

Analysis of Green Marketing Practices: A Micro and Small Enterprises Perspective

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Abstract

Green marketing is a growing concept connecting sustainable internal business operations and corporate social responsibilities. Hence, the study explored the green marketing practices of selected micro and small enterprises in Cavite, Philippines. The descriptive-causal research design was utilized, and the 20 legally-registered micro and small enterprises were purposively selected. MSEs in Cavite are dominated by sole proprietors with 1-9 employees, have an estimated asset size of Php3,000,000 or less, have been in operation for 1-3 years, and have an average monthly revenue of Php20,000 and below. They employ green marketing practices such as providing safe products and services, implementing more environment-friendly ways of pollution prevention, advertising green awareness and attraction, and utilizing vehicles that consume less energy. MSEs' green marketing practices in production, packaging, advertising, and operation are highly effective, while distribution is less effective. Business profiles and MSE have no significant difference, excluding the difference between the number of employees and the perceived effectiveness of green marketing practices in terms of operation. MSEs faced difficulties in distribution due to safety protocols and lack of resources. Thus, the study recommends personalized marketing designs to engage wider customers and social-based marketing approaches to address diverse customer preferences.

Keywords: *green marketing, green marketing practices, micro and small enterprises, descriptive-causal*

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1. Introduction

Micro, small, and medium enterprises (MSMEs) provide a significant contribution to the Philippine economy. In 2019, according to the United Nations Philippines, MSMEs comprise the majority of business establishments in the country, generating about 63 percent of the country's workforce. Various MSMEs adopt various strategies to operate and sustain their enterprise such as green marketing. Tadeo et al. (2021) explains that adjustments are required in today's society to pave the way for more environmentally conscious business practices relating to environmental protection and conservation. Hence, green marketing is becoming increasingly popular, a rising concept relating to internal business functions that are sustainable and corporate social responsibilities. The process of selling products and/or services that are environmentally friendly is known as green marketing. Enterprises should provide environmentally sustainable products or services (Jain, 2018). Considerably, green marketing entails a variety of actions, including changes to the production process, packaging, and advertising.

Many businesses have adopted green marketing as a strategy to gain a competitive advantage. However, in developing countries, the significance of this strategy is underappreciated (Agustini et al., 2019). Even while consumers are aware of environmental problems such as global warming and the impact of pollution on the environment, one of the most difficult challenges for businesses is to grow and retain customers while preserving environmental safety. Product diversifications and purpose-driven products such as in some of agricultural products (Mendoza et al., 2023) and environment sensitive enterprise designs are usually implemented. The difficulties connected with green companies are also dependent on cost analysis, which is highly expensive for developing economies to achieve the beginning cost due to a lack of fundamental technologies. Developing countries must acquire modern technology and technical knowledge from other countries because they lack their own technology and technical abilities (Mendon et al., 2019). Furthermore, according to Virola (2019), the primary barrier to restaurant businesses adopting green marketing strategies is the expenses associated with implementing the strategies. Hence, these rose a query of status quo and sustainability especially at the time of pandemic-market environment.

This study attempted to explore the green marketing practices of selected MSEs in various areas in the province of Cavite in the Philippines to give emphasis on the status quo

and provide platforms and avenues for further exploration of effective execution of green marketing practices among these enterprises. The study aimed to determine the enterprises' green practices using production, packaging, advertising, distribution, and operations as study variables. Additionally, perceived effectiveness of these practices were determined and analyzed to further provide in-depth perspective. Moreover, significant difference analysis was employed to provide inferential analysis between enterprises profile and their perceived effectiveness in employing green marketing practices. Finally, this study employed challenge identification to substantiate a status quo analysis and bring forth robust and relevant conclusion and research pathway in the future. The results of the study could become baseline information among persons in authority to further understand the status quo and provide a pathway for policies and implementation on an environment-sensitive enterprise.

2. Literature review

2.1. Green marketing practices as a strategy of MSMEs

Tien et al. (2020) define green marketing as a set of actions that include modifying products, methods of production, packaging, and advertising. Green marketing strategies are becoming increasingly important as a feasible strategy, particularly in developing countries. It has gained wide acceptance within the business world as a viable competitive strategy (Nguyen et al., 2019) and strengthening the brand image (Sharma & Kushwaha, 2019) of businesses to grab and win the attention of customers in the marketplace. The increased inclination of customers to buy ecologically friendly products shows that a lot more people are concerned about environmental protection. As a response to this push for the environment and business, companies are attempting to become more inventive by implementing green marketing tactics.

