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**BANNING SINGLE-USE PLASTICS AND COMPLIANCE INTENTIONS
IN A PUBLIC MARKET IN DAVAO CITY**

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24 June 2026

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Acceptance Page

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Biographical Sketch

Glaizza Mae C. Del Mundo, 27, is from Davao City, Philippines. She earned her Bachelor of Arts in Communication degree from Ateneo de Davao University in 2021, graduating Magna Cum Laude and receiving the Fortiores in Fide Award in recognition of her academic excellence and exemplary service.

She began her professional career at Ateneo de Davao University, where she served as a Program Officer for Communications for two years and worked as a part-time Formator, contributing to student formation and university communication initiatives. She has also been working as a Virtual Assistant for the past three years, providing executive, marketing, and administrative support to local and international clients across various industries.

As a personal advocate for environmental sustainability, Glaizza consciously practices reducing plastic consumption in her daily life by avoiding single-use plastics, bringing reusable bags, and choosing environmentally friendly alternatives whenever possible. During her undergraduate years, she spearheaded a plastic reduction campaign that was originally intended for on-campus implementation. However, due to the Enhanced Community Quarantine (ECQ), the initiative was adapted into a digital awareness campaign. This experience strengthened her commitment to environmental advocacy and inspired her to pursue research on compliance with the Single-Use Plastics (SUP) ban in Davao City.

Upon completing her Master of Development Communication degree at the University of the Philippines Open University, Glaizza hopes to return to Ateneo de Davao University as a faculty member, where she aspires to teach Development Communication and continue promoting communication initiatives that contribute to sustainable development and social change.

Acknowledgment

The completion of this study would not have been possible without the guidance, encouragement, and support of many individuals and institutions. The researcher would like to express her sincere gratitude to the following:

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Dedication

This study is dedicated to all Davaoeños, whose culture of discipline and commitment to community welfare continue to inspire positive change. May this research serve as a reminder that protecting the environment begins with simple, everyday choices and that each individual's actions contribute to building a cleaner, healthier, and more sustainable Davao City.

It is also dedicated to everyone who believes that environmental stewardship is a shared responsibility. May this study encourage individuals, communities, and policymakers to work together in reducing single-use plastics, embracing sustainable practices, and creating a future where responsible environmental behavior becomes a way of life for generations to come.

Finally, this work is dedicated to all advocates of environmental sustainability, whose passion and dedication inspire others to care for and protect our planet. May this research contribute, in its own way, to the collective effort of preserving the environment for present and future generations.

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Abstract

This study examined the factors influencing public market vendors' compliance intentions toward the proposed Single-Use Plastics (SUP) ban in Davao City using Ajzen's Theory of Planned Behavior. A quantitative correlational design was employed involving 276 vendors selected through simple random sampling. A researcher-made questionnaire was used, and data were analyzed using mode and Pearson's correlation coefficient. The findings showed that attitude, subjective norms, and perceived behavioral control were all positively associated with compliance intention, with perceived behavioral control emerging as the strongest predictor. The findings highlight the importance of understanding compliance within the unique socio-cultural context of Davao City. The results suggest that vendors' intention to comply is not solely driven by environmental awareness or social pressure, but also by a long-standing culture of discipline, civic responsibility, and respect for local ordinances.

Keywords: single-use plastics, Theory of Planned Behavior, compliance intention, public market vendors, Development Communication.

Chapter I

INTRODUCTION

Background of the Study

Since the 1950s, plastic production has increased faster than nearly all other materials. A large portion of this is intended for single use and then discarded. As a result, plastic packaging makes up for nearly half of the total plastic waste generated worldwide. Most of the world's plastic packaging waste is generated in Asia, while America, the European Union and Japan have the highest per capita production of plastic packaging waste (UNEP, 2018). The harmful effects of plastic bags are clear: they not only accumulate in landfills but also clog storm drains, litter streets, get caught in trees, and pollute oceans. This causes serious harm to marine life such as fish and seabirds, which ingest or become entangled in plastic debris (Adler, 2016).

Out of the nine billion tons of plastic produced globally, only about nine percent has been recycled, with the vast majority ending up in landfills throughout the environment (UNEP, 2018). Andrady and Neal (2009) argue that the global growth in plastic consumption is justified when looking at the broad benefits plastics offer. These include advancements in health and safety, improvements in energy efficiency and material conservation, and reductions in food spoilage thanks to durable packaging. Additionally, plastics contribute to lower transportation costs and reduced carbon emissions due to their lighter weight compared to alternatives, and they have enabled the development of high-performing construction materials.

Greenpeace reports that Southeast Asia is one of the world's most vulnerable regions and among the least ready to handle the effects of climate change

(Braganza, 2017). Reviews of Philippine cities show that many markets still lack proper waste segregation and recycling, even though solid waste management plans began to be created and carried out as early as 2001.

The affordability and convenience of plastic sachets, combined with inadequate waste management, have made the Philippines a major contributor to plastic pollution worldwide. During the 2017 International Coastal Clean-Up, the Ocean Conservancy organized 500,000 volunteers who collected approximately 8.3 million kilograms of debris along more than 24,000 kilometers of coastline worldwide (World Wide Fund, 2018).

Two key factors explain the high volume of plastic waste in the Philippines. First, due to poverty, many individuals purchase products in small, affordable quantities, which results in increased plastic waste. Secondly, because plastics such as single-use sachets for soap, shampoo, toothpaste, creams, and even food are inexpensive and convenient to sell, they are found everywhere. Small packets in strips are commonly displayed in local stores, including remote locations, and major multinational companies still promote them (World Wide Fund, 2018).

Filipinos use more than 163 million plastic sachet packets, 48 million shopping bags, and 45 million thin film bags daily, based on a report published by the environmental group Global Alliance for Incinerator Alternatives (GAIA). The group asserts that SUPs pose a major barrier to effective waste and resource management, and it urges governments and manufacturers to enforce stricter regulations and stop SUP production. According to a Manila Times report (2022), the

Philippines produces at least 2.7 million metric tons of plastic, highlighting the urgent need to enforce laws holding companies accountable for the plastic packaging they create. Data from the DENR indicates that the country generates approximately 61,000 metric tons of solid waste every day, with plastics for about 24 percent, primarily from consumer packaging, cutlery, and shopping bags.

People continue to use plastics because they are readily available, easy to store, lightweight, convenient, and affordable. However, discarded plastic bags create challenges for local governments, from litter cleanup to managing blocked drainage systems (Shirley, 2017). With cities facing flooding and other environmental and health risks caused by plastic bag pollution, many countries have started taking steps to reduce their use (Arathi & Jayaprakash Rao, 2014).

To address this concern, Reuters (2019) reported that former Philippine President Rodrigo R. Duterte aimed to implement a nationwide ban on SUPs. This move supports the Davao City ordinance proposed by former Mayor Sara Duterte, known as City Ordinance No. 0500-21 or the “No to Single-Use Plastics Ordinance,” which was approved in May 2021. The ordinance aims to ban the use of SUPs in the city and regulate their sale and distribution. Prohibited items include cups, condiment packets and containers, straws and cutlery. However, its implementation has been delayed because the Implementing Rules and Regulations (IRR) have not yet been approved (SunStar Davao, 2025). As a result, many vendors and stores continue to use SUPs as packaging when selling products.

The SUP banning in Davao City affects both businesses and consumers, including market vendors who are directly impacted by this ordinance. A survey conducted by the 'Bayong-kerohan' campaign, led by Communication students from Ateneo de Davao University (AdDU), found that the majority of SUPs are from the public market which makes up about 62 percent of the total number of SUPs used daily.

Plastic packaging plays several key roles that vendors depend on. The British Plastics Federation (2019) states that plastic packaging helps keep products fresh for a longer period. Plastics are also considered safe and hygienic because it helps protect food from contamination and exposure to bacteria. Without plastic packaging, moving and preserving many everyday products would be far more difficult (British Plastics Federation, 2019).

Understanding the compliance intention of market vendors in Davao City regarding the proposed ban on SUPs is crucial to ensuring the effectiveness of the ordinance currently being developed. While previous studies have examined either the environmental impacts of SUPs, limited research has explored how market vendors as one of the key stakeholders in the implementation of such policies plan to respond and comply according to their attitude, subjective norms, and perceived ease. Most research focuses on environmental or policy analysis rather than the behavioral and communicative dimensions of intention.

The Regional Center of Expertise (RCE) in the Davao Region has strengthened this advocacy through its college-wide initiative, the "Banning of

Single-Use Plastics.” This effort forms part of RCE’s broader goal of establishing Education for Sustainable Development (ESD) within communities of practice to help achieve the SDGs. Specifically, it supports SDG 12, which aims to ensure sustainable consumption and patterns of production (Hughes, 2020; Vladimirova & Blanc, 2015). However, despite the adoption of banning SUP policies in the region, there remains limited investigation into the effectiveness of their implementation (Nyathi & Togo, 2020). Moreover, there is no existing campaign and IRR specifically addressing market vendors in public markets, who are among the primary users of SUPs in their daily operations.

