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Influence of Green Practices and Environmental Awareness on Intention to Visit: The Case of Shopping Malls in Makati City, Philippines

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ABSTRACT

This study explores the influence of green practices, environmental consciousness on consumers' willingness to visit shopping malls, focusing on Ayala Malls in Makati City. As environmental sustainability gains traction, malls increasingly adopt eco-friendly initiatives to attract and retain environmentally aware shoppers. This research specifically investigates how sustainability efforts such as waste management systems, energy-efficient infrastructure, and green open spaces influence consumer attitudes and visit intentions. The objective is to determine how environmental awareness and green practices contribute to consumers' shopping intentions, and which initiatives most effectively foster positive perceptions and behaviors. A quantitative research design was used, gathering data from 385 via a structured questionnaire. Regression analysis was applied to assess the impact of green practices and environmental consciousness on mall visitation intent. Findings reveal a strong consumer preference for environmentally sustainable shopping environments. Respondents highlighted visible recycling measures, bicycle parking, and active sustainability campaigns as key factors shaping positive mall experiences. These green features were significantly influenced by the increased likelihood of mall visits. The study underscores the importance of enhancing green initiatives within malls. Recommendations include simplifying waste management systems, introducing sustainable consumption incentives, and embedding sustainability in corporate social responsibility (CSR) efforts. These strategies not only boost consumer engagement but also support long-term business viability.

Future researchers may consider examining the changing consumer behavior trends and asses the long-term business value of green practice.

Keywords
Commercial Hubs
Environmental Awareness
Green Practices
Intention to Visit
Shopping Malls

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Introduction

Environmental sustainability has gained global importance as urbanization, consumption, and climate change continue to influence modern life. In urban centers like Makati City, one of the Philippines' major commercial hubs, shopping malls have evolved into spaces that support both economic activity and environmental awareness. Ayala Center, home to several prominent malls, serves as a fitting site to examine the role of commercial establishments in promoting green practices. Green practices in malls refer to operational strategies aimed at minimizing environmental impact [1]. In the Philippines, the need for sustainability is even more pronounced. As one of the countries most vulnerable to climate-induced risks such as extreme weather events, flooding, and rising temperatures, national and local sectors have increasingly embraced environmental interventions to mitigate long-term threats. Metropolitan hubs like Makati City, with dense populations and high commercial activity, have become focal points for sustainability-driven innovations. Shopping malls, central to Filipino social and economic life, play an especially influential role. They are not only retail destinations but also cultural, recreational, and community spaces where millions interact with businesses daily. As such, they are uniquely positioned to model and normalize environmental responsibility within urban lifestyles [2].

Within Makati City, Ayala Center stands out as a major cluster of malls that has integrated various sustainability measures into its infrastructure and operations. Green practices in mall environments generally refer to strategies that lessen environmental impact, including the use of energy-efficient lighting, smart air-conditioning systems, water-saving technologies, eco-friendly construction materials, green roofs, recycling stations, and certified green building standards. Recent studies have shown that such measures do more than reduce operational costs; they actively enhance customer experience, strengthen brand image, and influence behavioral intentions toward environmentally responsible establishments. In competitive retail landscapes, sustainable practices have emerged as powerful differentiators that appeal to the growing segment of eco-conscious consumers. Parallel to these developments is the increasing significance of environmental awareness, which reflects

consumers' knowledge of environmental issues, ecological concern, and commitment to sustainable behavior. Empirical research from 2021 to 2024 demonstrates that environmentally aware consumers are more likely to support businesses that demonstrate authentic sustainability efforts, and may even adjust their purchasing and visitation decisions based on perceived environmental responsibility. This behavioral trend signals a major shift in consumer expectations and highlights the importance of aligning commercial strategies with sustainability values [3].

