



## **Factors Related to Working Mothers' Responsiveness on Green Foods Consumption**

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### **ABSTRACT**

The green notion is gaining traction as consumer food consumption patterns vary over time. Green food labels are safe, nutritious and good quality in terms of food characteristics, health benefits, environmentally friendly, and promoting animal welfare. Using a survey questionnaire and purposive random sampling, this study determined the factors related to the working mothers' responsiveness on green foods consumption in five rural barangays (villages) in Calapan City, Oriental Mindoro, Philippines. In the foreseeable future, working mothers expressed a willingness to purchase green foods. Age and income were two socio-economic characteristics that were highly connected with the inclination to purchase green vegetables. Higher income those involved were also more inclined to assert that they intended to acquire green meals imminently. Understanding how customers react to the consumption of green foods especially those developed for environmental products, food safety, and healthful products is therefore essential for anyone working in the food industry or marketing food. Because they are able to afford to buy green foods at the established costs, middle-class and upper-class consumers should be the target of green food manufacturers' marketing campaigns. To validate the study's findings, more research could be conducted in this area.

**Keywords:** *working mothers, responsiveness and green foods*

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### **Introduction**

Consumers possess the right to make choices safe, high-quality products for their own consumption because food is the basis of all human life. The three things that consumers think about the most while purchasing food are food safety, environmental preservation, and animal welfare. These three elements are connected from the perspective of the general public. When it comes to domesticated animals, people frequently believe that better animal rearing practices will lead to safer, healthier, and better food, as well as fewer environmental problems and improved animal welfare. As a result of this occurrence, food industry participants and marketers are increasingly more concerned with the product's safety, health, environmental friendliness, and animal welfare (Blanford et al., 2002).

The green concept is currently progressively gaining momentum among consumers due to the rapid changes in their eating habits. Green foods are made with the sustainable development philosophy and are nutritious, safe, and of high quality. There are two categories of green foods. While the second category pertains to organic foods, initially category a variety of organic foods permits the utilization of a specific number of substances. As a result, the initial set provides a solid basis upon which the second group can grow. When customers' demands and desires for quality, regarding quality availability, affordability, performance, and convenience are satisfied and they are aware of how they may contribute to the solution of environmental issues, they are more inclined to purchase green foods and products (Liu, 2003).

As a result, the need for sustainable food consumption is growing every year. The carbon, water, and ecological footprints left by the production and consumption of food worldwide are growing. To lessen this "foodprint," technical advancements are obviously needed [e.g. more environmentally friendly beef alternatives, more effective (organic) production methods, lower energy and water consumption, and more effective transportation methods]. The function and significance of consumption have recently drawn special attention, notwithstanding the continued importance of technological advancement and improving the efficiency of food supply systems (Roberts, 2009). Sustainability and consumption are no longer viewed as mutually exclusive. Sustainable consumption is seen as an essential part of long-term growth and improvement, especially in the modern Western countries (Abeliotis et al., 2010). Both technical developments and changes the solution to the sustainability issue should include the transition to more sustainable consumption patterns (De Bakker and Dagevos, 2011). Examining and categorizing the manner and extent to which food consumers may foster more sustainability, global community is therefore crucial.

The last few decades have seen the publication of numerous research on sustainable food consumption. According to Barr and Gilg (2006), sustainable food consumption encompasses a broad various topics such as fair trade, animal welfare, and the environment. One area of research on ecologically friendly food options is organic foods. According to Hansen et al. (2003), the well-being of animals' studies are particularly concerned with the livelihood

conditions and the animals' well-being, even though equitable commerce (Raynolds, 2002) emphasizes equitable pricing for commodities and services, satisfactory labor conditions, and buyers' dedication to providing producers with appropriate level of protection (FLO, 2011).

