

**AWARENESS AND PURCHASE DECISION OF WOMEN
TOWARDS ECO-FRIENDLY PRODUCTS
IN SELECTED TOWNS OF CAVITE**

Undergraduate Thesis
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Financial Management

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ABSTRACT

YONZON, JR., DINO H. Awareness and Purchase Decision of Women Towards Eco-Friendly Products in Selected Towns of Cavite. Undergraduate Thesis. Bachelor of Science in Business Management. Cavite State University, Indang, Cavite. April 2013. Adviser: Prof. Rowena R. Noceda.

The study was conducted in selected towns of Cavite which adapted and implemented the provincial ordinance no. 007-2012 namely: the municipalities of Carmona and Tanza, and the cities of Bacoor, Tagaytay, and Trece Martires, from November 2012 to January 2013. The number of women from each area was determined using quota sampling technique.

The study was designed to determine the socio-demographic characteristics of women government employees in selected towns of Cavite; determine the sources of information of women about eco-friendly products; determine the level of awareness of women towards eco-friendly products; determine the purchase decision of women towards eco-friendly products; determine the eco-friendly products commonly preferred by women to buy; identify the factors or attributes considered by women when buying eco-friendly products; identify the reasons of women in purchasing eco-friendly products; ascertain if there is a significant relationship between the socio-demographic characteristics of women and their level of awareness and purchase decision towards eco-friendly products; and ascertain if there is a significant relationship between women's level of awareness and their purchase decision towards eco-friendly products.

Permit letters were prepared and properly signed by the adviser, sent to the office of the mayor, and upon approval, the researcher started the distribution of structured survey questionnaires. Structured survey questionnaire was prepared and distributed personally by the researcher to the identified participants – women government employees.

The data were analyzed using descriptive statistical tools such as weighted mean, frequency count, and percentage distribution for socio-demographic characteristics of women. Five-point Likert Scale was used to determine women's level of awareness and purchase decision towards eco-friendly products. Spearman Rank Correlation Coefficient and Chi Square were used to determine if there is a significant relationship between the socio-demographic characteristics of women and their level of awareness and purchase decision, and if there is a significant relationship between women's level of awareness and their purchase decision towards eco-friendly products.

The results showed that women have a high level of awareness towards eco-friendly products. It also revealed that women appeared to have a high intention to purchase eco-friendly products.

This study showed that women's socio-demographic characteristics such as age, civil status, and educational attainment have no effect or has no influence on their level of awareness and purchase decision towards eco-friendly products.

It also revealed that their level of awareness towards eco-friendly products influences their purchase decision towards such products. Therefore, the higher they were aware about the eco-friendly products, the higher the possibility that they will purchase the same.