

Assessing the Role of Local Government Units in Enforcing Environmental Law

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ABSTRACT

In the gathering of data, the researcher personally distributed the questionnaires to avoid biases. There were three hundred eighty-five (385) respondents who answered the questionnaires. The data were also analyzed and interpreted using the percentage for the demographic profile, weighted mean, chi-square test and Spearman rank correlation. The findings show that the respondents are highly aware on the ordinance, high level in implementation and very much willing to support the C-223 ordinance. This implies that there is a relationship between the age, education attainment and status of employment. For the sex and civil status, there is no relationship. On the other hand, there was a moderate positive relationship of awareness and implementation, awareness and level of support of the said ordinance, and there is a weak positive relationship in implementation and level of support in C-223 ordinance. This was conducted in the different commercial establishments in the City of Tagbilaran, in the academic year 2019-2020. Specifically, the study sought to determine the respondents' profile in terms of age, sex, civil status, educational attainment and status of employment. It also sought to determine the relationship between the respondents' profile and the level of awareness in C-233 ordinance, displays the relationship between awareness and implementation, awareness and level of support, and implementation and the level of support. The study was conducted in the different commercial establishments in the City of Tagbilaran. In the gathering of data, the researcher personally distributed the questionnaires to avoid biases.

Keywords: Awareness, Consumers, C-223 Ordinance, Implementation, Commercial Establishments

INTRODUCTION

Consumers are more educated and more sophisticated, making them in demand for products, packages, and processes that are safer to the environment. Their consumption pattern has been changing since the 1990s from one that is founded on Quantity to one that is focused on environmentally friendly products or quality as it relates to quality of life (Go, 2006). Change in consumer demand dictates that the government should know what is relevant to the people. The consumers in their initiative implicitly cry out to the government their needs and wants, thus it is mandatory for the government to address some issues and problems that affect their constituents.

Environmental problems come in different forms and evidently, the use of plastics is among the contributors to such dilemma. Plastics were invented to ease some discomfort and to make things easier for humans to do their normal chores, perform their functions, and exercise or deliver their daily activities. However, as years go by, the negative side of using plastics has been observed by people and felt by the environment. People's negligence in disposing their garbage has been the primary contributor of the degradation of the surrounding.

With both human and natural disasters present in the ecology, plastics usage is obviously harmful to the surroundings as these damage the natural habitat of each individual and species of the planet. The government, both local and national, has to exercise its power to protect its territory as deemed necessary, thus ordinances, laws, and resolutions are crafted to eradicate or to mitigate the problem.

This concern is true in a wider scope. The Philippines has a long history of fighting garbage, evident in its program of cleaning up the Pasig River. Slowly, progress has been observed since the river clean-up program has been recognized worldwide. The province of Bohol particularly the City of Tagbilaran joins the bandwagon of minimizing the usage of plastics, thus it is in this regard, that the researcher is interested to investigate the government intervention of using plastic as reflected in the Ordinance C-223 also known as Plastic Bag Ban and implemented by the residents of the said locality.

LITERATURE BACKGROUND

Many cities in developing countries, such as the United States, face serious problems in managing solid waste. The annual waste generation increases in proportion to the increase in population and urbanization (Idris et al., 2004). The people should step up to eradicate or mitigate the dilemma of garbage.

Ayin (2018) stated the role of the government in protecting the people using the Theory of Divine Rights of Kings. The theory argued that the father of his country is understood as the guardian of the people. The states in their entirety serve and protect the people regardless of their different walks of life. The government, being the protector of the rights of the people, has the inherent supreme power to enforce laws that promote the public interest.

Traditionally, the government assumed functions, fashioned new agencies, and extended its personnel in the service of the public. In general, Public Administration deals with the system, processes, and dynamics of the management, operation, and administration of the affairs of the state. Public Policy Analysis and Program Administration can be defined as what the government chooses to do or not to do in a particular issue or program that includes the administration of the following processes; Policy initiation; policy formulation; policy implementation; policy and program monitoring; and policy and program evaluation (Lazo, 2012).

