influences their intention to use reusable bags. The study shows that while caring for the environment matters, practical factors such as how easy something is to use and how accessible it is often come first. This discovery suggests that campaigns promoting eco-friendly purses should strive to integrate these products into the daily lives of consumers, thereby increasing the appeal of sustainability.

Asmuni (2024) investigates the manner in which Malaysian consumers engage with plastic purchasing bags requiring payment. The environmentally conscious decisions we make as consumers are significantly influenced by key influencers, such as our attitudes and our perception of our capacity to act. Researchers have found that individuals are more inclined to adopt environmentally friendly behaviors when they believe they are capable of making sustainable decisions as a result of supportive policies or community initiatives.

The Role of Environmental Benefit

The advantages and disadvantages of eco-friendly containers significantly influence environmental outcomes and consumer behavior. These bags are crucial for reducing plastic pollution, essential for the conservation of marine ecosystems and the advancement of environmental sustainability (Muposhi&Muposhi, 2021). Studies suggest that informing customers about the environmental benefits of eco-friendly bags might enhance public acceptability and encourage sustainable practices (Srinivas Publication, 2022). Educational programs foster a culture of sustainability by equipping consumers to make educated choices that positively affect the environment. Furthermore, the manufacture of eco-friendly bags often utilizes renewable resources, thereby reducing reliance on fossil fuels. Gonzalez (2023).

Consumers' Attitudes toward the Use of Eco-Friendly Bags in Maragusan: A Green.....

Nonetheless, eco-friendly bags possess certain disadvantages. The production of these bags, although more sustainable than plastic, still entails significant resource consumption. You need to reuse organic cotton bags approximately 20,000 times to match the environmental impact of single-use plastic bags (Climate Columbia, 2020). Furthermore, reusable bags can accumulate bacteria if not cleaned consistently, which poses health risks for consumers (Ryan, 2023). Numerous consumers encounter difficulties in consistently utilizing reusable bags, thereby diminishing their efficacy in mitigating plastic waste (Tan & Ota, 2024).

Research indicates that reusing paper bags four to eight times diminishes their environmental effect relative to plastic bags (Earthcarebags.com, 2024). A comparative analysis by Climate Columbia (2020) reveals that HDPE plastic bags often have reduced environmental consequences in most categories relative to paper and cotton bags. Furthermore, consumer perceptions of eco-friendliness significantly influence purchasing behavior. Smith and Jones (2022) emphasize that consumer perceptions of a product's environmental friendliness often outweigh its actual environmental performance. This highlights the significance of effective communication in fostering genuinely sustainable decisions.

Public Acceptance of Eco-Friendly Bags

Various environmental, economic, and behavioral factors influence the public's acceptance of eco-friendly bags. Pratiwi (2024) emphasized the environmental advantages of bio-based plastics, which demonstrate the lowest global warming potential (GWP) values compared to alternative materials. Their research fits with Sustainable Development Goal 13 (Climate Action), showing how new materials can be used to solve important environmental problems like reducing plastic waste and slowing down climate change. From this point of view, getting people to accept bio-based plastics and other new materials might be easier if you show how beneficial they are for the environment and how they're better than traditional options.

Ahamed (2021) examined the sustainability of single-use kraft paper bags in Singapore, highlighting the environmental trade-offs associated with certain ecofriendly alternatives. The findings indicate that public acceptance may diminish if consumers become aware of these trade-offs. Ahamed (2021) underscored the need of decreasing overall consumption, whereas Pratiwi et al. accentuated the advantages of material innovation. The findings emphasize the need of clear communication about the limits of eco-friendly goods to maintain consumer confidence and continued support.

Wang and Li (2022) presented a behavioral analysis regarding the impact of environmental motivation on consumer acceptance of reusable bags. The findings indicated a significant relationship between public approval and the levels of consumer awareness and education. People with stronger environmental motivation are more likely to use reusable bags, no matter what materials they are made from. The focus transitions from the production effects outlined by Pratiwi (2024) and Ahamed (2021) to the implications for individuals. This discovery underscores the need for focused educational initiatives to foster environmental accountability and promote sustainable practices.

The Relationship Between Price and Consumer Choices for Eco-Friendly Bags

There are a lot of factors that influence the complex relationship between price and consumers' choices for environmentally friendly bags. According to PwC (2024), eco-bags and other sustainably made items may get a premium of 9.7 percent from buyers. Perceived value and ethical considerations influence consumer choice, which in turn influences pricing, according to this study. When faced with a somewhat elevated cost, a significant number of customers are inclined to support environmentally sustainable efforts, as long as they perceive tangible benefits.

Tan and Ota (2024) emphasize that perceived convenience substantially influences the desire to use reusable bags. The study found that customers usually prioritize cost above usability, implying that the effectiveness of eco-friendly bags is determined by both price and practical qualities. The findings imply that combining price and convenience may increase reusable bag adoption among consumers.

In contrast, Geng (2021) highlights the challenges connected with pricing. Their study suggests that, although price is a crucial consideration, prohibitively high prices may deter people from purchasing eco-friendly bags. Consumers often associate reduced costs with increased value, leading to a preference for more economical choices. This suggests that when costs seem prohibitively high, environmentally aware customers may choose cost above sustainability.

Jakovcevic (2021) discovers that customer perceptions and motives about eco-bag initiatives substantially affect adoption; yet, increased costs may impede these efforts. Their results suggest that even the most compelling environmental efforts may fail to attain universal acceptance if the cost of eco-bags surpasses consumers' notions of

Consumers' Attitudes toward the Use of Eco-Friendly Bags in Maragusan: A Green.....

fairness. This underscores the intricate equilibrium between fostering sustainability and guaranteeing accessibility via affordable price.

