Influence of Green Behavior on Purchase Intention of Kapampangan Millennials

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ABSTRACT

The study has threefold objectives: (1) to examine the influence of beliefs in green products on attitudes towards green behavior and green purchase intention; (2) to investigate how green values affect attitudes towards green behavior and green purchase intention; and (3) to scrutinize how attitude towards green behavior leads to green purchase intention. The participants of the study were employed Kapampangan millennials and they were selected using purposive sampling technique. The research design used is causal-predictive, while the statistical approach employed is partial least squares (PLS) path modelling. The results showed that beliefs in green products significantly influence attitudes towards green behavior and green purchase intention. Green values were also found to be significantly related to attitudes towards green behavior and green purchase intention. And lastly, attitude towards green behavior was found to significantly affect green purchase intention.

Keywords: Green Behavior, Green Purchase Intention, Beliefs in Green Products, Attitudes Towards Green Behavior, Green Values

INTRODUCTION

Revolutionizing the existing purchase and consumption practices, the present generation is gradually deviating from its destructive behavioral beliefs in acquiring and consuming products. This shift is aimed to confront a serious global challenge: to sustain and protect the world's remaining natural sources as humanity persists to progress economically (Armstrong & Kotler, 2017). Thus, the ongoing environmental awareness efforts drive green movements to change the harmful behavioral beliefs of consumers into a more environmentally responsible option: "green behavior" (Dagher et al., 2015).

It all started when the worldwide consumption has expanded rapidly, causing environmental deterioration through overutilization of resources. In effect, this predicament seriously threatened the achievement of Sustainable Development Goal (SDG) Number 12 – Responsible Consumption and Production. This sustainable development goal includes policies that improve resource efficiency to reduce waste and mainstream sustainability practices across all sectors of the economy.

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The United Nations (UN) equates resource efficiency to sustainable consumption through green behavior. The organization posits that when consumers become environmentally responsible, their personal utilization of these "green products" will not compromise the well-being of the next generation (United Nations, 2019). These green products refer to household items made from biodegradable products, recyclable packaging, energy-efficient power source, post-consumer paper, and organic materials (Mainieri et al., 1997).

As the country's initiative to support this goal, the Philippines established a local partnership with the National Ecolabelling Program- Green Choice Philippines (NELP-GCP). The NELP-GCP monitors the green behavior of consumers on spending and consuming green products produced and distributed in the country. It aims to promote all green products and achieve vast local market patronage. More so, the members of the said group will play as the warm bodies that would shape the demand for green products and rally behind the conceptualization and strengthening of green purchasing policies in the local market (Philippine Center for Environmental Protection and Sustainable Development Inc., n.d.).

Consequently, Nielsen Global Corporate Sustainability Report, a local survey, revealed that eighty-six percent (86%) of Filipino consumers are willing to purchase green products that come from manufacturers who engage in protecting and sustaining the natural resources (McCaskill, 2015). As a result, firms are now actively engaging in environmental initiatives as their list of corporate priorities. This corporate response is essential, not only to conform to regulations enforced by the government but also to remain competitive in a marketplace where many consumers seek environmentally responsible producers (Sharma & Dayal, 2016). The rise of this green movement has stimulated firms to create a green workplace that utilizes environment-friendly production and marketing practices. Thus, the "green" concept can be seen as an enormous opportunity for businesses to innovate products and marketing strategies that continuously meet the consumers' needs (Schuitema & De Groot, 2015).

Therefore, green behavior is a fundamental variable, which affects the purchase intention of green products. Because of the green movement, consumers have become more attentive about their behavioral beliefs and, thus, realized that their purchasing decisions affect the environment (Cheng, Enriquez Jr, Thornborrow, & Mansori, 2019; Ferrell et al., 2016). The acceptability of green behavior changes the consumers' consumption pattern, which integrates environmental responsibility into their purchase decisions. For instance, many consumers are reordering their preferences favoring biodegradable and recyclable packaging products (Callan & Thomas, 2016). In addition, consumers developed a strong belief that when they purchase green products, it brings forth action to diminish the ruinous effect of their consumption on the environment (Gutierrez & Seva, 2016). As Zhu and Sarkis (2016) explain, green behavior is an outcome of strong beliefs, values, and attitudes on consuming green products that leads to green purchase intention.