In accordance with Rozin (2007), who addresses "the frightening complexity of food choice," asserted specifically in affluent groups, buyers make incredibly complex sustenance decisions. In particular, consumers who opt for a more sustainable lifestyle must make tough choices because their individual objectives may clash with prolonged collaboration objectives (Van Strien and Koenders, 2012). In order to comprehend the food that is consumed presently, which cannot be exclusively ascribed to sociodemographic traits like age and wealth, a more thorough socio-cultural and social-psychological approach is needed (Dagevos, 2005). In this way, the notion of sustenance patterns offers further viewpoint to sociodemographic characteristics. Lifestyle is the system of associations, scripts, and cognitive categories that connect a set of values to a collection of products. A hierarchy of constructs with varying degrees of abstraction makes up lifestyle. Between physical items or brand impressions and attitudes and abstract values, lifestyles are positioned at an intermediate degree of abstraction. Lifestyle may be unique to a product class, but it goes beyond individual products. To quantify FRLs, a domain-specific lifestyle tool has been developed, which includes five domains: shopping habits, culinary techniques, quality considerations, purchasing motivations, and consuming scenarios.

Additionally, different nations have varied green buying habits. Even if the Philippines has green products, Filipinos are largely unfamiliar with the idea. The Philippine market for eco-friendly products is only getting started. Given the Philippines' multicultural and multiethnic population, it is imperative that green producers have a thorough understanding of their target market. The objective of this study is to ascertain working mothers' understanding of green concepts, motivation to eat green foods, and purpose to acquire products of this nature, supplied the numerous merits of these goods in encouraging agricultural practices that are environmentally friendly, resource preservation, and friendly to the environment manufacturing methods.

In light of this, Ajzern's Theory of Planned Behavior (TPB) is a popular framework for studying consumer behavior (Ajzern, 2002). A framework for examining the variables that could affect customers' decisions is offered by the theory of planned behavior. Motivation measures both the readiness of consumers to try new items and the willingness of working mothers to put in the effort necessary to develop a certain habit. Therefore, if working women are extremely driven to achieve something, they are more likely to do it.

As a result, working mothers possibly engage in a conduct that feeling in charge over and to abstain from a habit over which they feel helpless. A number of control variables, including animal welfare, food safety, environmental friendliness, and health awareness, may cause working mothers to abstain from a certain activity. Therefore, the more working mothers are motivated to eat green foods, the more likely they are to carry out the habit.

The Philippine government is making a concerted effort to make sure that all companies involved in the food industry follow laws pertaining to food safety, animal welfare, and environmental protection. The government began putting good agricultural practices programs for fishing, farming, and crops products into place to further the goals of sustainable farming and to raise standards of quality and productivity of food. In light of this, the following queries are brought up: Do farmers already know about sustainable agriculture and ethical food production methods? Regarding their production methods, do farmers generally care about the green concept?

People in the Philippines are becoming more concerned regarding animal welfare, food safety, and environment as the country develops and its residents gain education. Filipinos are prepared to expend additional funds for products that are safer, healthier, and of higher quality. Now is the time intended for profit businesses to embrace green marketing, managing, and manufacturing. This aim to build profitable, long-term relationships with customers by meeting their needs and wants. In addition to meeting the requirements, wants, and desires of customers, it also protects the environment and offers more sustainable social benefits.

A study on the factors influencing working mothers' openness to consuming green foods was prompted by this supposition. The study describes the participants' awareness and motivation levels, age and income distribution, and the significant relationships among the factors influencing working mothers' openness to eating green vegetables.

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## Methods

Descriptive-correlational research methodology was employed in the study. Purposive random sampling was used to choose the study's participants, and 150 working moms from each of the barangays of Bayanan I, Bayanan II, Puting-tubig, Biga, and Comunal in Calapan City, Philippines, were invited to complete a self-made questionnaire.

The researcher employed content validity, also known as face validity, logical validity, or sampling validity by various authors, to validate the instrument before administering and retrieving the questionnaire. For the benefit of the responders, the questionnaire was translated into Filipino.