The study of Bestari et al. (2020) discovered that green marketing strategies, consumer, and purchase intention all significantly impact the purchasing behavior of environmentally friendly products for green customers. Nguyen et al. (2019) discovered that green marketing practices of food stores significantly enhance the actual purchase behavior of customers. Consequently, Han et al. (2019) found that businesses with higher environmental ethics are more likely to implement green marketing programs, including green production, pricing, distribution, and promotion to improve business performance.

Agustini et al. (2021) emphasized that companies can take advantage of green products by differentiating products based on their characteristics. According to Ambarwati et al.

(2019), technical measures such as replacing plastic materials with recyclable materials, assuring the absence of harmful and poisonous elements in the raw materials, picking coloring supplies free of toxic and hazardous compounds, selecting a third party to supply the product, and using domestic raw materials may help MSMEs of Ikat woven fabric retain competitiveness. In the local setting, Tadeo et al. (2023) found that MSEs in Cavite ensure that the products they sell are free from potentially harmful substances.

Consumers today place a higher value on the convenience, reusability, and protective features of green packaging (Hao et al., 2019). According to Sharma and Kushwaha (2019), eco-labeling is one of the important tools in green marketing as it helps to distinguish green products from non-green products. Through customer awareness and knowledge, eco-labeling is a key factor in determining consumer trust and intention to purchase green products. Although most customers lack specific information about green packaging, they are often quite eager to pay for it. While green product marketing depends on realistic and consumer-focused green advertising (Luo et al., 2019), the message of green products to customers should be clear so that customers can understand the products' health and environmental protection features, the benefits of green products outperforming other products, and avoid hype or exaggeration (Tien et al., 2020). However, some customers do not appreciate the quality of the products and are wary of green marketing since there are many dishonest and deceptive businesses (Tien et al., 2020).

Consumers' purchasing decision will be significantly influenced by an effective distribution strategy since they cannot purchase green products if it does not exist in an accessible distribution channel or if the volume is limited. For this, Tien et al. (2020) suggest that green products are often suitable for modern distribution channels such as supermarkets and major shopping centers. Moreover, enterprises can use their distribution channels or cooperate with other partners committed to protecting the environment by utilizing environment friendly materials and shipment of green products that consume less fuel and emissions. For example, most manufacturing businesses in India use the railway mode of transportation to reduce vehicular pollution (Samar Ali et al., 2019).

2.2. Effectiveness of green marketing

In the Indian context, Samar Ali et al. (2019) evaluated the green practices' effectiveness in the manufacturing sector using CHAID analysis. The study showed that the

manufacturing industry has effectively implemented waste reduction measures such as waste recovery, recycling, and conservation through internal recycling and selling to outside organizations. Similarly, Nekmahmud and Fekete-Farkas (2020) found that Bangladesh consumers believe green products as highly beneficial for health and the environment as they do not harm health. With the prices of green products higher than conventional products, the consumers are more likely to modify their lifestyle and buy environmentally friendly items if they are less expensive. Hence, concerns over packaging's effects on the environment are growing among consumers. For this, governments and customers are putting pressure on businesses to use eco-friendly packaging for their goods. Meanwhile, Malaysian consumers are more concerned with the quality of green packaging (Rajendran et al., 2019). However, in Bangladesh, most consumers are not concerned about green marketing but are aware of eco-friendly products (Nekmahmud & Fekete-Farkas, 2020).

According to Mukonza and Swarts (2020), green marketing strategy improves both business reputation and performance. In addition, Maziriri (2020) asserts that green packaging and advertising improved businesses' competitive advantage and performance. For example, the study of Shabbir et al. (2020) on the United Arab Emirates (UAE) customers behavior found important elements, including eco-labeling, green products, premiums, and pricing, that positively impact customers' perceptions of the environment. For this, Tien et al. (2020) suggest conveyed messages need to adhere to the brand positioning that helps the consumer distinguish the business's green product from other normal products to increase communication effectiveness and consistency.