LITERATURE REVIEW

This research was inspired by the Theory of Planned Behavior (TPB). As cited in Bautista (2019), Ajzen (1991), TPB has three belief-based predictors: (1) behavioral beliefs (attitudes towards behavior), (2) normative beliefs (subjective norms), and (3) control beliefs (perceived behavior control).

The present study focuses on behavioral beliefs and their effects on green purchase intention. Ryan (2014) explains behavioral beliefs as a fundamental view that yields an acceptable or unacceptable attitude towards the behavior. They lead to the central pattern of the intention to perform the behavior regardless of normative and control beliefs. Besides, the prime factor in the model is one's intention to act a particular behavior, which is manifested as a behavioral belief within the TPB model. Some scholars affirmed that the direct determinant of behavioral beliefs is the attitude towards the behavior (Kim et al., 2018). In effect, the exploration of behavioral beliefs would measure the consumer's intention to purchase green products as he performs green behavior.

Furthermore, this research integrates green values to examine their effect on attitude towards green behavior and green purchase intention. According to Bautista (2019), "green values" is an essential factor in predicting the intention to purchase green products. It implies that when a consumer values the environment, his green values will lead to an attitude favoring green behavior and intention to acquire green products. Generally, the research aims to analyze the effect of beliefs in green products, green values, and attitudes towards green behavior on green purchase intention.

Beliefs in Green Products

Belief is a personal feeling of trust and conviction that something exists. It is closely associated with favorable and unfavorable ideas and concepts towards an object, place, person, and event (Babin & Harris, 2016; Cheng, Cham Micheal, & Lee, 2019; Lacap et al., 2021; Low et al., 2021). In the past years, beliefs in green products are increasingly garnering attention in the market that has led to the change in the consumers' beliefs on purchasing products and services (Gregorio, 2015). Some consumers believe that their purchasing behavior has a positive and negative effect on the natural environment (Ferrell et al., 2016). Hence, consumers tend to be more active in supporting and helping solve such issues based on their personal beliefs (Blay et al., 2018).

While a belief has a direct effect on green purchase intention, consumer beliefs are not precise and can change according to situations (Gutierrez & Seva, 2016). Past studies used beliefs as the antecedent of attitude towards green behavior and purchase intention (Baustista, 2019). Thus, belief is a state of using green products, joining specific green movements, or opting green consumption (Sharma et al., 2017).

The affirmative beliefs on green purchasing and consuming products have made remarkable gains in conserving resources and reducing pollution to the natural environment (Davari & Strutton, 2014). Some examples of these products are household items made from biodegradable products, recyclable packaging, energy-efficient power source, and post-consumer paper (Mainieri et al., 1997). As cited from Bautista (2019), even the intention to ride on green transportation is affected by beliefs. Therefore, stronger environmental beliefs would more likely make the use of green products by consumers and producers (Pickett-Baker & Ozaki, 2015).

Green Values

Values are long-term beliefs that could form favorable or unfavorable behaviors. Values also serve as standards that guide an individual's behavior across situations. Thus, when a person values the environment, he possesses green values that lead to an attitude towards green

behavior on purchase intention. This means that the way a person behaves in a given situation is largely influenced by the effect of green values (Babin & Harris, 2016).

The emergence of green marketing incorporates the consumers' assessment of green notions to significant long-term green values (Selvakumar et al., 2019). Follows and Jobber (2015) discovered that environmental awareness could affect consumer values. For example, consumers who have a sense of green values are willing to purchase green products to support environmental campaigns on preserving and conserving the natural environment. Likewise, green consumers tend to shop using grocery green bags to diminish the usage of plastics (Delmas & Colgan, 2018).

Green consumers are described as goal-oriented folks and influential market actors who use their purchasing power to bring about social change by taking into consideration the public environmental consequences of their private consumption (Moisander & Pesonen, 2002). Other studies, however, suggest that consumers are hesitant to purchase green products due to their destructive value assessment about green products (Biswas & Roy, 2016).

Attitude towards Green Behavior

Attitude is a standard assessment of consumers' liking and disliking of an object, person, or behavior based on existing beliefs and values. Attitudes are learned and generally tend to persist over time. Consequently, attitudes replicate the general assessment of behaviors based on the set of beliefs and values linked to it (Cham et al., 2019; Hoyer et al., 2017). It is substantial because it guides beliefs, emotional state, and affects the behavior of an individual. Hence, a person's existing beliefs about the information (whether from memory or external sources) build attitudes. After attitudes are formed, they play a powerful role in influencing consumer's intentions and actual behavior such as green behavior (Hoyer & MacInnis, 2015).

