



The green marketing impact on consumer buying behavior- Albanian market case study

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Povzetek: During recent years, society has been emphasizing and putting increasingly more importance on the idea of “going green” which means promoting environmentally correct and sustainable practices in the everyday life. Therefore, brands have been translating these concepts into putting out more ecological products and practices to meet the needs of the consumers and promote the importance of a greener lifestyle. These items are being developed as distinctive products to keep track of these value-conscious customers, whose consumption patterns and purchasing decisions are changing. Customers are becoming increasingly aware about environmental issues and want to get a more actively involved in reducing the environmental impact of their actions. Therefore, this paper’s objective is to examine the concept of green marketing and its rapid evolution through the years by the in-depth analysis of the Albanian consumers perceptions and behaviors towards these sustainable brands with the primary aim to measure how environmentally aware are they and what affects their choices of sustainability.

Keywords: green marketing, customer behavior, products, brands, environment, sustainability

JEL: M31

Vpliv zelenega trženja na nakupno vedenje potrošnikov - študija primera albanskega trga

Abstract: V zadnjih letih družba poudarja in daje vse večji pomen ideji »going green«, oziroma spodbujanju okoljsko primernih in trajnostnih praks v vsakdanjem življenju. V skladu s tem, blagovne znamke te koncepte pretvarjajo v bolj ekološke izdelke in prakse, z namenom zadovoljitve potreb potrošnikov in spodbujanja pomena bolj zelenega načina življenja. Ti izdelki se razvijajo kot značilni izdelki za spremljanje ozaveščenih kupcev, ki se zavedajo vrednosti ponudbe. Njihovi potrošniški vzorci in odločitve o nakupu se spreminjajo. Kupci postajajo vse bolj ozaveščeni o okoljskih vprašanjih in se želijo bolj aktivno vključiti v zmanjševanje okoljskih vplivov svojih dejanj. V skladu z omenjenim, je cilj tega prispevka preučiti koncept zelenega trženja in njegov hiter razvoj skozi leta. Pri tem bomo uporabili poglobljeno analizo dožemanja in vedenja albanskih potrošnikov do teh trajnostnih blagovnih znamk. Naš primarni cilj je izmeriti stanje okoljske ozaveščenosti kupcev in določiti komponente, ki vplivajo na njihove odločitve glede trajnostnosti.

Ključne besede: zeleno trženje, vedenje kupcev, izdelki, blagovne znamke, okolje, trajnostnost

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DOI 10.32015/JIBM.2022.14.2.1

Mednarodno inovativno poslovanje =
Journal of Innovative Business and
Management

ISSN 1855-6175

1 INTRODUCTION

Environmental concerns have gained greater attention than they had in their past. Air pollution, plastics in the oceans, global warming, and food waste are just a few of the major problems that have us worried and thinking about how we might make the world a better place. Millions of people have joined LOHAS (Lifestyle of Health and Sustainability) in favor of environmental health, purchasing numerous socially responsible items despite their higher cost. Companies are shifting their focus away from marketing tactics that help connect with such customers, address their social responsibility, and, as a result, influence their purchase decisions, because of this trend. This strategy is known as green marketing.

Green marketing is a topic that has just lately been researched. This notion first appeared in the late 1980s, when it was used to promote items with environmental features. New types of items, dubbed "green products," were offered to the market, with qualities that would cause less environmental damage. (Peattie, 2001) defined three phases of this new trend in green marketing: "ecological," which reflects the development of ways to solve existing environmental problems; "environmental," which entails the use of "clean technology" in the creation of new products; and "sustainable," which reflects organizations' behavior in developing and marketing environmentally friendly products as customers become more aware of the issue. Green marketing, according to (Henion & Kinnear, 1976) involves more than just adopting sustainable qualities into products or services. Many of these changes can be seen in product promotion, while others can be seen in the firm's copyright, which can alter with a new logo, or the packing materials utilized. Other activities companies participate in when going green include modifying the product itself or even the manufacturing process. Being green denotes a growing awareness among economic elements, enterprises, and customers to reduce their environmental impact (Goyal & Pahwa, 2018).

Customers and businesses are clearly embracing this new perception and prefer environmentally friendly items, even if it means spending extra for these green products (Porter & Kramer, 2006) Being green entails businesses acting in a more responsible (eco-friendly) manner, reducing their environmental impact, and preventing major implications in society's welfare.

In this paper will carefully be examined the case study of Albanian customers therefore this study will benefit to the respective literature since to our knowledge there are no previous studies related to the Albanian customers behavior towards these green practices.

