

RESEARCH ARTICLE

Generational Comparison: The Influence of Eco-centric Retail Business Practices on Generation Y And Generation Z's Purchase Intention in The Philippines

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Abstract

The Philippines has been struggling with waste management. Many companies are looking after the birth of eco-conscious brands to make retailing sustainable by creating ways to reduce waste in packaging and product offerings. The study used an explanatory mixed-method wherein the researchers identified the eco-centric practices of retail businesses from its thematic analysis and deployed an online survey. The respondents for this study are composed of 136 Generation Y and Generation Z that have a significant role in decision making in buying products from retail stores. The primary purpose of this study is to conduct a generational comparison between Generation Y and Z's purchase intention in retail stores that have eco-centric business practices and to analyze if there is a significant difference. The results revealed insufficient evidence to support the claim that there is a substantial difference between the two generations in their perception. There are five main areas in eco-friendly products over its alternatives, attraction, appreciation, price perception, and general observation of retail businesses. This research shall validate the need for retail businesses in the Philippines to adopt an eco-centric business practice and be used for future business growth and improvement by targeting the generation involved in this research.

Keywords: business practice, eco-centric, eco-conscious, sustainable, Generation Y, Generation Z

1. Introduction

The rise of the retail industry resulted in global retail sales of 26.7 trillion US dollars. It is expected to grow because of the consumers' increased buying power and retailing innovations to stay relevant in consumers' minds. The industry's vital contribution to the economy also results in an extensive environmental problem that affects life quality because of greedy retailing companies. With the adverse effects of consumerism involving the environment, consumers are slowly becoming more conscious of their purchases and its possible environmental impact. Asian neighboring countries like China and Thailand have a common denominator for experiencing drastic environmental changes. China, one of the most prominent plastic leaders globally, has been lenient about the real ecological problems because of the country's continuous economic growth that affected the lack of attention of the younger generation of China (Song et al., 2020). On the other hand, Thailand, one of the top agricultural and food producers and exporters, underwent drastic economic development, resulting in

environmental degradation that affected consumers, who are slowly shifting to eco-friendly and sustainable products (Maichum et al., 2017).

The Philippines' aggressive move to boost the economy has resulted in an increased production of products that require the use of plastic and waste materials that contributed to environmental degradation and climate change. With the rising numbers of conscious consumers, incorporating sustainability is a trend and a business imperative for brands (Hamill, 2020). The growing concerns in the environment's degradation resulted in consumers being wise about their purchases' possible consequences in the environment. It has been seen that the use of eco-friendly packaging is a conceivable way in order to achieve sustainable development (Lindh et al., 2016a; Wikstrom et al., 2018). Consumers perceive that eco-friendly products and packaging are costly, which resulted in relatively low acceptance in the Philippine market. The challenge for businesses is expanding in order to find their unique selling point and how strategically a business can sell its product to consumers with changing perceptions.

The study aims to investigate the perspective of two generations in terms of their purchase intention and for retailers that have eco-centric business practices in their operations. There was an increase in business campaigns accentuating its contribution to reduce wastes and provide climate actions either with its raw materials, manufacturing process, and packaging. However, the researchers are interested in finding the influence of eco-centric practices and its significance between Generation Y and Z's purchase intention. This is to provide data if such practices are helping the profitability of businesses aside from it being a great help for the environment. The objective of this research is to identify the eco-centric business practices being utilized in the Philippines, to compare the level of purchase intention of Generation Y and Generation Z, and lastly, to validate the need for Philippine businesses to adopt an eco-centric business practice.

The distinction of the research from other related studies includes the lack of focus on the consumers' purchase intentions of Generation Y and Generation Z associated with eco-centric business practices of retail stores. Also, there is *little to no presence* of local studies that mainly discusses a generational comparison in terms of their purchase intention associated with environmental impacts. Moreover, studies focusing on retail product performance related to environmental measures of manufacturing the products present in stores are lacking. Lastly, numerous related articles were published not less than five years ago, making it difficult to establish its relevance in today's time; thus, the researchers found an opportunity to conduct a study that will address the present research gap to contribute to the body of knowledge that can help businesses to target in terms their sustainability and eco-centric initiatives.