This study seeks to assess market vendors' attitude, subjective norms, and perceived behavioral control to comply with the ban, along with the factors that affect their readiness to change their business practices. The urgency of this research is underscored by alarming global projections. By 2050, an estimated 12 billion tons of plastic waste are expected to accumulate in landfills and the environment (UNEP, 2018). These trends highlight the pressing need for effective local action, making it essential to understand how communication strategies, vendor engagement, and enforcement mechanisms can be strengthened to promote sustainable behavior change.

Statement of the Problem

The environmental threat of SUPs has driven local governments to propose bans to reduce plastic waste, particularly in public markets. As key stakeholders, vendors are vital to the success of these policies, making it important to determine the influence of their intention. This study addresses these gaps to guide effective communication and implementation. The study aims to address the following questions:

- 1) How do vendors' attitudes toward the SUP ban affect their intention to comply with the ban?
- 2) How do subjective norms influence vendors' intention to comply with the SUP ban?
- 3) How does perceived behavioral control influence vendors' intention to comply with the SUP ban?
- 4) Which among attitude, subjective norms, and perceived behavioral control is the strongest predictor of vendors' intention to comply with the SUP ban?

Objectives of the Study

General Objective: To examine the factors influencing intentions and behavior of Bankerohan public market vendors toward the ban on SUPs.

- 1) To assess the effect of vendors' attitudes toward the SUP ban on their intention to comply with the ban.
- 2) To examine the influence of subjective norms on vendors' intention to comply with the SUP ban.
- 3) To evaluate the influence of perceived behavioral control on vendors' intention to comply with the SUP ban.
- 4) To determine the strongest predictor of vendors' intention to comply with the SUP ban among attitude, subjective norms, and perceived behavioral control

The study is anchored in the socio-psychological tradition, which views communication as a form of interpersonal interaction that shapes people's attitudes and behaviors. Rooted in psychology and sociology, this tradition emphasizes cause-and-effect relationships, making it particularly relevant to understanding how communication about policies can shape individual responses (Craig, 1999) . In the context of this study, the proposed SUP ban serves as a stimulus communicated through ordinances and policy messaging, while market vendors' attitude, subjective norms and perceived behavioral control represent their responses. By applying this lens, the study frames communication not merely as information dissemination but as a behavioral influence mechanism, allowing for an objective, quantitative analysis

of how effective communication strategies can encourage market vendors to adopt sustainable practices and support policy implementation.

Significance of the Study

This study contributes to the field of Development Communication by providing insights into how communication can influence behavior change in environmental policy implementation. By examining the factors that shape vendors' intention to comply with the single-use plastic ban, the study highlights the role of communication in shaping attitudes, subjective norms, and behavioral control among key stakeholders.

The findings can guide the development of more effective, context-specific communication strategies that go beyond awareness and address real barriers such as economic constraints, cultural practices, and limited access to alternatives. In doing so, the study supports the design of participatory, inclusive, and culturally sensitive campaigns that encourage sustainable practices among market vendors.

Furthermore, this research emphasizes that successful environmental policies require not only regulation but also strategic communication that builds trust, strengthens community engagement, and empowers individuals to act.

Chapter II

THEORETICAL FRAMEWORK

Review of Literature

Policies for Plastic Pollution

By 2021, no clear national policy specifically targeting plastic pollution had been established, despite multiple efforts from lawmakers and advocacy. Nonetheless, several cities and provinces in the Philippines have enacted ordinances aimed at regulating plastic bags and other SUPs within their areas. In general, these ordinances are more focused on regulating the use and sale of plastic bags and other SUPs rather than implementing complete regulations covering the entire life cycle of all plastic products.

In 2017, five out of the 18 cities in Metro Manila, the country's most densely populated region, had yet to implement plastic regulations (Braganza, 2017). Among these, Valenzuela City stands out with more than 200 plastic manufacturing firms operating within its jurisdiction. This creates a major challenge for policymakers in developing, implementing and enforcing effective regulations on plastic.

Three cities in Metro Manila, Manila City, Taguig City, and Pateros have poorly documented or unclear regulations regarding SUPs. For instance, Manila City enacted Ordinance 8282 in 2012, which prohibited the use of plastic bags for dry goods and regulated their use of wet goods, while also banning polystyrene. However, official documentation of the ordinance is unavailable, and the Ecowaste

Coalition reported that five years after its passage, the policy has still not been properly implemented.

Furthermore, academic sources (Braganza, 2017) mention the existence of Ordinance No. 59-11 in Taguig City, however, there is no official government record or media coverage available for this policy. A similar situation applies to Municipal Ordinance No. 2011-10 in the municipality of Pateros.

Although Davao City Ordinance No. 0500-21, or the “No to Single-Use Plastics Ordinance,” was approved in May 2021, its implementation remains unfinished because the IRR has yet to be approved. According to the Davao City Economic Enterprise (CEE), the study also revealed that plastic sando bags are the most commonly used SUP item in Bankerohan, Davao City, accounting for approximately 62 per cent of daily SUP usage. However, these plastic sando bags are excluded from the initial phase of the SUP ordinance. This exclusion highlights the importance of promoting reusable and eco-friendly containers as alternatives to sando bags in public markets to help decrease the amount of SUP waste sent to the city landfill.

Compliance of Market Vendors to the SUP Banning

Retailers of SUPs and small business owners in Davao City expressed concerns that the ordinance charging fees for the sale and use of these items would increase their financial strain (MindaNews, 2025).

Nearly four years after its approval, the implementing rules and regulations for City Ordinance 0500-21, known as the No to Single-Use Plastic Ordinance, were only issued on July 31 through Executive Order No. 13. This ordinance mandates that sellers of SUPs pay an annual fee of P10,000.

The IRRs also mandate that all businesses, including sari-sari stores and food establishments, must obtain a special permit to use or distribute SUPs and pay a fee of five pesos per item to the city treasurer.

Vendors have been selling plastics for years, pointing out that renewing business permits is already costly, and the added fees for special permits make operations more difficult. While they acknowledge the ordinance must be followed, they highlighted the need to promote affordable alternatives such as sakobags and to support local reusable bag makers, as eco-bags remain expensive.

Similarly, a chicharon vendor in Davao City, expressed disagreement with the policy, noting that switching to paper bags is impractical because it compromises food quality and storage (MindaNews, 2025).

Under the ordinance, violators face fines of P5,000, imprisonment, or both, with the possibility of business permit cancellation. Vendors applying for exemptions are also required to submit detailed documentation on their plastic usage and disposal plans, further adding to their operational load.

In Iloilo, several market vendors at the Lambunao Public Market received a stern warning for failing to comply with plastic use regulation. Only a warning was given to the violators during the surprise inspection last August 14, 2025. They will be subjected to bigger consequences for repeated violation of the SUPs regulation (CEC Lambunao, 2025).

Plastic Ban Implementation

On June 5, 2018, the theme “Beat Plastic Pollution” urged countries around the world to work together in confronting one of today’s most pressing environmental problems. The campaign sought to increase worldwide awareness of the negative effects of plastic pollution on human health, the environment, and wildlife (WHO, 2018).

To safeguard the environment, various actions must be undertaken, including strengthening community education, promoting environmental initiatives, and enacting as well as strictly enforcing effective environmental laws and policies (Street, 2015).

In response to the environmental problems caused by SUP bags, several countries such as Australia, Italy, the United States, and Ireland have introduced

measures like taxes, levies, outright bans, and even initiatives such as “No Plastic Bag Day” to limit their use (Asmuni & Hussin, 2015). However, several studies suggest that charging fees for plastic bags is the most effective strategy for influencing vendor behavior (Madigele & Mogomotsi, 2017).

Research has found that placing a tax on plastic bags can reduce their use by as much as 70% (Saidan, 2017). Moreover, it suggests that combining taxation with usage restrictions, along with public education and awareness campaigns about the environmental consequences of plastic bag consumption, can further strengthen the effectiveness of these measures.

One approach to reducing plastic bag consumption is implementing policies that require retailers to provide plastic bags only to customers who are willing to pay the required tax. Such regulatory measures can also encourage producers to adopt more ethically responsible practices (Zaman, 2017). In the United States, several local governments have adopted different measures to regulate the use of single-use bags, including outright bans, the imposition of fees or taxes, redesigning plastic bags to limit their use, and conducting consumer education campaigns (Wagner, 2017).

To respond to the growing plastic problem, Ranada (2019) reported that former Philippine President Rodrigo R. Duterte pushed for a nationwide ban on SUPs. This move supported Provincial Ordinance No. 9-2019 in Davao Oriental. The ordinance seeks to regulate and gradually phase out SUPs and polystyrene products in the province, while also setting penalties for violations. It was designed to address

the careless disposal of plastic bags that often end up clogging drainage systems and flowing into rivers and oceans, causing harm to marine life (Rabat & Macatabog, 2019).

This move supports the city ordinance proposed by former Mayor Sara Duterte, known as City Ordinance No. 0500-21 or the “No to Single-Use Plastics Ordinance,” which was approved in May 2021. The ordinance will ban the use of SUPs within the city and regulate their sale and distribution. Prohibited items include cups, condiment packets and containers, stirrers, straws and disposable cutlery.

In response, the City Government of Davao, through the City Environment and Natural Resources Office (CENRO) is advising everyone, especially food business owners, to adapt to this transition.