2.3. Challenges in green marketing

In Vietnam, Tien et al. (2020) found modifying business model as the biggest challenge for entrepreneurs as they need to formulate an idea to combine the needs of consumers and the protection of the environment. Implementing a green marketing strategy is difficult for marketers since it requires modern science and technology and expensive raw materials that would result to high product and investment costs. Nekmahmud and Fekete-Farkas (2020) found consumers willing to pay and purchase green products as well as change their lifestyle only if they are less expensive. Because the green issues were mostly connected to a lack of consumer understanding and awareness (Valenzuela et al., 2022) and acceptance of the

products, Agustini et al. (2021) found several selected enterprises investing in customer education.

2.4. Conceptual framework

Figure 1

Study framework

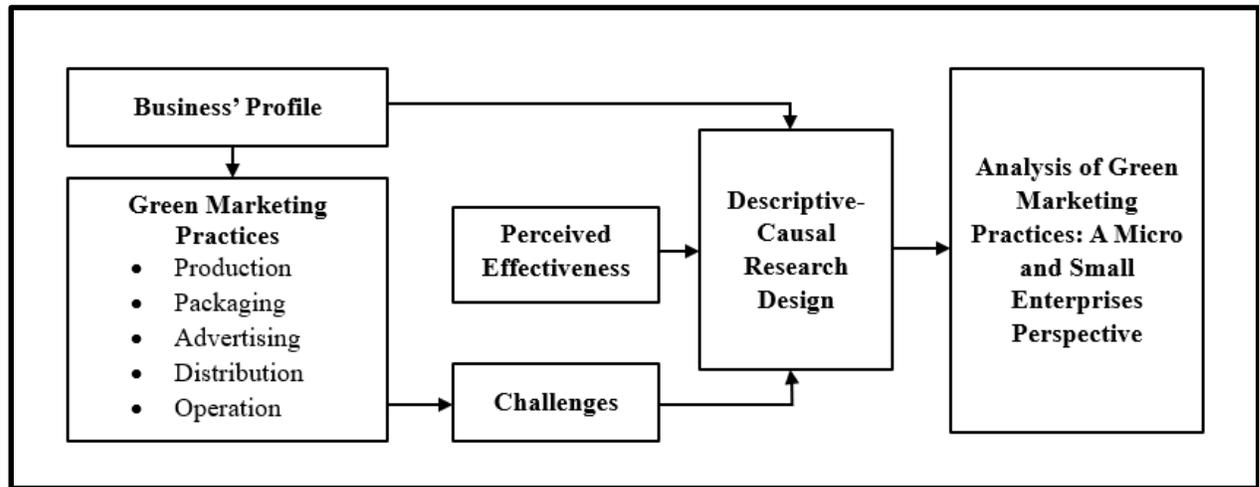


Figure 1 shows the conceptual framework for understanding and analysis of green marketing practices of MSEs in selected areas of Cavite in the Philippines. First, a descriptive approach was used to determine the business profile, green marketing practices employed, and its perceived effectiveness. Moreover, the challenges encountered by the participants in employing green marketing practices were also identified. An inferential analysis was used to investigate whether there was a significant difference between the business profile and the perceived effectiveness of green marketing practices.

3. Methodology

This study utilized descriptive causal research design. Descriptive design was used to describe profile identification of green marketing as well as its perceived effectiveness and the identification of challenges. Causal design was utilized to provide the significant difference analysis between enterprises' profile and their perceived effectiveness.

This study was conducted in the province of Cavite, Philippines. Enterprises from Imus City, General Trias City, and the municipality of Tanza were considered the population of the study. The study used purposive sampling technique with 20 enterprises. This study opted non-

probability technique due availability and confidentiality of data as enshrined in the Data Privacy Law in the Philippines. This study also used screening criterion of participant wherein they should be legally and duly registered MSEs under the Department of Trade and Industry.