2. Literature Review

2.1. Eco-centric Business Practices

Sustainability is one of the issues that retailers have to take action on (Wilditz, 2020), as there is a decline in reusable packaging and an increase in single-use plastics (Coelho et al., 2020). An attempt to reduce the large quantities of plastic waste contributed by single-use packaging is by imposing the use of reusable bags as an alternative. According to Kurian (2020), reusable packaging is not as effective in depleting plastic wastes.

Eco-centric business practices can help improve the business' sales and performance since sustainability is an integrated business strategy that retailers can use (Ehgartner, 2018). According to Sarmiento et al. (2018), incorporating sustainability in business operations would result in positive customer reviews which will strengthen customer relationships.

Green advertising strategies will have a positive impact on a firm's competitive advantage (Maziriri, 2020; Pekovic et al., 2021). Exercising eco-centric business practices enhances the efficiency of cost-saving of a business as this will boost human capital (Pekovic et al., 2021). This strategy eventually benefits the environmental impact reduction of a business (Shen et al., 2020).

On the other hand, retail businesses that do not execute eco-centric business practices could potentially obscure the contribution of sustainable businesses to the consumers' quality of life (Peterson et al., 2020). Retailers shall not use this opportunity merely for profits (Sarmiento et al., 2018). Nonetheless, they have to practice reducing, reusing, and recycling wasteful materials to achieve sustainability goals (Vadakkepatt, 2020).

H1. Eco-centric business practices affect consumer purchase intention.

2.2. Generation

The population of Generation Z is eventually showing more purchasing power than baby boomers (Heo J. & Muralidharan S., 2019). However, the primary target market has always been the baby boomers for green retailers. On the other hand, a study from *The Elusive Green Consumer* (2019), stated that Generation Y are attracted to businesses that embrace sustainability. They are more potentially aware of the eco-centric retail business practices (Shin et al., 2020).

With that, green businesses should create a communication strategy wherein they will include relevant information as well as state the eco-centric business practices that the business exercises to create touchpoints as a mode of communication with its customers (Heo J. & Muralidharan S., 2019)

H2. Consumers' response to eco-centric business practices is influenced by what generation the consumer belongs to.

2.3. Purchase Intention

In the hypothesized model, the three variables can all impact the purchase intention of consumers (see Fig. 1). It has been stated by Sarmiento et al. (2018) that Generation Z most likely has a higher level of purchase intention. On the other hand, Zubair et al. (2018) stated that Generation Y are most likely to enhance their engagement with sustainable businesses.

It has been proven that the attitude of consumers that concerns the environment directly influences consumers' behavioral intentions (Taufique et al., 2018). Today, 73% of global consumers will adjust their consumption habits if this will lessen its impact on the environment (The Nielsen Company, 2018). An additional factor that influences the purchase intention of consumers is their environmental concern (Junior et al., 2015). This results in retail businesses eventually creating an increase in the number of loyal customers in relation to their level of environmental concern.

Environmental attitudes regarding green labeled products is the strongest factor in influencing young consumers' purchase intention. In a different light, emotional appeal stimulates green

purchasing behavior as compared to using rational appeal as a strategy (Lasuin, & Ching, 2014). The study will also be benchmarking from the Extended Theory of Planned Behavior since purchase intention is a vital factor and is used to gauge the inclination of consumers on how firm they want to try a product or service.

Consumers' emotions when buying sustainable products are affected by how in-depth one's understanding of its role in environmental preservation is. This prompts young consumers being influenced by their ecological affection heavily anchored from their environmental perspective and concern (Song et al., 2020). In the retail industry of perceived sustainable food products, Generation Z considers environmental protection and attached characteristics of the product associated with health as deemed necessary in evaluating its intention to purchase a sustainable product (Su et al., 2021).