2 LITERATURE REVIEW

The American Marketing Association gave the first definition of "green marketing" in 1975 during an Ecological Marketing event in Austin, Texas. Green marketing refers to the promotion of items that are ecologically friendly or have a low environmental impact. As a result, green marketing encompasses a wide range of operations, such as product modification, modifications in the manufacturing process, packaging improvements, and ad modification (Jay & Polonsky, 1994) Green marketing encompasses all activities aimed at generating and facilitating any exchange or purpose that satisfies human needs or desires while causing the least amount of harm to the environment, such as:

- Produce products in a sustainable manner
- Do not contain toxic substances or substances that deplete the ozone layer
- Products that can be recycled and/or made from recycled materials
- Do not use excessive packaging

Green marketing is also known as environmental marketing or eco-marketing, and customers are familiar with these businesses thanks to words like organic products, ecologically friendly, recyclable, and so on. In the 1980s, the first wave of green marketing emerged. It was broken down into three stages of development. The first phase was known as ecological marketing, and all marketing actions during this time were focused on assisting with environmental issues and offering instruments to help with environmental issues. In the second phase, the focus moved to clean technology, which included the development of innovative new products that would address pollution and waste challenges. The third level was “sustainable” green marketing, which arose in the late 1990s or early 2000s. (Deshpande, 2011) ‘Ecological businesses’ or “environmental items” are frequently connected with certain qualities that creates a stigma, making you think that they were made using an eco-friendly technique, or with as little environmental damage as possible. Some of its characteristics include environmental protection, energy conservation, and resource conservation. The connected processes aim to reduce the usage of toxic products, pollution, and waste, all of which are harmful to the environment.

Green products must boost efficiency and resource use, incorporate a biological production model, and reduce the number of materials needed in their operations - dematerialization (Goyal & Pahwa, 2018). Green marketing encompasses more than just the promotion and advertising of environmentally friendly products. This concept is often associated with words like recycling, ecologically friendly, or refillable. Green products, in theory, should have these common attributes: they are created from recycled materials, they can be recycled or reused, they are organic, they fulfill environmental packaging standards, and they meet other environmental criteria. However, in the case of (Henion & Kinnear, 1976), this term is broader, as it includes product modification, changes in the manufacturing process, brand adoption (e.g., logo, packaging), and modifications and improvements in advertising strategies. It also includes the effects of marketing on pollution, environmental deterioration, and energy consumption. It offers a unique viewpoint on marketing in general, as it is no longer focused on the needs of specific civilizations, but rather on global concerns. It entails being able to meet customers' needs while causing the least amount of environmental damage.

This concept raised new worries among firms and customers who saw social responsibility as the most important factor in decreasing the environmental impact of particular operations. However, enterprises should be aware of some challenges they may face because, once they become green, they will become the target of many critics, so they must ensure that their methods do not deceive customers or the industry in any way.

2.1 Green Marketing Mix

Companies that develop new innovations, such as environmentally friendly products, can gain access to new markets, expand their market share, and enhance profitability. We have 4Ps in green marketing, just like we have 4Ps in marketing: product pricing, location, and promotion, although they are significantly different. They're backed up by three more p's: people, planet, and profits. (Green Marketing Strategy and the Four P's of Marketing, 2012)

2.1.1 Green Product

Consumers that choose green products should have their requirements met when developing items. Products are manufactured from recycled or used materials. Efficient products not only save water, energy, and money, but they also have a lower environmental impact. Marketers in product management are responsible for communicating market-driven trends to product designers as well as consumer needs for green product qualities including energy efficiency, organic chemicals, and local resources. Nike, for example, was

one of the first shoe brands to promote themselves as "green." They promoted Air Jordan sneakers as being environmentally friendly since they utilize fewer hazardous adhesives. Consumer packaged goods brands, in particular, will be under increased pressure to make changes. Consumers are more inclined to look for cleaning items (since most of these consumers are women) and personal care products when defining different categories of green products. (Laroche, Bergeron, & Barbaro-Forleo, 2001) This is because customers consider ecological items to be the most natural and beneficial to their health, which may explain why food has received so much attention and ranks very high even in the latter survey that I have conducted. In the UK and the US, 62% of eco-consumers believe that eco-friendly items are best for their health. Following allegations that many household items contain harmful chemicals linked to health problems, there has been a recent move away from using harsh chemicals in household products. (Kucher, 2021) Unilever was fast to capitalize on this trend and is reaping the benefits. The company discovered that its sustainable living brands grew at a quicker rate than the rest of the company, accounting for almost 70% of total revenue growth. For the first time in 20 years, it has decided to launch Love Beauty and Planet, an environmentally conscious personal care line that is vegan-friendly and uses recycled plastic bottles.

