

Project ECO

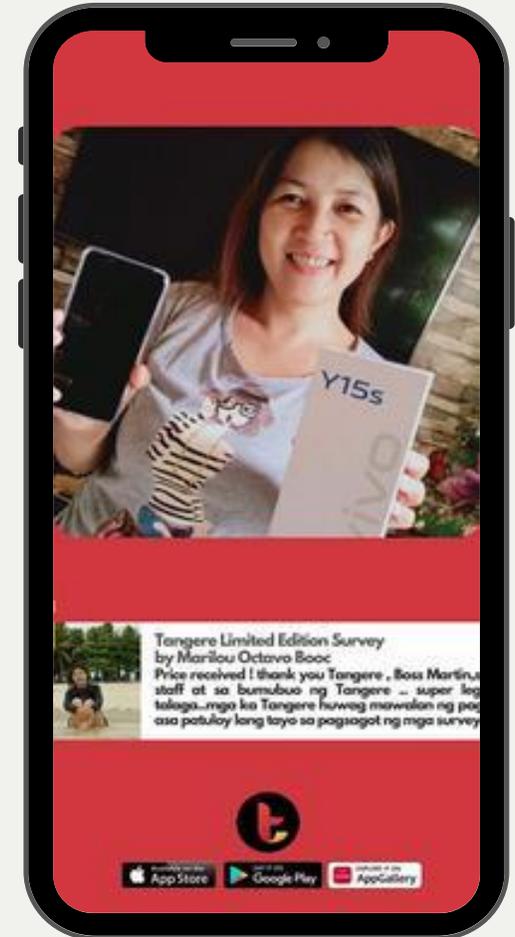
A bayanihan study on
sustainability

Survey Period: February 23 to 28,
2024



Survey Methodology

Methodology	Self-accomplished online survey via Tangere app using a structured questionnaire and visual aids
Target respondents <i>(Qualifications)</i>	<ul style="list-style-type: none">• Males and females• 18 years old and above• From SEC ABCDE households
Sample Size <i>(Base)</i>	A total of n=1,200 interviews were completed among qualified respondents
Margin of Error	+/-2.77% at the 95% confidence level
Survey Area	Nationwide
Sampling Design	Convenience sampling
Survey Period	February 23 - February 28, 2023



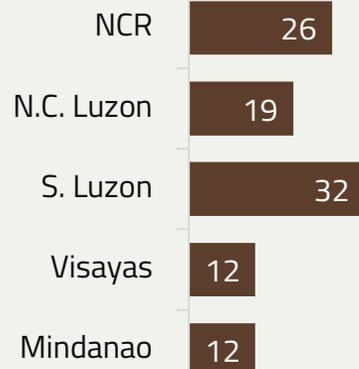
Tangere leveraged its mobile application that is available on:



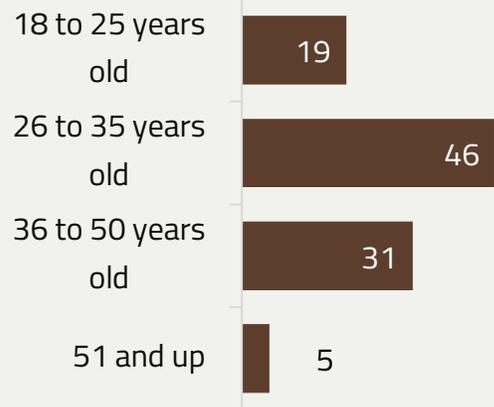
Respondent Demographics



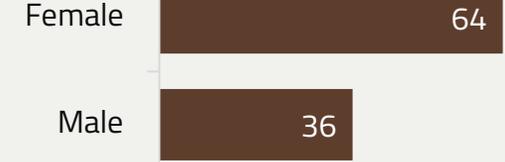
AREA



AGE



GENDER



SEC



CIVIL STATUS



Notes in reading the report

- All figures shown in tables and/or charts are in percentages (%).
- Base figures shown are unweighted and are the actual number of interviews. The study employed non-probability sampling, specifically convenience sampling.
- A minimum base of 30 is considered statistically stable to draw conclusions.
- For bases that are less than 30 (shaded in gray), if applicable, a notation is made that results must be read with caution due to high margin of error. Results for bases less than 30 shall be indicative only.
- Significance testing in data tables is denoted by **green** (as significantly higher vs. total) and **pink** (as significantly lower vs. total).
- No significance testing shall be applied for segments with bases less than 30.
- Any minor discrepancies are due to rounding off. Exact figures (e.g., with decimals) are to be provided in the raw data / Tableau dashboard by request.