Halim (2022) contends that while environmental issues are positively linked to the intention to use eco-friendly bags, cost continues to be a significant barrier for many consumers. Customers may be discouraged from employing reusable bags due to the elevated cost, despite their substantial environmental concerns. This underscores the necessity of surmounting financial constraints in order to engage in environmentally beneficial activities.

Government initiatives that encourage the utilization of reusable bags may effectively cultivate sustainable consumer behaviors, as per Chatzargiros (2024). Proper pricing frequently determines the efficacy of these strategies. Programs that are well-designed may not achieve their intended results if they are not cost-effective. This conclusion underscores the necessity of a cohesive strategy that effectively balances cost-effective pricing with statutory requirements to encourage the widespread use of eco-friendly bags.

Demographic Influences on Preferences

Research on demographic characteristics that influence eco-bag choosing indicates a complex consumer behavior environment. Farvazova (2020) argues that younger Finnish shoppers are ecologically sensitive. Peer dynamics and marketing methods influence what people buy, revealing how important social factors are in shaping long-term behavior in teenagers and young adults. This study underlines the need for personalized marketing methods for encouraging environmentally aware habits among younger groups. In 2023, Chitotombe did a demographic study, which found that older customers, women, and low-income persons are more likely to reuse shopping bags than younger people. This discovery underscores the necessity of targeted marketing strategies to encourage environmentally conscious behaviors among younger demographics.

Chitotombe (2023) investigates numerous demographic cohorts, suggesting that elderly consumers, women, and low-income individuals exhibit a greater propensity to reuse purchasing bags than their younger counterparts. Cater and Serafimova (2019) investigate the link between socio-demographics and environmental concerns. According to research, older customers often have unique incentives, such as a desire to leave a legacy and a commitment to future generations. This complicates understanding of the effect of age on eco-bag choosing, since it contrasts sharply with peer-influenced behaviors reported in younger customers.

Xu (2023) contributes to this conversation by emphasizing that understanding of environmental concerns affects behavior across various groups. The results indicate that educational and awareness initiatives may successfully encourage environmentally sustainable habits across diverse groups, including age, gender, and economic levels. This perspective links demographic inequalities, highlighting the significant impact of educated decision-making on sustainable behaviors.

Mohan (2024) asserts that demographics significantly influence customer views of eco-friendly bags. The research demonstrates that cultural and economic circumstances in developing nations substantially affect consumer intentions. Economic incentives and cultural norms may have a more substantial influence on the adoption of reusable bags in regions with inadequate environmental programs than ecological consciousness.

Theoretical framework

The study is grounded on Icek Ajzen's (1991) Theory of Planned Behavior (TPB), which has been extensively used to analyze how attitudes, subjective norms, and perceived behavioral control influence individuals' intentions and actions.

Chen (2020), examined the components of the Theory of Planned Behavior – attitudes, subjective norms, and perceived behavioral control – alongside moral standards to forecast individuals' intentions to use eco-friendly reusable bags. The study, which examined 280 participants, indicated that moral standards, attitudes, and perceived behavioral control positively affected intentions, but subjective norms had a negative effect. The findings highlighted personal ethics and perceived usefulness as primary motivators.

Wang (2021) investigated Chinese consumers' intentions to utilize reusable bags while shopping using the Theory of Planned Behavior (TPB). The research found that attitudes, subjective standards, and perceived behavioral control all had a substantial influence on intentions, with perceived behavioral control having the most effect. Environmental issues indirectly influenced intentions by shaping attitudes.

Consumers' Attitudes toward the Use of Eco-Friendly Bags in Maragusan: A Green.....

Kumar and Rao (2020) used the Theory of Planned Behavior to identify the factors influencing the choice for reusable bags over single-use plastic bags. They emphasized the impact of environmental awareness, perceived autonomy, and social norms on behavior. The study indicated that alleviating perceived barriers and enhancing environmental awareness might promote positive attitudes and increase the use of reusable bags.

Along with the TPB, Jagdish N. Sheth, Bruce I. Newman, and Barbara L. Gross presented the Theory of Consumption Values in 1991. This theory suggests that consumer choices are influenced by five major value dimensions: functional, social, emotional, epistemic, and conditional values. Understanding these values explains how buyers build opinions about things and make purchasing decisions.

This research applies Ajzen's (1991) Theory of Planned Behavior (TPB), which explains how attitudes, subjective norms, and perceived behavioral control influence actions and intentions, providing insights into why individuals choose eco-friendly bags. Chen (2022) highlighted the role of moral norms in strengthening attitudes and perceived control, positively affecting the willingness to use reusable bags. Similarly, Wang (2021) found that Chinese consumers' attitudes, perceived behavioral control, and environmental concerns significantly influenced their intention to adopt reusable bags.

Additionally, the Theory of Consumption Values (Sheth, 1991) complements the TPB by illustrating how functional, social, emotional, epistemic, and conditional values shape purchasing decisions. Together, these theories clarify how environmental information, perceived benefits, social influences, and individual attitudes drive the adoption of eco-friendly bags in Maragusan, Davao de Oro.