During the 1990s, the Department of Environment and Natural Resources (DENR) launched a program for sustainable development. This served as a framework for good government and governance, and development in all departments and agencies of the government, including the LGUs. Environmental issues became an integral focus of the government, and the private sector and voluntary groups had generated a significant amount of public awareness over the years towards the campaign (Lazo, 2012).

Plastics have become increasingly popular for industrial and consumer uses since their emergence in the 1940s. The volume of plastic manufactured each year continues to rise rapidly, with the quantity produced in the first decade of the 21st century approaching the total produced during the entire century prior. Today, approximately 260 million tons of plastic are produced for various purposes worldwide on an annual basis.

Retailers may reward suppliers with bigger display space for special in-store merchandising or shelf support programs to highlight the environmental benefits of products and packaging. They have already motivated consumers to bring their own bags, and some international retailers, like what Makro used to do before they were taken over by SM, even resorted to charging a fee for each bag used. Manufacturers in turn, must expect the same thing from their raw materials suppliers in the entire value chain (Go, 2011).

An eco-friendly product is supposed to reduce the impact of its consumption on the environment, especially in the use of making processes, components, and recycling techniques, which bring about less harm to the natural environment than those of conventional products (nationalgeographic.com). The deterioration of the environment led to the adaptation and the development of the consciousness of consumers' attitude towards eco-friendly products in order to preserve the planet (Luck et al., 2009, p.209). They therefore deem it expedient to take measures towards protecting the environment, which has become their personal attitude towards eco-friendly food (Solomon, 2010, p.209). Consumers patronize the products, and their aim is to mitigate climate change (Hartmann & Apaolaza-Ibanez, 2006).

One of the most serious problems that confronts the country, and even in the province, is pollution due to improper handling and disposal of both solid and liquid waste. As the population grows and a continued influx

of migrants, transients, and economic activities become more intensive, it directly correlates with an increase in the volume of solid waste in the city and the municipalities. This problem occurs not only in the urban areas where the population is high and human activities are continuous and intense, but it is widely felt in the rural areas as a consequence of development. Despite this alarming situation, current initiatives to address aggravating waste problems have been instituted by the Provincial Government through the Bohol Environment Management Office. The present waste profile warrants a more comprehensive and integrated approach to solve the problem for both liquid and solid wastes (Bohol Environmental Management Office 2008).

In the local scene, to reduce plastic usage in Tagbilaran City, City Mayor John Geesnell “BABA” Yap gives the go-signal for the implementation of City Ordinance C-223, otherwise known as “Plastic Bag Ban Ordinance”, in the City of Tagbilaran starting June 2, 2018. Every Saturday in the next six months, all business establishments such as malls and shopping centers are prohibited from using plastic bags. After six months, the ordinance will be implemented throughout the weeks as written in the “Plastic Bag Ban Ordinance,” which was enacted in 2012. The Tagbilaran City government has urged the public to bring their shopping bags and containers as alternatives to plastic bags.

It is in this view that the researchers were prompted to conduct the study with the objective of being able to assess the implementation of the ordinance and to come up with an action plan.

Objectives

The main objective of the study was to assess the level of awareness, level of implementation and consumer willingness of the C-223 Ordinance in the City of Tagbilaran. The study was conducted in the different commercial establishments in the City of Tagbilaran for the year 2019. Specifically, it sought to determine the following:

1. Profile of the respondents, in terms of: age, civil status, highest educational level, and status of employment.
2. Level of awareness of the respondents on the implementation of C-223 Ordinance also known as Plastic Bag Ban Ordinance.
3. Level of implementation of C-223 as observed by the consumers

METHODOLOGY

Design

The researcher employed the descriptive–survey design in the conduct of the study, supplemented with unstructured interviews. This method was used to determine the level of awareness on the part of the residents of the locale and the level of implementation of the City Ordinance C-223, also known as the “Plastic Bag Ban Ordinance”. Such a method was also used to determine the significant contributions of the observance of the plastic bag ban ordinance in the different commercial establishments in the city.