FAMILIARITY AND AWARENESS TOWARDS SUSTAINABILITY

LEVEL OF FAMILIARITY

n=1200



87% OF FILIPINOS

Are familiar when it comes to the topic of sustainability.

Q. How familiar or not familiar are you with the term sustainability/ sustainable?

LEVEL OF IMPORTANCE

n=1200



93% OF FILIPINOS

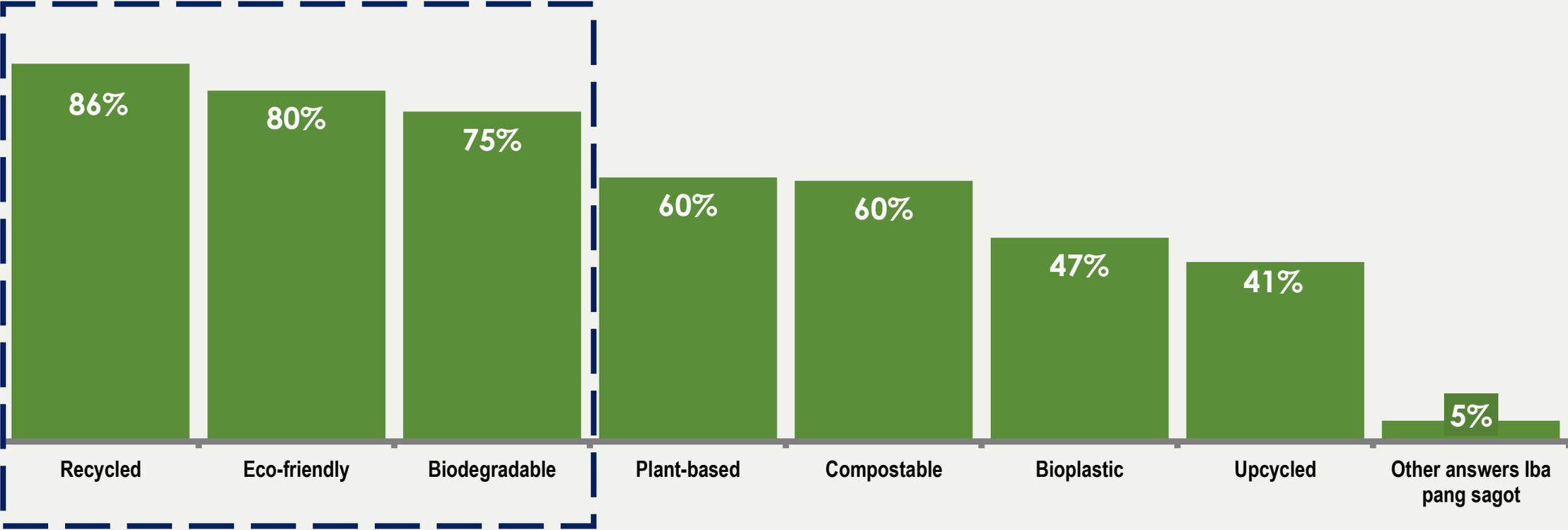
Agree that products or items that they buy should be sustainable.

Q. Sustainable products are products that have a positive impact on the environment. They are designed to be used for a long time, are recyclable, and can be easily repaired. How important or unimportant is it for you to buy products that are sustainable?

ASSOCIATION ON SUSTAINABLE PRODUCTS

n=1200

Being **Recycled**, **Eco-Friendly**, and **Biodegradable**, are the top associations towards sustainable products.