During the “Go Clean, Go Green” program, CENRO Information Education Unit Representative, Orly Limpangog, explained that the ordinance is intended not only to improve solid waste management in the city but also to reduce the volume of trash reaching Davao City’s waterways and coastal areas. He pointed out that SUPs consistently account for a significant portion of the waste collected during the coastal clean-up operations (City Government of Davao, 2022).

The ordinance covers not only the use of SUPs in business establishments but also their personal consumption. Businesses that intend to sell SUP products are required to secure a “special permit to sell” costing ₱10,000. Meanwhile, those planning to distribute or use SUPs in bulk, such as during events or special

occasions, must obtain a “special permit to distribute” and pay ₱5 per piece. Establishments that fail to obtain the required permits may face fines and possible closure. Additionally, business owners who recently renewed their permits were required to display anti-single-use plastic campaign materials in their establishments.

Establishments that traditionally depend on plastic items such as cutlery, straws, cups, cup lids, plates, and other disposable products are encouraged to begin shifting to biodegradable or reusable alternatives in preparation for the full implementation of the ordinance’s IRR (City Government of Davao, 2022).

Green Behavior

Eco-friendly actions are behaviors people do in both their personal and public spaces that help protect the environment. These actions may include reducing waste, recycling, saving energy, and protecting natural resources and ecosystems.

Green behavior refers to promoting environmentally friendly products. These are products designed to be less harmful to the environment, such as items that can be recycled, reused, or help conserve natural resources. They also provide benefits to the environment. Since individuals tend to act rationally, they are more likely to use green products and practice environmentally friendly behaviors when these actions provide direct personal benefits (Fontes, Moreira, & Carlos, 2021; Sharma & Foropon, 2019).

Many environmental issues arise from human consumption activities. One example is environmental pollution which is a major problem influenced by human

behavior (Osman, 2017). Pollution can result from waste produced by households and industries, and it can harm ecosystems as well as threaten the sustainability of living organisms.

Numerous studies have examined how consumer behavior relates to environmental concern. Studies by Kim and Cha (2021) and Zhu (2012) found that green products, advertisements and environmentally friendly brands can affect consumers' purchasing decisions. Among these factors, green brands have been found to have the strongest impact.

Dagher and Itani (2014) explored whether environmental attitudes, environmental concern, and social influences contribute to shaping green behavior. Their study expands on the earlier research of Oreg and Katz-Gerro (2006) and Stern (2000), which identified attitudes, personal capabilities, contextual factors, and everyday habits as important influences on pro-environmental behavior. The study further suggests that when people incorporate their values into their daily lives, they are more likely to view environmentally friendly actions as both meaningful and realistic.

Environmentally responsible consumers are generally willing to support efforts that help protect the environment and ensure sustainability in the future. When consumers have a stronger intention to purchase green products, they are more likely to see themselves as responsible individuals who contribute to environmental protection.

The government must be present by enforcing regulations on the importance of green product consumption to reinforce green product purchasing behavior. Marketers should actively educate consumers that purchasing green products can help reduce environmental damage.

Perceived effectiveness of environmental behavior refers to how strongly consumers believe that their actions can make a difference to the environment. Consumers are often more willing to purchase green products when they believe that their choices can contribute positively to environmental protection.

People often choose products that reflect or enhance how they see themselves. In the same way, individuals prefer products that match their personality and personal identity. Because of this, green products marketers should build a brand image that aligns environmental responsibility with consumers' self-image and the way they want to be perceived by others.

One important factor that influences behavior is self-image, also known as self-identity. Individuals are more likely to take actions that help strengthen or maintain a positive view of themselves (Kotler et al., 2015). As a result, individuals are more likely to engage in environmentally friendly behavior when these actions reflect their personal values and reinforce a positive self-image.

Theory of Planned Behavior in Environmental Actions

Understanding the psychological factors that influence environmental and recycling behaviors is essential in designing and implementing effective strategies to

reduce plastic pollution. One framework commonly used to examine these behavioral determinants is the TPB, which has been applied in studies addressing similar environmental actions (Ohtomo & Ohnuma, 2014). The TPB explains how psychological and social factors shape an individual's decision to engage in a particular behavior.

According to the Theory of Planned Behavior (TPB), a person's actual performance of a specific behavior is influenced by several factors, including attitude, intention, subjective norms, and perceived behavioral control. An individual's attitude toward a behavior affects their intention to perform it, which eventually influences whether the behavior is carried out. Meanwhile, subjective norms refer to the expectations and opinions of significant people in an individual's life i.e. friends, colleagues, family members, and the person's willingness to conform to those expectations. Among all these components, intention is considered the most crucial in predicting behavior in social psychology. Perceived behavioral control pertains to an individual's assessment of how easy or difficult it is to carry out a particular behavior in a given situation.

The TPB suggests that behavior is not directly influenced by attitude alone, but rather through an individual's behavioral intention. Behavior itself is something that can be observed and measured.

Based on multiple previous studies using the TPB, it has been found that attitudes, subjective norms, and perceived behavioral control play a significant role in shaping behavior. Research across various fields supports the importance of these

three factors. For instance, studies related to the Sustainable Development Goals (SGDs) conducted by Shi et Al. (2021) and Zheng et al. (2020) found that attitudes toward environmental issues, altruism, environmental knowledge, and skepticism toward environmental claims significantly influence consumers' decisions to purchase green products.

Based on findings from earlier research by Oreg and Katz-Gerro (2006) and Stern (2000), they identified four key factors that influence pro-environmental behavior: attitudes, personal abilities, contextual factors, and routines or habits. When individuals act according to the values they hold, they tend to perceive their actions as meaningful and effective. Research suggests that combining values, attitudes, behaviors, abilities, and habits offers a useful framework for understanding such behavior.

In general, the stronger a person's intention to perform a behavior, the more likely they are to act accordingly, which supports Ajzen's (2012) concept. However, research also indicates that intention is a more dependable predictor of pro-environmental behavior in developed countries than in developing countries (Morren & Grinstein, 2016). This suggests that access to economic resources and technological infrastructure can make environmentally friendly practices, such as purchasing green products, easier to carry out.

Ari and Yilmaz (2017) studied consumer attitudes, intentions, and behaviors toward plastic and cloth bag usage. They found that consumers who understood the environmental risks and felt social pressure were more inclined to decrease their

plastic bag usage and opt for cloth bags instead. Similarly, Chang and Chou (2018) studied consumers' intention to bring reusable shopping bags and revealed that a sense of responsibility was positively related to attitudes, subjective norms, and perceived behavioral control. The findings further showed that attitudes and perceived behavioral control significantly influenced consumers' intention to use reusable bags, whereas subjective norms did not demonstrate a significant influence.

Previous studies by Sharaf (2015) and by Cherian (2012) found that attitude alone did not influence intention.

Muralidharan and Sheehan (2016) found that the effect of attitude varies depending on whether penalties are presented as a tax or as a fee. Their model further revealed that subjective norms have a moderately positive relationship with intention. This may be because family and friends significantly influence an individual's decisions. In many cases, subjective norms are shaped by the social pressure people perceive from those around them, such as relatives and close peers, to act in a certain way. When family members or friends comply with environmental regulations, individuals are more likely to view such behavior as important and worthwhile.

The study "Using TPB to Determine Consumer Intention in Choosing Cloth vs Plastic Bags" by Batooli et al. (2022) supports the findings of Ari (2017) regarding consumer attitudes toward plastic and cloth bag usage. They found that consumers experiencing social pressure were more likely to choose cloth bags and reduce their

use of plastic ones. Similarly, the findings of Sharaf (2015) and Chin (1998) also revealed a positive association between subjective norms and behavioral intentions. However, Muralidharan and Sheehan (2016) observed that the positive link between subjective norms and intentions becomes weaker when plastic bags are provided for free.

Batooli (2022) identified perceived behavioral control as the strongest predictor of behavioral intention. This may be attributed to the idea that an individual's willingness to act is greatly influenced by how easy or difficult they believe a particular behavior or task will be.

Jakovcevic's (2014) study suggests that strategies such as imposing charges on plastic bags, giving discounts to customers who bring reusable bags, distributing cloth bags, and enforcing government bans on plastic bags can influence both people's behavior and their intentions.

Social Norms in Davao City

In Davao City, social norms are strongly shaped by a culture that values discipline, public order, and respect for authority, often captured in the saying, "Basta Dabawenyo, Disiplinado" (Being a Davaoeño means being disciplined). The city is recognized for its safety, cleanliness, and strict enforcement of local laws, reflecting the combined influence of Visayan, Lumad, and Moro cultures (Tugpa Agila Project, 2025).

One of the defining qualities of Davao City is its strong culture of discipline, which becomes especially evident after major events like the Kadayawan Festival. Known as the King City of the South, Davao attracts thousands of residents and tourists every August to enjoy lively street dances, colorful floats, and cultural performances that celebrate the city's rich heritage. Despite the large crowds and festivities, the streets remain remarkably clean, demonstrating the city's commitment to orderliness.

What makes Davao City unique is the way residents, volunteers, and festival attendees all contribute to keeping the city clean and orderly. After parades and street performances, organized groups of citizens collaborate with the city government's Clean and Green program to restore the streets to their spotless condition. Many Dabawenyos even bring trash bags and carefully manage waste, a small but meaningful gesture that demonstrates respect and care for the city.