Moreover, a person generates a likability and dis-likability of attitude towards a behavior. He develops a sense of outcome expectancy towards the behavior. Thus, a person's intention to execute the behavior is driven by influencing beliefs and values (Bhutto et al., 2019). As a result, such behavior can predict the action to perform through stronger intentions. If the attitude is likely to carry out the green behavior, there is a greater probability that the person would have a stronger green purchase intention (Bautista, 2019).

Accordingly, attitudes are formed by individual values. To illustrate, suppose that environmental protection is the most strongly held value of a person. When this individual thinks about buying new products, he is more likely to purchase recycled materials than a brand that uses non-recyclable materials (Lim et al., 2019; Hoyer et al., 2017).

In addition, brands that establish a reputation for environmental stewardship among consumers have a greater opportunity to build green products' likability and grow market share in the competition. As a result, the positive attitude towards green behavior leads the consumers to be more likely to purchase green products because it affects their social status (Bautista, 2019).

Green Purchase Intention

Green purchase intention is simply defined as a likability to purchase green products that are less or not harmful to society and the environment. It can also be defined as an internal desire

and willingness of the individual to purchase green products. Today, consumers are more conscious about environmental problems. Some of them have environmental values and beliefs, which paved the way to likelihood in purchasing green products (Rizwan et al., 2014). Particularly, green purchase intention is theorized as the consumer's likability to opt for products with eco-friendly features over other ordinary products when making their purchase decisions (Rashid, 2009).

Green purchasing is the act of adding environmental criteria to other criteria such as quality and price during purchase decisions (Vazifehdoust et al., 2013). It is safe, therefore, to assume that green purchase intention is the predecessor of attitude towards green behavior (Bautista, 2019). Moreover, most scholars in their different researches adopt the general relationship between these factors. Predominantly, the more agreeable the attitude towards green behavior, the greater expectation there is for a person to likely purchase green products.

Purchase intention often appropriately forecasts the next year's utilization of new products like green products (Armstrong et al., 2017). For instance, some scholars studied the consumers' behavioral beliefs in spending on green products for the next twelve (12) months as a period to measure the level of likelihood on green purchase intention (Bautista, 2019; Ryan, 2014). The findings showed that the longer the behavioral beliefs in spending on green products, the higher the likelihood of green purchase intention.

In an attempt to study this phenomenon more closely, this research aims to measure the Kapampangan millennials' beliefs in green products, green values, attitudes towards green behavior, and green purchase intention. Likewise, this study also sought to examine the impact of the demographic profile of Kapampangan millennials such as sex, civil status, and educational attainment on their green purchase intention.

Kapampangan Millennials and Demographic Profile

Pew Research Center defines a "Millennial" as one from the ages 23 to 38 in 2019 (i.e., born between 1981 and 1996) (Dimock, 2019). "Kapampangan", on the other hand, refers to an individual born in the province of Pampanga (Mirikitani, 1972). This generation is comprised of active volunteers in the community services and environmental movements. The mantra of this generation could be "live to contribute something meaningful" (Bautista, 2019).

Research revealed that the millennial generation, also known as Gen Y, is the biggest age group in record since the baby boom generation stoop down. Millennials grew significant as their proportion took over the workforce and the market over the next 20 years (Gilbert, 2011). According to Smith (2010), millennials tend to purchase from companies manufacturing green products. They support those companies that they believe have environmentally sustainable practices. Evidently, the millennial generation is now part of the active workforce and its members are prominent consumers in the market today. Thus, this generation is considered as the current target market of most businesses and marketers.

According to the study of Dela Cruz (2016), in the Philippines, the largest group of employed individuals in the workforce belongs to the millennials (65.32%). This includes the province of Pampanga which has 41.63% of Kapampangan Millennials employed in different sectors in Angeles City (Philippine Statistics Authority, n.d.).

Numerous studies have evaluated the effect of beliefs in green products, green values, and attitudes towards green behavior on green purchase intention. Most of the findings showed

that there is a positive relationship among the given constructs to green purchase intention. A summary of the findings of prior studies is discussed below. With these as bases, we derived with the proposed hypotheses.