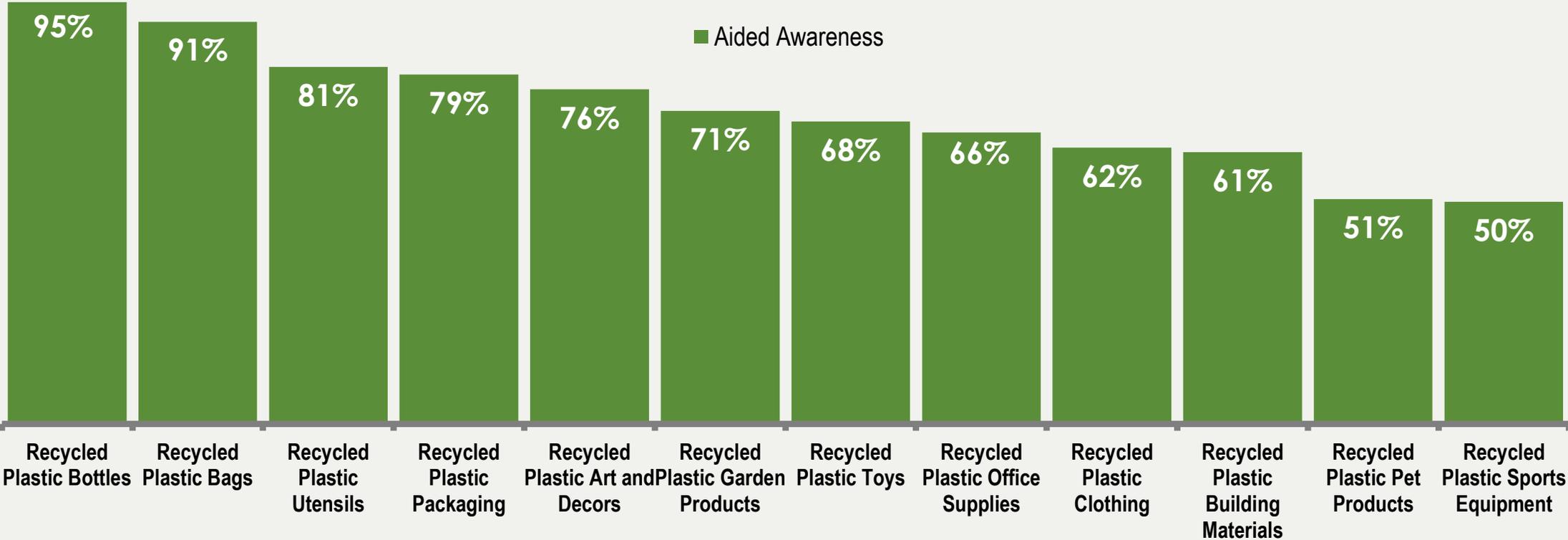


Q. Which of the following terms do you associate with sustainable products? Choose all the answers that apply to you.

AWARENESS ON DIFFERENT SUSTAINABLE RECYCLED PRODUCTS

n=1200

When aided with a list, Recycled Plastic Bottles are known by almost Filipinos surveyed, followed by Recycled Plastic Bags.