Conceptual framework

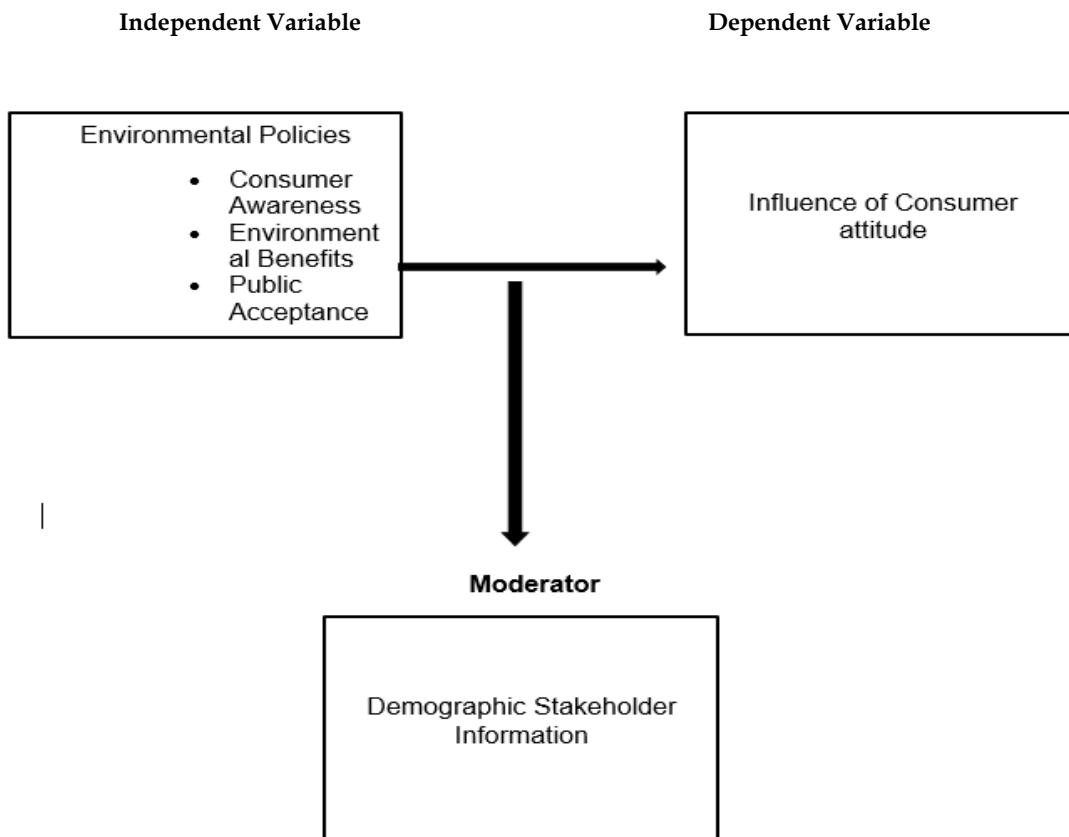


Fig.1 Conceptual Framework of the Study

In this conceptual framework, Environmental Policies, which influence consumer attitudes towards sustainable behavior, serve as the Independent Variable (IV).

Consumers' Attitudes toward the Use of Eco-Friendly Bags in Maragusan: A Green.....

These policies encompass various indicators, including consumer awareness (the extent of public knowledge regarding eco-friendly practices), environmental benefits (the advantageous results of adopting sustainable behaviors), public acceptance (the level of societal support for these behaviors), and price sensitivity (the influence of eco-friendly product pricing on consumer decisions).

The dependent variable (DV) is the influence on consumer attitude, which assesses the results or consequences of various policies. This includes characteristics such as a desire to buy reusable bags, a positive attitude toward sustainable activities, and a decreased aversion to higher pricing for environmentally friendly items. In essence, the DV represents how consumer attitudes or actions change in response to environmental regulations.

Additionally, demographic stakeholder information serves as a moderator in this framework. It determines how much the IV (environmental policies) affects the DV (consumer attitudes). Key demographic indicators include age, with younger consumers being more open to sustainable practices than older groups; education, where higher education levels can lead to greater awareness and acceptance; and income, as individuals with higher incomes are less sensitive to costs, whereas those with lower incomes may see price as a barrier.

The significance of the study

The relevance of the research focuses on how it helps different stakeholders:

Policy makers: The research could assist policymakers in developing and improving environmental policies to promote the use of eco-friendly activities.

Consumers: It could inform them on the advantages of using eco-friendly bags and promotes sustainable shopping habits.

Local firms: The study could help firms connect their plans with customer demand for environmentally friendly items.

Future Researchers: It might be used as a reference for subsequent research on consumer behavior, green marketing, and environmental sustainability.

Definition of Terms

This study defines terms both conceptually and operationally to enhance clarity and facilitate reader comprehension.

Eco-Friendly Bags: Reusable bags constructed from sustainable materials intended to substitute single-use plastic bags and mitigate environmental impact (Chen, 2022).

Consumer Behavior: It is the study of how people decide how to spend their money on goods and services, taking into account psychological, social, and environmental factors (Sheth 1991).

Environmental Awareness: It encompasses the comprehension of issues such as pollution and climate change, which affect attitudes and behaviors regarding sustainability (Wang 2021).

Sustainable development: It denotes an approach that meets present needs while safeguarding the ability of future generations to meet their own needs. It highlights the significance of environmental protection, social equity, and economic viability (United Nations, 1987).

Single-Use Plastics: Disposable plastic items, including bags and straws, designed for one-time use, significantly contribute to pollution and waste (Serious Eats, 2023).

Price sensitivity: As used in the study, it refers to how much price impacts consumer buying behavior; greater sensitivity means that customers are more likely to modify their purchasing habits in response to price disparities (Kumar & Rao, 2020).

Demographic Factors: This refers as age, gender, income, and education level all have an influence on consumer preferences and purchasing behavior.

Consumers' Attitudes toward the Use of Eco-Friendly Bags in Maragusan: A Green.....

Environmental policies: These are the commitments made by organizations or governments to develop laws, regulations, and procedures to address environmental issues such as pollution and resource management in order to ensure the sustainability of future generations (Roberts, 2004).

III. MARKET RESEARCH PLAN

This chapter outlines the methodologies and strategies used in the study, starting with the consumer persona and research site. The discussion thereafter addresses the study design, target participants, research tools, data collecting methodology, statistical analysis, and data management protocols.

