

**The Association Between Online Gifting Behavior and Environmental Sustainability:
The Statistical Mediating Role of Waste Reduction**

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Abstract

This dissertation examines statistical associations among Online Gifting Behavior (OGB), Waste Reduction (WR), and Environmental Sustainability (ES) among adult online gifters in the National Capital Region (NCR), Philippines, using WR as an associational (statistical mediating) variable in the e-commerce context. Anchored in the Theory of Planned Behavior and complemented by Consumer Behavior Theory and Value–Belief–Norm perspectives, the Study adopts a cross-sectional, nonexperimental Associational Variable Analysis (AVA) framework. Data were obtained from a stratified non-probability (quota-based) sample of 265 respondents; models used listwise-complete cases ($ns = 234\text{--}237$). The instrument measured four OGB dimensions (Frequency of Online Gifting, Gift Type Selection, Packaging Preference, and Motivation for Online Gifting) and WR and ES indicators. Regression models showed that Packaging Preference was the only OGB dimension with a statistically significant unique association with ES and, together with Gift Type Selection, with WR. An AVA indirect association test indicated that WR accounted for a significant indirect association between Packaging Preference and ES, comprising 67.31% of the total association, while the direct association remained significant, consistent with a partial indirect-association pattern within the Study's non-causal AVA framing. Thematic analysis of open-ended responses from an opt-in subset provided context, highlighting reuse behaviors and constraints on sustainable choices. Findings emphasize packaging decision points and post-delivery waste routines as leverage areas for sustainability-oriented strategies and actions.

Keywords: Online Gifting Behavior (OGB), Packaging Preference, Waste Reduction (WR), Environmental Sustainability (ES), Associational Variable Analysis (AVA)