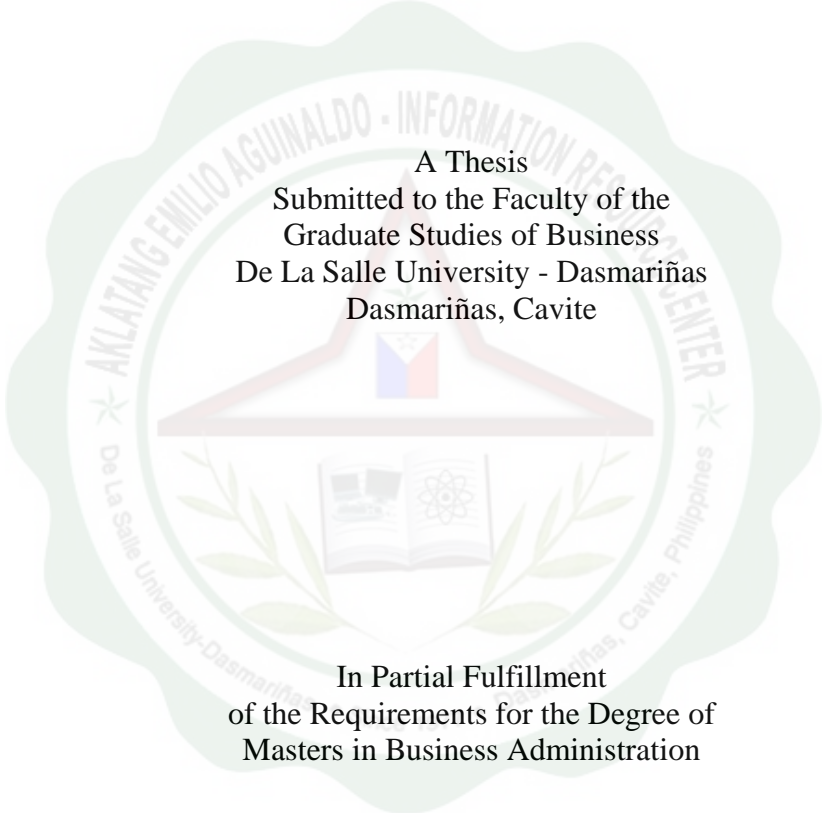


**WILLINGNESS TO PAY FOR ENVIRONMENT-FRIENDLY
LAUNDRY DETERGENT**

The seal of De La Salle University - Dasmariñas is a circular emblem with a scalloped border. It features a central shield with a red and blue field, a white cross, and a white book. The shield is flanked by two green laurel branches. Above the shield is a red and white banner. The text "AKLATANG EMILIO AGUINALDO - INFORMATION RESOURCE CENTER" is written in a circular path around the top of the seal, and "De La Salle University - Dasmariñas, Cavite, Philippines" is written around the bottom. Two small stars are positioned on the left and right sides of the seal.

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ABSTRACT

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The main objectives of this research were to evaluate consumers' willingness to pay for environment-friendly laundry detergent; to determine the relationship between pro-environmental purchase behavior of consumers and willingness to pay for environment-friendly laundry detergent; to identify the factors affecting consumers' willingness to pay for environment-friendly laundry detergent; and to compare the consumers' willingness to pay for green detergent powder when grouped according to profile in selected areas of Metro Manila such as Manila, Pasig and Paranaque. This study was conducted from October 2009 to February 2010 using primary and secondary data. Primary data collection was done using stratified sampling based on the significant areas with regard to the source of sales of Plantex Organic Laundry Detergent.

The willingness to pay for environment-friendly laundry detergent measured the highest amount that the respondent will pay for the product. About 68 percent of the respondents are willing to pay for the environment-friendly laundry detergent lower than the product's Php120 SRP. The mean price that the respondents are willing to pay for the environment-friendly product was Php122.75 with a standard deviation of 39.18. Only few factors were found to significantly affect the

willingness to pay for environment-friendly laundry detergent such as age, mean awareness level on environment-friendly laundry detergent and mean views on eco-labeling. The age and mean views on eco-labeling showed positive effect while the mean awareness level on environment-friendly laundry detergent posted a negative effect.

The regression analysis showed that the amount that the consumer is willing to pay for the environment-friendly laundry detergent will increase by a very little amount at Php 0.027 as consumers get one year older. On the other hand, the willingness to pay for the environment-friendly laundry detergent will increase by Php 0.621 as consumers get more information with regards to eco-friendly claims of the product. However, increasing consumers' awareness on environment-friendly laundry detergent is irrelevant as study showed a negative result on the willingness to pay for the product. The coefficient of income per capita has no impact on the willingness to pay for the environment-friendly laundry detergent having a value of zero. The result imply that the value of a basic product such as laundry detergent is valued based on its actual use or benefit and not based on the income or capacity if the consumers. It is further validated that income has no significant effect overtime in the willingness to pay as the result of the regression analysis using income square.

Based on ANOVA, it was found that results of the willingness to pay for environment-friendly laundry detergent was significantly different when grouped in terms of at 1 percent for age, monthly income, awareness mean, views on the importance of using environment-friendly laundry detergent, views on eco-labeling,

consumer behavior B or the pro-environmental waste behavior, consumer behavior D or ultra behavior and consumer behavior E or independent behavior or statements.

In buying laundry detergent, price is deemed to be the top priority in buying the laundry detergent accounted for 77 percent of the respondents. The result explains why the respondents' willingness to pay for environment-friendly is below the SRP of the product. The Php120 SRP was found to be relatively high. Most of the respondents have declared a lower amount that they are willing to pay. The competing brands or regular laundry detergent which can be the perfect substitute or replacement for the environment-friendly laundry detergent are more affordable which provides option for the consumers especially that Filipinos are sensitive in terms of cash outlay or out of the pocket expense. Considering that environmental factor is only a third factor being considered, the challenge to promote the environmental benefit of products is apparent.

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