After compiling the data, descriptive statistics include weighted mean, arithmetic mean, frequency, rank, percentage, were utilized to conduct the analysis. The Chi-Square test was employed in basic analysis of correlation study what is the correlation between the factors that are independent and dependent. The analysis results were then assessed considering the specific problems.

## Results and Discussion

Descriptive analysis is used to describe the study's respondents' profile. Descriptive analysis is used to assess data values, including income and age, from a demographic profile. The frequency and percentage distributions used in descriptive analysis vividly show how data variables such as age and income are represented.

In this study, most of the respondents belong to age bracket 26 – 35 equivalents to 44.67% and below 25 equivalents to 16.67%. The rest of the age brackets are 36 – 45 (13.33%), 46 – 55 (20.00%) and above 56 (5.33%). This implies that the respondents belong to young age group.

This study found out that 59.33% received income ranging from P 21,000 – P 25,000 while smaller percentage respondents (4.67%) had income above P 30,000. Findings imply that the respondents have an average income enough for the present standards of living.

**Table 1. Profile of the respondents in terms of age and income**

Age	Frequency	Percentage	Income	Frequency	Percentage
Below 25	25	16.67%	Below P 20,000	14	9.33%
26 – 35	67	44.67%	P 21,000 – P 25,000	89	59.33%
36 – 45	20	13.33%	P26,000 – P 30,000	40	26.67%
46 – 55	30	20.00%	Above P 30,000	7	4.67%
Above 56	8	5.33%			
<b>TOTAL</b>	<b>150</b>	<b>100%</b>	<b>TOTAL</b>	<b>150</b>	<b>100%</b>

**Table 2. Respondents' responsiveness to green food consumption in terms of awareness and motivation**

Variables	Weighted Mean	Description
Awareness	3.69	Agree
Motivation	3.60	Agree

Consumers' concerns about food safety, environmental preservation, animal welfare, and their personal health are growing, as the tables below demonstrate. Most customers know that green foods are better, healthier, and assist in environmental preservation in line with the balanced agriculture improvement philosophy. Additionally, they thought that green meals used fewer chemicals, pesticides, herbicides, and insecticides compared to conventional crops while constantly meeting high standards for animal health and welfare. Because they live in a green or ecologically concerned society, the overwhelming majority of respondents claimed to recognize green foods.

According to the analysis, most respondents agree to purchase organic produce in the imminent future and are aware of and have a favorable opinion of them because of the quick changes in consumer lifestyles and food consumption habits.

Chi-square test results indicated that the respondents' profile and their awareness of and desire to buy green foods in the foreseeable future are significantly correlated.

Regarding age, the working mothers' Individuals under 35 years of age had more awareness regarding environmental sustainability food concepts ( $X^2 = 55.811$ ,  $p < 0.01$ ) and average income group (above Php 25,000.00) increased their awareness in what green means ( $X^2 = 37.519$ ,  $p < 0.01$ ).

Furthermore, respondents under 35 years old with average income were more motivated to purchase green foods ( $X^2 = 58.344$ ,  $X^2 = 28.674$ ,  $p < 0.01$ ).

Therefore, the variables pertaining to working mothers' receptiveness to eating green foods are significantly correlated.

**Table 3. Significant relationship between the factors related to working mothers' responsiveness to green food consumption**

Profile of the Respondents	Awareness $X^2$	Motivation $X^2$
Age	55.811	58.344
Income	37.519	28.674

\*Significant at 1% level

## Conclusions and Recommendations

Working mothers were willing to purchase green meals for the foreseeable future. Age and income were two socioeconomic characteristics that were highly connected with the inclination to purchase green vegetables. Respondents with higher incomes were also more likely to state that they planned to buy green foods soon. Therefore, it is crucial applicable to any food company or a marketer of food to understand how consumers respond to the consumption of green foods, particularly those created in the areas of food safety, environmental products, and healthful products. Middle-class and upper-class consumers should be the focus of marketing campaigns for green food makers because they can afford to buy green goods at the set rates. Additional research could be done in this field to confirm the study's conclusions.

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