According to Babin and Harris (2016), consumers may begin to think that green products are right and will suit the person's needs based on the beliefs formed. Finally, after beliefs in green products are formed, the consumer decides to act (attitude) in some way toward the green products. Here, a green purchase decision will be made. Furthermore, belief plays an imperative aspect for green purchase intention because it can provoke the plan to use green products. However, consumer beliefs are not precise and can change according to situations (Gutierrez & Seva, 2016). The past researches used beliefs as the antecedent of attitude towards green behavior on the purchase intention of green products (Bautista, 2019). Therefore, the following were hypothesized:

H1: *Beliefs in green products significantly and positively influence attitude towards green behavior.*
H2: *Beliefs in green products significantly and positively influence green purchase intention.*

Meanwhile, Hoyer et al. (2017) claimed that attitudes are formed based on the individual's values. Suppose that environmental protection is the most strongly held value of a person. When a person thinks about purchasing new products, he might have a more positive attitude towards green behavior, such as choosing a brand that uses recycled materials than a brand that uses non-recyclable materials.

On the other hand, when a person values the environment, it generally implies the extent to which he is likely to purchase the products made from recycled materials. Therefore, the way the person intends to behave in a given situation is often linked by how significant one value is (Babin & Harris, 2016). Therefore,

H3: *Green values significantly and positively influence attitude towards green behavior.*
H4: *Green values significantly and positively influence green purchase intention.*

Follows and Jobber (2015) suggested that the consumers' attitudes towards green behavior affect their green purchase intention. In addition, Bautista (2019) asserted that if the attitude is agreeable to carry out green behavior, there is a higher probability that the person will have a more definite green purchase intention. Therefore,

H5: *Attitudes towards green behavior significantly and positively influence green purchase intention.*

From the research hypotheses developed, we established the research framework of the present study. Figure 1 presents the hypothesized relationships of the study – influence of beliefs in green products on attitude towards green behavior (H1) and on green purchase intention (H2); influence of green values on attitude towards green behavior (H3) and on green purchase intention (H4); and the influence of attitudes towards green behavior on green purchase intention (H5).

Figure 1: Research Framework
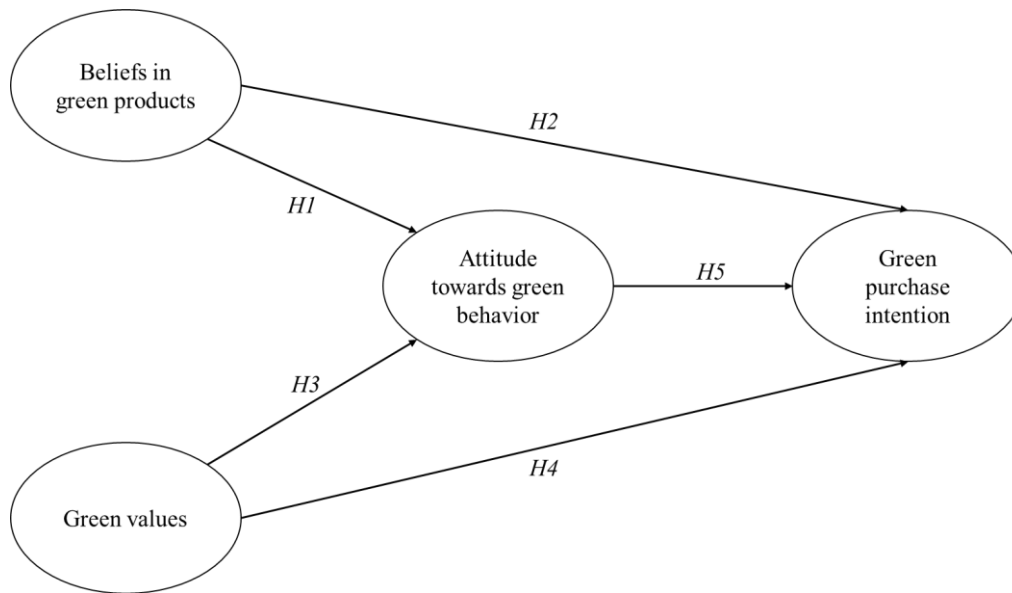
RESEARCH METHOD

Research Design

The present study utilized predictive-causal design of research, and partial least squares (PLS) path modelling was used as statistical test. Since the current study is about testing a research model by means of prediction and it involves many latent variables and hypothesized relationships, PLS path modelling is appropriate (Hair et al., 2019).