Environment and Respondents

The study was conducted in different commercial establishments in the locality of Tagbilaran City for the year 2019. The researcher utilized stratified random sampling in identifying the respondents. A total of 385 residents of the city were chosen by using Cochran’s formula.

As per observation, since the city is the capital of the province, the researcher observed that there are issues and concerns about the practices of the city administration, particularly the ban on using plastic cellophane or the implementation of C-223 City Ordinance. The researcher chose residents who patronize the biggest department stores in the city. These stores include, but are not limited to, Bohol Quality Mall (BQ), Alturas Mall, Island City Mall (ICM), Plaza Marcela, and Shoppers Mart.

Instruments

Questionnaires were used as the main instrument in data collection. All of the questionnaires used in the study were researcher-made. Though the C-223 Ordinance is mostly the basis for the questionnaire, it had to undergo a test of reliability for these are researcher-made. For this purpose, the researcher conducted a pilot test. The dry run was participated in by 30 faculty members of Bohol Island State University – Candijay Campus. The dry run respondents will be answering the questionnaire at their own pace.

Data Gathering

The researcher will follow the different phases for the data generation. Phase I. Seeking Permission from the Bohol Island State University and the City Administration. Phase II. Administration of the Instrument and the Collection of Data.

Data Treatment

1. *Frequency Count and Simple Percentage*: To determine the profile of the respondents of the selected barangays in the City of Tagbilaran.
2. *Weighted Mean*: To determine the level of awareness, implementation, and willingness to support the C-233 ordinance, also known as the Plastic Bag Ban Ordinance.

RESULTS AND DISCUSSION

This part provides a substantial presentation of data gathered in tabulated forms, a textual form of analysis of the statistics, and presentation of the results to provide answers to specific questions raised in the study. The data revealed in the tables shows the demographic profile of the respondents.

Demographic Profile of the Respondents

Table 1 shows the demographic profile of the respondents who answered the questionnaire given to them, which include the age, sex, civil status, educational attainment and status of employment.

TABLE I Demographic Profile of the Respondents

Age	Frequency	Percentage (%)	Rank
15-19	164	42.6	1.0
20-25	105	27.3	2.0
26-30	37	9.6	4.0
31-35	15	3.9	5.0
36 above	64	16.6	3.0
Total	385	100.0	
Sex	Frequency	Percentage (%)	Rank
Female	300	77.9	1.0
Male	85	22.1	2.0
Total	385	100.0	
Civil Status	Frequency	Percentage (%)	Rank
Single	282	73.2	1.0
Married	87	22.6	2.0
Widow	16	4.2	3.0
Total	385	100.0	
Educational Attainment	Frequency	Percentage (%)	Rank
High School Level	62	16.1	3.0

High School Graduate	27	7.0	5.0
College Level	193	50.1	1.0
College Graduate	72	18.7	2.0
Other, Specify	31	8.1	4.0
Total	385	100.0	
Status of Employment			
Permanent	90	23.4	2.0
Par time	3	.8	7.0
Temporary	19	4.9	6.0
Casual	65	16.9	3.0
Job Order	25	6.5	5.0
Unemployed	145	37.7	1.0
Others, specify	38	9.9	4.0
Total	385	100.0	

The table indicates that the age range with a frequency of 42.6 was mostly responsible for shopping items. This also shows the ages of the respondents, which implies that most of the consumers whose ages are in the age range of 15-19 than those in the other age range. These ages are considered High Spirit in Psychographic segmentation in Marketing as stated by Go (2010), a known marketing practitioner in the Philippines. This particular segment is known to be mall rats and though no purchasing power on their own, they can persuade their parents to buy things in a department store.