2.1.2 Green Price

Price is the most significant aspect of the marketing mix. Consumers are more prone to pay a higher price only if there is a sense of the product's enhanced value. Performance, function, design, aesthetics, and taste can all benefit from this value. Environmental benefits will frequently determine which products of comparable value or quality are chosen. The green price considers people, the environment, and profit in a way that protects employee health, the community, and maintains effective productivity. It can be enhanced in terms of appearance, utility, personalization, and so on. Green products are often 10 to 50 percent more expensive than traditional products. One in every two consumers is willing to pay more for environmentally friendly products and services. However, the higher price must be justified by better performance or some other benefit. The age group from 22 to 35 is more likely than any other group to indicate they will pay more for environmentally friendly or sustainable products. Over 60% say this, compared to 55% in the 36-54 year age group and only 46% in the 45-54 year age group (55-64 years). As knowledge of environmental damage has already begun, the 16-21 age group has a high of 58 percent, but real purchases are likely to climb only as each member's disposable income increases. (Kucher, 2021) Also, if the 22-35 age group is more aware than ever of their purchases expressing their opinions and ideals, and the younger generation is following in their footsteps, a long-term shift is likely.

2.1.3 Green Place

The green place is concerned regarding logistics management in order to reduce transportation emissions and consequently carbon waste. Companies, for example, can purchase local goods. This eliminates the need for remote product delivery, lowering transportation costs and, most critically, cutting carbon emissions from ships and other modes of transportation. Companies should also commit to making their products widely available to customers (through large supermarkets and malls). Dealing with these things on a regular basis also makes the purchasing process easier.

2.1.4 Green Promotion

Green marketing also includes promoting a company's product or service. Some of the tactics used to communicate the main message of green companies to consumers include

sales promotions, websites, direct marketing, public relations, and advertising. The final two strategies are the most commonly employed as platforms for developing a company's green image. Going green tries to bring business and community together, which may necessitate a strong public relations campaign. Green advertising can accomplish two goals: publishing items and simplifying their features and pricing. Green promotion initiatives are an excellent tool for enterprises to tell environmental stakeholders about their efforts, commitments, and accomplishments. Companies can implement programs aimed at reducing negative environmental effects. Dell, for example, mails catalogs on approximately 50% recyclable paper and has tied all of its promotional printing to carbon emission reduction projects. When Toyota introduced the Prius, one of the first hybrid automobiles, it gained a lot of support and backing up from the United Nations, the Sierra Club, and the National Wildlife Federation, among others. These contributed to the Toyota green brand's reputation and image. Toyota employed press releases and print ads to raise awareness of the support it got and it is part of the reason why in the United States, the Prius has been the most popular hybrid vehicle. Consumer awareness can be raised by informing people about the advantages of environmentally friendly products; using social media to share information about green marketing raises awareness within online peer groups.

2.2 Greenwashing Concept

Sustainability has become a priority for customers in recent decades, who are increasingly looking for high-quality, inexpensive, and environmentally responsible products. As a result, businesses are developing green product and marketing strategies. According to a (Nielsen, 2014) survey, 55% of worldwide internet shoppers are "ready to pay more for products and services from companies committed to positive social and environmental impact."

Companies have utilized marketing methods to persuade consumers that their products are green in order to increase demand for more sustainable goods and services. This has resulted in the "greenwashing" phenomena. Greenwashing, often known as "green sheen," is the practice of giving the misleading impression that a firm or its products are more ecologically friendly than they actually are. Greenwashing can be classified into numerous forms, with the following five being the most common:

- Use of environmental images

Classic green cleaning methods include the use of imagery of foliage, animals, green packaging, and so on. True eco-friendly items, on the other hand, tend to have simpler visuals and packaging.

- Counterfeit labels

Some items are labeled "Certified," "100% organic," and other similar terms without any supporting evidence. These labels are almost certainly self-created and self-declared.

- Hidden trade

Corporations can take steps to be more environmentally friendly and sustainable, but they already have a green business. When clothing firms utilize "natural" or "recycled" materials, yet the garment is actually created through the terms of use, this is one example. Real businesses will undoubtedly give additional data on energy, water quality, greenhouse gas emissions, and other topics.

- Claims of little importance

You may come across labels that claim a product is free of specific substances. It is not necessary to advertise the chemical as green because it may be outlawed by law. Labels may also state "not tested on animals." In nations like China, where the export of animal products is restricted by law, this becomes meaningless.

- The tiniest "wrong"

This occurs when a company's need for a product category is genuine, but a bigger risk or environmental consequence prevails. A company that sells organic smokes is an example.

3 RESEARCH METHODOLOGY

To achieve the set research objectives, a questionnaire-based survey was created in order to assess consumer green behavior in Albania and to determine the relative importance of factors that influence Albanian consumers' decisions to purchase green products and to use them responsibly once they have been purchased. Of course, the survey was only sent to Albanians that live in the country, and they were all different ages and income levels. Despite the fact that they are all Albanian consumers, there are significant variances in terms of employment level, education, family size, and even age. Highly educated people, for example, have common or similar social behaviors and awareness that differ substantially from others who are less academically developed. Albanian consumers are ideal prospects for investigating our study aims because of their diverse socio-cultural characteristics and diverse buying patterns.