Participants

The participants of study were employed Kapampangan millennials and they were selected through purposive sampling. Kapampangan millennials are people born in the province of Pampanga who belonged to age bracket 23 to 38 in 2019. Kapampangan millennials were identified as the sampling frame since millennials are considered the generation that are exposed to sustainable and green products (Bautista, 2019).

The data collection took two weeks to gather responses from selected Kapampangan millennials respondents. The collected data were checked and tallied for data analysis, which took one week. In total, the data gathering, encoding, analysis, interpretation, and full report writing were all done in three weeks (February 27, 2020 until March 22, 2020).

The total number of respondents who participated in the study was 383. In identifying whether the sample size is sufficient, Gamma-exponential and inverse square root methods were employed (Kock & Hadaya, 2018) using WarpPLS 7.0 (Kock, 2020). From the structural model with minimum absolute significant beta coefficient of 0.197, level of significance of 0.05, and power level of 0.8, the minimum sample size using inverse square root method is 160, while using Gamma-exponential method, the sample size is 146. Therefore, 383 participants were sufficient to support the results of the hypothesized relationships of the structural model.

Table 1: Characteristics of the Respondents

Participants' Characteristics	Frequency	Percent
Sex		
Male	131	34.2
Female	252	65.8
Civil Status		
Single	336	87.7
Married	47	12.3
Educational Attainment		
Bachelor's degree	344	89.8
Master's degree	31	8.1
Doctorate degree	8	2.1

Table 1 shows the demographic statistics of Kapampangan millennials in terms of sex. It can be noted that most of the respondents are female (65.8%) and are single (87.7%). Out of 383, 89.8% finished bachelor's degree and the rest graduated with Master's or doctorate degrees.

Research Instrument

An adapted survey-questionnaire was used as an instrument to collect relevant data required from the participants. The instrument is composed of two parts. The first part of the survey contains the demographic profiles of Kapampangan millennials: age group, sex, civil status, and educational attainment. The second part of the survey contained the four constructs: green values scale, which was taken from Haws et al. (2010), beliefs in green products, attitude towards green behavior and green purchase intention scale, which were taken from Ryan (2014) and refined by Bautista (2019).

The constructs beliefs in green products, attitude towards green behavior, and green purchase intention were gauged using Likert scale with ranges from 1 (strongly disagree) to 4 (strongly agree). Moreover, green values as a latent construct were measured using 4-point Likert scale where 1 means very unlikely and 4 means very likely.

Ethical Consideration

We oriented the participants about the purpose and importance of their participation through a letter of consent included in the survey form. Their participation in the study took approximately less than five minutes. Thus, there was no perceived risk and monetary compensation for participation. Each participant was given the freedom to withdraw anytime, upon starting to answer the survey form. The collected data were treated with utmost confidentiality. The results would not hold the administrator or institution where the participants are affiliated with accountable; hence, the results would not affect their relationship with them in any manner. The data were stored in a password-encrypted computer and printed files would be kept in a locked cabinet for (3) years before deletion and shredding. The information from this research is solely for the purpose of this study, its publication, or secondary data analysis.

RESULTS

The present study utilized PLS path modelling to measure the hypothesized relationships. The first phase of PLS path modelling is the assessment of the measurement model. In this phase, reliability and validity of the latent variables were measured.

Both composite reliability (CR) and Cronbach's alpha (CA) were calculated to measure the reliability of the latent variables – beliefs in green products, green values, attitudes towards green behavior, and green purchase intention. The rule of thumb for reliability is that both CR and CA coefficients of the latent variables must have values of at least 0.7 (Fornell & Larcker, 1981; Kock, 2014; Kock & Lynn, 2012). As seen in Table 2, all latent constructs exhibit coefficient within the threshold.

In terms of validity, both convergent and discriminant validity tests were performed (Lacap, 2019). Factor loading of items for every latent variable and the average variance extracted (AVE) coefficients of each construct were assessed to establish convergent validity. According to Hair et al. (2009) and Kock (2014), the acceptable value of factor loading is 0.5 and higher and the associated p-value must be equal or lower than 0.05. As for the AVEs, the threshold according to Fornell and Larcker (1981) and Kock and Lynn (2012) is 0.5. As seen in Table 2, the requirements for convergent validity of the latent variables were all met.