Buyer Persona

The typical eco-conscious consumer in Maragusan, the focus of this study, is profoundly devoted to environmental sustainability and responsible consumption. This group consists of adults aged 18 to 65 and older, representing a diverse mix of educational backgrounds, employment responsibilities, income levels, and marital connections. They are driven by a shared commitment to making thoughtful and impactful lifestyle choices that contribute to environmental preservation. Regardless of gender or religious affiliation, these individuals prioritize eco-friendly practices in their daily lives and are particularly mindful of how their shopping decisions affect the environment.

Many of them are drawn to products that emphasize sustainability, such as reusable and biodegradable alternatives, and actively seek businesses that promote eco-consciousness. Their preferences are often shaped by a combination of personal values, cultural influences, and exposure to green marketing campaigns and environmental policies. By embracing products that reduce waste and promote sustainability, they play an essential role in fostering a greener and more sustainable Maragusan for future generations.

Research Location

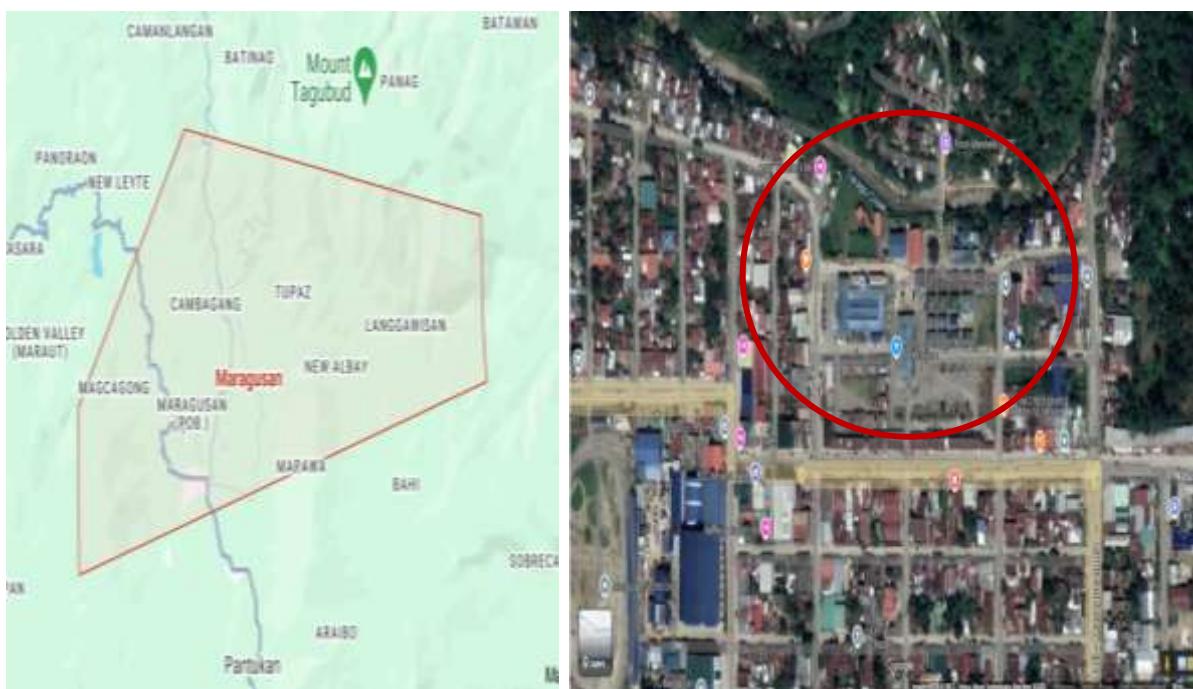


Figure.2: Location Map of Maragusan, Davao De Oro, and the map of Poblacion, Maragusan, Davao de Oro

The study focused on the household consumers of Poblacion, Maragusan, Davao de Oro. This specific geographic location was chosen to examine the influence of green marketing on consumer buying behavior within a particular community. The observational study took place and focused on a single day of data collection. The possibility of general applicability of the findings would only be limited to the scope and sample.

Research Method

This study used a quantitative research method to look at how consumer attitudes, environmental policies, and the use of eco-friendly bags are related. This is similar to the methods used by Chen (2022) and Wang (2021). Data were

Consumers' Attitudes toward the Use of Eco-Friendly Bags in Maragusan: A Green.....

collected via structured surveys, as corroborated by Kumar and Rao (2020). The data were then evaluated to get objective insights into the behavior of individuals in Maragusan, Davao de Oro.

Research Design

The research design served as a systematic framework that integrates the study's components to effectively address the research questions. This framework established a systematic connection between research questions and the methodologies utilized to address them (Matthews & Ross, 2014).

This research used a descriptive approach to investigate customer perceptions regarding eco-friendly bags in Barangay Poblacion, Maragusan (Chen, 2022). This study examined demographic characteristics, including awareness, perceived advantages, price sensitivity, and acceptability of eco-friendly bags (Wang 2021). Quantitative data on customer behavior were gathered using organized approaches such as surveys (Kumar & Rao, 2020).

The research utilized existing theories, including the Theory of Planned Behavior (TPB) (Ajzen, 1991), although it did not use a logical hypothesis testing methodology. This study offers an in-depth analysis of the determinants affecting the adoption of eco-friendly goods and advocates for sustainability activities in the community (Sheth et al., 1991).

Research subject

The target population resided in Barangay Poblacion, Maragusan, Davao de Oro, where the research was conducted. The research focused on individuals aged 18 to 65 above who have basic knowledge of eco-friendly products, environmental policies, and sustainability practices.

The respondents of this study were 250 residents, selected using a stratified random sampling method. These participants were included regardless of gender, educational background, or occupation, as long as they met the inclusion criteria.

Table 1 shows the distribution of respondents.

