

**AWARENESS AND ADOPTION ON GREEN MARKETING
OF MICRO FOOD ENTERPRISES IN SELECTED
TOWNS OF CAVITE**

THESIS

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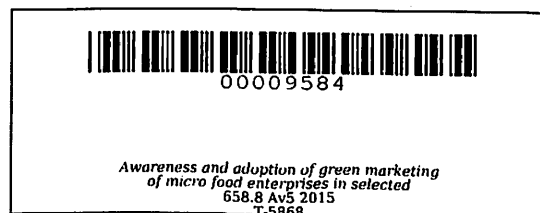
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ENTERPRISES IN SELECTED TOWNS OF CAVITE**

Undergraduate Thesis
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ABSTRACT

AVILLA, RACHELLE E., And PINAZO, JENNIFER C. Awareness and Adoption on Green Marketing of Micro Food Enterprises in Selected Towns of Cavite. Undergraduate Thesis. Bachelor of Science in Business Management, major in Marketing Management. Cavite State University, Indang, Cavite. April 2015. Adviser: Prof. Rowena R. Noceda.

The study was designed to determine the socio-economic profile of micro food enterprise owners; describe the business profile of micro food enterprises; the level of awareness and adoption of micro food enterprise owners on green marketing; and the perceived barriers of micro food enterprise owners on green marketing.

The data gathered in the study were analyzed using descriptive statistical tools such as frequency count, percentage, mean and ranking. Likert scale was used to determine the level of awareness and adoption of micro food enterprise owners towards green marketing.

The study was conducted in six towns of Cavite namely: Alfonso, Tagaytay, Dasmarinas City, Imus, Bacoar and Rosario from November 2014 to February 2015.

Results of the study showed that majority of the participants were female belonging in the age group of 39 to 49 years old, married, and college undergraduates. Sole proprietorship was the major type of ownership of micro food enterprises. Further, majority of them used to run the business as their main source of income. Most of the participants were managing the business for 5 to 10 years, and majority of them were offering breads, pastries, cakes, cassava cakes, buko pie and tarts. The study also showed that micro food enterprises had an average operating capital of P55,070 and the average monthly income from the micro food enterprises was P45,070.

Results showed that awareness level on green marketing had a mean of 3.56 which means micro food enterprise owners had moderate awareness on the term and concept of green marketing. On the other hand, adoption level got a mean of 3.60 which means that participants were moderately adopting green marketing in their business.

There were eight pre-determined barriers in adopting green marketing, namely: lack of knowledge on green marketing, lack of financial resources, consumers are not aware on green products and their uses, consumers are not willing to pay a premium for green products, kinds of products produced by the business, form of ownership of the business, lack of experience in producing green products, and competitors offer lower price for alternative products.

The participants perceived that lack of financial resources was the main barriers in adopting green marketing among the pre-determined barriers, while the least barrier was the lack of experience in producing green products.

TABLE OF CONTENTS

	Page
BIOGRAPHICAL DATA	iii
ACKNOWLEDGMENT	v
ABSTRACT	x
LIST OF TABLES	xiv
LIST OF APPENDICES	xv
INTRODUCTION	1
Statement of the Problem	2
Objectives of the Study	3
Significance of the Study	4
Time and Place of the Study	4
Scope and Limitation of the Study	4
Definition of Terms	5
Conceptual Framework	6
REVIEW OF RELATED LITERATURE	8
METHODOLOGY	22
Research Design	22
Sources of Data	22
Participants of the Study	23
Sampling Technique	23
Data Gathered	24

Statistical Treatment of Data	26
RESULTS AND DISCUSSION	28
Socio-economic Profile of the Owners of Micro Food Enterprises	28
Business Profile of Micro Food Enterprises	31
Products Produced of Micro Food Enterprises	35
Awareness of the Owners on Green Marketing	35
Adoption of the Owners on Green Marketing	42
Barriers in Adopting Green Marketing	43
SUMMARY, CONCLUSION, AND RECOMMENDATION	47
Summary	47
Conclusion	48
Recommendation	48
REFERENCE	50
APPENDICES	55

LIST OF TABLES

Table	Page
1 Distribution of micro food enterprises in selected towns of Cavite	23
2 Level of awareness on green marketing.....	25
3 Level of adoption on green marketing of micro food enterprise owners.....	26
4 Socio-economic profile of micro food enterprise owners in selected towns of Cavite 2014	29
5 Business profile of micro food enterprises in selected towns of Cavite, 2014	32
6 List of products produced by micro food enterprises in selected towns of Cavite, 2014	35
7 Level of awareness of micro food enterprise owners on green products in selected towns of Cavite, 2014	36
8 Level of awareness of micro food enterprise owners on green packaging in selected towns of Cavite, 2014.....	38
9 Level of awareness of micro food enterprise owners on recycling in selected towns of Cavite, 2014.....	39
10 Level of awareness of micro food enterprise owners on green advertising in selected towns of Cavite, 2014	40
11 Summary of the level of awareness of micro food enterprise owners on green marketing	41
12 Level of adoption of micro food enterprise owners on green marketing in selected towns of Cavite, 2014	43
13 Barriers in adopting green marketing among micro food enterprises in selected towns of Cavite, 2014.....	44

LIST OF APPENDICES

Appendix	Page
1 Request letter for Department of Trade and Industry	56
2 Request letter for the owners	58
3 Mobius Loop	60
4 Questionnaire	62

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INTRODUCTION

Green marketing is a business practice that takes into account concerns about promoting, preservation and conservation of the natural environment. The green marketing campaigns highlighted the superior environmental protection characteristics of a company's products and services. The environmental protection characteristics include such things as reduced waste in packaging, increased energy efficiency of the product in use, reduced use of chemicals, or decreased toxic emissions and other pollutants in production (Mohajan, 2012).

The term green marketing exists in the late 1980s and early 1990s. The other terms for green marketing are ecological marketing and environmental marketing. Green marketing is composed of broad range of activities, including product modification, changes to the production process, packaging changes and as well as modifying the means of advertising (Welling & Chavan, 2010). Firms or more specifically the bigger