H3. The generation in which a consumer belongs to is an indicator in determining the level of purchase intention of eco-centric products.

2.4. Greenwashing

According to Becker-Olsen and Potucek (2013), greenwashing refers to the exercise of falsely selling an enterprise's environmental efforts, which eventually affects its overall strategies, goals, and objectives. It is also perceived by companies to be an effective tool in boosting the company's reputation through the eyes of its consumers and increasing the noticeable value of the greenwashed products (Parguel et al., 2015 & Tateishi, 2018). A concrete ecological action should be enforced by companies with the help of regulations imposed by the government to negate the possible utilization of greenwashing (Sun et al., 2019).

H4. Eco-centric business practices may result in greenwashing practices.

The concept of greenwashing is deceptive and cannot be penalized by the government for the firms engaging in unethical business practices (Sun et al., 2019). To corroborate with the findings of Ahmad et al. (2020), greenwashing directly impacts consumers' purchase intention (see Fig. 1) in a negative manner. Hence, companies must reinforce a stronger and truthful green word of mouth to promote genuine consumer purchase and diminish the negative effects of greenwashing perceptions (Zhang et al., 2018).

As a result, potential consumers of green products are confused with the untruthful information conveyed (Maichum et al., 2016). This allows consumers to be critical of greenwashing as it encourages consumers to not trust the company and its product, resulting in lower sales and revenue for the company but greatly influencing green product confidence for consumers (Martínez et al., 2020).

H5. Greenwashing affects the purchase intention of consumers

By incorporating the Theory of Consumption Values (Sheth et al., 1991), the researchers will be able to identify critical choices that consumers commit during situations of interest in relation to eco-centric business practices, which can also improve the brand image (Dash et al., 2021; Vesal et al., 2020), since it has an impact on customer satisfaction and purchase intention (see Fig. 1).

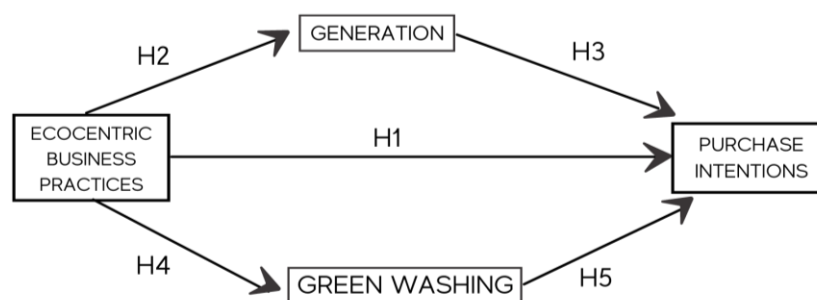


Fig 1. The Hypothesized Model

3. Method

For the quantitative data, an online survey was distributed to a total of 136 respondents, wherein there were 68 Generation Y and 68 Generation Z consumers who reside in populated regions in the Philippines, such as the National Capital Region and CALABARZON. This allows consumers to be critical of greenwashing as it encourages consumers to not trust the company and its product. It resulted in lower sales and revenue for the company but greatly influenced green product confidence for consumers (Martínez et al., 2020)

The sample size was based on the Raosoft calculator with a 10% margin of error and 90% level of confidence. The researchers utilized a 4 point Likert scale (1 = strongly disagree 4 = strongly agree), containing questions associated with different research variables. In disseminating the online survey, simple random sampling and snowball sampling was utilized. With this, there is an equal opportunity for every member of the population to be chosen as the respondent (Acharya et al., 2013). Pre-testing was done by the researchers with 30 respondents (Perneger et al, 2015), and the self-made questionnaire has undergone content validity by three professionals in the industry and academe. For the qualitative approach, an in-depth virtual interview was conducted to five retail business employees that currently conducts eco-centric business practice. The interviewees may come from either Micro, Small and Medium Enterprises (MSMEs) or Multinational Corporations (MNCs). The researchers utilized Mann-Whitney U Test to identify the significant difference for each factor as revealed by the computed p-value. The collated qualitative data from the virtual interviews were analyzed through thematic analysis (Vaismoradi et al., 2016) in order to amplify the researchers perspective pertaining to sustainable practices being developed in the industry and to suffice information gathered in its quantitative aspect (Virginia, B. & Victoria, C., 2012).