This sense of shared responsibility goes beyond simply following rules; it reflects the core values of the community. For Dabawenyos, maintaining cleanliness is more than a government mandate, it is a collective duty and a way to show respect for visitors, fellow citizens, and future generations. The discipline of the people ensures that Davao's beauty endures not just during the festivities, but also afterward, as the streets once again demonstrate the city's unity and commitment to order.

Truly, Davao City's discipline stems not just from law enforcement, but from the residents' own commitment to uphold these rules, demonstrating that progress

and celebration can coexist with responsibility and environmental stewardship (Tugpa Agila Project, 2025).

Smoking and Liquor Ban in Davao City

Davao City has implemented the Anti-Smoking Ordinance (Ordinance No. 0367-12) for almost 24 years, regulating smoking in public spaces and public conveyances while prohibiting the sale of cigarettes and vaping products to minors (City Government of Davao, 2025).

The City Government of Davao, through the Vices Regulation Unit (VRU), continues to remind residents and visitors to observe the city's anti-smoking and liquor ban ordinances, particularly during the holiday season. These policies are actively implemented and strictly enforced, demonstrating the city's commitment to regulatory compliance.

During the Madayaw Program on Davao City Disaster Radio, PLt. Col. Jacy Jay Francia (Ret.), Head of the VRU, emphasized the unit's continued enforcement of the city's anti-smoking and liquor ban ordinances. Through routine inspections of bars and other establishments, the VRU ensures that businesses comply with regulations restricting alcohol sales and consumption from 1:00 a.m. to 8:00 a.m. and requiring smoking only in designated areas.

The VRU plans to intensify its information and awareness campaign on the strict implementation of the smoking and liquor ban ordinances across major entry

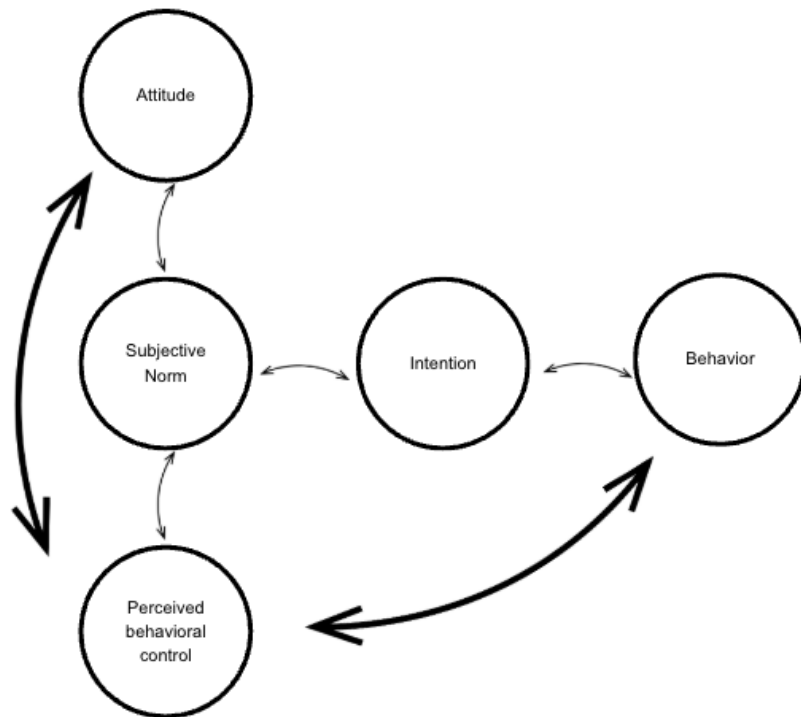
points to the city, including seaports, airports, and northern and southern checkpoints.

According to the VRU head in a recent interview with the Davao Peace and Security Press Corps, Davaoeños tend to follow local regulations not solely because of the penalties for non-compliance, but because they have observed the positive changes and progress these policies have contributed to the city's development (Philippine News Agency, 2026).

Those who fail to comply with the ordinances may be penalized in accordance with the established fines and sanctions. Adherence to these regulations is encouraged to uphold Davao City's culture of discipline, public order, and community safety (SunStar Davao, 2026).

Theoretical Constructs

Figure 1.
Theory of Planned Behavior



This study is anchored on Ajzen's Theory of Planned Behavior (TPB), which explains how human behavior is guided by intentions, and how intentions are shaped by three core determinants: attitude, subjective norms, and perceived behavioral control. In the context of public market vendors in Davao City, their intention to comply with the SUP ban is assumed to be a function of these three determinants.

The theory of planned behavior is an extension of the theory of reasoned action (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975), developed to overcome the original theory's limitations in explaining behaviors that are not entirely under an individual's voluntary control.

Similar to the Theory of Reasoned Action, the TPB identifies behavioral intention as a central factor in predicting behavior. Intentions represent the motivational factors that influence a person's actions, reflecting the amount of effort they are willing to exert and their level of determination to perform a particular behavior.

Generally, the stronger an individual's intention to engage in a behavior, the more likely they are to perform it. However, intention can only result in actual behavior when the individual has sufficient control over the action, meaning they are free and capable of deciding whether or not to carry out the behavior.

Predicting Intentions: Attitudes, Subjective Norms, and Perceived Behavioral Control

The theory of planned behavior identifies three distinct factors that determine intention. The attitude towards a behavior refers to how positively or negatively an individual perceives or evaluates a particular behavior.

Attitude refers to vendors' overall evaluation of the SUP ban whether they perceive it as beneficial or harmful to their business, helpful or unhelpful to customers, good or bad for the environment, and practical or impractical as a policy, and these beliefs shape their willingness to comply, with favorable attitudes (such as seeing environmental benefits or improved cleanliness) increasing the likelihood of compliance, and unfavorable attitudes (such as viewing alternatives as costly or inconvenient) reducing it.

The second predictor is a social factor termed subjective norm, which refers to the perceived social pressure an individual feels to either perform or avoid a particular behavior.

In this study, subjective norms refer to the social pressure vendors perceive regarding the use or avoidance of single-use plastics, shaped by the expectations and approval or disapproval of family members, fellow vendors, customers, market administrators, and local authorities, and these perceived pressures influence compliance, as vendors are less likely to follow the ban when customers expect plastic bags or family prioritizes convenience, but more likely to comply when peers and market leaders actively support the ordinance.

The third determinant of intention is perceived behavioral control, which pertains to an individual's perception of how easy or difficult it is to perform a particular behavior. This perception is influenced by past experiences as well as expected barriers and challenges that may affect the behavior.'

Perceived behavioral control among public market vendors is shaped by both internal and external factors that influence how easy or difficult they believe it is to comply with the SUP ban. Internally, vendors' skills, knowledge, and past experiences with eco-friendly packaging determine their confidence in shifting to sustainable alternatives. Externally, the cost and availability of alternative packaging, customer acceptance, logistical constraints, and the absence of clear IRR or consistent enforcement either facilitate or hinder their ability to comply. When these

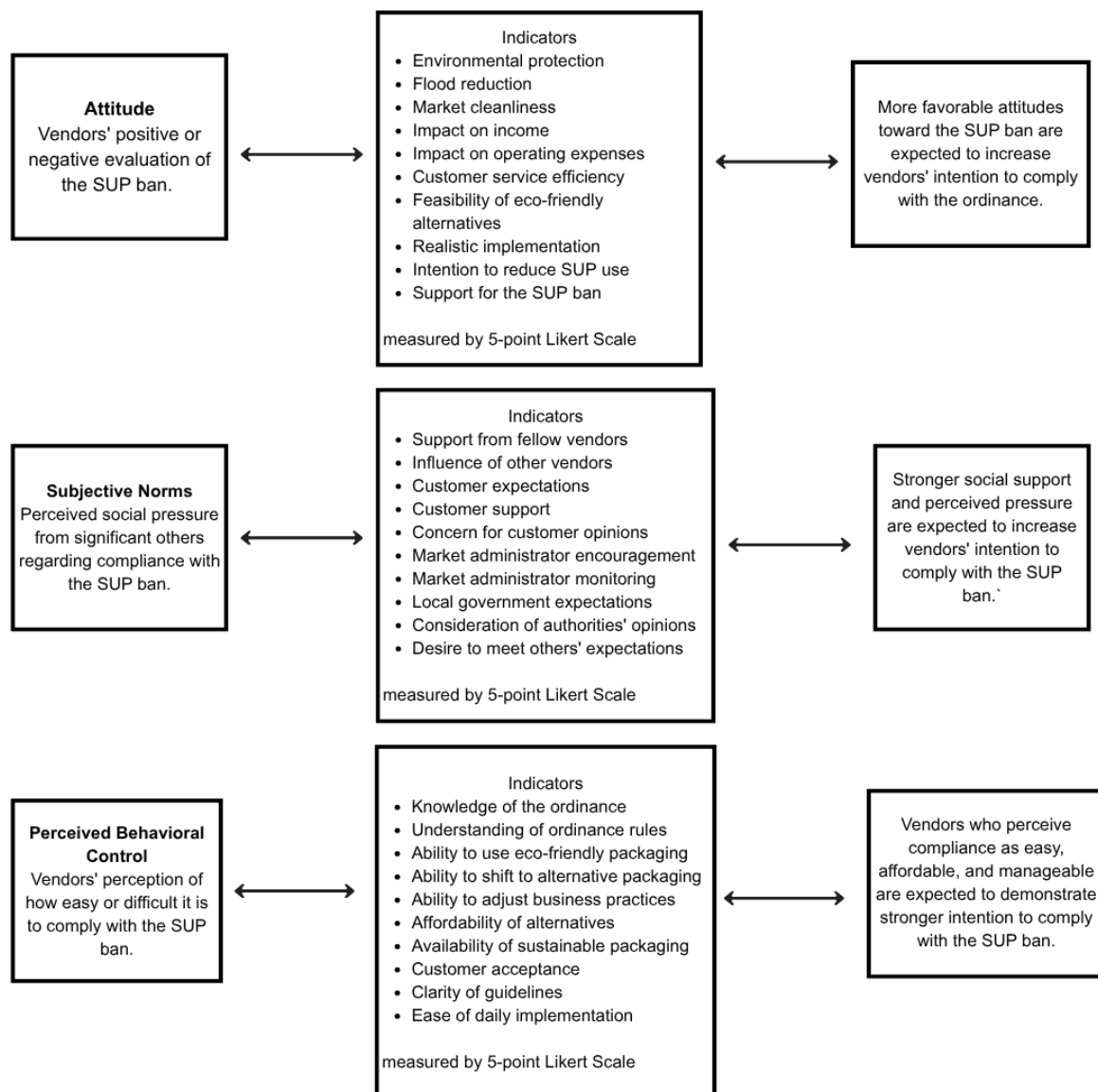
factors make compliance seem manageable and within their control, vendors are more likely to intend to follow the ordinance; when compliance appears difficult, costly, or impractical, their intention weakens.