Of the 385 respondents, the gender with the largest proportion is female, with a frequency of 300 out of 385 respondents. The possible reason could be that many women use the eco-bags for carrying the household's consumption. Females are generally considered homemakers. They usually love to shop compared than males. According to Go (2010), this group espouses traditional values with regard to their roles in the family and society. It is not surprising that women tend to be in a department store since, being the homemaker and treasurer of the household, they look closely at the study of the value of things before purchasing them.

In terms of civil status majority of the single-use eco bags, among others. The city residents widely use eco-bags in their daily shopping activities. All of these facts suggest that non-plastic bags are also widely utilized products in other big cities of the country. Some of these respondents who are single are considered young professionals and are considered smooth Sailors in the Psychographic segmentation as suggested by Go. Go (2010) stated that smooth sailors have a relatively high purchasing power compared to the other segments. They have the propensity to buy things, are conscious, and have positive self-concept. They are willing to spend more money because the price is not an issue when they choose items and they are willing to support their advocacy like saving the environment.

In the educational attainment, those in college level are the highest survey with the frequency of 193 or 50.1 percent. 72 out of 385 respondents are college graduates. 62 high school level, for the others as specified 31 and a 27 are high school graduates. It implies that most of the respondents have a high level of education so they have a better concern about the environment. Therefore, efforts are needed to inform the members of the community about the manifold problems as a result of plastic bag wastes indiscriminately thrown into the environment. There are no exemptions for biodegradable bags in place at present. However, the government is considering an exemption to encourage development of new "genuinely" biodegradable, more environmentally friendly bag.

Accordingly, educated consumers do not buy products to get attributes rather they think about products in terms of their desirable and undesirable consequences – benefits and perceived risks (Peter and Olsen, 2010). In this particular study, the objective of C-223 Ordinance is a big factor for them since it is for the environment and such issue is universal. Everybody is affected and everybody is part of the solution.

The table also shows the status of employment, which revealed that though rank one is unemployed, the fact remains that most of the respondents have jobs or means of living. Having a means of income tantamount to having purchasing powers which explains why they are visiting in the mall to shop or to buy different things (Peter and Olsen, 2010).

Level of Awareness on the Implementation of C-223 Ordinance

Table 2 presents the level of awareness of the respondents on the implementation of C-223 Ordinance. There were four derivations namely: the Highly Aware, Aware, Slightly Aware and Not Aware.

TABLE II Level of Awareness on the implementation of C-223 Ordinance also known as Plastic Bag Ban Ordinance.

Items	Mean	DV
Awareness		
1. No commercial establishments shall utilize single-use or carry-out plastic bags at the point of sale for the purpose of carrying dry goods.	3.33	Highly Aware
2. No commercial establishment dealing with wet goods shall use single-use or carry-out plastic bags as secondary packaging material.	3.13	Aware
3. No commercial establishment shall use polystyrene foam, commonly known as Styrofoam as containers for foods that can ready to eat.	2.99	Aware
4. The use of Styrofoam and other similar materials may only be allowed on certain types of dry goods such as plates, electronic products and other similar fragile materials.	3.11	Aware
5. The use of Styrofoam and other similar materials may only be allowed on wet goods if used as a primary packaging material.	3.20	Aware
6. The selling of and/or offering the use of plastic bags by any commercial establishment or individual may be allowed, only if such sale or offer to use plastic bags is necessary for household or personal use only.	3.10	Aware
7. No commercial establishments or individual shall sell or offer single –use carry-out plastic bags to be used as primary packaging materials for any dry goods purchased as a secondary packaging material for wet goods.	3.38	Highly Aware
8. The City Government shall conduct massive information, education and communication campaigns using various media.	3.52	Highly Aware
9. The City Government include the promotion of alternative eco-friendly and biodegradable packaging materials.	3.57	Highly Aware
10. Commercial establishments and/or individuals are prohibited from:		
a.) Selling and providing single-use/carry-out plastic bags to consumer as primary packaging materials for dry goods;	3.40	Highly Aware
b) Selling and providing single-use/carry-out plastic bags to consumer as secondary packaging materials for wet goods;	3.30	Highly Aware
c) Selling and providing polystyrene foam (Styrofoam/styropor) as containers.	3.16	Aware
11. Any business establishment or individual who shall violate of the prohibited acts shall be penalized.	3.57	Highly Aware
Composite Mean	3.29	Highly Aware