3.1 Survey Design

A questionnaire-based survey is one of the most effective ways for collecting information in the most objective and trustworthy way in order to examine the most relevant elements influencing green shopping and post-purchasing behavior. This study's questionnaire was broken down into four sections. The first section had the objective of getting to know the respondents. In this section, respondents were asked about their gender, age, education level, employment status, income levels and the members in their families. The second section of variables investigated in our questionnaire relates to the perception on the topic, such as knowledge on ecological terms like recycled, organic, green marketing, etc. The third section contained questions about the awareness and the environmental concern of the respondents, if they trouble oneself with sustainability or not. Lastly the fourth section was divided into four components within itself. They were all in the form of a matrix/rating scale and each of them contained: ecological behaviors overall, sustainable buying behaviors, eco-friendly post- buying behaviors and greenwashing.

This study was created with the goal of avoiding the most common quantitative data gathering and processing errors. To reduce sampling error, survey sharing was extremely monitored and controlled, and while the snowballing strategy was employed, in which the people who responded shared it with others, each of the groups in which it was shared were evaluated closely. There were 110 responses just by sharing the survey link on social media networks. Ninety-one surveys were fully completed. An 83 percent response rate was reached as a result of this. Gender, age range, employment, and educational status were all satisfied by the sample's fundamental attribution characteristics, which we determined beforehand. Furthermore, the sample ensured a 95 percent confidence interval and a 3,5 percent confidence level.

Furthermore, the questionnaire's structure seeks to reduce the systematic mistake that happens when people respond to surveys. Errors can be generated by a variety of circumstances, including misinterpreting the question or attempting to follow the researchers' goal. When people are asked to report on their own beliefs, attitudes, and behaviors, some distortions may develop. Unconsciously, respondents may want to appear consistent and sensible in their decisions. Items belonging to the same constructs or concepts were separated and located in different places throughout the questionnaire to prevent people from making inferences between questions; the formats of the questions were simple and divided into multiple choice questions, likert scales, and matrix questions to minimize the common source method bias.

3.2 Specimen Description

The questionnaire was gathered between May 10th and May 20th, 2022, and a total of 91 valid questionnaires were collected. The respondents are a random sample of Albanian individuals ranging in age from 18 to 40 years old. Because they are the generations with a greater sensitivity to environmental issues, the impact of Gen Z, which accounted for 65 percent of respondents, and millennials, who accounted for 30 percent, is unquestionably relevant for this study. Boomers, on the other hand, account for only 5% of the respondents in the study. When it comes to gender, this poll had a high ratio of female respondents (75%), followed by male respondents (24%), and gender nonconforming respondents (1%). When it comes to how many people each of them had in their families, 45 percent had four, 26 percent had five or more, 23 percent had three, and only 5% had only two. Only 2% of them lived alone. The data on wealth distribution is encouraging: it appears to be virtually evenly divided across individuals. The majority were employed 62 percent of the time and students 34 percent of the time. Only 2% of people were self-employed, whereas only 3% were unemployed. Although individuals who claim to be "very high" in status and those who claim to be "very low" in status are in the minority, there are some variances in monthly salaries. Finally, we can see that the average educational level is relatively high: bachelor's and master's degree holders make up the majority of the group.

4 DATA ANALYSIS

First section

In the opening page of the survey, it was important to get to know the respondents, their identity and along with that: their educational background, employment status or income levels, as that is a big indicator on how individuals build their lifestyle related to their budget or mindset. The average of the respondents held at least a bachelor's degree and their incomes range from middle to middle-high, this means that the respondents are part of the more "developed" part of Albanian society.

Q6 What is your education?

Answered: 110 Skipped: 0

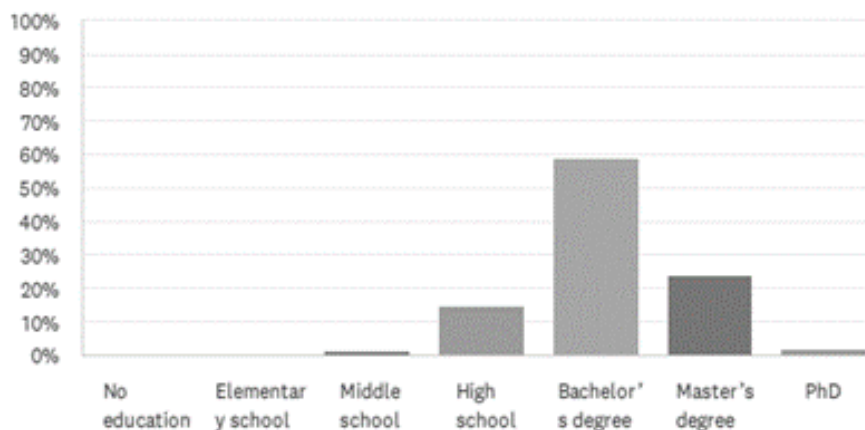


Figure 1: Education level

Q5 What is your monthly income?