Area	Number of Respondents	Percentage
Barangay Poblacion	250	100%

Research Instrument

The respondents answered a researcher-made questionnaire designed to determine their attitudes toward the use of eco-friendly bags in Maragusan, focusing on green marketing and environmental policies. The questionnaire consisted of two parts. The first part collected the demographic profile of the respondents, including their age, sex, educational attainment, occupation, and monthly income. The second part assessed various factors related to eco-friendly bags, including Awareness of Eco-Friendly Bag Campaigns and Policies, Benefits Associated with Using Eco-Friendly Bags, Acceptance of Eco-Friendly Bags in Maragusan, Price and Consumer Choices, and Consumer Influences on Preferences. Each section contained five questions rated on a 1 to 5 scale, corresponding to descriptive ratings where 1 = Strongly Agree, 2 = Agree, 3 = Neutral, 4 = Disagree, and 5 = Strongly Disagree.

Table 2 Response Scale Interpretation

Range of Means	Descriptive	Interpretation
4.21-5.00	Strongly Agree	This means respondents strongly support the idea expressed in the statement

Consumers' Attitudes toward the Use of Eco-Friendly Bags in Maragusan: A Green.....

3.41-4.20	Agree	This means respondents agree with the idea expressed in the statement.
2.61-3.40	Neutral	This means respondents neither agree nor disagree with the idea expressed.
1.81-2.60	Disagree	This means respondents disagree with the idea expressed in the statement
1.00-1.80	Strongly Disagree	This means respondents strongly oppose the idea expressed in the statement.

The questionnaire was reviewed, validated, and approved by the researcher's adviser and panel members. Each item was carefully designed to ensure clarity, simplicity, and relevance to the purpose of the study.

Distribution of Respondents

Respondents were selected using stratified random selection from a broad pool of individuals in Barangay. Poblacion, Maragusan. This ensured that the sample was representative of a diverse set of demographic groupings. The researchers polled 250 persons aged 18 to 65. To provide a fair representation, researchers chose individuals in proportion to important characteristics such as age, income, and employment. This strategy accurately represented the community's various demographics and enabled a full assessment of consumer attitudes about eco-friendly bags.

Statistical tool

This study primarily employed descriptive statistics to evaluate demographic data and survey responses. Frequencies and percentages employed to characterize the distribution of respondents' demographic attributes, including age, gender, income, and education. These tools provide a detailed analysis of the population's composition and aid in identifying trends in consumer attitudes and behaviors related to eco-friendly bags. Means and standard deviations were employed to evaluate responses, offering insights into the main trends and variability in participants' awareness, attitudes, and behaviors regarding the use of eco-friendly bags. This study aims to identify patterns and similarities within the target audience, particularly regarding environmental awareness and green marketing initiatives in Barangay Poblacion, Maragusan.

Ethical Consideration

This research adhered to ethical standards regarding participation, withdrawal, and confidentiality. As Bryman and Bell (2011) say, participants will give informed consent which means they agree to take part in the study and understand its purpose, nature, and methods. They had the right to quit at any time without any consequences. The researchers rigorously maintained confidentiality by storing data securely, anonymizing participant identities, and using personal information only for research objectives.

IV. MARKET DATA COLLECTION

In this chapter discusses the market data collection process and ethical guidelines, including the Privacy Act and REC provisions, were followed. Data were analyzed using descriptive statistics to understand consumer behavior.

Data Gathering Instrument

The research employed a structured survey questionnaire to gather data from participants. The questionnaire has two parts. The first portion gathered demographic information such as age, gender, marital status, educational attainment, job status, and monthly earnings and the second component employed a 5-point Likert scale to analyze consumer views and actions toward eco-friendly bags, ranging from 5 (strongly agree) to 1 (strongly disagree). The poll examined five key themes: knowledge of eco-friendly bag initiatives and regulations, perceived advantages of eco-friendly bags, acceptability of these bags in Maragusan, the effect of price on purchase choices, and the role of demographic characteristics on preferences. Then, researchers carefully designed each question to meet the study's goals, assuring precision and pertinence. The tool was validated by specialists to confirm its reliability and appropriateness for the target demographic.

Data Gathering Methods

The data collection method commenced with securing necessary permissions from local authorities and stakeholders in Maragusan. The survey was conducted in Barangay Poblacion, utilizing a sample of 250 respondents selected through stratified random sampling. The research participants were informed of the study's objectives and benefits, with a focus on voluntary participation and anonymity. Surveys were administered and collected in person to ensure accurate responses and to address any questions participants might have had. Before data processing, then the researchers assessed the completed questionnaires to determine their completeness and validity.

Permission to Conduct the Study

A formal request for permission to conduct the study was submitted to the local government of Maragusan and the Barangay Council of Poblacion to ensure the effective implementation of this research. The letter outlined the objectives and significance of the study, titled "Consumers' Attitudes Toward the Use of Eco-Friendly Bags in Maragusan: A Green Marketing and Environmental Policy Perspective," with the study's goal being to obtain information on customer views and behaviors about eco-friendly bags in accordance with local environmental laws. The letter emphasized the study's ethical integrity, including rigorous adherence to confidentiality and voluntary participation guidelines. Following permission, we worked with local authorities to improve access to target respondents and guarantee an effective data-gathering procedure.

Administration and Retrieval of Questionnaires

To promote active involvement and a high response rate, the researchers presented questionnaires in person, educated participants on the study's aims, guaranteed them of their voluntary participation, and told them that their replies would be kept secret. Furthermore, they thoroughly checked the completed questionnaires for completeness and securely kept them for analysis, following to ethical rules to assure anonymity and voluntary participation.

Collation and Tabulation of Data

The results were collected, tabulated, and validated by the adviser prior to undergoing appropriate statistical treatment.

Analysis and Interpretation

The results were analyzed and interpreted in accordance with the study's objectives and submitted to the statistician for statistical analysis.