Table 2. Convergent Validity and Reliability Measures

Construct / Item	Factor loading	AVE	CR	CA
Beliefs in green products				
BGP1	0.848			
BGP2	0.787	0.603	0.857	0.775
BGP3	0.619			
BGP4	0.830			
Green values				
GV1	0.684			
GV2	0.833			
GV3	0.810	0.646	0.901	0.861
GV4	0.861			
GV5	0.819			
Attitudes towards green behavior				
ATT1	0.885			
ATT2	0.902			
ATT3	0.866	0.707	0.923	0.893
ATT4	0.875			
ATT5	0.652			
Green purchase intention				
GPI1	0.967	0.934	0.966	0.930
GPI2	0.967			

Indicator loadings are significant at 0.001 (p < .001).

In terms of discriminant validity, Fornell-Larcker Criterion and heterotrait-monotrait ratio of correlations (HTMT) were measured. Table 3 presents the results of the Fornell-Larcker criterion for discriminant validity. To establish that the latent variables used in the study exhibit discriminant validity, the diagonal values (square roots of AVEs for every latent

construct) must be greater than any of the off-diagonal values (Fornell & Larcker, 1981; Kock, 2015; Kock & Lynn, 2012). The results indicate that all latent variables possess discriminant validity.

Table 3. Correlations Among Latent Variables with Square Roots of AVEs

	BELIEFS	GVALUES	ATT	INTENT
BELIEFS	**0.776**			
GVALUES	0.560	**0.804**		
ATT	0.747	0.673	**0.841**	
INTENT	0.659	0.616	0.714	**0.967**

BELIEFS-beliefs in green products; GVALUES-green values; ATT-attitudes towards green behavior; INTENT-green purchase intention

Furthermore, discriminant validity was also tested using HTMT ratios. To establish that the latent variables exhibit discriminant validity, they should meet the 0.9 threshold (Gold et al., 2001; Teo et al., 2008). Based on the results in Table 4, all latent variables possess discriminant validity using HTMT ratios.

Table 4. HTMT Ratios

	BELIEFS	GVALUES	ATT	INTENT
BELIEFS				
GVALUES	0.685			
ATT	0.884	0.769		
INTENT	0.765	0.691	0.781	

BELIEFS-beliefs in green products; GVALUES-green values; ATT-attitudes towards green behavior; INTENT-green purchase intention

To evaluate the structural model, path coefficient of each hypothesized relationship was measured. Figure 2 and Table 5 manifest the results of the hypothesis testing.

Figure 2: The Structural Model with Parameter Estimates
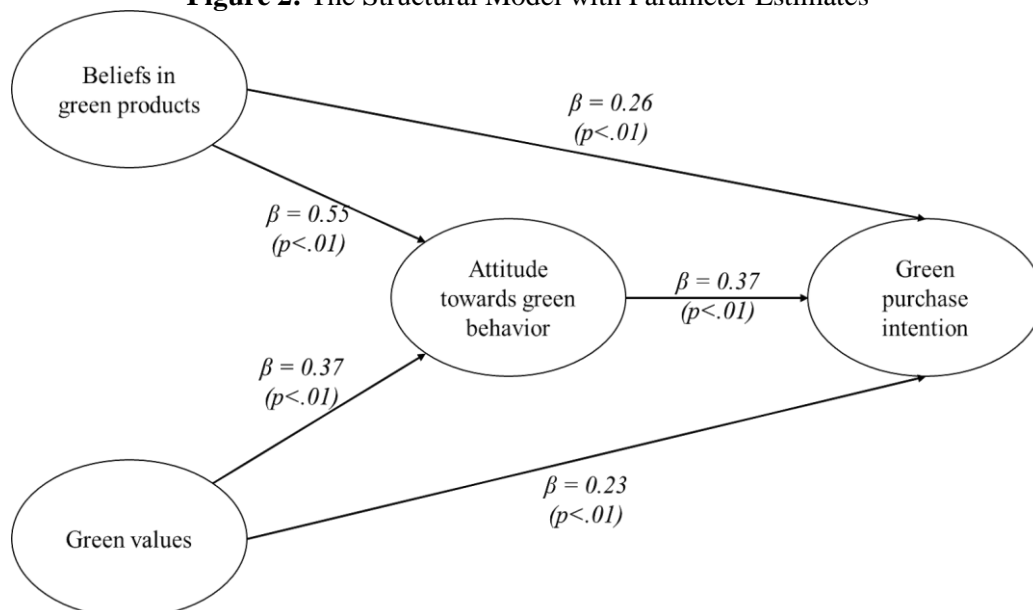
Analysis of the data showed that beliefs in green products significantly and positively influence attitudes towards green behavior ($\beta = 0.548$, $p < 0.001$) and the said relationship has large effect size ($f^2 = 0.413$) based on Cohen (1988). Moreover, it was also found out that beliefs in green products and green purchase intention are significantly and positively related ($\beta = 0.257$, $p < 0.001$) with medium effect size ($f^2 = 0.171$).