Despite the expanding literature on green marketing, sustainable retailing, and corporate environmental responsibility, limited research in the Philippine context specifically examines how green practices and environmental awareness jointly influence consumers' intention to visit shopping malls. Most local studies focus broadly on sustainability attitudes or corporate social responsibility, leaving a gap in understanding how these dynamics unfold in large, experience-oriented commercial spaces such as malls. Given the centrality of malls in Filipino culture and their potential to shape urban sustainability discourse, this gap presents an important opportunity for empirical investigation. To address this need, the present study aims to analyze how green practices and consumer environmental awareness influence visit intention in selected malls within Ayala Center, Makati City. Specifically, it seeks to:

- identify the sustainable practices currently implemented in the malls;
- assess consumers' level of environmental awareness; and
- determine how these factors collectively affect their intention to visit.

By examining these relationships, the study contributes to contemporary discussions on sustainable urban development, enriches marketing scholarship on environmentally influenced consumer behavior, and offers actionable insights for mall operators and policymakers seeking to create greener, more competitive, and more responsible commercial spaces [4].

Literature Review

A. Green Practices on Intention to Visit

De Simona et al. [5] examine the recent disparities that exist between the environmental impacts of major retail facilities situated in metropolitan areas and the corporate and media narratives that these retailers present to the public and local authorities regarding sustainability and the environment. These contradictions highlight a core issue within the environmental sustainability pillar, as greenwashing practices undermine genuine ecological protection and reduce public trust. This aligns with the planet dimension of the Triple Bottom Line (TBL) model introduced by Elkington. Based on the contrasting examination of the environmentally sensitive discourses which have been produced and circulated by the Chilean

retailers in their advertisement campaigns and corporate speeches to the environmentally negative effects that the huge retail buildings have created in surrounding areas by cutting down trees and cooling the surface of the city, this paper argues that green washing campaign are not only employed to influence the corporate legitimacy with consumers and investors but also to consciously reduce the environmental risks imposed by private developers on vulnerable.

Dasig et al. [6] examine consumers' awareness of the corporate social responsibility (CSR) initiatives being implemented in selected malls, as well as the extent of CSR implementation. Their study also investigates the correlation between the CSR activities of malls and consumer perceptions, highlighting the growing importance of CSR in shaping shopping behaviors and consumer trust in the brand image perception of the Filipino consumers. Such CSR activities align with the social sustainability pillar, which prioritizes community well-being, equity, and consumer welfare. This reflects the people component of the TBL framework, wherein organizations are expected not only to generate profit but also to contribute positively to society. When malls support education, health, safety, and community development programs, they enhance their social legitimacy and become more attractive to environmentally and socially conscious consumers. From the findings made, it is clear that malls that have made some form of continuous efforts to incorporate CSR programs into their operations are viewed more positively by the consumer, hence enhancing the overall brand image. It is in this realization that this positive perception can lead to increased customer traffic and client bases.

Gano-an [7] Examine the useful introduction to the current environmental concerns regarding the use of plastic bags by hypermarkets and supermarkets. This contributes directly to environmental sustainability by reducing plastic waste and supporting greener consumption patterns. The willingness of consumers to adopt eco-friendly shopping habits also supports retailers' long-term economic sustainability by reducing waste management costs and building stronger loyalty among green-oriented shoppers. The findings of consumer preference and customer perception towards the usage of eco bags were the focus of this paper. According to the study, consumers had the highest perception with regard to the use of Eco Bags inasmuch as the environment was concerned. It was ascertained that there was high familiarity of the target consumer with Eco-Friendly bags, as considered under the green marketing strategy.

Research reported by The Guardian [8] indicated that exposure to green spaces positively affects children's cognitive and behavioral development. Revealed developmental benefits from exposure to green spaces, emphasizing the social sustainability value of providing safe, restorative environments for children and families. In malls, the inclusion of nature-based design supports social well-being, mental health, and community interaction—key

components of the people's bottom line. Studies in Barcelona and Belgium found improvements in working memory and IQ levels among children who spent more time in green environments, underscoring the importance of accessible green spaces for youth development.