Sampling Technique

This research focused on people of Barangay Poblacion, Maragusan, aged 18 to 65, who were aware of eco-friendly items and environmental legislation. Because it is impracticable to poll the whole population, stratified random sampling will be used. This method is selected to ensure that the sample accurately represents the diversity of the population in essential demographics, including age, income level, and occupation (Creswell, 2014; Etikan et al., 2016).

This method entailed the classification of the population into distinct subgroups, or strata, based on demographic factors. A specific number of individuals from each stratum will be selected to ensure adequate representation of each subgroup in the sample relative to its proportion in the overall population.

This approach mitigates potential bias and improves the reliability and validity of the findings (Flick, 2018).

A sample size of 250 respondents was intended for the investigation. Gay (2009) determined the sample size to guarantee that the study's parameters would allow for a significant analysis through the use of statistical power.

Procedures of the Research (Privacy Act, REC Provision)

The study techniques adhered to ethical principles, including the Privacy Act and requirements established by the study Ethics Committee. Before collecting data, we obtained REC approval, which confirmed that the project met ethical requirements for informed consent, confidentiality, and data protection. Participants were provided full information about the study's objectives, their voluntary participation, and the ability to withdraw at any moment without penalty. Personal data was kept confidential and securely stored in accordance with the Privacy Act, and identifying information was anonymized throughout the research. All survey responses were handled with tight privacy protocols and followed by established procedures to protect participants' rights and guarantee that data was utilized only for research purposes. We clearly communicated how we would share the results once the study concluded.

V. MARKET DATA ANALYSIS

Market Segmentation

This section examines the demographic segmentation of consumers in Barangay Poblacion, Maragusan, Davao de Oro. Demographic factors, including age, gender, income, and marital status, significantly influence consumer behavior regarding eco-friendly bags.

Demographic Segmentation

Table 3 shows the largest group of respondents is aged 18-24 years, comprising 36.4% (91 respondents), followed by those aged 25-34 years at 31.2% (78 respondents). Participation declines in older age groups, with only five respondents (2%) aged 55-65 and two respondents (0.8%) aged 65 and older. This suggests that younger age groups are predominant in the demographic, indicating a higher interest or engagement in eco-friendly practices.

Table 3: Distribution of Respondents by Age

Age	Frequency	Percentage
18-24	91	36.40%
25-34	78	31.20%
35-44	51	20.40%
45-54	23	9.20%
55-65	5	2.00%
65 above	2	0.80%

Table 4 reveals the majority of respondents are female, comprising 137 individuals (54.8%), while male respondents account for 113 individuals (45.2%). The slight female majority may indicate more pronounced eco-conscious attitudes or a more significant influence in household purchasing decisions.

Table 4: Gender Distribution

Gender	Frequency	Percentage
Male	113	45.20%
Female	137	54.80%

Table 5 presents that 42% of respondents earn between ₱5,000 and ₱10,000 per month, while 32.4% earn less than ₱5,000. Higher income categories, including those earning ₱30,001-₱40,000 (8 respondents, 3.2%) and over ₱40,000 (5 respondents, 2%), had lower representation. This suggests that price sensitivity may impact the adoption of eco-friendly bags, especially among lower-income communities.

Table 5: Income Range Distribution

Income Range	Frequency	Percentage
Below 5,000	81	32.40%
5,000-10,000	105	42%
10,001-20,000	36	14.40%
20,001-30,000	15	6%
30,001-40,000	8	3.20%
Above 40,000	5	2%

Table 6 reveals that employers account for the majority of respondents (136, or 54.4%), followed by unemployed individuals (64, or 25.6%) and self-employed people (49, or 19.6%). Only one responder (0.4%) has retired. The study highlights the economic obstacles that jobless groups face while adopting environmentally responsible habits.

Table 6: Occupation Distribution

Occupation	Frequency	Percentage
Employed	136	54.40%
Self-employed	49	19.60%
Unemployed	64	25.60%

Retired	1	0.40%
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Table 7 indicates that the majority of respondents are single, comprising 52% (128 respondents), whereas married individuals represent 44.8% (112 respondents). A minimal number of respondents are separated (2 respondents, 0.8%) or divorced (1 respondent, 0.4%), while 7 respondents (2.8%) identify as "in a relationship." This indicates a predominantly young and single demographic in the study area, consistent with the prevalence of younger age groups in the sample.

Table 7: Marital Status Distribution

Marital Status	Frequency	Percentage
Single	128	52%
Married	112	44.80%
Separated	2	0.80%
Divorced	1	0.40%
In a relationship	7	2.80%

Behavioral Segmentation

Table 8 points out that respondents displayed considerable awareness and involvement with eco-friendly bag campaigns and initiatives, as evidenced by the statement, "I keep myself informed about initiatives and campaigns promoting eco-friendly bags in my community," which attained the highest mean score of 4.5320 (Standard Deviation: 0.71766). Involvement in activities or events advocating for eco-friendly bags was somewhat reduced (mean: 4.0920, Std. Deviation: 0.88468), suggesting a gap between awareness and actual participation. Participants emphasized the importance of self-education in facilitating sustainable decisions, as shown by the statement, "I believe that educating myself about eco-friendly bag initiatives is important for making sustainable choices," which produced a mean of 4.5000 (Standard Deviation: 0.67217). Moreover, there was considerable knowledge of governmental programs designed to reduce single-use plastics, with a mean score of 4.3800 (standard deviation: 0.71949). The ads were acknowledged for their efficacy in enhancing awareness of the environmental consequences of plastic bags, with a mean score of 4.3840 (standard deviation: 0.73122). The results underscore the effectiveness of environmentally sustainable activities in raising awareness and identify opportunities for strengthening public engagement.