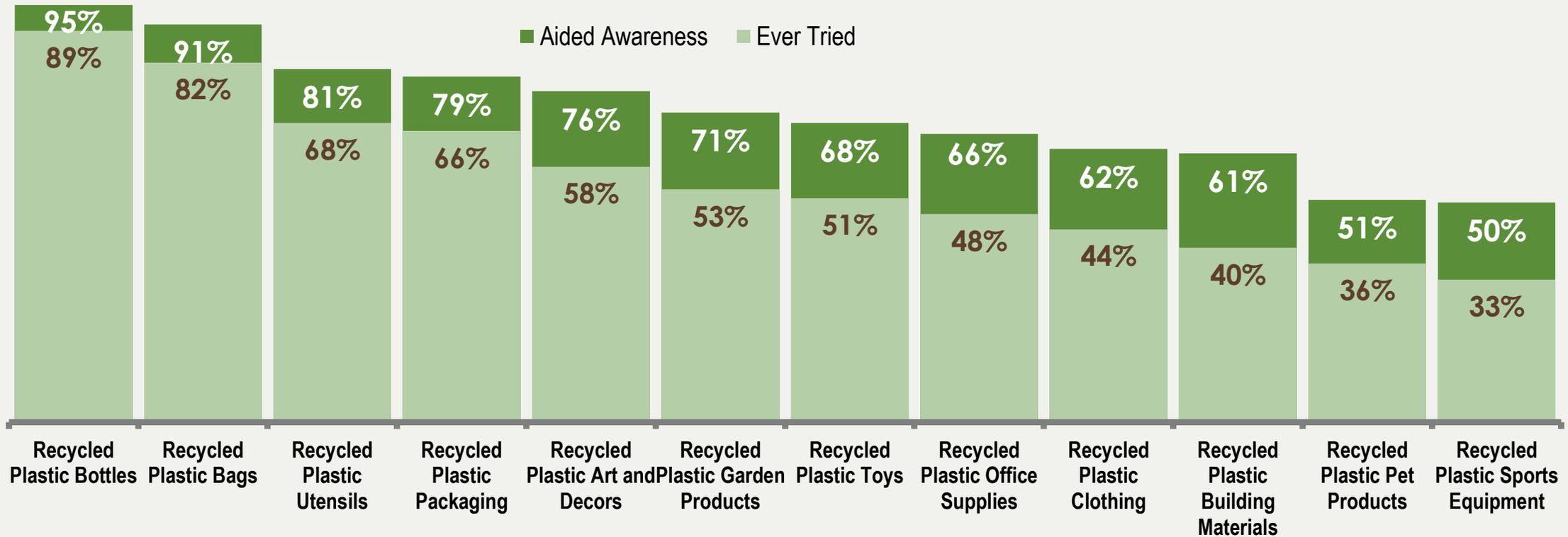


Q. Which of the following recycled plastic products are you aware of? Choose all the answers that apply to you.

TRIAL ON DIFFERENT SUSTAINABLE RECYCLED PRODUCTS

n=1200

Majority have tried Recycled Plastic Bottles and Recycled Plastic Bags

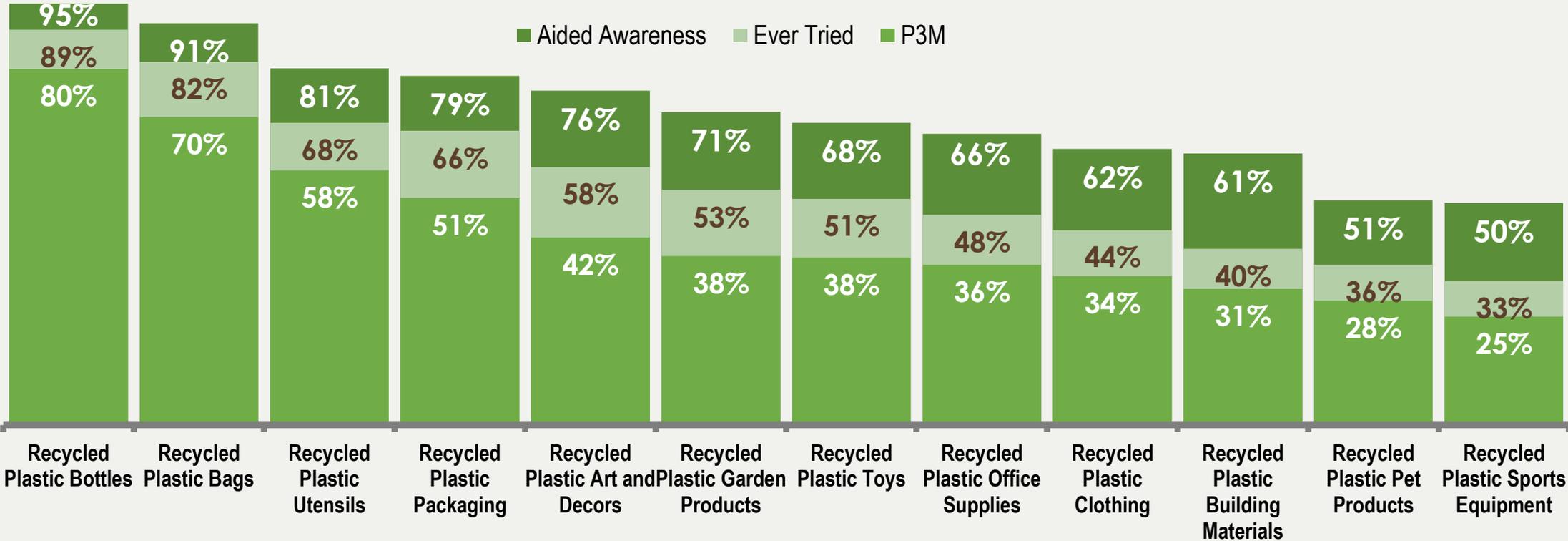


Q. Which of the following recycled plastic products have you ever tried? Choose all the answers that apply to you.

P3M USAGE ON DIFFERENT SUSTAINABLE RECYCLED PRODUCTS

n=1200

Past three-month usage is prevalent for the usage of Recycled Plastic Bottles and Recycled Plastic Bags.