The findings also revealed that the development of an effective green product and marketing plan is highly crucial to marketers since it may afford overall profit and enduring customer support. Hong and Savage [9] examine how City Square Mall has effectively and successfully portrayed itself as an Eco-mall, Environmental (energy efficiency, green building features), Social (community involvement, accessible public spaces), and Economic (tenant viability, long-term profitability). They show that empirical studies vary when the developers, anchors, and niche tenants go along with the identity of the mall as an 'Eco-Mall' even though the small tenants and the general public do not have adequate resources and cannot be bothered to go green, hence, massive uncertainty on the eco-mall's sustainability in the long run.

Hypothesis 1 (H1): Green practices have a significant and positive influence on intention to visit

B. Environmental awareness on Intention to Visit

Sanchez and Lacap [10] examined threefold objectives:

- to assess the impact of green product beliefs on green behavior attitude, and green purchase attitude;
- to analyze how green values impacted green behavior, attitude, and green purchase attitude; and
- to closely examine the relationship between green behavior attitude and green purchase intention.

The study found that beliefs in green products affected attitudes toward green behavior and green purchase intention. This aligns with the broader sustainability frameworks wherein heightened environmental awareness enhances support for sustainability initiatives across all three pillars. Environmentally aware consumers are more likely to value malls implementing environmentally responsible strategies, reinforcing the planet dimension of the TBL. Green values were also found to have a significant pairwise association with green attitudes and green purchase intention. The final variable that emerged as having a meaningful relationship with green purchase intention was the attitude toward green behavior. Similar results have been reported by Kamar Jaman [11], confirming that consumers with higher environmental awareness are more likely to engage in sustainable shopping behaviors and support eco-friendly retailers.

The study investigated the implementation of green building elements in existing shopping malls to promote sustainability and reduce environmental impacts in the retail sector. The

findings revealed that green building elements such as proximity to public transport, natural lighting, and smart building systems were commonly adopted [12]. By analyzing green-certified shopping malls, the study identified key elements and provided recommendations to overcome implementation challenges, thereby contributing to sustainable building practices. The study also recommended that green design strategies, such as the provision of adequate vegetation on-site and the use of renewable energy, should be addressed throughout the design and planning stages of shopping mall development.

A study focused on consumer participation found that shoppers were more likely to use recycling bins when malls provided clearly labeled waste categories, incentives such as discounts or loyalty points, and educational campaigns. Their findings emphasized the importance of behavioral nudges in enhancing recycling compliance in commercial spaces. Meanwhile, De Boni et al. [13] explored the role of mall management in Cebu in promoting circular economy practices through regular e-waste collection drives and plastic exchange programs in partnership with NGOs. Environmental reducing waste and landfill pressure; Social involving communities and NGOs, Economic generating value from recycled materials and supporting green enterprises. This approach not only reduced landfill-bound waste but also encouraged community participation in environmental initiatives. Collectively, these studies underscored that the success of recycling infrastructure in malls depended on the integration of clear waste management systems, active stakeholder collaboration, and consistent public education. Such multi-stakeholder collaborations illustrate how environmental awareness strengthens overall sustainability performance across profit, people, and planet.

In addition to evaluating environmental benefits in terms of greenhouse gas (GHG) emission reductions, the market price of plastic waste was also assessed. Furthermore, adherence to international marketing standards was found to be crucial for the plastic recycling industry. However, government regulations that failed to support investment in circular economy (CE) businesses hindered progress in the sector. Business competition within the plastic recycling industry further complicates the waste management landscape. These findings emphasized the complexity and interconnectedness of factors influencing waste management practices and highlighted the need for holistic approaches to address challenges and leverage opportunities in the field.

Expanding the site's footprint to include nearby neighborhoods encouraged increased pedestrian traffic. Vacant surface parking lots were converted into lush, natural settings to create more engaging user experiences. Additionally, the creation of cohesive environments encouraged people to stay and enjoy their surroundings. Continuous pedestrian pathways and networks, along with well-designed streetscapes that provided shade, enhanced the pedestrian

experience [13]. Urban development research shows that integrating green spaces, pedestrian pathways, and shaded walkways enhances foot traffic and strengthens user experience [14]. These findings align with New Urbanism principles and environmental design theories, which emphasize walkability and green infrastructure as drivers of social and commercial vitality [15]. Studies show that consumers rate malls with green open spaces more positively and exhibit higher visit intention and revisit rates [16].