4. Results and Discussion

4.1. Quantitative Findings

This research is a comparison of Generation Y and Generation Z in terms of the eco-centric efforts and the need for retail stores in the Philippines to adapt. Based on the results, there is no sufficient evidence to support the claim that there is a significant difference between perception of the two generations towards eco-centric practices with the statistical analysis. Since the p-values are not less than 0.05, the scores for most of the questions are not different for both generations and all possibilities still remain. Because consumers are being cautious with their purchases, the insignificant results may imply that there is a growing concern about environmental degradation. However, the results also show that there are five key areas that show the significant differences of Generation Y

and Generation Z in terms of their perspective in purchase intention, generational response in eco-centric business practices, and greenwashing.

Table 1
Eco-Centric Business Practices Affect Purchase Intention

VARIABLE	Rank Sum Gen Y	Rank Sum Gen Z	U	Z	p-value	Z Adjusted	p-value
1. Thinking sustainable is an important part of my buying routine.	4905.5	4410.5	2064.5	1.08	0.28	1.20	0.23
2. I avoid using single-use plastics/ packaging.	4769.5	4546.5	2200.5	0.48	0.63	0.54	0.59
3. I own and use recycled items or products	4829	4487	2141	0.74	0.46	0.82	0.41
4. I am aware of different sustainable business practices.	4319	4997	1973	-1.47	0.14	-1.67	0.09
5. I am easily drawn to purchase brands and products that promote environmental sustainability.	4520.5	4795.5	2174.5	-0.60	0.55	-0.66	0.51
6. I plan to buy environmental-friendly products because of its good environmental contribution	4812.5	4503.5	2157.5	0.67	0.50	0.79	0.43
7. I clearly understand the message included in the packaging of	4351.5	4964.5	2005.5	-1.33	0.18	-1.51	0.13

eco-friendly products.							
8. I purchase eco-friendly products even if it costs more than its alternatives.	5185	4131	1785	2.29	0.02	2.50	0.01
9. I feel like I'm solving an environmental problem when I buy products labeled as environment friendly.	4891	4425	2079	1.01	0.31	1.11	0.27
10. When I have to choose between two products, I am most likely to choose the one I perceive less harmful to people and to the environment	4595	4721	2249	-0.27	0.79	-0.31	0.76

The data presented in Table 1 focus on the factors that can affect the purchase intention of Generation Y and Generation Z consumers in relation to the ecocentric practices of retailers. Among the statements above, the eighth statement which is “I purchase eco-friendly products even if it costs more than its alternatives” had the lowest p value (0.02), which indicates that there is a high difference among the data of two generations. Meanwhile, the rest of the statements that resulted in a p value of more than 0.05 describes that the data between Generation Y and Generation Z are not significant due to the small gap.

Furthermore, the results for the eighth statement describes that Generation Y (5185) purchases eco-friendly products even if it costs more than its alternatives. This contradicts the findings of Sarmiento et al. (2018) that Generation Z has the higher level of purchase intention when it comes to sustainable products. This is because customers are willing to pay for eco-friendly products instead of buying conventional products that can be harmful to the environment (Barber et al., 2016). Overall, since the majority of the statements in Table 1 did not have a significant difference for both generations, the results reject the hypothesis that eco-centric business practices affect purchase intention for both Generation Y and Generation Z.