Conceptual Framework

Conceptual Model

Figure 2.

The Determinants of Behavioral Intention among Bankerohan Vendors



The framework illustrates how attitude, subjective norms, and perceived behavioral control are expected to influence vendors' intention to comply with the proposed single-use plastic (SUP) ban. Each construct was measured using specific indicators through a five-point Likert scale questionnaire.

Variables

In this study, the intention to comply with the SUP ban serves as the dependent variable, representing the vendors' willingness and commitment to follow the ordinance. The independent variables include attitude, which reflects vendors' overall evaluation of the ban as beneficial or harmful; subjective norms, which capture the social pressures they feel from customers, peers, family, and authorities; and perceived behavioral control, which refers to their perceived ability to comply based on skills, resources, availability of alternatives, and external constraints. Together, these independent variables shape and influence the level of vendors' intention to comply, consistent with the Theory of Planned Behavior.

Hypotheses

Ha1: Vendors' attitudes toward the SUP ban significantly influence their intention to comply with the ban.

Ha2: Subjective norms significantly influence vendors' intention to comply with the SUP ban.

Ha3: Perceived behavioral control significantly influences vendors' intention to comply with the SUP ban.

Operational Definition of Terms

Single-Use Plastics (SUP) refer to disposable plastic items designed for one-time use, including bags, straws, containers, and packaging materials frequently used by public market vendors. These refer specifically to items covered under the local ordinance regulating or banning SUP within the municipality.

Theory of Planned Behavior (TPB) is the guiding framework of this study. It explains how an individual's attitude, subjective norms, and perceived behavioral control influence their intention to perform a specific behavior. In this case, compliance with the single-use plastic ban.

Compliance intention refers to the willingness and commitment of public market vendors to comply with the proposed SUP ban. In this study, compliance intention was measured using a 5-item Likert-scale questionnaire that assessed respondents' plans, readiness, and intention to adopt eco-friendly alternatives and follow the ordinance. Responses were rated on a five-point scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree), with higher scores indicating a stronger intention to comply with the SUP ban.

Attitude refers to the vendors' positive or negative evaluation of the single-use plastic ban. In this study, attitude was measured using a 10-item Likert-scale questionnaire that assessed respondents' perceptions of the environmental benefits, practicality, business impact, and overall support for the SUP ban. Responses were rated on a five-point scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree),

with higher scores indicating a more favorable attitude toward compliance with the ban.

Subjective norms refer to the perceived social pressure experienced by vendors regarding compliance with the SUP ban. In this study, subjective norms were measured using a 10-item Likert-scale questionnaire that assessed the influence of customers, fellow vendors, family members, market administrators, and local government authorities. Responses were rated on a five-point scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree), with higher scores indicating stronger perceived social pressure to comply with the ban.

Perceived behavioral control refers to vendors' perception of their ability to comply with the SUP ban. In this study, perceived behavioral control was measured using a 10-item Likert-scale questionnaire that assessed respondents' perceived knowledge, skills, availability of alternative packaging, affordability, customer acceptance, and ease of implementation. Responses were rated on a five-point scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree), with higher scores indicating greater perceived ability and confidence to comply with the ban.

Chapter III

METHODOLOGY

This chapter includes the research design, locale of the study, participants, sampling procedure, data gathering procedure, and data analysis.

Research Design

The research design for this study provides a systematic framework for examining the impact of the SUP ban in Bankerohan Public Market. A quantitative approach was chosen to measure and analyze market vendors' perceptions regarding the implementation of the SUP ban.

Locale of the Study

Davao City has eight (8) public markets overseen by the local government's City Economic Enterprises (CEE). This study was conducted in Bankerohan, Davao City, the biggest public market in Davao consisting of 977 public market vendors, a bustling hub known for its fresh produce, local delicacies, and diverse offerings. It is a vibrant, 24-hour market where locals and tourists can find everything from fresh fruits and vegetables to seafood, meats, and street food (Discover Davao, 2025).

According to Madayaw Dabaw (2025), the Davao City Economic Enterprises (CEE) reported growth in the city's market operations in 2024. Since 2019, Bankerohan Public Market has remained the top-performing market in the City, generating P60.72 million in revenue in 2024.

By focusing on the biggest public market in the city, the study will gain insights into how vendors respond to policies such as the SUP ban, considering the city's unique mix of cultural diversity, economic activity, and commitment to sustainable development.

Respondents

The respondents of this study consisted of 276 market vendors from Bankerohan public market in Davao City. The vendors were chosen through simple random sampling to ensure that different types of stalls, such as food, dry goods, and other market product vendors, were adequately represented in the study. Market vendors are chosen as the primary participants because they are directly affected by the implementation of SUP ban, both operationally and financially.

Sampling Procedure

The population refers to the entire group of subjects from which the researcher intends to collect information (Stockemer, 2019). Although examining the whole population is ideal for a more comprehensive investigation, it is often impractical in actual research settings (Acharya, 2013, p. 330). As such, the size of the population is an important consideration when determining an appropriate sample size.

Simple random sampling ensures that each individual in a population has an equal chance of being selected as a participant (Thomas, 2020). Establishing criteria for including or excluding individuals is essential. For instance, Cohen et al. (2018) emphasized that it is inappropriate to generalize findings to both males and

females in a school if only male participants were included in the sample population (p.215).

In this study, simple random sampling was used to select participants from the total population of market vendors in Bankerohan Public Market, Davao City. To determine the appropriate number of respondents, the researcher utilized Cochran's formula, which is widely used to calculate sample size for large or finite populations at 5% margin of error and 95% confidence level. Based on the computed results, a total of 276 vendors were randomly selected to participate in the survey.

Data Gathering Procedure

Prior to data collection, the researcher sought formal approval to conduct the study by writing a permission letter addressed to the public market supervisor. The approved letter was accompanied by the survey questionnaire, which was distributed to the market vendors who voluntarily agreed to participate. Informed consent was obtained from all respondents before administering the survey.

Data were collected from 276 randomly selected market vendors in Davao City. After the survey responses were gathered, data was organized and analyzed using frequency counts and percentage to interpret the findings effectively.

The responses gathered from the survey questionnaires were carefully checked, tallied, and encoded for analysis.

Research Instrument

The instrument used in this study is a survey questionnaire designed to gather data on the perceived banning of SUPs among market vendors in Davao City. The questionnaire was divided into sections that covered respondents' demographic profiles and their views on the impact of the policy.

Attitude was measured using a 10-item Likert-scale questionnaire that assessed respondents' perceptions of the environmental benefits, practicality, business impact, and overall support for the SUP ban. Responses were rated on a five-point scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree), with higher scores indicating a more favorable attitude toward compliance with the ban.

Subjective norms were measured using a 10-item Likert-scale questionnaire that assessed the influence of customers, fellow vendors, family members, market administrators, and local government authorities. Responses were rated on a five-point scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree), with higher scores indicating stronger perceived social pressure to comply with the ban.

Perceived behavioral control was measured using a 10-item Likert-scale questionnaire that assessed respondents' perceived knowledge, skills, availability of alternative packaging, affordability, customer acceptance, and ease of implementation. Responses were rated on a five-point scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree), with higher scores indicating greater perceived ability and confidence to comply with the ban.

Compliance intention was measured using a 5-item Likert-scale questionnaire that assessed respondents' plans, readiness, and intention to adopt eco-friendly alternatives and follow the ordinance. Responses were rated on a five-point scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree), with higher scores indicating a stronger intention to comply with the SUP ban.