The researcher gained an understanding of the factors contributing to the decline of traditional retail malls and their subsequent renovations through previous studies. Precedent studies facilitated the identification of criteria for assessing in-depth case studies. These criteria included development type, parking types, streetscape design, green and open spaces, urban heat island index, stormwater runoff, and other relevant elements. Some of these criteria, which proved effective in earlier research, were used for evaluation and subsequently incorporated into design programs and components.

Hypothesis 2 (H2): Environmental awareness has a significant and positive influence on intention to visit

Material and Methods

This research utilized a quantitative research method as it aims to quantify the influence of variables (green practices, environmental awareness, and intention to visit) and used statistical analysis to interpret the data. In order to find trends, connections, or correlations between these variables, this method entails the methodical gathering and examination of numerical data.

This study focuses on 385, understanding the influence of green practices of commercial complexes, environmental awareness, and intention to visit among mall-goers in Ayala Center, Makati City. The population frame consists of individuals who regularly visit shopping malls within the Ayala Center area, including Greenbelt, Glorietta, SM Makati, Landmark, and Ayala Malls One Ayala. These malls are known for their integration of sustainable features and serve as prime locations for investigating environmentally conscious consumer behavior.

To capture a representative sample of the target population, the study adopts a stratified random sampling technique. The population will be divided into strata based on demographic and behavioral characteristics such as age group, occupation, and frequency of mall visits. This ensures that diverse segments of the population are adequately represented in the sample, thereby enhancing the validity of the findings. Within each stratum, random sampling will be conducted to select respondents.

Regression analysis was employed in this study in order to analyze data and results.

Table 1. Reliability Test Result

Indicators	Cronbach's alpha	Internal consistency
Green Space Utilization and Appreciation	0.856	Good
Eco-Friendly Infrastructure	0.896	Good
Waste Management	0.925	Excellent
Sustainable Lifestyle Integration	0.889	Good
Eco-Friendly Consumer Habits	0.982	Excellent
Recycling Infrastructure in Malls	0.983	Excellent
Composing and Circular Economy Concepts	0.981	Excellent
Environmental Advocacy in Malls	0.988	Excellent
Intention to Visit	0.972	Excellent

Legend: If $\alpha \geq 0.90$= Excellent, $0.90 > \alpha \geq 0.80$ = Good, $0.80 > \alpha \geq 0.70$ = Acceptable, $0.70 > \alpha \geq 0.60$ = Questionable, $0.60 > \alpha \geq 0.50$ = Poor, $0.50 > \alpha$ = Unacceptable

The reliability analysis of all scales used in the study demonstrates consistently strong to excellent internal consistency, confirming their suitability for measuring the intended constructs. The Green Space Utilization & Appreciation scale showed good reliability ($\alpha = .856$), with moderate to strong item-total and inter-item correlations, indicating cohesive item contribution. The Eco-Friendly Infrastructure scale exhibited very strong reliability ($\alpha = .896$), with high item-total correlations and consistent inter-item relationships, though some conceptual overlap was noted. The Waste Management scale achieved excellent internal consistency ($\alpha = .925$), with all items contributing significantly and very high inter-item correlations, suggesting robust coherence but also some redundancy.

Similarly, the Sustainable Lifestyle Integration scale demonstrated very good reliability ($\alpha = .889$), with strong correlations and a balanced internal structure. The Eco-Friendly Consumer Habits scale showed exceptional internal consistency ($\alpha = .982$), indicating high item alignment, though the near-perfect inter-item correlations suggest possible redundancy. The Recycling Infrastructure in Malls scale was also highly reliable ($\alpha = .983$), with tightly clustered item-total and inter-item values, reflecting consistent respondent interpretation. Likewise, the Composting and Circular Economy Concepts scale ($\alpha = .981$) displayed strong item relevance and internal cohesion.