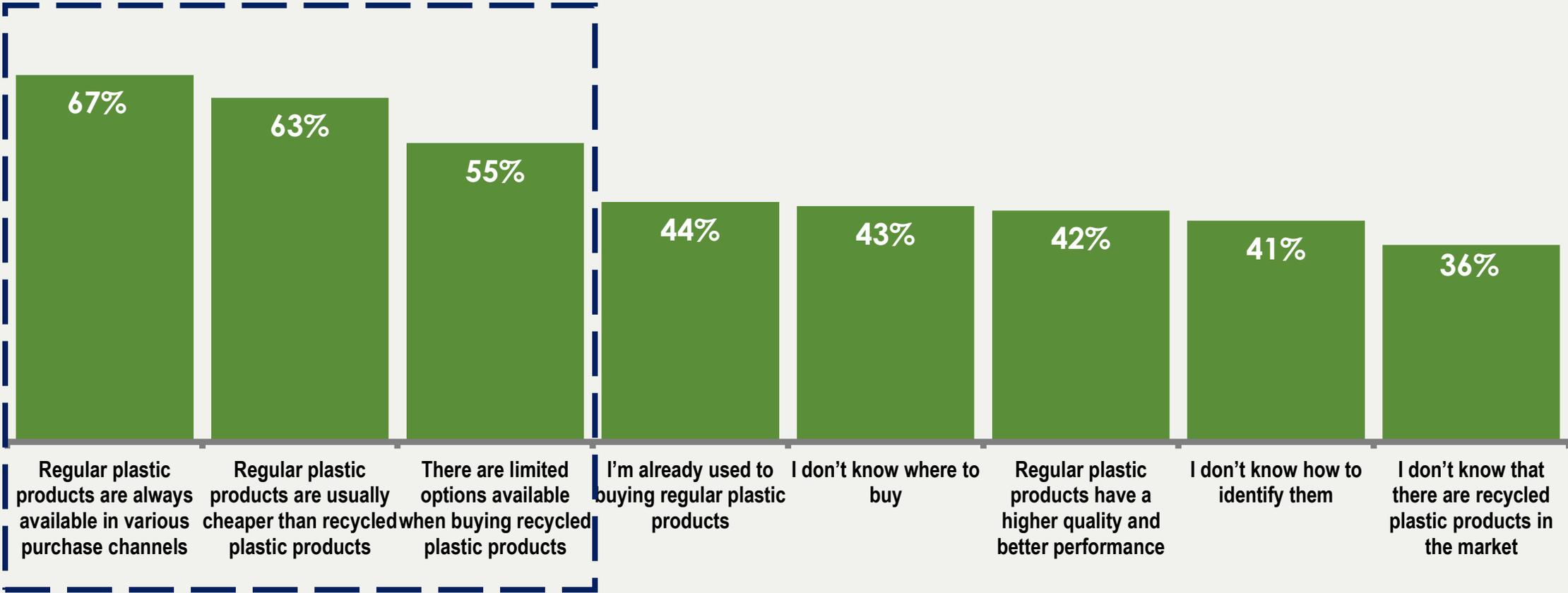
Q. Which of the following recycled plastic products have you used in the past three months? Choose all the answers that apply to you.

BARRIERS AND MOTIVATIONS TO PURCHASE

BARRIERS IN TRYING RECYCLED OR SUSTAINABLE PRODUCTS

n=1200

Availability, Price, and Few Options are the top reasons that hinder Filipinos in buying a sustainable product.



Q. What factors influence your decision to choose regular plastic products over recycled plastic products?
Choose all the answers that apply to you.

