



ASSESSING THE BEHAVIOR TOWARDS ENVIRONMENTAL SUSTAINABILITY AND CONSERVATION: BASIS FOR LEARNING ACTIVITIES

YVES A. ROSALES

Dr. Francisco L. Calingasan Memorial Colleges Foundation, Inc.

ABSTRACT

This study aimed to assess the environmental behavior of Grade 9 students with regard to sustainability and conservation, focusing on the influence of personal, educational, social, and media-related factors. A descriptive-quantitative approach was employed, utilizing a structured survey questionnaire administered to 40 respondents—13 males and 27 females.

The results revealed that students generally exhibit a positive disposition toward environmental sustainability, strongly agreeing with statements related to personal responsibility, climate change awareness, and daily eco-friendly practices. Educational influences, particularly school-based programs, were found to be effective in promoting sustainability awareness, although areas such as practical engagement and participation in environmental activities require strengthening. Social and media influences were rated neutral to moderately effective, suggesting potential for enhancement. ANOVA results indicated no statistically significant difference in students' environmental behavior perceptions when grouped according to profile variables, such as gender. Based on the findings, the study recommends the development and integration of comprehensive instructional materials that support experiential learning, community involvement, and media engagement to further enhance students' environmental consciousness and behavior. These findings contribute to

Editorial Team

Editor-in-Chief: Alvin B. Punongbayan

Associate Editor: Andro M. Bautista

Managing Editor: Raymart O. Basco

Web Editor: Nikko C. Panotes

Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Ma. Rhoda E. Panganiban, Rjay C. Calaguas,
Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto, Jerico N. Mendoza

INSTABRIGHT e-GAZETTE

ISSN: 2704-3010

Volume VII, Issue II

October 2025

Available online at <https://www.instabrightgazette.com>



the growing need for responsive educational strategies in promoting environmental sustainability among the youth.

Keywords: *Environmental Behavior, Sustainability, Grade 9 Students, Environmental Education, Personal Factors, Social Influence, Media Influence, Instructional Materials, Conservation*



Editorial Team

Editor-in-Chief: Alvin B. Punongbayan

Associate Editor: Andro M. Bautista

Managing Editor: Raymart O. Basco

Web Editor: Nikko C. Panotes

Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Ma. Rhoda E. Panganiban, Rjay C. Calaguas,
Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto, Jerico N. Mendoza