The Environmental Advocacy in Malls scale had the highest reliability ($\alpha = .988$), with extremely high item-total and inter-item correlations, confirming it as a powerful measure of perceived advocacy efforts. Finally, the Intention to Visit scale ($\alpha = .972$), despite having ten items, maintained excellent consistency, capturing a broad range of motivations with internal coherence. Overall, all scales are psychometrically sound, with no problematic items, and are well-suited for assessing perceptions and behaviors related to environmental sustainability in mall environments.

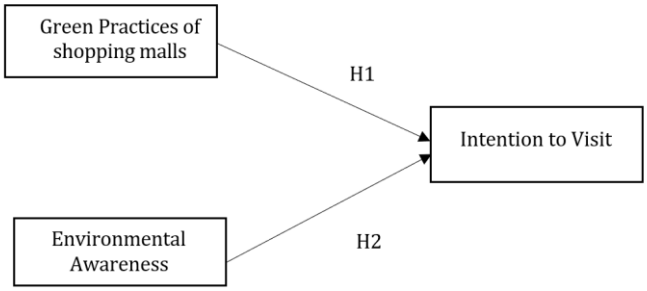


Fig. 1. Research Paradigm

This study is based on the premise that eco-friendly undertakings in business centers can influence consumer behavior, namely their intention to visit. The conceptual framework illustrates the hypothesized relationship between green practices, environmental awareness, and consumers' shopping mall visitation intention in Ayala, Makati City. In this framework, green practices are environmentally friendly methods and operations that are adopted within business complexes, such as initiatives to reduce waste, energy-saving structures, and green building certifications.

Results and Discussions

Table 2 presents the effect of shopping malls' green practices on visitors' intention to visit. The results indicate that green practices have a significant and positive influence, suggesting that environmentally responsible initiatives implemented by malls can substantially increase visitors' likelihood of choosing to visit.

Table 2. Green practices of the shopping mall have a significant and positive influence on intention to visit

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.263	.352		6.427	<.001
Green space utilization & Appreciation	.017	.076	.013	.218	.828
Eco-Friendly Infrastructure	.233	.086	.184	2.721	.007
Water Management	.091	.063	.090	1.428	.154
Sustainable Lifestyle Integration	.185	.047	.196	3.944	<.001

a. Dependent Variable: Intention to visit

Table 2 shows the multiple linear regression results - it assesses how green practices affect a person's desire to visit shopping malls. The table points out which parts of sustainability most clearly sway a visitor's interest. The study finds particular predictors like eco-friendly buildings and a connection to a green way of life. It offers focused ideas on how

sustainable design can properly guide what consumers do in mall settings. Much research on green buildings occurs, but little work separates the environmental steps that affect how people plan to go to malls. Old research often sees sustainability as a general idea; it does not break apart single parts, like using green areas or building eco-friendly structures. This study fills that gap. It finds out which parts of sustainability affect, in numbers, if a consumer intends to visit shopping malls.

The results of the regression analysis displayed in Table 2 reveal that green practices with Eco-Friendly Infrastructure and ($\beta = 0.184$, $p = 0.007$) and Sustainable Lifestyle Integration ($\beta = 0.196$, $p < 0.001$) have a significant and positive influence on intention to visit malls. These findings validate that consumers are willing to visit green malls. There was no statistical significance for Green Space Utilization ($p = 0.828$) and Water Management ($p = 0.154$).

This study really backs up what Ortegon et. al [17]. The study pointed out that the physical environment, how a place is designed, and whether it has eco-friendly features, can seriously impact whether people want to visit a mall. It's pretty interesting when you think about it. Their findings suggest that when shoppers see spaces that mirror their personal values, they tend to feel more connected and engaged.

Contrastingly, Wildt & Meijers [18]. pointed out that things like landscaping and water features really boosted consumer mood more than practical sustainability efforts did. But, here's the twist: in the findings we're looking at now, those visual green features—like parks and water management didn't seem to make much of a difference when it came to people wanting to visit.