BARRIERS IN TRYING RECYCLED OR SUSTAINABLE PRODUCTS BY DEMOGRAPHICS

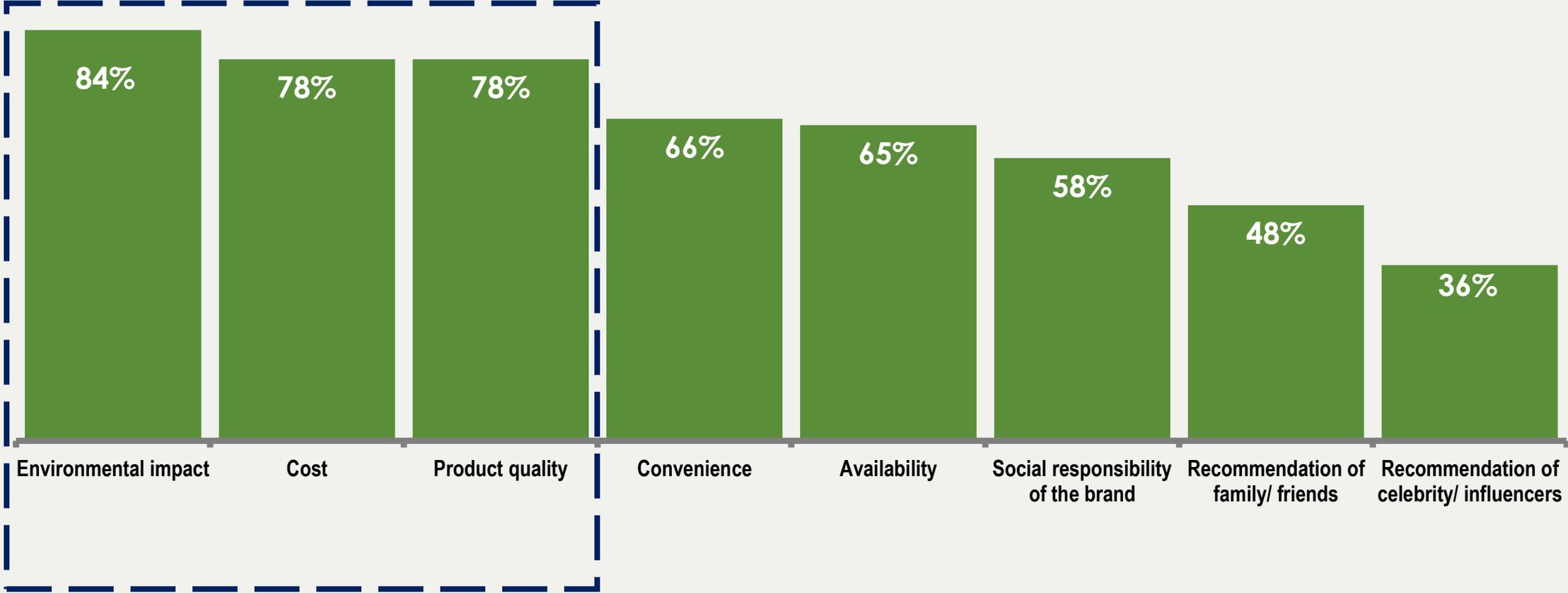
Different barriers are mostly driven by Visayas dwellers.

BARRIERS	Grand Total	AGE				SEX		CROAD REGION					HOUSEHOLD INCOME					CIVIL STATUS		
		18 -25 y/o	26-35 y/o	36-50 y/o	51 y/o +	Male	Female	NCR	NCL	SLB	VIS	MIN	PHP 21,914 and below	Php 21,914 - 43,828	Php 43,828 - 76,699	Php 76,699 - 131,484	Php 131,484 - 219,140	Married	Separated	Single
BASE - Total Interviews	1200	225	548	372	55	436	764	310	225	383	139	143	676	369	65	31	59	498	23	679
Regular plastic products are always available in various purchase channels	67%	69%	65%	72%	55%	68%	67%	64%	65%	68%	73%	70%	67%	67%	69%	74%	68%	68%	61%	67%
Regular plastic products are usually cheaper than recycled plastic products	63%	61%	65%	61%	64%	64%	63%	63%	63%	61%	73%	59%	61%	67%	54%	74%	64%	66%	52%	61%
There are limited options available when buying recycled plastic products	55%	52%	54%	56%	62%	57%	54%	55%	57%	52%	55%	57%	55%	53%	63%	61%	53%	59%	61%	52%
I'm already used to buying regular plastic products	44%	42%	43%	44%	60%	43%	45%	42%	42%	45%	53%	41%	42%	46%	54%	55%	39%	47%	52%	41%
I don't know where to buy	43%	42%	43%	44%	51%	45%	42%	37%	43%	45%	54%	41%	42%	45%	46%	48%	41%	45%	39%	42%
Regular plastic products have a higher quality and better performance	42%	39%	43%	41%	60%	41%	43%	39%	41%	42%	55%	42%	41%	45%	42%	42%	42%	47%	43%	39%
I don't know how to identify them	41%	35%	40%	43%	51%	40%	41%	38%	40%	39%	50%	41%	40%	41%	45%	42%	37%	43%	39%	38%
I don't know that there are recycled plastic products in the market	36%	33%	36%	36%	49%	36%	36%	34%	34%	36%	43%	37%	36%	37%	32%	35%	39%	39%	39%	34%
Other answers	3%	2%	4%	3%	7%	2%	4%	3%	4%	3%	4%	3%	4%	2%	5%	0%	2%	3%	4%	4%

