Green Marketing and Consumer Behavior Among Selected Fast-Food Chain in Davao City

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Abstract— This research aimed to determine the relationship between green marketing and consumer behavior among selected fast-food chain in Davao City. The variable of the study is green marketing that is known as independent variable in this paper and consumer behavior as dependent variable. The researchers used a quantitative, non-experimental correlation research design to investigate the relationship between green marketing and consumer behavior. The statistical methods used in the study were weighted mean and Pearson-r. The computed r-value is 0.526 and is associated with a p-value of 0.000, less than 0.05. It implies that the null hypothesis is rejected. As a result of the findings, it is concluded that there is a significant relationship between green marketing and consumer behavior among selected fast-food chain in Davao City.

Keywords— descriptive correlational, Philippines, green marketing and consumer behavior

I. INTRODUCTION

A purchaser's character, his conduct, perspectives, convictions, and values change with the progress of green marketing design. It's possible that the customer has no idea what drives him to buy or not. A lot of customers have multiple reasons for buying and are unable to express them. Sometimes, customers may be reluctant to explain their reasons for buying or misstate them. Consumer behavior is not important, but it needs to be regularly updated from time to time (Shital, 2017, p. 1).

Before launching an eco-friendly product, any company must carefully consider consumer behavior because failure to do so could result in failure. Because it involves a diverse set of attributes, such as likings and dislikes of a green product, consumer behavior is very complex. As a result, achieving predetermined sales goals in green marketing relies heavily on consumer behavior. To reach their target audience, marketers must comprehend the factors that have the greatest impact on consumer behavior (Hampasagar, 2021, p. 1).

Globally, consumer awareness of the environment has significantly increased in this generation of modern and competent technology. Environmental concerns like global warming, pollution, and non-biodegradable solid waste have become everybody's problems. These environmental problems have become one of the main topics that people have been discussing more and more over the past few years. According to Boyztepe (2016),

nowadays, consumer behavior is more concerned about the state of the world, and as a result, they tend to favor environmentally friendly items. Moreover, affordable costs and environmentally friendly items that do the least amount of harm are necessary in order to create products that can attract the buying behavior of customers. Environmental sensitivity and the manufacturing of environmentally friendly products are necessary in order to project a high-quality image.

The relationship between green marketing and consumer behavior has been studied for years and is now a crucial aspect of modern marketing. Creating new eco-friendly products and proposing them to any organization is the number one goal of green marketing to lessen the environmental problems of a nation. Green marketing" is defined as the practice of developing and advertising products based on their real or perceived environmental sustainability. This study's overarching objective was to determine the impact of green marketing techniques and tools on consumer behavior (Nakarmi, 2018, p. 2).

In addition, despite the fact that customers are at the heart of every business, many of us overlook the significance of comprehending consumer behavior. The most important need of a shopper is to satisfy his essential requirements, which incorporate food, housing, and security. An individual will constantly act in like manner, which is why purchaser conduct matters. If you want to attract new customers or keep existing

ones, it will be beneficial to make decisions based on how they behave (Jha, 2021, p. 1).

Ecolabelling is a worldwide practice of voluntary environmental performance certification and labeling. An ecolabel is used to identify products or services that have been shown to be better for the environment in a particular category. It plays a crucial role in every business's ability to gain more profit and attract more customers. D'Amico, Armani, Gianfaldoni, and Guidi (2016, pp. 147–156) state that, according to preliminary evidence, eco-labeling may be able to meet societal demands for greater transparency in reporting food production methods.