The results also revealed that green values significantly and directly affect attitudes towards green behavior ($\beta = 0.370$, $p < 0.001$) and green purchase intention ($\beta = 0.230$, $p < 0.001$). The direct effects of GVALUES ▯ ATT ($f^2 = 0.249$) and GVALUES ▯ INTENT ($f^2 = 0.143$) reflect medium and small effect sizes, respectively.

And lastly, it was found out that attitudes towards green behavior led to greater green purchase intention ($\beta = 0.369$, $p < 0.001$). The hypothesized relationship ATT ▯ INTENT is positive with an effect size of medium ($f^2 = 0.264$).

Table 5. Hypothesis Testing

Hypothesis	β	p-value	SE	f^2	Decision
H1. BELIEFS → ATT	0.548	<0.001	0.047	0.413	Supported
H2. BELIEFS → INTENT	0.257	<0.001	0.049	0.171	Supported
H3. GVALUES →ATT	0.370	<0.001	0.049	0.249	Supported
H4. GVALUES → INTENT	0.230	<0.001	0.049	0.143	Supported
H5. ATT → INTENT	0.369	<0.001	0.049	0.264	Supported

BELIEFS-beliefs in green products; GVALUES-green values; ATT-attitudes towards green behavior; INTENT-green purchase intention. f2: 0.02 = small, 0.15 = medium, 0.35 = large. SE = standard error; β = standardized path coefficient

Part of the assessment of the structural model is evaluating the coefficient of determination (R^2) and predictive relevance (Q^2). The acceptable R^2 is dependent on the context of the study but usually greater than 0.25 for key latent variables is acceptable (Hair et al., 2017; Lacap & Tungcab, 2020). As seen in Table 6, the R^2 values (0.662 and 0.578) are within the acceptable levels.

The predictive relevance was measured using Q^2. To establish that there is an indication of predictive relevance, Q^2 must be greater than 0 (Chin, 2010; Hair et al., 2017). As seen in Table 6, the Q^2 coefficients (0.659 and 0.578) exhibit predictive relevance.

Table 6. R^2, Q^2, and Full Collinearity VIF

Construct	Full collinearity VIF	R^2	Q^2
BELIEFS	2.449		
GVALUES	1.969		
ATT	3.208	0.662	0.659
INTENT	2.333	0.578	0.578

BELIEFS-beliefs in green products; GVALUES-green values; ATT-attitudes towards green behavior; INTENT-green purchase intention

The full collinearity VIFs were also examined as part of the common method bias assessment in PLS path modelling. According to Kock (2015) and Kock & Lynn (2012), the values of full collinearity VIF must be less than 3.3 to conclude that multicollinearity and common

method bias are not found in the structural model. As seen in Table 6, all latent variables are within the acceptable threshold.

DISCUSSION

From the results of the study, it was revealed that beliefs in green products strongly influence attitudes towards green behavior. This finding suggests that high beliefs in green products strongly and directly affect attitudes towards green behavior. Examining prior studies, Gutierrez and Seva (2016) and Bautista (2019) also argued that individuals' beliefs in green products trigger robust and favorable green behavior attitudes. Additionally, it was also found out that beliefs in green products significantly lead to green purchase intention. This result indicates that the presence of beliefs in green products among individuals moderately augments their intention to buy green and sustainable products. Babin and Harris (2016) contended that when consumers begin to believe that those green products are reliable and can satisfy their needs, green behavior will form. In effect, consumers will have likelihood to purchase green products (Gutierrez & Seva, 2016).