Mean	Std. Deviation	Descriptive
4.5320	.71766	Strongly Agree
4.0920	.88468	Agree
4.5000	.67217	Strongly Agree
4.3800	.71949	Strongly Agree
4.3840	.73122	Strongly Agree

Table 8: Awareness of Eco-Friendly Bag Campaigns and Policies

Table 9 illustrates the strong agreement among respondents that using eco-friendly bags is good for the environment is shown by the fact that the statement "I believe using eco-friendly bags helps reduce plastic waste in the environment" got an average score of 4.4840 with a standard deviation of 0.67197. There is a strong consensus that eco-friendly bags are environmentally superior to plastic bags, evidenced by a mean score of 4.5080 (standard deviation: 0.68396). Perceptions of durability are comparatively unfavorable, indicated by a mean of 4.0160 (standard deviation: 0.94409), highlighting the necessity to address product quality concerns. A significant number of respondents express a sense of personal responsibility regarding the use of eco-friendly bags (mean: 4.1720, Std. Deviation: 0.65738), suggesting an emotional connection to their environmental impact. Furthermore, a mean score of 4.2320 (Standard Deviation: 0.93685) demonstrates the perception that eco-friendly bags improve community cleanliness. The findings indicate significant environmental awareness and personal responsibility linked to the use of eco-friendly bags, as well as opportunities for enhancing product durability.

Consumers' Attitudes toward the Use of Eco-Friendly Bags in Maragusan: A Green.....

Table 9: Benefits Associated with Using Eco-Friendly Bags

Mean	Std. Deviation	Descriptive
4.4840	.67197	Strongly Agree
4.5080	.68396	Strongly Agree
4.0160	.94409	Agree
4.1720	.65738	Agree
4.2320	.93685	Strongly Agree

Table 10 displays that eco-friendly bags are becoming more widely accepted and normalized in Maragusan. Respondents often notice the usage of environmentally friendly bags when shopping, as shown by a mean score of 4.2160 (standard deviation: 0.63479). They also agree that these bags are widely accessible at local retailers, with a mean score of 4.3105 (SD: 0.70018). Friends, family, and classmates push respondents to use eco-friendly bags (mean: 4.2560, standard deviation: 0.71590). A mean score of 4.1840 (standard deviation: 0.62587) suggests a considerable shift in community behavior toward reusable bags. The highest mean in this collection (4.3320, standard deviation: 0.68678) indicates that locals believe that utilizing eco-friendly bags is now normal practice. The results show that social and cultural elements are becoming more accepted, accessible, and effective in encouraging the use of eco-friendly bags in the community.

Table 10: Acceptance of Eco-Friendly Bags in Maragusan

Mean	Std. Deviation	Descriptive
4.2160	.63479	Strongly Agree
4.3105	.70018	Strongly Agree
4.2560	.71590	Strongly Agree
4.1840	.62587	Agree
4.3320	.68678	Strongly Agree

Table 11 shows the results, which indicate that price significantly influences consumer choices related to eco-friendly bags. A mean score of 3.9840 (standard deviation: 0.87338) indicates a moderate view of affordability. In contrast, there is a significant preference for eco-friendly bags when offered at competitive prices, evidenced by a mean score of 4.1960 (Standard Deviation: 0.81501). Respondents exhibit a measured readiness to incur higher costs to promote environmental sustainability (mean: 4.0160, Std. Deviation: 0.88253). The impact of cost on decision-making is significant, as indicated by a mean of 4.0520 (standard deviation: 0.83672), highlighting the relevance of pricing strategies. High prices do not significantly deter purchases, evidenced by a low mean score of 2.1000 (Standard Deviation: 0.98686). The findings indicate that respondents prioritize affordability but are willing to invest in eco-friendly bags when the environmental benefits are substantiated.

Table 11: Price and Consumer Choices

Mean	Std. Deviation	Descriptive
3.9840	.87338	Agree
4.1960	.81501	Agree
4.0160	.88253	Agree
4.0520	.83672	Agree
2.1000	.98686	Disagree

Consumers' Attitudes toward the Use of Eco-Friendly Bags in Maragusan: A Green.....

Table 12 indicates that the utilization of eco-friendly bags is not significantly influenced by demographic or external factors. A mean score of 4.0440 (standard deviation: 0.80788) reflects the minimal influence of lifestyle and daily activities. Income considerations (mean: 4.1920, Std. Deviation: 0.67896) and age (mean: 4.2200, Std. Deviation: 0.75756) are similarly not regarded as significant factors influencing the usage of eco-friendly bags. The impact of employment status on affordability is minimal, indicated by a mean score of 4.0560 (standard deviation: 0.76367). Additionally, media consumption, including television, social media, and news, has minimal impact on respondents' perceptions of eco-friendly bags, evidenced by a mean of 4.0884 (standard deviation: 0.89999). The findings indicate that personal choice and environmental commitment significantly influence the adoption of eco-friendly bags, surpassing the impact of demographic or external factors.

Table 12: Consumer Influences on Preferences

Mean	Std. Deviation	Descriptive
4.0440	.80788	Agree
4.1920	.67896	Agree
4.2200	.75756	Strongly Agree
4.0560	.76367	Agree
4.0884	.90709	Agree

VI. SUMMARY, CONCLUSION AND RECOMMENDATION

This section presents a summary of the findings, conclusions derived from the research results, and recommendations formulated based on these results and conclusions.

1. Demographic Stakeholders' Information on Eco-Friendly Bags

A significant proportion of respondents, specifically 67.6%, are aged 18–24, indicating a strong involvement of younger demographics in eco-friendly practices. Females represent 54.8% of respondents, indicating their significant influence in household decision-making and environmental awareness. A majority of respondents, 42%, earn between ₦5,000 and ₦10,000 monthly, while 54.4% are employed, suggesting that middle-income working individuals constitute the primary stakeholders in the adoption of eco-friendly bags.