Table 2
Eco-Centric Business Practices Affect Purchase Intention

VARIABLE	Rank Sum Gen Y	Rank Sum Gen Z	U	Z	p-value	Z Adjusted	p-value
1. I take time to research about the brand and their products as well as the company's mission and vision.	5052	4264	1918	1.71	0.09	1.85	0.06
2. The generation that I belong to tends to be more attracted to sustainable practices and products.	4188	5128	1842	-2.04	0.04	-2.33	0.02
3. My generation is more appreciative of brands that have sustainable practices in their products.	4185	5131	1839	-2.06	0.04	-2.37	0.02
4. The generation that I belong to patronizes from brands and products that make use of sustainable and eco-centric business practices	4283.5	5032.5	1937.5	-1.63	0.10	-1.85	0.06
5. The generation that I belong to can easily differentiate and determine products that are environmentally friendly.	4716	4600	2254	0.25	0.80	0.28	0.78

For the second statement (Table 2), it contradicts the findings of Shin et al. (2020) that Generation Y has rigorous knowledge regarding environmental problems we are currently facing. This also opposes the idea in which Generation Y are potentially aware of the eco-centric retail business practices. In testing the generational confidence, Generation Z (5128) tends to be more attracted to sustainable products and practices.

Another key difference is that Generation Z (5131) is appreciative of brands that have present environmental sustainability practices on their products. Differing with the findings of The Elusive Green Consumer (2019), it states that millennials belonging to Generation Y are attracted to businesses that embrace sustainability. The results for Table 2 rejects the hypothesis that was tested regarding the consumers' response to eco-centric business practices is influenced by generation.

Table 3

The Generation is an Indicator in Determining the Level of Purchase Intention

VARIABLE	Rank Sum Gen Y	Rank Sum Gen Z	U	Z	p-value	Z Adjusted	p-value
1. Products that show environmental care caughts my attention.	4955	4361	2015	1.29	0.20	1.47	0.14
2. I purchase products from brands in retail stores that I know cares for the environment.	5003	4313	1967	1.50	0.13	1.64	0.10
3. I am willing to spend more money for products and brands that have committed environmental causes.	4817	4499	2153	0.69	0.49	0.76	0.45
4. I am immediately drawn to purchase products that use	4310.5	5005.5	1964.5	-1.51	0.13	-1.70	0.09

biodegradable or reusable packaging.							
5. I will definitely buy products that produce less carbon footprint.	4777.5	4538.5	2192.5	0.52	0.60	0.60	0.55

Table 3 investigated whether a consumer's generation is a factor in determining the level of purchase intention for eco-friendly products. There was no established difference between the two generations.

This suggests that both generations are concerned about environmental degradation, lending credence to The Nielsen Company's (2018) claim that consumers will change their consumption habits to reduce their environmental impact.

Table 4

Eco-Centric Business Practices May Result in Greenwashing Practices

VARIABLE	Rank Sum Gen Y	Rank Sum Gen Z	U	Z	p-value	Z Adjusted	p-value
1. I believe that eco-friendly products tend to be overpriced.	4112	5204	1766	-2.37	0.02	-2.57	0.01
2. I have observed that there are a lot of retail businesses that exercise sustainable practices nowadays.	5191.5	4124.5	1778.5	2.32	0.02	2.56	0.01
3. I believe that being relevant to their consumers is one of the reasons that retailers adopt sustainable practices.	4887	4429	2083	0.99	0.32	1.14	0.25
4. Retailers use sustainable practices	5090.5	4225.5	1879.5	1.88	0.06	2.04	0.04

for promotion purposes only to draw consumers in purchasing their products.							
5. Some retailers make their products look more environmentally friendly than they really are.	4547	4769	2201	-0.48	0.63	-0.54	0.59

For the second statement in Table 4, Generation Y (5191.5) has a prodigious observation that there is a growing retail business utilizing sustainability efforts. Corroborating with the findings of Maziriri (2020) and Pekovic et al. (2021), if businesses use green advertising strategies, it will have a positive impact on a firm's competitive advantage. Consumers should also be cautious in determining if retail businesses are genuine about their sustainability efforts because of the probability of greenwashing.

On the other hand, for the fourth statement in Table 4, Generation Y (5090.5) perceives sustainability as a way to draw attention to consumers but not engage in sustainable retailing. As stated by Sarmiento et al. (2018), retailers should not use sustainability for profit. Therefore, the hypothesis stated is rejected because of the lack of evidence to prove that sustainable practices may result in greenwashing practices.