MOTIVATIONS IN TRYING RECYCLED OR SUSTAINABLE PRODUCTS

n=1200

Environmental Impact, Cost, and Quality are the top reasons why Filipinos buy a sustainable product.



Q. What factors influence your decision to choose sustainable products? Choose all the answers that apply to you.

MOTIVATIONS IN TRYING RECYCLED OR SUSTAINABLE PRODUCTS BY DEMOGRAPHICS

Different reasons or motivations for purchase are propelled by the higher income classes.

MOTIVATIONS FOR PURCHASE	Grand Total	AGE				SEX		CROAD REGION					HOUSEHOLD-INCOME					CIVIL STATUS		
		18 -25 y/o	26-35 y/o	36-50 y/o	51 y/o +	Male	Female	NCR	NCL	SLB	VIS	MIN	PHP 21,914 and below	Php 21,914 - 43,828	Php 43,828 - 76,699	Php 76,699 - 131,484	Php 131,484 - 219,140	Married	Separated	Single
BASE - Total Interviews	1200	225	548	372	55	436	764	310	225	383	139	143	676	369	65	31	59	498	23	679
Environmental impact	84%	84%	85%	84%	82%	82%	86%	81%	86%	84%	88%	85%	84%	83%	92%	94%	88%	87%	70%	83%
Cost	78%	67%	81%	82%	78%	78%	79%	81%	79%	76%	80%	76%	78%	81%	74%	87%	71%	82%	65%	76%
Product quality	78%	76%	79%	80%	76%	77%	79%	78%	76%	79%	81%	78%	80%	77%	78%	90%	68%	79%	87%	78%
Convenience	66%	60%	67%	69%	60%	64%	67%	68%	63%	63%	68%	72%	65%	68%	63%	84%	63%	68%	70%	65%
Availability	65%	56%	67%	67%	64%	67%	64%	65%	65%	63%	72%	64%	64%	67%	63%	81%	56%	67%	65%	63%
Social responsibility of the brand	58%	52%	56%	62%	73%	60%	57%	59%	57%	58%	58%	58%	57%	58%	66%	68%	56%	60%	65%	56%
Recommendation of family/ friends	48%	44%	50%	49%	49%	46%	50%	45%	47%	48%	56%	54%	49%	46%	57%	61%	42%	53%	52%	45%
Recommendation of celebrity/ influencers	36%	30%	39%	36%	33%	34%	37%	35%	33%	36%	41%	38%	35%	37%	40%	42%	32%	40%	43%	33%
Other answers	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	0%	1%	1%	0%	0%	0%	2%	0%	4%	1%

LIKELIHOOD TO PURCHASE

n=1200



87% OF FILIPINOS

Would likely purchase a sustainable or recycled plastic product in the future.

Q. How likely or unlikely are you to purchase recycled plastic products in the future?

LIKELIHOOD TO PAY FOR PREMIUM

n=1200



65% OF
FILIPINOS

Would likely pay a premium for a product made from a recycled plastic materials.

Q. How likely or unlikely are you to pay a premium for a product made from recycled plastic materials?

LIKELIHOOD TO PAY FOR PREMIUM BY DEMOGRAPHICS

Paying for premiums is propelled by the younger generation, Mindanao dwellers, and upper-income classes.