Packaging is one way to attract the eye of the customer; it can convince customers to purchase a product due to its presentation. Green packaging uses materials and manufacturing techniques that require less energy and have a smaller environmental impact than regular packaging. Also, green packaging can have an impact on the purchasing behavior of a consumer due to its positive effect on our environment. Many customers are interested in businesses that go green by using products that are good for the environment. (Teng, Ow, Sandhu, and Kassim, 2018, pp. 17–25)

On the other hand, this study also depicts that environmental advertisements and green consumption patterns green commercials allude to the act of creating and promoting items in light of their genuine or perceived ecological maintainability. Green marketing has emerged as an important part of corporate public relations as a result of the growing consumer population's concern for social and environmental issues. It is stated by Krsti J., Kostic-Stankovic M., and Cvijovi J. (2021, pp. 1) that green advertising addresses a powerful correspondence means to impact purchasers' mentalities and behaviors, despite the fact that its viability is often intervened by specific variables.

Moreover, the importance of green packaging and premium green pricing is the voluntary participation of individuals and businesses in programs to reduce their carbon footprint and environmental impact when they purchase renewable energy. Green value exploits the market for green items and administration among those purchasers who increase the value of these products based on their commitment to saving energy and safeguarding the climate. The fundamental concept of green pricing is based on what consumers are willing to

pay for green goods and services. (Ahammad, 2012, p. 531).

With the embedding eco-image in marketing of green packaging issues a company's brand image can be enhanced by switching to environmentally friendly packaging. When clients discover that an organization is utilizing reasonable assets, they see that the organization is dependable and often thinks about the planet. Subsequently, your business could hold and draw in more clients than it in any case would. According to Van den Elzen (2016), the use of eco-friendly packaging is also becoming a more common requirement for businesses to compete. These businesses report a better brand image and reputation, cost savings, and reduced environmental footprints, among other advantages.

Sixth, environmental concerns and beliefs in Davao City Seeing such contrasts in natural supportability convictions is significant as it can assist us with better comprehension of individual purchaser conduct and dynamic endeavors to safeguard the climate. In order to create more successful marketing campaigns that cater to the specific requirements of those markets, it is helpful to have an understanding of environmental sustainability beliefs as well as the various contexts in which people become environmentally active. For more efficient sustainable development, it is important to study behaviors that demonstrate collective strength through involvement in environmental and social movements (Paço and Rodrigues, 2016).

Consumer behavior. Purchasers have different purchasing ways of behaving, and these ways of behaving are continually changing because of the accessibility of the best choices to look over. There are many reasons why products are chosen. In general, today's buying process is extremely rapid. As a result, the purpose of this study is to investigate the extent to which consumers' purchasing patterns influence green product marketing. For compelling green showcasing of firms' eco-accommodating items, a comprehension of customer conduct in moving buyer mentalities and conduct towards the buy, utilization, and removal of eco-accommodating items is central. (Yalley and Twum, 2021, p. 1)

This study looks at how consumer attitudes about buying a product change during times of crisis. Nonetheless, this study found that ominous news impacted other consumer behavior factors, for example,

value, ability to pay, and eagerness to buy, as well as certain parts of customer inclinations (Sago and Hinnenkamp 2014, p. 65-72).

The general objective of this study determines the impact of certain elements on customers' purchasing habits. Consumer purchases increased as a result of marketing activities that promoted sales, resulting in an indirect increase in the company's profit. The objective of green marketing is to highlight an organization's use of eco-accommodating or feasible practices across its items and business tasks.

Moreover, Cole (2017) stated that McDonald's has faced criticism in France for how it handles garbage management and recycling. McDonald's uses millions of tons of packaging annually across the globe; however, only McDonald's outlets in France use thousands of tons of packaging annually with a lower percentage of recycled materials. The growing amount of garbage produced by the food chain business has a negative impact on the environment, and recycling programs and waste management practices have an impact on how the public views the business.

Green buildings will soon expand in the Philippines, but it will be some time before the country's office sector is completely carbon neutral. This has to do with green remodeling for the Philippine office market's decarbonization. The idea of green buildings is not only new but also timely. Pollution harms the environment, particularly in the modern era. Additionally, as evidenced by the rising number of corporate announcements on sustainability reporting tools, corporations and organizations across the nation are highly public about their support of sustainability programs. However, as building locators, it is unclear whether they would be prepared to pay the higher rent that typically comes with efficiency enhancements. This could limit the desire of certain office developers to implement green retrofitting (Tan, 2021).