Table 5
Greenwashing Affects the Purchase Intention of Consumers

VARIABLE	Rank Sum Gen Y	Rank Sum Gen Z	U	Z	p-value	Z Adjusted	p-value
1. I am aware that there are retail businesses that use false advertising when promoting their product to be relevant to the minds of its consumers.	4374.5	4941.5	2028.5	-1.23	0.22	-1.47	0.14
2. I am still interested in	4626.5	4689.5	2280.5	-0.13	0.89	-0.15	0.88

purchasing products even if the business has greenwashing practices.							
3. I am not interested in purchasing products from businesses that are not true to what they advocate/ promote.	4885	4431	2085	0.99	0.32	1.15	0.25
4. Some products are just using eco-labels and branding to lure their consumers in buying their product.	4824	4492	2146	0.72	0.47	0.81	0.42
5. I am discouraged from buying products from brands that use greenwashing as an advertising tactic to attract consumers.	4918	4398	2052	1.13	0.26	1.28	0.20

Our fifth hypothesis indicates that there is no sufficient evidence to prove that there is a significant difference between Generation Y and Z. This can be attributed to the fact that greenwashing is hard to determine, and according to Ahmad et al. (2020), it may result in customers' purchase intention being affected. The hypothesis that was tested is rejected because of the insufficient information to prove that greenwashing affects purchase intention.

Table 6

Mann-Whitney U Test Overall Results

VARIABLE	Rank Sum	Rank Sum	U	Z	P-Value	Z	P-Value
Factor 1	4765.00	4280.00	2069.00	0.78	0.44	0.78	0.44
Factor 2	4476.00	4569.00	2130.00	-0.51	0.61	-0.51	0.61

Factor 3	4765.50	4279.50	2068.50	0.78	0.44	0.79	0.43
Factor 4	4752.00	4293.00	2082.00	0.72	0.47	0.73	0.47
Factor 5	4891.50	4153.50	1942.50	1.34	0.18	1.37	0.17

Overall, all factors are not different for both generations because the p-values are not less than 0.05 in the overall scores of each factor tested in their research. The quantitative results in terms of the hypothesis testing suggest that there is no significant difference between Generation Y and Generation Z. This therefore rejects all five hypotheses that were tested.

4.2. Qualitative Results

The researchers gathered insights about the perspective of the retail business employees about sustainability practices. It was stated by the participants that sustainability is not a trend, and it is mostly visible in product packaging and not the values of the business. Customers should be able to see sustainability in the formulation of the product up until its packaging since products should be long lasting and improve consumers' lifestyles.

A lot of businesses use plastic packaging since this protects the product during transport. This has been a problem for sustainable businesses as it was mentioned by three participants that they cannot do anything about the courier plastic when the product is given to logistics. This is an action for not only retailers but for the couriers to utilize sustainable packaging in their operations as it greatly increases the use of plastics.

Regarding the sachet economy, it was mentioned that there is a market segment for this in the country and retail businesses tap on that market because there is a gap. With this, multinational companies use marketing initiatives wherein they communicate with Filipino consumers that they would save more if they spent less. It is the retailer's mission to educate and inform the market about sustainability.

Table 7

Eco-Centric Business Practices

Theme	Category	Code	Citations
Eco-centric business practices	Current practices in the retail industry	Packaging, sustainable ingredients	<p>"No mining, diamonds are grown in the laboratory"</p> <p>"We post <i>educational pubmats</i>. That is what sustainable businesses should do."</p> <p>"We use <i>naturally derived</i> cleaning products"</p> <p>"We do have <i>return bottles</i> where customers get incentives. Collected bottles will be donated to an organization and used to</p>