Table 1

Business Profile

	Category	Frequency	Percentage
Type of Ownership	Sole proprietorship	52	86.67
	Partnership	6	10.00
	Corporation	2	3.33
Length of Operation	Below 1 year	17	28.33
	1 to 3 years	24	40.00
	4 to 6 years	10	16.67
	7 to 9 years	5	8.33
	10 years and above	4	6.67
Number of employees	Below 9 employees	55	91.67
	10-40 employees	3	5.00
	40-70 employees	2	3.33
Average asset size	Below Php 3,000,000.00	54	90.00
	Php 3,000,001.00 to 15,000,000.00	6	10.00
Average monthly revenue	Below Php 20,000.00	31	51.67
	Php 20,000.00 - 40,000.00	11	18.33
	Php 40,001.00 - 60,000.00	6	10.00
	Php 60,001.00 - 80,000.00	3	5.00
	Above Php 100,000.00	5	8.33

Table 1 presents the business profile of the participating enterprises. This reveals that 86.67 percent of the respondents are sole proprietors, 40 percent are operating for 1 to 3 years, 91.67 percents have 9 employees, and below, 90 percent or 54 of the total respondents have an average asset size of Php 3,000,000.00 and below, and 51.67 percent are having an average monthly revenue of below Php 20,000.00 It shows that most of the respondents are sole proprietorships with a percentage score of 86.67. This implies that most respondents are considered microenterprises operating under the introductory phase of their business.

This study used researcher-constructed questionnaire to gather information from the participants. The questionnaire was validated by experts and were distributed through Google

forms because of limited research activities brought by pandemic. Cronbach alpha of the instrument was calculated 0.93 which proved validity. The first part of the questionnaire dealt with the profile of the participants consisting of type of ownership, length of operation, number of employees, average asset size, and average monthly revenue. The second part consisted of questions determining green marketing practices of MSEs. The third part consisted of the perceived effectiveness of green marketing practices employed by enterprises and the last part focused on the identification of challenges experienced by the participants. To consider ethical issues of confidentiality and anonymity of the participants, the research instrument contains terms and conditions that should be agreed upon before data collection.

4. Findings and Discussion

Table 2

Green Marketing Practices Employed in terms of Production

Category	Frequency	Percentage
Providing safe products and services that are manufactured from clean resources and have high productivity.	51	19.32
The reduction should be designed in such a way that the production can minimize the input materials.	36	13.64
Eliminate inefficient production phases, spend a lot of energy, and have negative effects.	33	12.50
Using natural materials and conserving energy.	43	16.29
Recycled materials are repurposed to create a unique product.	39	14.77
Investing in emerging technologies is required for green production.	11	4.17
Creating products by hand to serve the needs of customers without the use of a machine	7	2.65
Including safety precautions in product production, such as sanitizing goods after picking them up from the supplier.	42	15.91
Others	2	0.76
Total	264	100

* Multiple responses

Table 2 demonstrates the green marketing practices employed in production. It is shown that 19.32% or 51 of the participants manufacture from clean resources and have high productivity, whereas creating products by hand to serve customers' needs without using

machines has the least response of 7 or 2.65 percent. The use of all-natural raw material and selling products at a low price, has a percentage of 0.76 percent. It indicates that the most used green marketing practices of MSEs in selected areas of Cavite in terms of production were providing safe products and services made from clean resources and having high productivity. This confirms the study of Agustini et al. (2021) that green businesses in the Philippines ensured that the ingredients and processes used were safe and environmentally friendly. This is also similar to Tadeo et al. (2023) that offering ecologically safe products by ensuring them without potentially harmful and poisonous ingredients was commonly implemented green activity of MSEs in selected areas of Cavite. In addition, the utilization of recyclable and harmful-free materials may help retain the competitiveness of businesses (Ambarwati et al., 2019).

Table 3

Green Marketing Practices Employed in terms of Packaging

Category	Frequency	Percentage
Implementing more environmentally friendly ways of pollution prevention, such as recyclable and biodegradable packaging	46	16.55
Utilization of packaging that is non-toxic, safe, and has a low environmental impact.	45	16.19
Designing packaging that is compact and appropriate for the product saves money and space.	41	14.75
Develop a packaging suitable for cleaner production of goods and services.	34	12.23
The product is marketed in the shape of a small and handy.	19	6.83
Packaging materials used to conserve and protect natural resources and the environment for future generations.	31	11.15
Minimizing the use of hard-to-decompose packaging.	35	12.59
The green packaging issue is often used to demonstrate the company's commitment to the environmental.	27	9.71
Total	278	100

* Multiple responses

Table 3 exhibits green marketing practices employed in terms of packaging. It indicates that 16.55% implement more environmentally friendly ways of pollution prevention, such as recyclable and biodegradable packaging, while the product marketed in the shape of a small

and handy has the least percentage of 6.83 percent. It shows that MSEs in selected areas of Cavite have employed more ecologically friendly pollution avoidance methods, such as recyclable and biodegradable packaging. According to Hao et al. (2019), consumers give more importance to the recyclability, convenience, and safety features of green packaging. However, in the Malaysian context, few consumers preferred to purchase products that were packed sustainably and could be easily recycled or composted (Rajendan et al., 2019).