One of the main goals of a well-known hotels in Davao City, the Marco Polo Hotel, is to have sustainable tourism and convince more customers by satisfying every person's behavior. Even though Davao City is a growing market for the hotel sector, research on the sustainability initiatives of hotels in the city is rare. Despite the environmental concerns, the city's hotels are making very little effort and undoubtedly fall short of those in established cities. Additionally, there are no

statistics on the sustainability performance of hotels in Davao City.

Considering the studies about green marketing and consumer behavior, the researcher is conscious of any studies connecting green marketing with regional consumer behavior. Furthermore, studying the relationship between green marketing and consumer behavior may produce a variety of data that is crucial for influencing consumer behavior about green marketing. As a result, the researchers want to know if there is a connection between green marketing and customer behavior.

In accordance with the fast-growing economy and consumers' awareness of the environment, studying consumer behavior will be relevant. The researchers assert that the Philippines' rapidly expanding economy and customers' increased awareness of environmental items boost consumer behavior toward green marketing. A broad understanding of the significance of this study may be beneficial to other researchers in this field as well as the community, as it can be their reference in determining the impact of green marketing and consumer behavior among selected fast-food chains in Davao City. It might be developed as a result of consumer behavior in relation to green marketing. Besides, the results of this study may be useful to the owners of fast-food chains, customers, and other researchers who will utilize the study's findings as the foundation for their own plans and initiatives.

The researchers aim to evaluate the relationship between green marketing and consumer behavior among selected fast-food chains in Davao City. In addition, it seeks to answer the following questions: (1) what is the level of green marketing among selected fast-food chains in Davao City in terms of: effectiveness of eco-labelling; intensity of green packaging for ecological customers; environmental advertisement and green consumption patterns; importance of green packaging and premium green pricing; and environmental concerns and beliefs in Davao City; (2) what is the level of customer behavior among selected fast-food chains in Davao City; (3) is there any significant relationship between green marketing and consumer behavior among selected fast-food chain in Davao City?

II. METHOD

This chapter exhibits the methods and procedures used in this study, including the participants, research

instrument, research design, data collection, and statistical tools.

Participants

The respondents of the study were the customers of selected fast-food chains in Davao City. Given that the researcher worked with a sizable and diverse population, cluster sampling was used in the study. Instead of choosing a sample from each subgroup, researchers randomly chose an entire subgroup. 250 people were the total number of participants. The researcher took into account the following factors, including the age, sex, and gender of customers at the chosen fast-food restaurants. The respondent's participation was fully voluntary, and should they decide not to take part, they won't incur any costs or forfeit any rewards. They were free to revoke their consent and stop taking part at any time. Due to their participation in the study, they are not waiving any claims, rights, or recourse in the legal sense.

Material/Instrument

The research tool used in this study was an adapted questionnaire from Aditi Jaju (2016). The instrument consists of two parts in a Likert scale format. First part is the survey about green marketing with twenty-eight (28) items, and the second part is consumer behavior with six (6) items. Items were rated by the respondents as 5 – strongly agree; 4 – agree; 3 – moderately agree; 2 – disagree; 1 – strongly agree.

The scales used to determine the level of impact of green marketing among selected fast-food chains are as follows: (1) the scale of 4.20-5.00 was considered very high, which means that the impact of green marketing among selected fast-food chains were always demonstrated; (2) the scale of 3.40-4.19 was considered high, which means that the impact of green marketing among selected fast-food chains was often demonstrated; (3) the scale 2-60-3.39 was considered as moderate, which means that the impact of green marketing among selected fast-food chains was sometimes demonstrated; (4) the scale of 1.80-2.59 was considered low, which means that the impact of green marketing among selected fast-food chains was seldom demonstrated; (5) the scale of 1.00-1.79 was considered as very low, which means that the impact of green marketing among selected fast-food chains was never demonstrated.