Data Analysis

The study utilized correlation methods to examine the relationship between each questionnaire item and the total score of the variable being measured. The validity test decision used is that the statement is said to be valid if $r_{\text{counts}} > r_{\text{table}}$, while $r_{\text{counts}} < r_{\text{table}}$, then the statement is invalid. The significance level is 0.05 or 5% with a corresponding r -table value of 0.1179.

The study utilized Cronbach's Alpha to test the reliability of the questionnaire and determine the consistency of the research instrument. Variables with Cronbach's Alpha greater than 0.7 were considered reliable.

To measure attitude, subjective norms, perceived behavioral control, and compliance intention, a five-point Likert scale was used, where 5 corresponded to "Strongly Agree" and 1 corresponded to "Strongly Disagree." Mode values were computed to determine the most frequently selected response category for each variable. The resulting mode values were interpreted to describe the predominant perception of respondents regarding attitude, subjective norms, perceived behavioral control, and compliance intention toward the SUP ban.

To test the research hypotheses, the study employed Pearson's r to examine the relationship between attitude, subjective norms, perceived behavioral control, and compliance intention. The strength and direction of the relationships were determined using Pearson's r values, while statistical significance was assessed using p -values. Correlation coefficients greater than 0.40 were interpreted as indicating a moderate to high positive relationship.

Ethical Considerations

Voluntary Participation means that every individual involved in this study has chosen to take part willingly without any pressure or coercion. I made it clear to the respondents that there are no negative consequences or repercussions to their refusal to participate.

Informed Consent refers in which all respondents receive and understand all the information they need to decide whether or not they want to participate. I made sure to inform them on what the study is about, the risks and benefits of taking part, how long they will answer the survey, and which university I came from.

Anonymity is the practice of data collection without the acquisition of any personally identifying information. Since the respondents' names were not necessary for the study, I did not collect any identifying information to protect their anonymity.

Confidentiality refers to eliminating or changing any personal information that was submitted by the respondents. I took steps to safeguard the data and prevent any threats to data privacy.

Potential for Harm is the psychological, social, physical and legal harm that may result from participating in the study. I made sure to disclose all possible risks of harm to participants before answering.

Chapter IV

RESULTS AND DISCUSSION

This chapter presents and discusses the findings of the study on the factors influencing Bankerohan Public Market vendors' intention to comply with the proposed SUP ban in Davao City.

Table 1.
Demographics of Respondents

		Count	Percentage
Gender	Female	169	61.23%
	Male	107	38.77%
Age Range	30–39	84	30.43%
	40–49	82	29.71%
	18–29 years	80	28.99%
	50+	30	10.87%
Level of Education	High School equivalent	175	63.41%
	Bachelor	59	21.38%
	Elementary	42	15.22%

The sample is a representation of Davao's market workforce, with a strong female majority with 61.23% (169 vendors). Most respondents fall within prime working ages, with the 30-39 age group leading at 30.43% (84 vendors), closely followed by 40-49 years at 29.71% (82 vendors) and 18-29 years at 28.99% (80 vendors). This near-equal distribution across these three groups shows 89% of vendors are under 50, reflecting a youthful, active workforce.

Most respondents have secondary-level education, with High School equivalent at 63.41% (175 vendors). This is followed by Bachelor's degree holders at 21.38% (59 vendors) and Elementary education at 15.22% (42 vendors).

Table 2.
Validity Test Using Pearson r

Variable	Indicators	Item-Total Correlation (r-statistic)	r-table	Status
Attitude (ATT)	ATT1	0.393	0.1179	Valid
	ATT2	0.504	0.1179	Valid
	ATT3	0.528	0.1179	Valid
	ATT4 (R)	0.746	0.1179	Valid
	ATT5 (R)	0.781	0.1179	Valid
	ATT6 (R)	0.721	0.1179	Valid
	ATT7	0.591	0.1179	Valid
	ATT8	0.408	0.1179	Valid
	ATT9	0.523	0.1179	Valid
	ATT10	0.599	0.1179	Valid
Subjective Norms (SN)	SN1	0.543	0.1179	Valid
	SN2	0.445	0.1179	Valid
	SN3	0.233	0.1179	Valid
	SN4	0.37	0.1179	Valid
	SN5	0.608	0.1179	Valid
	SN6	0.582	0.1179	Valid
	SN7	0.539	0.1179	Valid
	SN8	0.498	0.1179	Valid

	SN9	0.452	0.1179	Valid
	SN10	0.5	0.1179	Valid
Perceived Behavioral				
Control (PBC)	PBC1	0.782	0.1179	Valid
	PBC2	0.785	0.1179	Valid
	PBC3	0.724	0.1179	Valid
	PBC4	0.797	0.1179	Valid
	PBC5	0.706	0.1179	Valid
	PBC6	0.482	0.1179	Valid
	PBC7	0.693	0.1179	Valid
	PBC8	0.704	0.1179	Valid
	PBC9	0.743	0.1179	Valid
	PBC10	0.725	0.1179	Valid
Compliance Intention				
(CI)	CI1	0.831	0.1179	Valid
	CI2	0.845	0.1179	Valid
	CI3	0.84	0.1179	Valid
	CI4	0.871	0.1179	Valid
	CI5	0.832	0.1179	Valid

The validity test in this study uses a correlation method that examines the relationship between each questionnaire item and the total score of the variable being measured. The validity test decision used is that the statement is said to be valid if $r_{\text{counts}} > r_{\text{table}}$, while $r_{\text{counts}} < r_{\text{table}}$, then the statement is invalid. The significance level is 0.05 or 5% with a corresponding r-table value of 0.1179.

Table 3.
Reliability Test Using Cronbach's Alpha

Variable	Cronbach's Alpha	N of Items	Status
Attitude toward SUP Compliance*	0.797	10	Good Reliability
Subjective Norms	0.646	10	Acceptable Reliability
Perceived Behavioral Control			
(PBC)	0.894	10	Good Reliability
Intention to Comply	0.9	5	Excellent Reliability

The study utilized Cronbach's Alpha to test the reliability of the questionnaire and determine the consistency of the research instrument. The results showed that the variables on attitude, subjective norms, perceived behavioral control, and intention were all reliable, as their Cronbach's Alpha values exceeded the acceptable threshold of 0.7. Furthermore, the results of both the reliability and validity tests confirmed that the questionnaire was suitable for use as a research instrument in the study.

Table 4.1.
Attitude Towards Intention

This study examines respondents' answers to several indicators used to measure the variables under the TPB.

Indicator	Mode
The SUP ban helps protect the environment.	Agree (4)
The SUP ban reduces flooding in our community.	Agree (4)
The SUP ban improves cleanliness in Bankerohan Market.	Agree (4)
The SUP ban negatively affects my income.	Disagree (2)
The SUP ban increases my operating expenses.	Disagree (2)
The SUP ban makes it harder to serve customers efficiently.	Agree (4)
Possible to shift to eco-friendly alternatives.	Agree (4)
The SUP ban can be realistically followed.	Agree (4)
I plan to reduce or eliminate SUP.	Agree (4)
I support the implementation of the SUP ban.	Agree (4)

The results show that the most frequently selected response for eight out of the ten indicators was "Agree" (Mode = 4). Vendors generally agreed that the SUP ban helps protect the environment, reduces flooding in the community, improves cleanliness in Bankerohan Public Market, and can be realistically implemented. They also agreed that shifting to eco-friendly alternatives is possible, expressed support for the implementation of the ban, and indicated their intention to reduce or eliminate the use of SUPs in their businesses.

For the indicators stating that the SUP ban negatively affects income and increases operating expenses, the modal response was "Disagree" (Mode = 2). This suggests that most vendors do not perceive the ban as having substantial negative effects on their income or business costs.

Table 4.2.
Subjective Norms Towards Intention

Indicator	Mode
Most vendors support the SUP ban.	Agree (4)
Influenced by other vendors.	Agree (4)
Customers complain when plastics are unavailable.	Disagree (2)
Customers support reduction of SUPs.	Agree (4)
I care about what customers think.	Agree (4)
Market administrators encourage compliance.	Agree (4)
Market administrators monitor plastic use.	Agree (4)
Local government expects strict compliance.	Agree (4)
I consider market authorities' opinions.	Agree (4)
I try to meet expectations of others.	Agree (4)

The results show that the most frequently selected response for nine out of the ten indicators was "Agree" (Mode = 4). Vendors generally agreed that fellow vendors support the SUP ban and that they are influenced by the actions and opinions of other vendors. They also agreed that customers support the reduction of single-use plastics and that customer opinions are important in shaping their business decisions.

The only indicator with a modal response of "Disagree" (Mode = 2) was the statement that customers complain when plastic bags are unavailable. This suggests that most vendors do not frequently experience customer complaints regarding the absence of plastic packaging, indicating a level of customer acceptance toward alternative packaging options.