Table 4

Green Marketing Practices Employed in terms of Advertising

Category	Frequency	Percentage
Encourage consumers to embrace a green lifestyle through using social media advertising.	29	13.18
Advertising to increase awareness and attraction in the marketplace	47	21.36
Different programs and discounts to encourage people to buy green products	23	10.45
Green marketing messages combine verbal and visual affirmations than only using verbal affirmations.	23	10.45
Conveys messages that comprise ecological, sustainability, or eco-friendly	26	11.82
Advertising that focuses on how products or services are related to the natural environment support	24	10.91
Advertising image-based emotional appeal focuses on transferring the environmental, and emotional positioning	14	6.36
Advertising which inspires consumers to purchase activities towards products that ensure no or less harm	25	11.36
Others	9	4.09
Total	220	100

* Multiple responses

Table 4 displays the green marketing practices in advertising. It shows that 21.36 percent or 47 responses mentioned advertising to increase awareness and attraction in the marketplace, while advertising image-based emotional appeal focuses on transferring the environmental, emotional positioning has the lowest responses of 25 or 11.36 percent. In addition, other responses which include "advertising eco-friendly products could protect the customer as well," "encourage customers to plant and walk for physical and mental health," "using eco bags of their own," and some mentioned that their advertisements do not promote

a green lifestyle which has a percentage of 0.76 percent. It implies that MSEs in selected areas of Cavite employed green marketing in their advertising to raise awareness and attract consumers. According to Tien et al. (2020), to guarantee consistency and boost the communication effectiveness of green marketing, all messages must comply with the brand positioning that enables consumers to distinguish green products from other normal products. In addition, Hossain and Khan (2018) concluded that consumers' buying decision was influenced by green product and green promotional activities; thus, marketers should maintain promotional campaigns to increase knowledge regarding greening.

Table 5

Green Marketing Practices Employed in terms of Distribution

Category	Frequency	Percentage
Green distribution has set the pace for managing the speed of vehicles	23	11.73
Have an only store that distributes green products, committed to using environmentally friendly materials	21	10.71
Businesses can choose to do indirect distribution in which they sell through intermediaries	30	15.31
Companies can design their distribution channels by determining the number of intermediaries	22	11.22
The green distribution also includes an internal aspect, which refers to the internal Environment of the company	21	10.71
Companies are looking at partnerships with the government to add support to their initiatives	20	10.20
Reconfiguring logistics arrangements to make them environmentally efficient	22	11.22
Using regular vehicles and not specific vehicles that consume less energy or that produce minimal carbon	33	16.84
Others	4	2.04
Total	196	100

* *Multiple responses*

Table 5 illustrates the green marketing practices employed in distribution. It reveals that 16.84 percent or 33 respondents answered that they use regular vehicles and not specific vehicles that consume less energy or produce minimal carbon, while companies looking at partnerships with the government to add support to their initiatives have the least responses of 20 or 10.20 percent. Other responses, including delivery by motorbike, biodegradable

packaging, and others, mentioned that it is not applicable since they provide services which have four responses or 2.04 percent. It implies that, in terms of distribution, the most commonly used green marketing practices of MSEs in selected areas of Cavite were using conventional automobiles that consume less energy or emit less carbon. In addition, in the Indian context, manufacturing enterprises are utilizing rail transportation to cut down on the pollution emitted by vehicles (Samar Ali et al., 2019). However, Tadeo et al. (2023) stated that only a few of the MSEs in Cavite utilize greener and alternative fuels.