Moreover, the scales used to determine the level of consumer behavior among selected fast-food chains are

as follows: (1) the scale of 4.20-5.00 was considered very high, which means that the consumer behavior among selected fast-food chains were always demonstrated; (2) the scale of 3.40-4.19 was considered high, which means that the consumer behavior among selected fast-food chains was often demonstrated; (3) the scale 2-60-3.39 was considered as moderate, which means that the consumer behavior among selected fast-food chains was sometimes demonstrated; (4) the scale of 1.80-2.59 was considered low, which means that the consumer behavior among selected fast-food chains was seldom demonstrated; (5) the scale of 1.00-1.79 was considered as very low, which means that the consumer behavior among selected fast-food chains was never demonstrated.

Design and Procedure

A quantitative, non-experimental correlation research method was used to carry out the investigation. With the use of this technique, quantitative research that emphasizes numbers and quantities was carried out, with conclusions based on statistical and numerical analysis. This study used correlational research design, which is a quantitative method for determining if two quantitative variables within the same group of participants are related. It is pertinent to the study since it looks for a connection between green marketing and consumer behavior. When it comes to ethical considerations, we are constrained by ethical rules as researchers. According to Cleave (2016, p. 1), it is crucial to make sure that the details survey participants provided are private in order to boost survey response rates and soothe their concerns.

The following processes was used to collect the data: (1) Seeking Permission to Conduct the Study. The researchers sent a letter to the college deans of UM Panabo College that has been approved by the adviser. (2) Development and Approval of the Test Instruments. The survey questionnaire was modified by the researchers and provided to the adviser for evaluation and validation by the validators. (3) The Questionnaire's Administration. Physical surveys are now feasible since pandemic has been lifted. Face-to-face interviews was conducted which administered survey questionnaires. (4) Scoring and Collation of Data. Questionnaire was distributed and collected, and after, it was accumulated and statistically analyzed. (5) Analysis and Interpretation of the Data. After the tabulation of data, it was sent to the statistician for computation and analysis. And lastly, the statistical tools used in analyzing the data

were: (1) Mean, used to determine the impact of green marketing among selected fast-food chain; (2) Pearson-r, used to determine if there is any significant relationship between impact of green marketing and consumer behavior; and (3) Multiple Regression, used to determine the domain between the impact of green marketing and consumer behavior.

III. RESULTS AND DISCUSSION

This chapter presents the finding of the study, which answers the question raised in the statement of the problem. It denotes the interpretation and analysis of data gathered and the corresponding implications supporting the analytical discussions.

Level of Green Marketing

This study shows the level of Green Marketing which is measured in terms of Effectiveness of Eco-leveling, Intensity of Green Packaging for Ecological Customers, Environmental Advertisements and Green Consumption Patterns, Importance of Green Packaging and Premium Green Pricing, Embedding an Eco-image in Marketing in of Green Packaging, and Environmental Concerns and Beliefs in Davao City.

Table 1. *Level of Green Marketing*

Variable	Mean	Description
Effectiveness of eco-labelling	4.37	Very High
Intensity of green packaging for ecological customers	4.31	Very High
Environmental advertisements and green consumption patterns	4.27	Very High
Importance of green packaging and premium green pricing	4.37	Very High
Embedding an eco-image in marketing of green packaging	4.50	Very High
Environmental concerns and beliefs in Davao City	4.40	Very High
OVERALL	**4.37**	**Very High**

The evaluation was based on a 28-item question in an indicator relating to Green Marketing in a selected fast-food chain in Davao City. As shown in Table 1, the Green Marketing among selected fast-food chains has a grand mean of 4.37, which is described as very high. It means that green marketing is always manifested. According to Gahlot Sarkar, Sarkar and Yadav (2019, pp. 190–207) Green Marketing can significantly influence behavior in certain consumer segments. Other studies explained that consumers who tend to be environmentally conscious will be positively influenced by green marketing and will make responsible purchases because they believe doing so will help preserve the environment (Paco, Shiel & Alves, 2019 pp. 998–1006).