Answered: 110 Skipped: 0

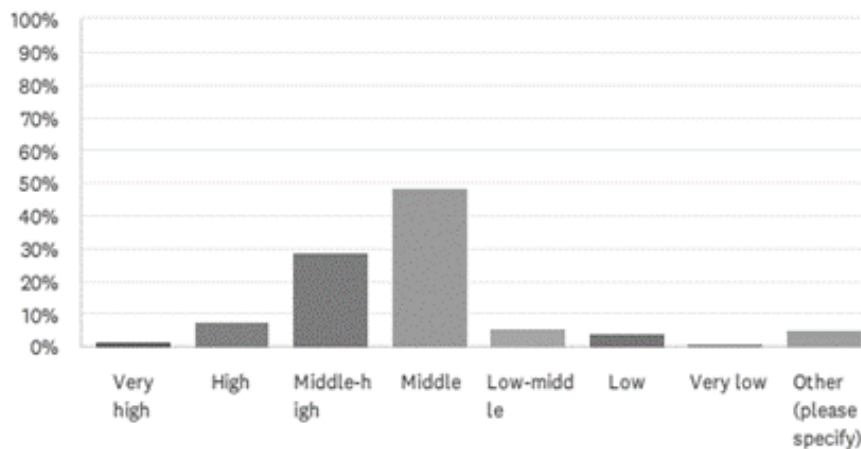


Figure 2: Monthly incomes rate

Q4 What is your employment status?

Answered: 110 Skipped: 0

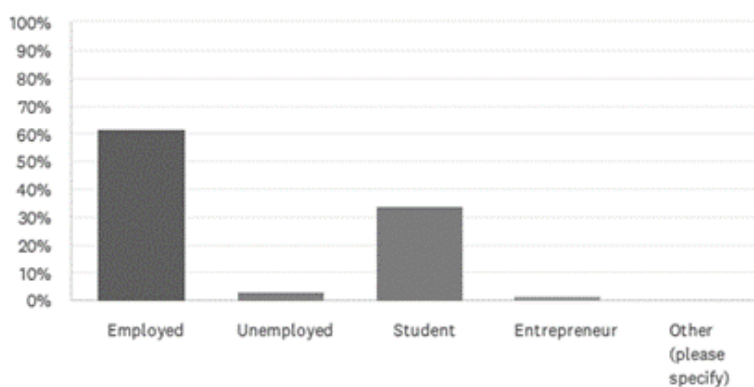


Figure 3: Employment status

Q1 What is your gender?

Answered: 110 Skipped: 0

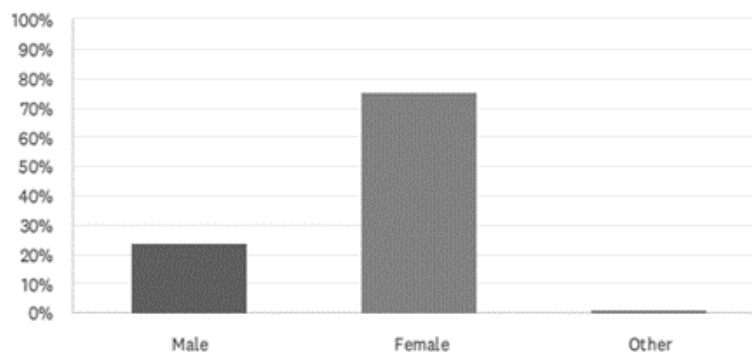


Figure 4: Gender

Second section

In the second section, it was important to know how aware and educated on the topic the respondents were. Whether they had heard of the terms this study was based on or not, as it also creates a segway for those that are not as familiar with sustainability and green marketing. Most of the respondents were very familiar with most of the terms, except for greenwashing and eco-labels.

Q9 I am familiar with the term "energy-saving".