			<p>recycle plastic containers.”</p> <p>“Our shampoo and conditioner bars are <i>wrapped in paper</i> to lessen trash.”</p> <p>“<i>Ingredients are designed to be biodegradable</i> and environment friendly at least.”</p> <p>“Bubble wrap packaging was changed to <i>honeycomb wrap and corrugated boxes</i>. However, we cannot change the courier plastic for online deliveries.”</p> <p>“We highly utilize <i>re-clothing</i>. We encourage customers to bring old clothes and we <i>recycle</i> them into new versions.”</p> <p>“We use <i>PET bottles</i>. These bottles are being crushed, then making it to polyester yarn to be used for winter items, fluffy flees, sports items.”</p> <p>“We use <i>plain carton</i> instead of big plastic packaging.”</p> <p>“We use <i>glass bottles</i>. It is easier to melt and recycle.”</p>
	Advantages	People, planet, profit, and purpose	<p>“There is a <i>soul and spirit</i> to the brand.”</p> <p>“It is for the <i>people, planet, profit, and purpose</i> (4Ps).”</p> <p>“We became <i>advocates</i> for being more aware of the environment and to the impact that it brings.”</p> <p>“You are not just buying the product that you will use, but it is a <i>lifestyle</i>.”</p> <p>“It boosts brand <i>awareness and sales</i>.”</p> <p>“No animal will die from sustainable practices. <i>Cruelty-free</i>.”</p>
	Disadvantages	Costly, Greenwashing, Ignorance	<p>“Our business and concept is fairly new, customers have second thoughts if the <i>jewelry is fake</i>.”</p> <p>“Customers first notice the scent of the brand rather than its sustainability.”</p> <p>“<i>Greenwashing</i> because corporations are currently utilizing sustainable practices.”</p> <p>“<i>Cost</i>, may it be <i>material or social cost</i>, because everything is more costly when you</p>

			<p>use biodegradables, but we need to incur this cost because <i>we would create more harm than good.</i>”</p> <p>“There are <i>some people who do not care that much about the environment</i> and the values of our company that we are eco-friendly.”</p>
	Validation	Purpose, not for profit, responsibility, initiative	<p>“It should <i>not be for profit.</i> It’s more of what’s your mission here on earth.”</p> <p>“I feel that there is a need to have sustainable practices because we have <i>global warming, climate change, and plastic waste.</i>”</p> <p>“This is something that needs a <i>collective action</i> that considers the people and planet.”</p> <p>“We must fulfill our <i>responsibility</i> to help society.”</p> <p>“We should have <i>initiative</i> because the future generation is our future customer.”</p> <p>“Although, I see that <i>at least 80% of businesses are adapting to sustainable practices.</i>”</p>

In Table 7, eco-centric business practices as the main theme have been categorized into four aspects, such as their application, advantages, disadvantages, and validity. This is to answer the research questions of the qualitative method used. For the application, the current eco-centric practices that retail businesses incorporate in their operations are primarily focused on the ingredients, manufacturing, and packaging of the product such as recycling materials, using biodegradable packaging, and sustainable ingredients. It was also emphasized that it is all for the people, planet, and their purpose to society because their sustainable initiatives give a big impact in improving the customers’ lifestyle.

There are also consequences to having sustainable practices wherein the participants are all focused on the financial aspect since biodegradable materials are costly. For some retail businesses, chemicals and plastics for their packaging are cheaper than its sustainable counterparts. Another disadvantage is greenwashing, wherein corporations are guilty of this as they only do sustainable initiatives for profit. Instead, sustainability must be known as a business model wherein it focuses on the social and environmental aspects. This leads to the need for retailers to not only effectively promote their eco-centric business practices but also to educate Filipino consumers about the current condition of the environment such as what small actions they can do and to introduce sustainability for the benefit of the future generation and the condition of the environment.