In table 1, the responses of the participants to each indicator were presented, analyzed, thoroughly deliberated on below. The embedding an eco-image in marketing of green packaging of green marketing has a highest overall mean of 4. 50 which is describe as very high. It indicated that the level of green marketing among selected fast-food chain in Davao City in terms of embedding an eco-image in marketing of green packaging is always manifested. In this indicator, item 1 has the highest mean of 4.51, describe as very high and states that "I share the opinion that the green packaging should bear an eco-image in Davao City". It means that the level of green marketing among selected fast-food chain in Davao City in terms of embedding an eco-image in marketing of green packaging is always manifested. However, item 2 has the lowest mean of 4.48, describe as very high and stated that "There should be more visibility in the way in which green packaging are marketed in Davao City". It indicates that the level of green marketing among selected fast-food chain in Davao City in terms of embedding an eco-image in marketing of green packaging is utilized well. This is also evident in the study of Mourad, and Serag Eldin Ahmed as cited by Majeed, Aslam, Murtaza, Attila, and Molnár (2022), green brand image has positive influence on the selection of environmentally friendly brands. This indicates that a positive brand image increases the likelihood that customers will adopt environmentally friendly products, and that a positive brand image has an effect on the company's reputation.

On the other hand, environmental concerns and beliefs of green marketing in Davao City has an overall mean of 4.40 which is describe as very high. This means that the level of green marketing in terms of environmental concerns and beliefs in Davao City is always predicted in this area. Under this in indicator, item 10, mankind is severely abusing the environment has the highest grand mean of 4.59, which describe as very high, and it implies that the level of green marketing in terms of environmental concerns and beliefs in Davao City is always predicted. However, item 3, has the lowest mean of 4.26, which describe as very high in Human have the right to modify the natural environment to suit their needs. This means that the level of green marketing in terms of environmental concerns and beliefs in Davao City is utilized well. It is also supported by the study of Arbuthnot, retrieved by Majeed, Aslam, Murtaza, Attila, and Molnár (2022), Since consumers are concerned about the environment, they have gradually altered their purchasing patterns to support the environment's preservation. In addition, Customers are always willing to use constant environmental awareness to identify green brands and purchase green goods Sharma, Saha, Sreedharan, and Paul (2020 pp. 3203–3219).

Moreover, Effectiveness of eco-labelling has an overall mean 4.37, which describe as very high. This means that the level of green marketing among selected fast-food chain in Davao City in terms of effectiveness of eco-labelling is always manifested. In this indicator, item 1 has the highest grand mean of 4.56, describe as very high and indicates that "Eco-labels are eye catching on green packaging". This means that the level of green marketing among selected fast-food chain in Davao City in terms of effectiveness of eco-labelling is always manifested. However, item 4, their eco-labels are provided in a way which I really find it easy to identify has a lowest mean of 4. 24, describe as very high. This means that the level of green marketing among selected fast-food chain in Davao City in terms of effectiveness of eco-labelling is utilized well. Eco-labeling aids in the development of environmental regulations and encourages the use of products and services that are ecologically sustainable. In addition, it is compatible with the related framework and multi-stakeholder policy Hayat, Hussain, and Lohano (2020 pp. 119807).