The data reveals that item number three “No commercial establishment shall use polystyrene foam, commonly known as Styrofoam as containers for foods that are ready to eat” has the lowest score of 2.99 with a description of aware. Though the awareness level is acceptable, one may wonder why the item is considered as the weakest and this could be due to the fact that this has been the common practice by the people. Carrying out food could be too bulky and difficult especially if the food is in a liquid form. Consumer may think that this kind of container maybe acceptable in terms of carrying out items especially food.

There are number of reasons why a certain business use certain kinds of packaging however some of the basic functions of packaging are protection of the products and convenience (Go, 2010).

With the lowest mean with total mean of 2.99 equivalent to Aware. People are more aware not to use plastic bags and may choose to use their own shopping bags. This result shows that people are still aware to save the environment by using the eco-shopping bags. Polystyrene foam and Styrofoam give protection and convenience to customer thus, consumer and even establishments are still practicing this kind of packaging in the department store.

Item number 9 and item number 11 received the highest rating of 3.57 with a description of highly aware. Item number nine talks about promotion of alternative eco-friendly or biodegradable packaging materials while item number eleven talks about the consequences of disregarding the ordinance. One of the trends today is “going green” which is synonymous for anything environmentally – safe and eco-sustainable. Green products can loosely refer to as those products which have relatively less damaging impact on earth and the consumers or which do not have any detrimental effects on health and environment. This could explain why item number 9 ranks at the top when it comes to awareness of Ordinance C-223.

Item 11 on the other hand talks about the consequence of disregarding the ordinance. Article X of the constitution deals with the Local Government Unit as a whole. Which has the power to exercise whatever means necessary to protect and preserve its jurisdiction which include penalizing those who deliberately or not disobey the ordinance pass (De Leon, 2005). Once an ordinance is made, it is expected that all its community residents are aware of it including the scope, limitation and punishment by disregarding it. This is one possibility why item number 11 received the highest score in the survey conducted. Knowing all aspects of a law or ordinance is a mandatory duty of every citizen, thus ignorance of the law excuses no one.

The overall result of level of awareness of the respondents on the level of awareness of C-223 Ordinance is 3.29 with a descriptive value of highly aware. The result uncovers that the respondents are conscious and attentive to this particular legislation of the Local Government. Environmental issues are global issues and because of the deterioration of the environment which led to the adoption and the development of the consciousness of consumers’ attitude towards eco-friendly products in order to preserve the planet. Humans deem it expedient to take measures towards protecting the environment which has become their personal attitude towards eco – friendly products. (Morel and Kwakye, 2012).

Level of Implementation of C-223 of Commercial Establishment

TABLE III Level of Implementation of C-223 of Commercial Establishment in Tagbilaran City

Items	Mean	DV
Implementation		
1. No commercial establishments utilize single-use plastic bags.	3.27	Very High in Implementation
2. The selling of and/or offering the use of plastic bags is allowed by any commercial establishments.	3.04	High in Implementation
3. Individuals are allowed to use bags only if such sale or offer to use plastic bags is necessary for household use only.	3.27	Very High in Implementation
4. All business establishments and/or individuals are given six (6) months moratorium to comply with the ordinance from the date of its passage.	3.17	High in Implementation
5. Commercial establishments and/or individuals are prohibited from selling and providing single-use/carry-out plastic bags to consumers as primary packaging materials for dry goods.	3.34	Very High in Implementation
6. Commercial establishments and/or individuals are prohibited from selling and providing single-use/carry-out plastic bags to consumers as primary packaging materials for wet goods.	3.39	Very High in Implementation