Table 8
Purchase Intention of Generation Y and Generation Z

Theme	Category	Code	Citations
Purchase intention	Generation Y	Purchasing power, authority	<p>“Our <i>brand persona</i> fits Generation Y.”</p> <p>“Generation Y has the <i>bigger purchasing power</i>.”</p> <p>“Generation Y is in the position to have <i>authority</i> when it comes to sustainability because they have the capacity to buy.”</p> <p>“When it comes to direct purchases, mostly on Generation Y because our products are slightly <i>pricey</i>.”</p> <p>“Although, Generation Y individuals <i>do not include sustainability</i> in their decision making when purchasing products.”</p>
	Generation Z	Awareness, Influence, Budget,	<p>“Generation Z <i>cannot afford</i> our product.”</p> <p>“Generation Z are <i>more open</i>; thus, embracing sustainability”</p> <p>“It is <i>easier to teach the younger generation</i> than the older generation”</p> <p>“Generation Z can <i>influence</i> but it is undetermined on how much they can influence.”</p> <p>“Generation Z are mostly students so their <i>money is budgeted</i>.”</p> <p>“If they are older, there is a <i>possibility that the purchasing power will shift</i> to their generation.”</p> <p>“They are <i>more aware</i> of what is happening to society.”</p> <p>“They are <i>attracted to brands that have a contribution to society</i>.”</p> <p>“I have observed that some of them <i>purchase canvas bags</i> and use them for their shopping.”</p>

For Table 8, the researchers focused on the level of purchase intention of Generation Y and Generation Z. The participants were asked what generation is most likely to purchase sustainable products. As a result, all participants answered that Generation Y would most likely purchase sustainable products for the primary reason that they have higher purchasing power. It has been stated that Generation Y has more authority when it comes to decision making. For instance, a participant mentioned that their

sustainable cleaning products are bought by Generation Y consumers since their products are a family decision.

On the other hand, Generation Z consumers are most likely to purchase sustainable products for their own personal use. The key insight for Generation Z is that they are more influential, educated, and informed about sustainability. This is because Generation Z is more aware of what is happening in society; thus, they are more likely to embrace sustainability. The younger generation is easier to educate than the older generation. This is an opportunity for retailers to target Generation Z when they promote their sustainability initiatives. Overall, even though Generation Y has the higher purchasing power, the participants stated that the younger generation is already starting to be inclined to having a sustainable lifestyle by using biodegradable materials that could help the planet, people, and make them a responsible individual for future generations.

5. Conclusion

5.1. Conclusion

The findings were consistent in presenting insufficient data to support the premise that there is a major difference between Generations Y and Generation Z in terms of purchase intentions for sustainable items. There were five main points that did reveal some parity. Since purchasing power is a key consideration, Generation Z falls short in this area because the majority of them are either students or newly employed. Even if they are the generation that is more open-minded and aware of the availability of sustainable items, some Generation Z members may consider it overpriced.

Generation Z is easier to educate than Generation Y on facts that support assertions about how sustainability is applied to retail operations. This maintains their ability to affect actual purchases, as well as the amount of influence they can exert; however, this is unknown. Generation Y, on the other hand, is more inclined to buy from firms that implement eco-friendly business methods since they have the purchasing power. This backs up the findings of the thematic analysis, which reveal that, due to their capacity and authority, Generation Y continues to dominate actual purchasing.

With the widespread environmental concerns that individuals face today, experts agree that firms must embrace eco-centric business strategies, even in small ways. Because profit should not always be the driving reason, it should be part of every company's mission and obligation to reduce their carbon footprint and overall environmental effect. As retail sales continue to grow, product innovation should focus on long-term sustainability and a thorough examination of its environmental impact. This consideration can help not only the environment, but the entire civilization.

5.2. Limitations & Further Research

It is advised that future studies include two distinct generations, such as comparing Generation Z's buying intentions to Generation X's purchase intentions. Due to the vast age gap between the respondents, there is a greater likelihood of considerable differentiation, which could lead to insightful customer responses to eco-centric company strategies. Furthermore, because this study focuses exclusively on the Philippine retail industry, future researchers can narrow down the industry coming from retail they are interested in and the size of the businesses involved. This could include new small-to-medium-sized firms that have begun to include sustainability into their products. Future study can also determine how much profit is provided to the business when eco-centric practices are used.

Finally, a broader range of research will be available to address the rising concern of customers about the environment and how it influences their purchase decisions.

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