Table 4.3.
Perceived Behavioral Control Towards Intention

Indicator	Mode
I have enough knowledge about the SUP ban.	Agree (4)
I understand the ordinance rules.	Agree (4)
I can use eco-friendly packaging.	Agree (4)
I can shift to alternative packaging.	Agree (4)
I can adjust my business practices.	Agree (4)
Eco-friendly packaging is affordable.	Agree (4)
Sustainable packaging is available in Davao City.	Agree (4)
Customers accept non-plastic packaging.	Agree (4)
The guidelines are clear.	Agree (4)
The ban is easy to implement daily.	Agree (4)

The results show that the most frequently selected response for all ten indicators was "Agree" (Mode = 4). This indicates that vendors generally perceive themselves as capable of complying with the ordinance and adapting to the changes required by the policy. Overall, the modal responses indicate a high level of perceived behavioral control among vendors.

Table 4.4
Vendors' Intention to Comply

Indicator	Mode
I intend to comply with the SUP ban.	Agree (4)
I plan to reduce or stop using SUPs.	Agree (4)
I will follow even without strict enforcement.	Agree (4)
I will adjust my business for compliance.	Agree (4)
I am committed to support implementation.	Agree (4)

The results show that the most frequently selected response for all five indicators was "Agree" (Mode = 4). This indicates that vendors generally demonstrate a positive intention to comply with the ordinance and support efforts to reduce the use of single-use plastics within Bankerohan Public Market.

Table 5.
Attitude and Intention to Comply

Variable Pair	Pearson r	p-value	Decision	Interpretation
Attitude & Intention	0.505	< .001	Accept	Significant Positive
			Ha1	Correlation

The results indicate a moderate positive relationship between attitude and intention. As vendors adopt a positive perspective on the environmental advantages of the ban, their willingness to comply rises significantly.

Table 6.
Subjective Norms and Intention to Comply

Variable Pair	Pearson r	p-value	Decision	Interpretation
Subjective Norms & Intention	0.428	< .001	Accept	Significant Positive
			Ha2	Correlation

The results indicate a moderate positive relationship between subjective norms and intention. Notably, although social pressure plays an important role independently, it has the lowest r value of the three ($r = 0.428$), indicating that "others' opinions" carry slightly less weight than individual beliefs or practical capabilities.

Table 7.
Perceived Behavioral Control and Intention to Comply

Variable Pair	Pearson r	p-value	Decision	Interpretation
PBC & Intention	0.589	< .001	Accept	Significant Positive
			Ha3	Correlation

This shows the highest correlation ($r = 0.589$) among the three. It suggests that the vendors' actual ability to transition to eco-friendly options is the most significant factor influencing their willingness to comply.

Table 8.
Summary of Relationship Strengths

Predictor Variable	Correlation (r)	Strength
Perceived Behavioral Control	0.589	Strong
Attitude	0.505	Moderate
Subjective Norms	0.428	Moderate

Perceived Behavioral Control is the most influential factor ($r = 0.589$). This represents the most significant correlation among the three. This finding supports earlier studies which suggest that perceived behavioral control has a strong influence on vendors' intention and highlights the importance of policies that strengthen their confidence and ability to make environmentally responsible choices (Joshi & Rahman, 2015; Lestari, Hanifa, & Hartawan, 2020).

The concept of the “disciplined Dabawenyo” has become a defining cultural identity in Davao City, shaped by decades of strict governance, effective ordinance enforcement, and sustained public awareness campaigns.

The “DCplinado Campaign” was launched to strengthen and sustain Davao City's culture of discipline among its residents. Councilor Bai Hundra Advincula noted that the campaign reflects existing behaviors and values already evident in the community, particularly through the consistent adherence of Davaoeños to local ordinances and national laws (City Government of Davao, 2024).

From the researcher's perspective, the strong influence of perceived behavioral control may be understood within the unique socio-cultural context of Davao City. Although the Implementing Rules and Regulations (IRR) of the City Ordinance No. 0500-21 have yet to be fully implemented, vendors may already perceive themselves as capable of complying due to the city's long-established culture of discipline and adherence to local ordinances. As a result, compliance is often viewed not merely as an obligation but as a socially accepted and expected behavior.

The City Council also enacted an ordinance integrating the "Dabawenyo DCplinado" program into the educational curriculum of schools within the city.

Through the "Dabawenyo DCplinado for Future Generation" ordinance, the Davao City Government and the Department of Education in Davao City partnered to integrate the values of discipline, civic responsibility, and compliance into the educational system. The program seeks to incorporate the principles of discipline and responsible citizenship into the Basic Education Curriculum (BEC) while fostering a values-oriented learning environment that equips students with the competencies needed to succeed in the 21st century (MindaNews, 2024).

On Dr. Christopher Ryan Maboloc's "Theory and Practice: The Philosophy of Dabawenyo DCplinado", he mentioned that the program is anchored in the Philosophy of Self-Discipline (Maboloc, 2024). The concept of the self is viewed as a product of interactions within social systems and organizations. Through continuous engagement with others, individuals actively construct and negotiate their identities rather than merely responding to external influences.

The program is guided by a moral and civic framework that highlights the role of individuals in promoting the welfare of themselves, their communities, and the nation. While recognizing citizens' rights and privileges, it emphasizes the responsibility of every individual to contribute to the common good, support others, and act as law-abiding and responsible citizens.

According to the Vices Regulation Unit (VRU) head in a recent interview with the Davao Peace and Security Press Corps, Davaoeños tend to follow local regulations not solely because of the penalties for non-compliance, but because they have observed the positive changes and progress these policies have contributed to the city's development (Philippine News Agency, 2026).

Attitude was also a strong and significant predictor ($r = 0.505$). Vendors who think that the ban benefits the environment and enhances market hygiene are much more inclined to comply.

This supports previous research of Chang and Chou (2018) that attitudes, subjective norms and perceived behavioral control was positively linked to intention in the context of the consumers. They observed that while attitudes and perceived behavioral control were strongly associated with the intention to bring reusable bags, subjective norms did not have a significant effect.

Previous studies by Sharaf (2015) and by Cherian (2012) showed that attitude alone did not change intention but perceived behavioral control as well.

Subjective Norms (the influence of peers and customers) has the lowest r value ($r = 0.428$). In the landscape of a public market, vendors appear to base their decisions on their individual business capabilities and personal values rather than the actions of their neighbors.

Unlike the previous study by Palomino Rivera and Barcellos-Paula (2024) which found that subjective norms had the strongest influence on intention, the findings of this study suggest otherwise. This indicates that in the context of this research, perceived social pressure may only have a moderate influence on vendors' intention to comply.

This may occur because family members and friends often have a strong influence on a person's decisions. Subjective norms are usually shaped by the social pressure individuals feel from people around them, such as relatives and close friends, to behave in certain ways. When those close to them practice environmentally friendly behaviors, individuals are more likely to see these actions as important and worth adopting themselves (Muralidharan and Sheehan, 2016).

Although the lowest r value, there still is a moderate positive relationship with intention. This difference may be closely linked to the unique socio-cultural context of Davao City. Subjective norms related to compliance may vary across regions because of differences in cultural and economic conditions. For instance, in collectivist societies, social pressure and the expectations of others tend to have a stronger influence on behavior, whereas in more individualistic societies, personal

attitudes and perceived behavioral control may play a more important role (Ham, Jeger, & Frajman Ivković, 2015).

This explains that in Davao City, social norms are strongly shaped by a culture that values discipline, public order, and respect for authority. Davao City's discipline stems not just from law enforcement, but from the residents' own commitment to uphold these rules, demonstrating that progress can coexist with responsibility and environmental stewardship (Tugpa Agila Project, 2025).

Chapter V

SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

Summary

This study examined the factors influencing vendors' intention to comply with the SUP ban in Bankerohan Market, Davao City using the Theory of Planned Behavior (TPB). The variables analyzed include attitude, subjective norms, and perceived behavioral control and their relationship with vendors' compliance intention. Data were collected from 276 market vendors, and statistical analyses including validity testing, reliability testing, descriptive statistics, and correlation analysis were conducted.

The validity test was conducted using the Pearson r -correlation method to determine whether each questionnaire item accurately measured the intended variables. The significance level used in this study was 0.05, with an r -table value of 0.1179.

All indicators across the four variables - attitude, subjective norms, perceived behavioral control, and compliance intention produced r -statistic values greater than the r -table value, indicating that every item in the questionnaire was valid. This confirms that the survey instrument effectively measured the constructs used in the study.

Reliability testing was conducted using Cronbach's Alpha to measure the internal consistency of the questionnaire items. The results show that all variables achieved acceptable to excellent levels of reliability.

The attitude variable obtained a Cronbach's Alpha value of 0.797, indicating good reliability. The subjective norms variable recorded 0.646, which falls under acceptable reliability. Meanwhile, perceived behavioral control showed 0.894, indicating good reliability.

These results confirm that the research instrument used in this study is consistent and reliable for measuring vendors' attitudes and intentions regarding compliance with the SUP ban.

Correlation analysis was conducted to determine the relationship between the TPB variables and vendors' intention to comply with the SUP ban.

The results indicate that all three variables, attitude, subjective norms, and perceived behavioral control have significant positive relationships with compliance intention.

Among the three predictors, perceived behavioral control showed the strongest correlation with intention ($r = 0.589$), attitude also demonstrated a moderate positive correlation ($r = 0.505$). Meanwhile, subjective norms showed the lowest but still significant correlation ($r = 0.428$).