Table 6

Green Marketing Practices Employed in terms of Operation

Category	Frequency	Percentage
Showcasing the dedication to improve operations while meeting certain environmental, social, and governance requirements.	41	16.21
It will certainly prove to be beneficial, cost-effective, and indispensable in the long run.	30	11.86
Minimizing waste and using 30% less water and 25% less electricity during manufacturing processes.	37	14.62
It saves money in the long run, although the initial cost is more.	28	11.07
A green strategy supports the enterprise's existing business operations and asset strategies, which are frequently well-articulated and well-understood.	27	10.67
Promote environmentally responsible ways of operating a business.	39	15.42
Greening processes can result in efficiency gains by improving operational efficiency.	26	10.28
Ensure its operations are respectful of the Planetary Boundaries.	25	9.88
Others		
Total	253	100

* *Multiple responses*

Table 6 showcases green marketing practices employed in operation. It shows that the majority showcase the dedication to improve the operations while meeting certain environmental, social, and governance requirements with 16.21 percent or 41 responses, whereas ensuring its operations are respectful of the planetary boundaries has the least responses of 25 or 9.88 percent. It indicates that showcasing the dedication to improve the operations while meeting certain environmental, social, and governance requirements was the

most employed green marketing practice of MSEs in selected areas of Cavite. According to Agustini et al. (2021), Filipino green entrepreneurs guaranteed that they followed all the legal requirements, particularly those pertaining to the environment, and that all production operations were waste-free.

Table 7

Perceived Effectiveness of the Green Marketing Practices Employed by the Participants

Category	Mean	Descriptive Values
Production	4.28	Highly Effective
Packaging	4.43	Highly Effective
Advertising	4.30	Highly Effective
Distribution	4.13	Effective
Operation	4.32	Highly Effective

Legend: 4.21-5.00 Highly Effective; 3.41-4.20 Effective; 2.61-3.40 Neutral; 1.81-2.60 Not Effective; 1.00-1.80 Highly Not Effective

Table 7 showcases the perceived effectiveness of the green marketing practices employed by the MSEs in selected areas of Cavite. The results show that packaging, operation, advertising, and production are all highly effective, with mean values of 4.43, 4.32, 4.30, and 4.28, respectively. In addition, it demonstrates that only distribution has a mean value of 4.13 which corresponds to effective green marketing practice. This indicates that all green marketing practices in terms of production, packaging, advertising, and operation are all highly effective except distribution. The study of Kaur et al. (2022) assert that green promotional activities significantly influence consumers' buying intention toward green products. Moreover, Maziriri (2020) also conclude that green packaging and advertising increased enterprises' competitive edge and their business performance.

Table 8 presents the significant difference between the business profiles and the perceived effectiveness of green marketing practices. First, the results implied that all levels of perceived effectiveness of green marketing practices in terms of production, packaging, advertising, distribution, and operation have no significant difference in the type of ownership of the participants. Hence, the null hypothesis was retained. Second, the findings showed that all levels of perceived effectiveness of green marketing practices in terms of production, packaging, advertising, distribution, and operation have no significant difference to the length of operation of the participants, hence, retaining the null hypothesis. Third, the result of the analysis found that all levels of perceived effectiveness of green marketing practices in terms

of production, packaging, advertising, and distribution have no significant difference to the number of employees of the participants, hence, retaining the null hypothesis. However, the number of employees has shown significance between the perceived effectiveness of green marketing practices, thus rejecting the null hypothesis. The result coincides with the study of Eneizan et al. (2019) indicating that enterprises with significant number of employees have more competitive edge than smaller enterprises with few employees.

Table 8

Significant Difference Between the Business Profile and Perceived Effectiveness of Green Marketing Practices