7. Commercial establishments and/or individuals are prohibited from selling and providing polystyrene foam as containers.	3.13	High in Implementation
8.1 1st Offense Php 1,000.00 fine for both individual and business establishment offenders.	3.12	High in Implementation
8.2 2nd Offense Php 3,000.00 fine for both individual and business establishments offenders.	3.10	High in Implementation
8.3 3rd Offense and succeeding offenses the defender shall be prosecuted in accordance with the penalties provided the succeeding paragraph.	3.09	High in Implementation
Composite Mean	3.19	High in Implementation

Table 3 shows the level of implementation of C-223 as observed by respondents of the different Commercial Establishments in the City of Tagbilaran. Item number two received the lowest score of 3.04 with a descriptive value of high in implementation. Selling or offering plastic bags may be allowed only if it is for household use. Though the bad effects of using plastics have been established, one cannot deny the fact of its usefulness. Plastics have become increasingly popular for industrial and consumer use since their emergence in the 1940s (equinoxcenter.org). Adane and Muleta (2011) believed that this widespread utilization is attributed to their cheapness and convenience of use. Plastics are still useful in the household for several purposes. Collectively, plastic bag complements garbage cans since most households practice putting a plastic bag in the garbage can for the trash to be thrown easily once the city garbage collector is scheduled to gather garbage in the neighborhood.

In the City of Tagbilaran, the garbage collector, collects garbage that are segregated properly and those that are wrapped with plastic bags. With this, the ordinance gives certain conditions to the commercial establishments in allowing them to sell plastic bags.

The result of the study as revealed in Table 3 reveals that item number 6 garnered the highest score of 3.39 with a descriptive value of very high implementation. Such result is impressive since the law exists in order to be implemented. The ordinance prohibits the selling of single used plastics. To cater to the different shopping needs of people, there are many types of shopping bags available in today's market. An endless variety of raw materials and technologies is employed to manufacture them. The most popular ones are plastics and they are also the ones subject to a number of constructive criticisms as well (Li, 2012).

Single used plastics without doubt contribute to environmental problem globally due to the raw materials and longevity to decompose. Hakim (2016), mentioned in his research that plastic bags are made from ethylene, a gas that is a by-product of oil, gas and coal production. This substance is used by plastic manufactures to produce a range of items, including plastic bags. Plastic products do not biodegrade, but rather the items breakdown into smaller pieces that can be consumed by organisms. A wide range of plastics including polystyrene, plastic bottles and containers, plastic bags and small fragments of soft and hard plastics present a specific hazard for environment. Many plastic wastes contain contaminants with harmful chemicals (Hakim, 2016).

With the danger it caused to the environment, and the effect felt by the people it is not a surprise that this is ranked one and people are very much implemented by the different commercial establishment. Most businessmen believe that they owe to the society their success and failure. Giving back to the planet is not a forced duty or obligation but a social corporate responsibility.

Overall, the level of implementation of C-223 of commercial establishment as observed by the respondents received 3.19 with a descriptive value of high implementation. This proves that though not perfectly implemented, commercial establishments join the battle cry of solving environmental problems with the overuse of plastics.