The study revealed that shopping mall developers really ought to focus on eco-friendly infrastructure and integrating sustainable lifestyles. It turns out these elements can significantly impact whether people choose to visit. Think about it: offering sustainable dining choices, backing zero-waste programs, and using environmentally friendly construction materials are all practical moves.

Table 3. Environmental awareness has a significant and positive influence

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.766	.144		26.089	<.001
Eco-friendly Consumer Habits	.003	.060	.005	.050	.960
Recycling Infrastructure in Malls	.123	.054	.245	2.293	.022
Composting and Circular Economy Concepts	.068	.059	.120	1.157	.248
Environmental Advocacy in Malls	.024	.054	.043	.434	.664

a. Dependent Variable: Intention to visit

Table 3 shows the results of a study looking at how environmental awareness affects people's plans to visit shopping malls. The data points out that certain factors, like recycling options, play a big role in how people decide to shop. Knowing what aspects of environmental awareness matter can help mall managers come up with better sustainability plans that appeal to shoppers who care about the environment.

Past research shows a connection between being aware of the environment and shopping sustainably, but it doesn't dig deep into the specific aspects of awareness in stores. Not many have looked at how things like recycling bins, eco-friendly practices, or programs in malls actually affect whether people decide to visit. This study fills that gap by breaking down the different parts of environmental awareness and checking how each one impacts whether people go shopping.

Table 3 shows that having recycling options in malls tends to boost the chances of people wanting to visit ($\beta = 0.245$, $p = 0.022$). Basically, shoppers are more inclined to support malls that make recycling easy. On the other hand, things like eco-friendly habits ($p = 0.960$), composting, and concepts like the circular economy ($p = 0.248$) didn't really impact people's choices. This implies that hands-on practices, like recycling, matter more in getting people to visit than just general talks about awareness or advocacy. Real, practical steps in sustainability seem to convince people more than just sharing information.

These results back up what Vijayan et al. stated that people are more likely to act in an eco-friendly way when they see things set up to help them do it, like recycling stations. Basically, when there are practical recycling options available, it can really boost people's green attitudes and lead to more actions. Malls that have clear and easy-to-use recycling systems are often seen as serious about being sustainable, which can draw in visitors who care about the environment.

Conversely, De Wildt & Meijers [18] said that how people choose brands often comes down to what the brand looks like instead of how sustainable it actually is. This might explain why ideas like advocacy and the circular economy didn't really impact people's desire to visit malls in this study. These concepts can be kind of abstract or unfamiliar to most folks, especially when they're up against straightforward green options like recycling. This shows that making things visible and simple is important for turning awareness into real consumer choices.

Mall developers should focus on creating visible and functional recycling setups because they really influence how visitors feel about recycling. While it's great to promote general environmental awareness, people tend to engage more with practical features they can actually use. By adding clear recycling stations, easy-to-understand bins, and some rewards

for recycling, malls can attract environmentally conscious shoppers and boost their brand's image while being responsible.

Conclusion

This study examined the interconnection between green practices in shopping malls, consumer environmental awareness, and intention to visit within Ayala, Makati City. Findings reveal that consumers hold highly positive perceptions of green initiatives, valuing green spaces, eco-friendly infrastructure, and effective waste management systems, which enhance their shopping experience and promote sustainable behaviors. Sustainable lifestyle integration, such as eco-fairs and advocacy programs, further reinforces patronage intentions, reflecting that environmentally conscious consumers prefer retail environments aligned with their values. Statistical analyses confirm that both environmental awareness and green practices significantly and positively influence visitation intentions, supporting the Theory of Planned Behavior, Stakeholder Theory, and the Value-Belief-Norm framework. These results underscore that environmentally sustainable practices are not only ethically important but also strategically advantageous, driving customer loyalty, competitive differentiation, and long-term viability. The study highlights the critical role of malls as agents of sustainability, encouraging collaboration between developers, policymakers, and environmental groups to foster a greener urban consumer culture.

Conflict of Interest

The authors declare no conflict of interest.

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