Answered: 105 Skipped: 5

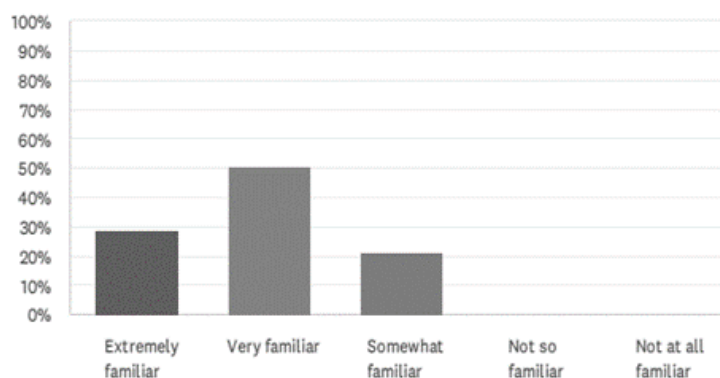


Figure 1: Energy saving familiarity rate

Q7 I am familiar with the term "recycled".

Answered: 105 Skipped: 5

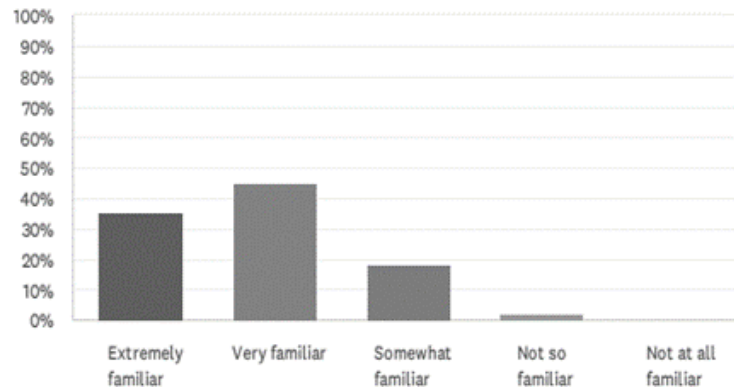


Figure 6: Recycling familiarity rate

Q10 I am familiar with the term "eco-friendly".

Answered: 105 Skipped: 5

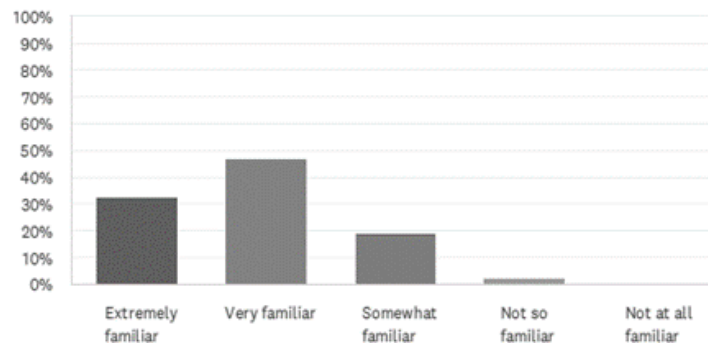


Figure 7: Eco-Friendliness familiarity rate

Third section

Here it is shown how important the environment is for the respondents, whether they consider it a global issue or not, whether they think that their actions make a difference. The results indicate that most of them believe that their buying decisions have an impact on the environment and the latter needs to be taken into account.

Q19 Each customer could have a beneficial impact on the environment and society by selecting ecologically friendly products.

Answered: 99 Skipped: 11

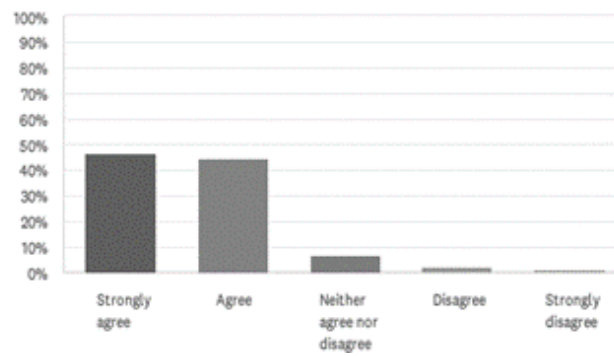


Figure 2: Ecological products rate

Q18 It is worth trying to make efforts as a consumer to protect and improve the environment.

Answered: 99 Skipped: 11

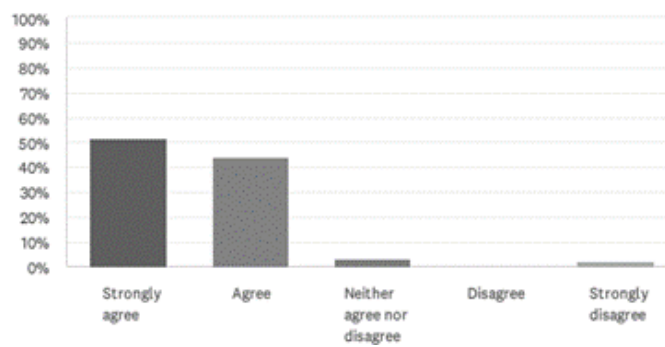
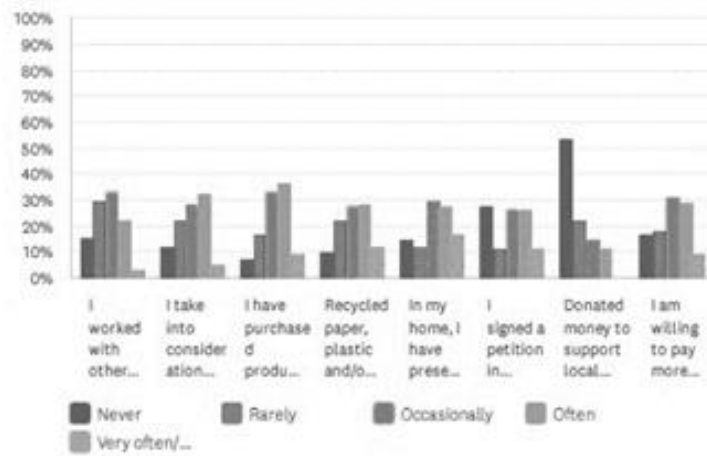