Level of Willingness to Support the C-223 Ordinance by the consumer

TABLE IV Level of Willingness to Support the C-223 Ordinance by the consumer

Items	Mean	DV
Willingness to Support		
1. Using eco-friendly bag that may lead to a greener planet.	3.80	Very much Willing
2. Participating in fair and exhibits to develop my consciousness of using environment friendly materials.	3.72	Very much Willing
3. Following the Bring Your Own Bag (BYOB) during shopping.	3.76	Very much Willing
4. Not using plastic bags in order to prevent water clogging in canals.	3.82	Very much Willing
5. Properly disposing solid waste at home and in the workplace.	3.84	Very much Willing
6. In making the surroundings clean and safe to public health.	3.86	Very much Willing
7. Cleaning the surroundings by proper disposal of garbage.	3.83	Very much Willing
8. Giving/participating in the information live about health.	3.77	Very much Willing
9. Making others realize the sanitation need to achieve clean environment.	3.78	Very much Willing
10. Reminding people the need to help protect the environment.	3.82	Very much Willing
11. Using eco-friendly bags to support the Clean and Green.	3.74	Very much Willing
12. Using eco-bags in carrying bulky items.	3.65	Very much Willing
13. Taking part in the Bring Your Own Bag (BYOB) policy.	3.71	Very much Willing
14. Cleaning the environment by not throwing waste anywhere.	3.84	Very much Willing
15. Avoid bringing bags to avoid penalties.	3.83	Very much Willing
16. Attending consumer sanitation seminars.	3.55	Very much Willing
Composite Mean of Willingness to Support	3.77	Very much Willing

Table 4, presents the willingness to support ordinance C-223 by the respondents. The data uncovers that item number 16 is the lowest rating of 3.55 with a descriptive value of Very much willing. Though, last in rank it still shows an impressive result. One reason why this item is last in rank is most people are busy with their everyday routine. The respondents have many hats to wear and attending a seminar could add addition burden to them. People usually do not need to allocate particular day to learn about certain things or program through seminars because they can gain information through the World Wide Web. The internet plays a vital role in giving, searching, and getting information. With the internet, information can be gathered with a click of a finger.

Table 4 also shows that item number 6 got the highest score of 3.86, with a description very much willing. The result only proves that they support C-223, especially in the aspect of clean surroundings and public health safety. Clean surrounding contributes to the health and lifestyle of people. A clean environment helps prevent illnesses and diseases from harmful bacteria, and thus, respondents will support an ordinance that would benefit them.

Desiring to have a clean surrounding in the city is a dream for Tagbilaran City, and a few municipalities in Bohol already have their dumping sites. However, only a few sites practice waste segregation, composting, and recycling. In some LGUs, waste management, specifically in the final disposal system, is not yet conceived due to the unavailability of suitable land areas and the high cost of establishing and maintaining a sanitary landfill. Open dumping, burning, and throwing anywhere, and dumping in rivers and seas are the most widely practiced systems of disposing of garbage. The existing collection system and waste management treatment are inadequate, and the people are not fully aware and educated as to the consequences of improper disposal. (Bohol Environmental Management Office Reports, 2008).

With the C-223 ordinance, the given situations above will hopefully be mitigated. The Tagbilaranons, through the efforts of the city government, are well aware of the situation; thus, they are willing to support the government's initiative for a cleaner Tagbilaran City.

The overall result for the respondent's willingness to support the ordinance C-223 is very impressive, with a composite mean of 3.77 and very much willing as a descriptive value. When it comes to environmental issues, everybody is affected, and it is not a surprise that everybody wants to participate in making the environment clean and healthy. Environmental issue is everybody's concern; thus, people's support is needed in the government initiative to save the environment.

Implementing policy influenced social life. People are more aware not to use paid plastic bags and choose to use their shopping bags. Based on social impact, the public realizes not to use paid plastic bags and prefers to use their shopping bags. Urban communities tend to follow the trendsetter not to use plastic bags, and prefer to use their shopping bags.

In the study conducted by Adane and Muleta (2011), the result indicated that most of the respondents regardless of their demographic background, are in favor of banning of production, distribution, and use of plastic products and aware of the adverse effects of plastic bag waste on the environment, animal and human health.

Environmental initiatives by the government will not be effective unless accompanied by public participation. Public participation in environmental management brings numerous benefits, and people are aware of them (Adane and Muleta, 2011).

CONCLUSION

The awareness level of the C-223 ordinance by the respondents is considered highly aware. Implementation of the C-223 ordinance of the commercial establishments, as observed by the respondents, received high implementation. The willingness to support the C-223 ordinance, on the other hand, is very willing. In terms of awareness, implementation by the commercial establishments and willingness to support the C-223 ordinance by the respondents have an impressive position based on the observation of the consumer.

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