	Category	Significance	Decision
Type of ownership	Production	0.094	Retain the null hypothesis
	Packaging	0.314	Retain the null hypothesis
	Advertising	0.718	Retain the null hypothesis
	Distribution	0.908	Retain the null hypothesis
	Operation	0.515	Retain the null hypothesis
Length of operation	Production	0.160	Retain the null hypothesis
	Packaging	0.314	Retain the null hypothesis
	Advertising	0.718	Retain the null hypothesis
	Distribution	0.908	Retain the null hypothesis
	Operation	0.515	Retain the null hypothesis
Number of employees	Production	0.562	Retain the null hypothesis
	Packaging	0.267	Retain the null hypothesis
	Advertising	0.924	Retain the null hypothesis
	Distribution	0.867	Retain the null hypothesis
	Operation	0.040	Reject the null hypothesis
Average asset size	Production	0.156	Retain the null hypothesis
	Packaging	0.559	Retain the null hypothesis
	Advertising	0.093	Retain the null hypothesis
	Distribution	0.062	Retain the null hypothesis
	Operation	0.177	Retain the null hypothesis
Average monthly revenue	Production	0.499	Retain the null hypothesis
	Packaging	0.407	Retain the null hypothesis
	Advertising	0.531	Retain the null hypothesis
	Distribution	0.635	Retain the null hypothesis
	Operation	0.861	Retain the null hypothesis

Asymptotic significance as to Kruskal-Wallis Test (non-parametric). Critical Level set at 0.05

Fourth, the results implied that all levels of perceived effectiveness of green marketing practices in terms of production, packaging, advertising, distribution, and operation have no significant difference to the average asset size, retaining the null hypothesis. Finally, result of the analysis showed that all levels of perceived effectiveness of green marketing practices in terms of production, packaging, advertising, distribution, and operation have no significant difference to the average monthly revenue, hence, retaining the null hypothesis.

Table 9*Challenges Experienced in Employing Green Marketing*

Category	Frequency	Percentage
Changing their business models in order to adapt to this changing Environment.	27	9.75
Difficulties in distribution because of limited action due to safety protocols.	40	14.44
Lack of resources that is needed to sustain green practices.	37	13.36
Educating the customer to understand the need and benefits of green products, especially in times of pandemic	33	11.91
Majority of the consumers are not willing to pay a premium for green products due to the crisis.	34	12.27
Marketing tactics are being affected because of the pandemic.	35	12.64
Costly in providing personal protective equipment, hand sanitizer, and so on.	33	11.91
Maintaining the sustainability of green practices in the midst of the pandemic.	37	13.36
Others	1	0.36
Total	253	100

* Multiple responses

Table 9 shows the challenges encountered in employing green marketing practices in distribution. It presents that 14.44 percent, or 40 among the 271 multiple responses, mentioned difficulties in distribution because of limited action due to safety protocols, 13.36 percent, or 37 of the total responses answered lack of resources that are needed in sustaining green practices and maintaining the sustainability of green practices in the midst of pandemic and the respondents also mentioned majority of the consumers are not willing to pay a premium for green products due to crisis and marketing tactics being affected because of the pandemic with the frequency score of 34 or percentage score of 12.27. This is supported by Rashid and

Ratten (2021) that, due to the pandemic, the government-imposed restrictions on businesses to follow important guidelines, which were difficult to maintain due to the financial burden.

5. Conclusion

Through data facilitation, processing, analysis, and discussions, the study concludes that the MSEs in selected areas of Cavite were dominated by microenterprises, which employed green marketing practices, including providing safe products and services that are manufactured from clean resources and have high productivity, implementing more environmentally friendly ways of pollution prevention, such as recyclable and biodegradable packaging, advertising to increase awareness and attraction in the marketplace, utilization of regular vehicles and not specific vehicles that consume less energy or that produce minimal carbon, and showcasing the dedication to improve the operations while meeting certain environmental, social, and governance requirements. Moreover, the perceived effectiveness of green marketing practices of MSEs in production, packaging, advertising, and operation are all highly effective, whereas distribution is found to be less effective. All business profiles and the perceived effectiveness of green marketing practices of MSE have no significant difference, excluding the difference between the number of employees and the perceived effectiveness of green marketing practices in terms of operation. Finally, the challenges experienced by the MSE are difficulties in distribution because of limited action due to safety protocols followed by the lack of resources needed to sustain green practices and maintain the sustainability of green practices in the midst of the pandemic.

The study recommends entrepreneurs to expand and explore dimensions where they can improve business operations whilst engaging in green marketing practices. Considerably, direct and personal marketing strategies can be employed with sensitivity to the psychographic profile that engages in environmental-aware target clients. This can be considered as an expanded target market. In addition, entrepreneurs may engage in social-based motive advertisement to capture a wide array of customers. With the limits of the current study, further studies can explore the possible association of green marketing activities and enterprises' growth and sustainability.

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