In public market settings, where profit margins can be small and daily operations are highly practical, such external factors may strongly shape vendors' actual behavior and decision-making regarding compliance with environmental policies.

Conclusions

This study found that attitude, subjective norms, and perceived behavioral control significantly influence vendors' intention to comply with the proposed single-use plastic (SUP) ban in Bankerohan Public Market. Among the three variables, perceived behavioral control emerged as the strongest predictor of compliance intention, indicating that vendors are more likely to support and comply with the ordinance when they believe they possess the knowledge, resources, and capability to adapt to alternative packaging practices.

Beyond the statistical relationships, the findings highlight the importance of understanding compliance within the unique socio-cultural context of Davao City. The results suggest that vendors' intention to comply is not solely driven by environmental awareness or social pressure, but also by a long-standing culture of discipline, civic responsibility, and respect for local ordinances. Davao City has cultivated a collective identity of being "DCplinado," where compliance with regulations is often viewed not merely as an obligation but as a contribution to community welfare and city development.

From a Development Communication perspective, the findings demonstrate that behavior change is not achieved through regulation alone. Effective

communication plays a crucial role in shaping positive attitudes, reinforcing social norms, and increasing individuals' confidence in their ability to comply with environmental policies. The study therefore contributes to the understanding of how communication, culture, and governance interact to encourage sustainable behavior among local stakeholders.

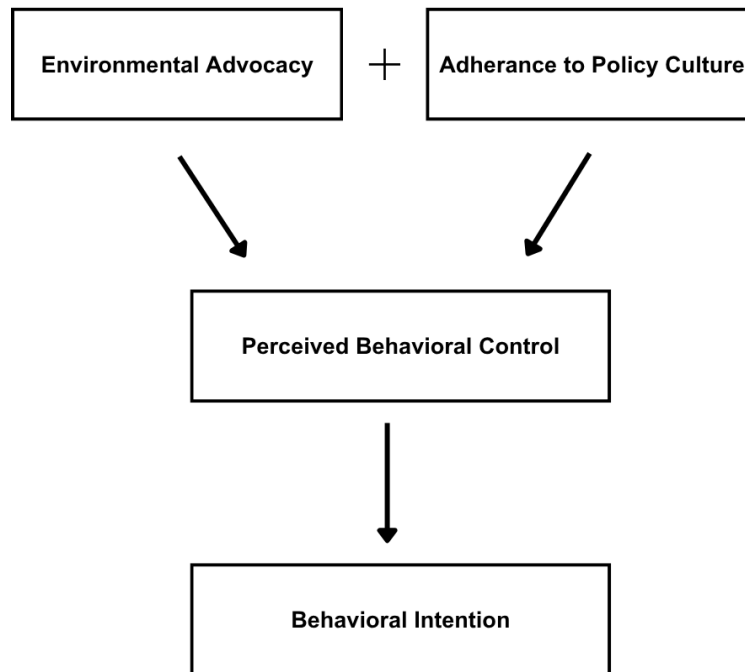
Ultimately, this research suggests that the success of the SUP ban in Davao City depends not only on enforcement mechanisms but also on strengthening a shared understanding that reducing plastic waste is part of responsible citizenship. By building on the city's existing culture of discipline and environmental stewardship, communication interventions can help transform compliance from a legal requirement into a collective community practice that supports sustainable development.

For market vendors to comply, it is not enough to tell them why the SUP ban matters; they must also be shown how to comply, provided with practical alternatives, and supported through continuous communication and community engagement.

Recommendations

Figure 3.

Proposed Determinants of Behavioral Intention among Bankerohan Vendors



Based on the findings, this study proposes an expanded Theory of Planned Behavior for environmental compliance in the context of Davao City. While perceived behavioral control emerged as the strongest predictor of compliance intention, the results suggest that behavioral intention is also shaped by broader socio-cultural and governance factors. Specifically, Davao City's adherence to policy culture, and sustained environmental advocacy may reinforce vendors' willingness to comply with the SUP ban. Thus, compliance intention may be better understood as a function of perceived capability, environmental communication, cultural norms, and governance mechanisms rather than individual cognitive factors alone.

Based on the findings, I propose that in Davao City, perceived behavioral control extends beyond the traditional notion of ease or difficulty. Vendors'

confidence in complying with the SUP ban may be shaped by environmental advocacy efforts, consistent policy enforcement, and the city's culture of discipline. These contextual factors strengthen perceived behavioral control, which in turn increases compliance intention.

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APPENDIX A

BANNING SINGLE-USE PLASTICS AND COMPLIANCE INTENTIONS AMONG BANKEROHAN PUBLIC MARKET VENDORS IN DAVAO CITY

I am Glaizza Mae C. Del Mundo, a graduate student of University of the Philippines Open University conducting a research study entitled “Banning Single-Use Plastics and Compliance Intentions Among Bankerohan Public Market Vendors in Davao City.” This survey aims to understand the attitudes, subjective norms, and behavioral control of market vendors regarding the implementation of the ban on single-use plastics.

The survey will only take about 5–10 minutes to complete.

Thank you very much for your time and participation.

Attitude towards SUP on Compliance Intention

	Strongly disagree (1)	Disagree (2)	Neither agree nor disagree (3)	Agree (4)	Strongly agree (5)
The SUP ban helps protect the environment.	☐	☐	☐	☐	☐
The SUP ban reduces flooding in our community.	☐	☐	☐	☐	☐
The SUP ban improves cleanliness in Bankerohan Public Market.	☐	☐	☐	☐	☐
The SUP ban negatively affects my income.	☐	☐	☐	☐	☐
The SUP ban increases my operating expenses.	☐	☐	☐	☐	☐
The SUP ban makes it harder to serve customers efficiently.	☐	☐	☐	☐	☐
It is possible for vendors like me to shift to eco-friendly alternatives.	☐	☐	☐	☐	☐
The SUP ban can be realistically followed in public markets.	☐	☐	☐	☐	☐
I plan to reduce or eliminate SUP in my stall.	☐	☐	☐	☐	☐
I support the implementation of the SUP ban.	☐	☐	☐	☐	☐

Effect of Subjective Norms from fellow vendors, customers, market administrators on Compliance Intention

	Strongly disagree (1)	Disagree (2)	Neither agree nor disagree (3)	Agree (4)	Strongly agree (5)
Most vendors in Bankerohan Public Market support the SUP ban.	☐	☐	☐	☐	☐
I am influenced by what other vendors are doing regarding plastic use.	☐	☐	☐	☐	☐
Customers complain when plastic bags are not available.	☐	☐	☐	☐	☐
Customers support the reduction of SUPs.	☐	☐	☐	☐	☐
I care about what my customers think regarding my use of plastic.	☐	☐	☐	☐	☐
Market administrators encourage vendors to follow the SUP ban.	☐	☐	☐	☐	☐
Market administrators actively monitor plastic use in the market.	☐	☐	☐	☐	☐
The local government expects strict compliance with the SUP ban.	☐	☐	☐	☐	☐
I consider the opinions of market authorities when making business decisions.	☐	☐	☐	☐	☐
I try to meet the expectations of people around me regarding plastic use.	☐	☐	☐	☐	☐

Impact of Perceived Behavioral Control on Compliance Intention

	Strongly disagree (1)	Disagree (2)	Neither agree nor disagree (3)	Agree (4)	Strongly agree (5)
I have enough knowledge about the SUP ban to comply with it properly.	☐	☐	☐	☐	☐
I understand the rules and requirements of the SUP ordinance.	☐	☐	☐	☐	☐
I am capable of using eco-friendly packaging in my stall.	☐	☐	☐	☐	☐
I am confident that I can shift from plastic to alternative packaging.	☐	☐	☐	☐	☐
I can adjust my business practices to follow the SUP ban.	☐	☐	☐	☐	☐
Eco-friendly packaging alternatives are affordable for my business.	☐	☐	☐	☐	☐
Sustainable packaging materials are easily available in Davao City.	☐	☐	☐	☐	☐
My customers are willing to accept non-plastic packaging.	☐	☐	☐	☐	☐
The guidelines and rules of the SUP ban are clear and understandable.	☐	☐	☐	☐	☐
It is easy to implement the SUP ban in my daily market operations.	☐	☐	☐	☐	☐

Intention to Comply with the SUP Ban

Intention to Comply with the SUP Ban *

	Strongly disagree (1)	Disagree (2)	Neither agree nor disagree (3)	Agree (4)	Strongly agree (5)
I intend to comply with the SUP ban in my stall.	☐	☐	☐	☐	☐
I plan to reduce or completely stop using SUPs in my business.	☐	☐	☐	☐	☐
I am willing to follow the SUP ban even if enforcement is not strict.	☐	☐	☐	☐	☐
I will make the necessary adjustments in my business to comply with the SUP ban.	☐	☐	☐	☐	☐
I am committed to supporting the implementation of the SUP ban in Bankerohan Public Market.	☐	☐	☐	☐	☐

Gender *

- ☐ Female
- ☐ Male

Age *

- ☐ 18-29 years
- ☐ 30-39
- ☐ 40-49
- ☐ 50+

Level of Education *

- ☐ Elementary
- ☐ High School equivalent
- ☐ Bachelor
- ☐ Postgraduate

Thank you very much for your time and participation!