2. Consumers' Awareness of Eco-Friendly Bag Campaigns and Policies

The highest mean score (4.5320, SD: 0.71766) demonstrates elevated awareness levels regarding knowledge of eco-friendly bag initiatives. Participants highlighted the significance of self-education (mean: 4.5000, SD: 0.67217). Government-led campaigns significantly increased awareness regarding the environmental effects of single-use plastics (mean: 4.3800, SD: 0.71949). Participation in activities promoting eco-friendly practices yielded a lower score (mean: 4.0920, SD: 0.88468), indicating a necessity for enhanced engagement initiatives.

3. Benefits Consumers Associate with Using Eco-Friendly Bags

Respondents acknowledge the environmental advantages of eco-friendly bags, evidenced by a high mean score (4.4840, SD: 0.67197) regarding their effectiveness in reducing plastic waste. With a mean score of 4.5080 and a standard deviation of 0.68396, respondents perceive eco-friendly bags as environmentally superior. Durability presents a concern, evidenced by a lower mean score (4.0160, SD: 0.94409), suggesting a necessity for enhanced product quality.

4. Acceptance of Eco-Friendly Bags in Maragusan

In Maragusan, eco-friendly bags are gaining acceptance and are frequently utilized, as indicated by respondents who reported their widespread availability in stores (mean: 4.3105, SD: 0.70018) and a notable frequency of usage within the community (mean: 4.2160, SD: 0.63479). Social encouragement from family and peers enhances adoption (mean: 4.2560, SD: 0.71590), indicating a cultural shift toward sustainability and the normalization of eco-friendly bag usage.

5. Impact of Price on Consumer Choices

Price is a significant factor, as affordability received a moderate score (mean: 3.9840, SD: 0.87338), while respondents showed a preference for eco-friendly bags when they are competitively priced (mean: 4.1960, SD: 0.81501). Cautious willingness to pay a premium for sustainability is observed (mean: 4.0160, SD: 0.88253); thus, pricing strategies are essential for addressing cost-related issues.

6. Key Factors Influencing Consumers' Preferences

External and demographic factors, including lifestyle, income (mean: 4.1920, SD: 0.67896), age (mean: 4.2200, SD: 0.75756), and media exposure (mean: 4.0884, SD: 0.90709), are considered to exert minimal influence. Personal choice and environmental commitment are identified as more significant influences, highlighting the importance of awareness, accessibility, and social encouragement in the promotion of sustainable practices.

VII. CONCLUSION

1. Demographic Stakeholders' Information

Younger individuals (18–24 years) and middle-income earners (₱5,000–₱10,000) dominate eco-friendly bag adoption, with women playing a key role due to their environmental awareness and household decision-making responsibilities.

2. Consumers' Awareness of Campaigns and Policies

Awareness of eco-friendly bag initiatives is high, driven by self-education and government campaigns, though participation in related activities remains moderate.

3. Benefits Associated with Eco-Friendly Bags

Consumers recognize significant environmental benefits of eco-friendly bags, though concerns about durability suggest the need for quality improvements.

4. Acceptance of Eco-Friendly Bags

Eco-friendly bags are increasingly accepted in Maragusan, supported by their availability, frequent use in the community, and social encouragement from family and peers.

5. Impact of Price on Consumer Choices

Price plays a significant role; while affordability is important, respondents are willing to pay more for sustainability if justified by environmental benefits.

6. Key Factors Influencing Preferences

Personal choice and environmental commitment outweigh demographic and external factors, emphasizing the importance of awareness, accessibility, and social influence in promoting sustainable practices.

RECOMMENDATIONS

This study's findings have led to the formulation of recommendations aimed at promoting the adoption of eco-friendly bags and fostering the development of a sustainable, environmentally conscious community in Maragusan. The recommendations focus on critical factors, including affordability, quality, awareness, and community involvement, to achieve effective and sustainable outcomes.

1. Policymakers

Government-led initiatives have effectively increased awareness of eco-friendly campaigns, as indicated by elevated awareness levels among respondents. To enhance this success, the study recommends increasing efforts through the implementation of practical workshops and training sessions that emphasize the advantages of eco-friendly bags. Enhancing incentives, including subsidies for businesses that implement sustainable practices, can further strengthen this advancement. Given the low participation in eco-friendly activities, the researchers propose the implementation of interactive community events, along with rewards and recognition programs, to enhance public engagement.

2. Consumers

Consumers' Attitudes toward the Use of Eco-Friendly Bags in Maragusan: A Green.....

The researchers propose educating consumers about the personal and environmental benefits of using eco-friendly bags. Workshops, training sessions, and multimedia campaigns can effectively highlight the environmental impact of single-use plastics. Empowering individuals to comprehend the impact of their actions on community cleanliness fosters a culture of personal responsibility. The study recommends establishing platforms for consumers to share their success stories, as this may inspire others and enhance collective commitment to sustainability.

3. For Local Businesses

Local businesses have successfully focused on middle-income consumers by offering competitively priced eco-friendly bags. The study recommends diversifying product offerings to encompass both premium and budget options while also highlighting the value and durability of products through demonstrations and promotions. Ensuring the availability and visibility of eco-friendly bags in local stores is essential. Collaboration with government initiatives and influencers can improve accessibility and promote normalization.

4. For Future Researchers

For future researchers, we recommend exploring consumer behavior toward eco-friendly bags through qualitative methods like interviews or focus groups. These approaches can provide deeper insights into cultural, economic, and social factors, as well as address concerns about durability and affordability. Additionally, comparing urban and rural areas can help develop strategies tailored to different communities, promoting more inclusive and effective eco-friendly practices.

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