LIKELIHOOD TO PAY PREMIUM	Grand Total	AGE				SEX		CROAD REGION					HOUSEHOLD INCOME					CIVIL STATUS		
		18 -25 y/o	26-35 y/o	36-50 y/o	51 y/o +	Male	Female	NCR	NCL	SLB	VIS	MIN	PHP 21,914 and below	Php 21,914 - 43,828	Php 43,828 - 76,699	Php 76,699 - 131,484	Php 131,484 - 219,140	Married	Separated	Single
BASE - Total Interviews	1200	225	548	372	55	436	764	310	225	383	139	143	676	369	65	31	59	498	23	679
Top 2-Box	65%	72%	66%	62%	55%	68%	64%	61%	56%	69%	65%	76%	62%	69%	65%	81%	68%	69%	52%	63%
Very likely	26%	28%	28%	23%	18%	27%	26%	26%	20%	26%	30%	31%	23%	30%	28%	26%	39%	26%	26%	26%
Somewhat likely	39%	43%	38%	39%	36%	41%	38%	34%	37%	43%	35%	45%	39%	39%	37%	55%	29%	42%	26%	37%
Neither	29%	24%	28%	31%	40%	26%	30%	33%	36%	24%	29%	22%	32%	26%	28%	13%	29%	27%	35%	30%
Somewhat unlikely	5%	3%	5%	5%	4%	4%	5%	4%	5%	5%	5%	2%	5%	4%	5%	3%	2%	4%	13%	5%
Very unlikely	1%	1%	1%	2%	2%	2%	1%	3%	2%	1%	1%	0%	1%	2%	3%	3%	2%	0%	0%	2%
Bottom 2-Box	6%	4%	6%	7%	5%	6%	6%	7%	7%	6%	6%	2%	6%	6%	8%	6%	3%	4%	13%	7%

LIKELIHOOD TO PURCHASE FROM A BRAND

n=1200



77% OF FILIPINOS

Would likely purchase a product from brands that are walking towards the reduction of their plastic footprint.

Q. How likely or unlikely are you to buy from a brand who is actively working towards reducing their plastic footprint?

LIKELIHOOD TO PURCHASE FROM A BRAND BY DEMOGRAPHICS

Purchase of recycled plastic products from known brands is driven by the higher income classes.

LIKELIHOOD TO PURCHASE FROM A BRAND	Grand Total	AGE				SEX		CROAD REGION					HOUSEHOLD INCOME				CIVIL STATUS			
		18 -25 y/o	26-35 y/o	36-50 y/o	51 y/o +	Male	Femal e	NCR	NCL	SLB	VIS	MIN	PHP 21, 914 and below	Php 21,914 - 43,828	Php 43,828 - 76,699	Php 76,699 - 131,484	Php 131,484 - 219,140	Married	Separ ated	Singl e
BASE - Total Interviews	1200	225	548	372	55	436	764	310	225	383	139	143	676	369	65	31	59	498	23	679
Top 2-Box	77%	79%	78%	76%	62%	78%	76%	76%	72%	78%	78%	80%	73%	80%	89%	90%	75%	80%	57%	75%
Very likely	38%	42%	37%	38%	27%	39%	37%	42%	28%	39%	38%	39%	33%	42%	49%	39%	51%	38%	26%	38%
Somewhat likely	39%	36%	41%	38%	35%	38%	39%	34%	44%	39%	40%	41%	40%	37%	40%	52%	24%	42%	30%	37%
Neither	21%	20%	20%	22%	33%	20%	22%	22%	25%	19%	22%	20%	24%	19%	9%	10%	22%	19%	43%	23%
Somewhat unlikely	1%	0%	1%	1%	5%	2%	1%	2%	1%	2%	0%	0%	2%	1%	0%	0%	0%	1%	0%	1%
Very unlikely	1%	0%	1%	1%	0%	1%	1%	0%	1%	1%	1%	0%	1%	0%	2%	0%	3%	0%	0%	1%
Bottom 2-Box	2%	1%	2%	2%	5%	2%	2%	2%	3%	3%	1%	0%	3%	1%	2%	0%	3%	2%	0%	3%

SUMMARY AND WAYS MOVING FORWARD

- Familiarity, awareness, trial, and usage of sustainable products are already present among Filipino consumers.
- Sustainable products are already important in the current Filipino market. However, there are still different Barriers to Purchase e.g. Availability, Cost, and Options.
- Nonetheless, given enough information e.g. environmental impact, and product quality would make Filipinos more enticed to try a recycled or sustainable product.
- Purchasing from a well-known brand that promotes sustainability is also one consideration.

THANK YOU



**acquisition
apps, inc.**

- ✓ Do you want a better understanding of your *Market?*
- ✓ Are you in need of *Consumer Insights?*
- ✓ Are you targeting the *Right Consumers?*

Contact Us!

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