It is also interesting to point out that consumers' beliefs are not previse and can be changed by unforeseen events. It has been noted that green products are increasingly eye-catching in the market, and this has led to a shift in consumers' beliefs towards purchasing green products (Gregorio, 2015). In the past, consumers believe that green products are seen as fashionable goods and they simply add selection and impressions in the market. This belief has persisted until recently when consuming green products has been regarded to be a sustainable practice for the environment (Gregorio, 2015).

Analysis of the data further showed that green values significantly affect attitudes towards green behavior. The relationship between green values and attitudes towards green behavior is positive signifying that when an individual values the environment, his propensity to behave in sustainable manner is moderately possible. Furthermore, it was also found out that green values and green purchase intention are significantly and positively related. This result signifies those green values may result into intention to purchase sustainable or green products, even if the relationship between the said variables is weak. Linked to prior studies, the way the person intends to purchase products is often associated with how vital one value is (Babin & Harris, 2016). Thus, the attitude is formed based on the individual's values (Hoyer et al., 2017). Also, a person's values the environment reveal his green values that lead to an attitude towards green behavior and green purchase intention (Bautista, 2019; Follows & Jobber, 2016).

It was revealed that attitudes towards green behavior and green purchase intention are significantly and positively related. The finding suggests that the presence of green attitudes moderately augments the intention of a consumer towards green or sustainable products. As discussed by Bautista (2019), if the attitude of an individual is aligned towards green behavior, then there is a strong intention for him to opt for green products.

STUDY IMPLICATIONS

Over the past few years, businesses and marketers are baffled regarding innovation of green products and the way these products can fit in to their target market. The research concluded that Kapampangan millennials exhibit beliefs, values, and attitudes about green products. The

Philippines, being a country with young population (65.32% of which are millennials (Dela Cruz, 2016) and, further, 41.63% of which are Kapampangan's (Philippine Statistics Authority Region, n.d.) can trigger favorable green purchase behavior and intention. More and more companies are challenged to "green" their production and operations. Many of the consumers are also expecting firms to apply and be transparent with their sustainable practices. On the part of the consumers, business firms expect that buyers will purchase and consume green or sustainable products. Hence, the present study offers a new perspective on how green behavior of employed millennials in Pampanga, Philippines may influence favorably their intention to purchase green or sustainable products. With this, we recommend that businesses and marketers highlight how green products can help millennial consumers save essential resources like money. Through green pricing, millennials will become aware that their choice is about investing in green products that will allow them to save money and resources in the future, rather than making a short-term purchase. Thus, millennials will realize that if they buy green products, they will be able to reduce their energy consumption (energy-savings; costs-savings) and contribute to sustainability. In other words, businesses and marketers should be more sensitive to the perceived and actual pricing of green products because this is a significant criterion of Kapampangan millennials within the purchasing stage of green products.

Businesses and marketers should also pay attention on how they build their brands' positioning on consumers' minds using integrated and effective marketing communication strategies. Using social media and store displays would be an effective approach to convey their environment-related messages that would create interest among millennials to learn more information about the functional attributes and long-term benefits of green products. Besides, endorsements can come from several places: industry experts, social media influencers, blogs, magazines, conference panels, celebrities, etc. Ideally, a green positioning should collect public endorsements from a variety of credible sources. These endorsements can be used later on as ad material. This strategy may boost the cognitive value of Kapampangan millennials on green consumption preferences. This awareness, in effect, would increase the purchase intention of green products.

Conclusively, there is a compelling urge for companies for marketing and sustaining green products in this current market – Millennials. With more positive green behavioral beliefs among Kapampangan millennials (and the rest of the consumers), the local market economy will thrive as everyone moves an inch closer to becoming a "greener" and more sustainable world.

LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

The present research was concentrated on behavioral beliefs from the theory of planned behavior. The goal is to examine the effect of beliefs in green products, green values, and attitudes towards green behavior on green purchase intention of Kapampangan millennials. Since the respondents primarily came from the employed millennial cohort in one province of the Philippines (which is Pampanga), other researchers may expand the study by looking into bigger scope or comparing green behavior and intention of different locale. Moreover, other researchers may also examine the green behavior and intention of Filipino millennials. With these future directions of the study, it enriches the theoretical foundations of behavioral beliefs founded on the theory of planned behavior model.

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