Figure 10: Environment protection rate

Q21 Below are some eco-friendly behaviors. State your frequency of participation in each of these behaviors on the scale.

Answered: 91 Skipped: 19

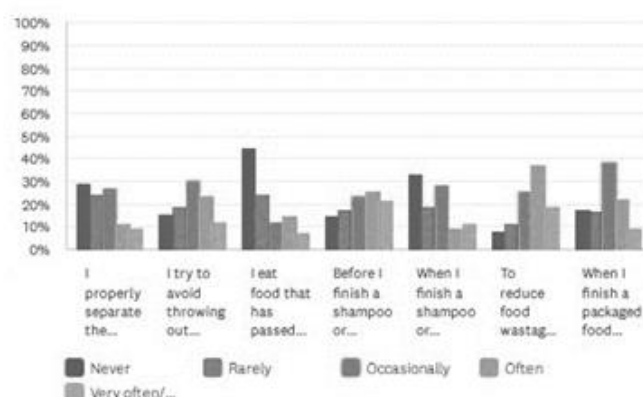


	NEVER	RARELY	OCCASIONALLY	OFTEN	VERY OFTEN/ALWAYS	TOTAL RESPONDENTS
I worked with others to solve a problem or issue related to the environment.	15.38% 14	29.67% 27	32.97% 30	21.98% 20	3.30% 3	91
I take into consideration the levels of environmental harm when buying something.	12.09% 11	21.98% 20	28.57% 26	31.87% 29	5.49% 5	91
I have purchased products that are environmentally friendly and/or energy saving.	6.59% 6	16.48% 15	32.97% 30	36.26% 33	8.79% 8	91
Recycled paper, plastic and/or metal.	9.89% 9	21.98% 20	27.47% 25	28.57% 26	12.09% 11	91
In my home, I have preserved water or energy.	14.29% 13	12.09% 11	29.67% 27	27.47% 25	16.48% 15	91
I signed a petition in support of an environmental cause.	27.47% 25	10.99% 10	26.37% 24	26.37% 24	10.99% 10	91
Donated money to support local environmental protection.	53.33% 48	22.22% 20	14.44% 13	11.11% 10	0.00% 0	90
I am willing to pay more money if that means that I get a verified eco-friendly product.	16.67% 15	17.78% 16	31.11% 28	28.89% 26	8.89% 8	90

Figure 11: Eco-friendly behaviors rate

Q23 Below are some sustainable post-buying behaviors. State your frequency of participation in each of these behaviors on the scale.

Answered: 91 Skipped: 19



	NEVER	RARELY	OCCASIONALLY	OFTEN	VERY OFTEN/ALWAYS	TOTAL RESPONDENTS
I properly separate the wrapping for recycling once I finish a packaged food product.	28.89% 26	24.44% 22	26.67% 24	11.11% 10	8.89% 8	90
I try to avoid throwing out plastic, therefore I reuse it in every chance I get.	15.38% 14	18.68% 17	30.77% 28	23.08% 21	12.09% 11	91
I eat food that has passed its "best before" date.	43.96% 40	24.18% 22	12.09% 11	14.29% 13	6.59% 6	91
Before I finish a shampoo or hand-soap, I try to refill it with water as many times as it is possible.	14.29% 13	17.58% 16	23.08% 21	25.27% 23	20.88% 19	91
When I finish a shampoo or hand-soap, I recycle its bottle.	32.97% 30	18.68% 17	28.57% 26	8.79% 8	10.99% 10	91
To reduce food wastage, I carefully estimate the quantity I require when preparing my meals.	7.69% 7	10.99% 10	25.27% 23	37.36% 34	18.68% 17	91
When I finish a packaged food item, I try to reuse the packaging if at all possible.	17.58% 16	16.48% 15	38.46% 35	21.98% 20	8.79% 8	91

Figure 12: Sustainable post-buying behaviors rate

Fourth section

The fourth section was the most important and the primal focus. Starting with environmental behaviors from the respondents when it comes to environmentally conscious purchasing, consumers tend to carefully plan the amount of food they will buy in order to avoid waste; shop locally produced food; and buy products made with recycled materials when it comes to paper products and beverages, according to the results of our survey. Instead, they are less likely to consider environmental impact while purchasing soap and detergents. Finally, despite planning what to buy to reduce waste, respondents said they don't normally buy food that is about to expire at the supermarket for the same reason.