Also, importance of green packaging and premium green pricing has an overall mean of 4.37 which describe as very high and it implies that the level of green marketing among selected fast-food chain in Davao City in terms of the importance of green packaging and premium green pricing is always manifested. In this area, item 2 has the highest mean of 4.41, which is describe as very high and stated that "I consider that green packaging is very important in the context of Davao City". This means that the level of green marketing among selected fast-food chain in Davao City in terms of the importance of green packaging and premium green pricing is always manifested. However, item 3, I understand that it is reasonable to pay a higher price for products that are produced in an ecological way has the lowest mean of 4. 33 which is describe as very high. This means that the level of green marketing among selected fast-food chain in Davao City in terms of the importance of green packaging and premium green pricing is predicted very well. Customers are more likely to participate in green pricing systems, according to estimates, when green energy sources have fewer adverse effects, increase employment, and offer financial incentives like tax credits (Bae, and Rishi 2018). Furthermore, according to the study of Zhu and Yu (2018) purchasers are ready to pay a premium for eco-accommodating merchandise, but the specific sum they are prepared to spend fluctuates by item classification and reserve funds anticipated.

Additionally, intensity of green packaging for ecological customers has an overall mean of 4. 31, which describe as very high, and it means that the level of green marketing in terms of the intensity of green bundling in selected fast-food chain of Davao City is always manifested. In this indicator, item number 3 has the highest overall mean of 4.45, describe as very high and it stated that "biodegradable packaging is an important consideration". This means that the level of green marketing in terms of the intensity of green bundling in selected fast-food chain of Davao City is always manifested. However, item number 5 has a lowest overall mean of 4.20 in this indicator, describe as very high and it stated that "I trust this fast-food chain because they uses green packaging in Davao City". This means that the level of green marketing in terms of the intensity of green bundling in selected fast-food chain of Davao City is always manifested. Renewable recycled materials and energy are used as much as possible, resulting in a green packaging or sustainable packaging terminology (Orzan, Cruceru, Bălăceanu, and Chivu, 2018, pp. 119807). According to the statement of Nguyen, Parker, Brennan, and Lockrey, (2020 pp. 119792) the choice to purchase eco-friendly packaging can be influenced by two motivational factors:

conserving resources through recycling and safeguarding the environment.

Lastly, the environmental advertisements and green consumption patterns has the lowest overall mean of 4.27, which is describe as very high. This means that the level of green marketing among selected fast-food chain in terms of the environmental advertisements and green consumption patterns in Davao City is always manifested. Under this indicator, item 1 has a highest mean of 4.30 which is describe as very high in "their advertisements promote environmental-friendly products in a credible manner". This means that the level of green marketing among selected fast-food chain in terms of the environmental advertisements and green consumption patterns in Davao City is always manifested. However, item 2 has a lowest mean of 4.23 which is describe as very high in "the content of their environmental advertisements offers suitable emotional relevance". This means that the level of green marketing among selected fast-food chain in terms of

the environmental advertisements and green consumption patterns in Davao City is always manifested as well. Environmental advertisements have dominated mainstream media, serving as a catalyst for raising awareness and introducing companies' products to environmentally conscious consumers. Dhurup and Muposhi (2017 pp. 76), who discovered a positive relationship between green advertising and behavior, back this up.

Level of Consumer Behavior

The level of consumer behavior among selected fast-food chain in Davao City is evaluated using a 5-item questionnaire, and the overall mean is 4.57, with the descriptive equivalent of very high. It means that consumer behavior among selected fast-food chain in Davao City is always predicted. Under this variable, it is notable that item 1, use of recyclable packaging and item 4, recycle bottles, cans or glass, has the highest overall mean of 4.62, describe as very high.

Table 2. Level of Consumer Behavior

Variable	Mean	Description
Consumer Behavior	4.57	Very High

That means the consumer behavior of the selected fast-food chain in Davao City is always predicted. However, item 5 has the lowest mean of 4.53, with descriptive equivalent of very high in "consumers taking their own bags to the supermarket", which indicates that consumer behavior of the selected fast-food chain in Davao City is always predicted. According to the study of Joshi and Rahman, retrieve by Ahmad, Ghazali, Abdullah, Nordin, Najihah, Nasir, and Farid, (2020 pp. 2550-1429) it stated that acquiring green purchasing behavior reveals an amalgamation of moral decision-making actions and generally perceived to be a socially responsible form of output.