Continuing with the purchasing behavior, the behavior was categorized into four major sub-themes. 'Avoiding food waste' refers to those who plan ahead of time when they go grocery shopping. Consumers looking for 'Environmental information on food goods' include those looking for locally grown veggies, recycled bottles when purchasing beverages, low-impact groceries, and recyclable-packaged items. Then, checking for 'Environmental information on non-food products' entails purchasing recycled paper products, as well as low-impact laundry detergents and soap for personal care. Finally, when consumers purchase products that are nearing their expiration date, they are avoiding merchant waste. The majority of responders, in particular, show a proclivity to avoid food waste.

When it comes to post-purchase behavior, few respondents eat or purchase food closer to its expiration date. Consumers may avoid purchasing food closer to its expiration date because they believe it contains fewer nutrients or has lost its freshness, but they may not associate this decision with food waste reduction or environmentally friendly behavior. Once they have it, they try to keep food waste to a minimum by eating what is due to expire first. They also tend to plan ahead for the amount of meals they will prepare. Instead, fewer individuals consume food that has passed its best-before date. This could be owing to the belief that beyond that date, food is no longer good or is potentially unhealthy. Finally, only a small percentage of respondents reuse food packaging after they have devoured the original contents.

The vast majority of respondents are unconcerned about the information provided by firms concerning their products' environmental performance. Respondents ranked how much they agreed with comments concerning firms overstating environmental claims about their products or misleading consumers with their claims, independent of how they were presented, such as using visual graphics or textual remarks. Only a small fraction of respondents are unconcerned about company-provided environmental information or have low levels of greenwashing views. The majority of respondents, on the other hand, are either moderately skeptical of some greenwashing notions or fully skeptical of the true environmental implications of items.

5 CONCLUSIONS

Through this paper, a not-so-well known term such as green marketing was emphasized. Through secondary data research it was explained briefly what it is, its advantages and disadvantages, the green marketing mix and the not-so-amazing part of it: greenwashing. In the second part, a survey was conducted on Albanian consumers and their behavior towards sustainability and green marketing. The goal of this dissertation is to create a conceptual model that will integrate and measure the effects green products have on customers and how they become desirable to them, as well as whether they have a greater impact on customers who are concerned about the environment. This model was created with the primary objective of gathering data and drawing conclusions from it. The questionnaire was designed to gather information on customer behavior while also allowing conclusions to be drawn about customers' perceptions of green products and, in the process, confirming existing hypotheses about how these new marketing methods can impact customers' behavior.

What we take from this study is that customers feel influenced by green marketing, although the main shopping motivation is the product features, customers seem to be more willing to acquire these products and more attentive to approaches because they're environmentally conscious. They're seeking for the option which will have the least impact on the environment as they are aware they have an active role to change, diminish and control the impact of their actions. These findings may be valuable for businesses who want to expand their brand image and improve the potential of their products by safeguarding the environment and being environmentally friendly. It can improve customers' perception of companies' intentions when they become "green". Through time, green marketing will be the future for businesses, with consumers becoming more and more environmentally aware.

6 RECOMMENDATIONS

This paper recommends to marketers and organizations to fully understand the potential of the products and services they are promoting, as well as to adapt to the new green marketing trend. Green marketing is still a new concept for customers. Green marketing,

on the other hand, can be thought of as a strategy for selling items that have relevant qualities for this type of environmentally conscious customer, and thus using this strategy as a competitive advantage, due to the increasing importance people are placing on environmental issues.

Another suggestion is to contribute to the evolution of this branch of marketing research by combining customer perceptions and green marketing in this study. Highlighting the value of green marketing development in terms of trends, customer behavior, and product and service value addition. Highlighting qualities of items to make them more enticing and turn them into a reason for people to choose them over others.

Retailers must learn how to blend their brand image and their own processes to establish a brand concept. Companies should invest and develop more eco-practices to have a greater market impact and emerge as an environmentally responsible company. More attention should be paid to environmentally conscious clients who are actively involved in saving the environment. Organizations should not invest in green practices only when they are compelled to, as this may lead to avoidance behaviors and a negative brand perception among customers. Because this is a worldwide topic with no target limits, it is a model that may be used anywhere in the globe.

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