Significant Relationship between Green Marketing and Consumer Behavior among Selected Fast-food Chain in Davao City

As shown in Table 3 below is a significant relationship between green marketing and consumer behavior among selected fast-food chain in Davao City. The result of the computation of the R-value is 0.526, associated with the P-value of 0.000, which is lower than 0.05. Thus, the null hypothesis (Ho) is rejected. It means a significant relationship exists between green marketing and consumer behavior. It means that the green marketing among selected fast-food chain in Davao city can cause an impact to the consumer behavior of the purchaser.

Table 3. Significant Relationship between Green Marketing and Consumer Behavior among selected Fast-food Chain in Davao City

Variables	Standard Deviation	Description	R-value	P-value	Decision on Ho @ 0.05 level
Green Marketing	0.67	Very High			
			0.526	0.000	Ho is rejected
Consumer Behavior	0.63	Very High			

This study is supported by Aditi Jaju (2016), it proven that green marketing and consumer behavior shown that the most significant addition to the study's findings concerned the socio-demographic differences between urban and rural areas.

IV. CONCLUSION

This section presents a summary of the findings and the researchers' conclusions and recommendations based on the investigation results.

As stated on the finding of the study, following conclusion are created: for the level of green marketing, embedding an eco-image in marketing of green packaging have an average weighted mean of 4. 50 among the four indicators, followed by environmental concerns and beliefs in Davao City with a rating of 4.40, effectiveness of eco-labelling and importance of green packaging and premium green pricing with a rating of 4.37, intensity of green packaging for ecological customers with a rating of 4.31 and lastly, the environmental advertisements and green consumption patterns with a rating of 4.27. This level has a total overall mean of 4.37, which is considered as very high. The level of consumer behavior among selected fast-food chain has a grand mean of 4.57 which is describe as very high. Therefore, there is a significant relationship between green marketing and consumer behavior among selected fast-food chain in Davao City. Tan, Sadiq, Bashir, Mahmood, and Rasool (2022) emphasize the significance of eco-friendly marketing in influencing consumer environmental behavior. The authors say that businesses should pay special attention to green communication because it can make customers more confident in a brand's commitment to the environment and, as a result, encourage green purchasing.

RECOMMENDATIONS

In this area, we as a researcher would like to recommend to conduct more studies about environmental advertisement and green consumption patterns because in this research paper, it has a lowest mean of 4.27 among all indicators, with descriptive equivalent of very high, for us to know what is the problem why that many fast food-chain in Davao City did not prioritize environmental advertisements and green consumption patterns in their physical store.

Moreover, the level of green marketing result shows that table number 5 "I trust this fast-food chain because they used green packaging in Davao City" of intensity of green packaging for ecological customers has a lowest mean of 4.20 among all numbered items provided, with descriptive equivalent of very high, which means that the impact of green marketing among selected fast-food chains was often demonstrated. Therefore, we would like to recommend that the selected fast-food chains of Davao City should always sustained their performance in conducting green packaging to ecological customers.

Furthermore, the level of consumer behavior results shows that table number 5 "Consumers taking their own bags to the supermarket" has a lowest mean of 4.53 among all numbered items in consumer behavior, with descriptive equivalent of very high, which means that consumer behavior among selected fast-food chains was often demonstrated. Therefore, we would like to recommend that bringing bags to the supermarket should always sustained because it can impact buyers' behavior.

In addition, we would also like to recommend when you conduct this study it is better to do this during weekends due to many respondents are willing to cooperate in answering your questionnaires. Also, as a researcher we need to have a lot of patience, time, effort, and consideration when approaching our respondents. Lastly, we need to be ready mentally, physically, and spiritually stable for us to achieve in this field.

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