

ORIGINAL RESEARCH PAPER

GREEN MARKETING IS A LOGICAL ANSWER TO THE CONSUMER SOCIETY

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ABSTRACT

In a very short time, green marketing has become a new trend in the orientation of companies in the world, where it represents a new face of modern marketing theory and is the answer to the current consumer society. The aim of this paper is to study the consumer society, its characteristics and consequences on the community as a whole. The consumer today is no longer just a passive observer, but an active participant in the events – Such a role of the consumer in the modern market necessarily leads to a different marketing approach of companies. The conducted research aims to identify the green marketing concept and clarify the boundaries and elements associated with the new marketing concept. The research concluded that green marketing is the application of traditional marketing practices, putting environmental protection first as a priority when determining the elements of the marketing mix from product design, pricing, distribution and promotion. Also, it has been proven that green marketing is not limited to just one sector, but to world-leading experiences in almost all industrial branches.

Keywords: consumer society, green marketing, consumer rights, consumerism

**MAP SOCIAL SCIENCES**

Volume 5

ISSN: 2744-2454/ © The Authors.
Published by **MAP** - Multidisciplinary
Academic Publishing.

Article Submitted: **27 March 2024**
Article Accepted: **20 April 2024**
Article Published: **21 April 2024**



Publisher's Note: **MAP** stays neutral with regard to jurisdictional claims in published maps and institutional affiliations.

<https://doi.org/10.53880/2744-2454.2024.5.1>

HOW TO CITE THIS ARTICLE

Tolić I. (2024). **Green marketing is a logical answer to the consumer society.** MAP Social Sciences, 5, 1-11. doi: <https://doi.org/10.53880/2744-2454.2024.5.1>



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1. Introduction

In the conditions of numerous ecological problems of modern society, the concern and awareness of a part of consumers about the impact that they can have, through their consumption, on the environment and society as a whole is growing. These are environmentally responsible consumers who make up a market segment with characteristic and desirable features. The growth of such a market segment and the increasingly critical attitude towards the irresponsible behavior of companies have led to a change in business models. New business models are characterized by the increasingly intensive adoption of the principles of social responsibility and their implementation in business activities. Such efforts by companies have led to the alignment of marketing with the requirements of sustainable development and the development of the concept of green marketing (Ottman, 2011).

Green marketing implies the transformation of marketing strategies, which is focused on market segments that give preference to products with ecological components and in an environmentally acceptable way. That is why the majority of authors consider ecological marketing synonymous with green marketing, which is also the subject of this work. The effects of applying new marketing strategies are conditioned by market segmentation and consumer differentiation according to wishes and preferences in terms of required values. The goal of such activities is to identify and understand the profile of the so-called green consumers. Such consumers are characterized by the purchase and consumption of products that have a minimal harmful impact on the environment. There are opinions that the values, trust and ethics of the individual are the main determinants of human behavior regarding environmental protection (Crumpei, Boncu & Crumpei, 2014). However, concern for environmental protection does not always mean making a decision to purchase the so-called green products, although this was shown by the results of some research (Braga Junior & Silva, 2013); (Braga Junior et al., 2015). For actual shopping, in addition to the individual's concern for the environment, the consumer's intention is necessary, which will transform it into an actual purchase (Bagozzi, 1981). The strength of intention, on the other hand, is conditioned by positive consumer attitudes towards green products. Starting from the fact that the actual purchase of a product requires an intention that is formed on the basis of positive consumer attitudes, the research focus of this paper is to

identify consumer attitudes and motives towards green products, and in particular to analyze the influence that attitudes and motives have on intended and actual behavior, i.e. shopping.

2. Historical development of green marketing

General welfare marketing and social marketing are mostly one-off initiatives aimed at a chosen social goal with a dual purpose. Parallel to them, a version of socially responsible marketing was developed in the history of marketing, which is focused on environmental problems and, unlike the first two versions, represents a strategic marketing approach. In the last few decades, there has been an increasing destruction of the environment due to excessive consumption and unsustainable business patterns, and marketing is almost always the first in line of "culprits" for such undesirable trends. Despite the obvious, partial responsibility of marketing in that area, within its function it has developed a mechanism that also represents a mechanism for solving environmental problems. With the development of green marketing, different definitions of the same term were also developed. At the same time, until the publication of (Peattieva's 2001) elaboration of the development of green marketing, there was a visible inconsistency in the definitions of what has become established today as green (**eng.** «green») marketing, and environmental (**eng.** «environmental») are used as synonyms for the same term. i.e. environmental marketing and ecological marketing (Polonsky, 1994).

(Stanton and Futrell, 1987), cited in (Polonsky, 1995) were among the first to define green or environmental marketing as a set of activities aimed at achieving exchanges with the purpose of satisfying human wants and needs, while at the same time satisfying those needs and wants is achieved with a minimal negative effect on natural environment. (Bennett, 1995), on the other hand, defines green marketing as a set of activities of a certain organization in the production, promotion, packaging and sale of products with minimal negative effects on the environment and in a way that expresses concern for the protection and preservation of the environment. The term green marketing is used to describe marketing activities that are aimed at reducing the negative social and environmental impacts of existing production systems (Peattie, 2001). According to (Tomašević Lišanin and Palić, 2004), "green marketing represents a niche for a wide range of newly developed, ecological products,

which also represents one of the fastest growing market segments with increasing profitability". Taking into account all the above definitions, the term "green" signals care for the environment, and green marketing is considered a type of socially responsible marketing that takes into account all issues related to reducing the negative impact of business operations on the environment.

(Polonsky and Rosenberg, 2001) state that green marketing most often occurs due to internal and external pressures. The most common external pressures are satisfying consumer demand, responding to competitors' green initiatives, and demands and pressures from partners in the distribution channel to align their procedures with their standards. Internal pressures include cost reduction and the philosophy and corporate culture of the company. Cost reduction is a very interesting motive for the implementation of green marketing, which was even called "the greatest business opportunity of the 90s" (Groove and Fisk, 1996). According to (Peattie, 2001), in the historical development of the concept of green marketing so far, it is possible to single out two completed phases, «ecological» and «environmental» green marketing, while the third one, which strives for sustainable marketing, is still emerging.

The first phase of the development of green marketing, which developed in the 60s and 70s of the last century, is called "ecological" green marketing, and it was created as a response to the growing awareness of the limits of business growth and the use of natural resources. Ecological green marketing is narrowly focused on certain environmental problems such as air pollution, oil pollution, industrial waste water and the like, and companies that are the biggest polluters (mining industry, oil industry, automobile industry, pesticide industry, etc.) were called out. have reduced their negative impact on the environment, and very few of them have actually initiated green marketing programs. The activities of that era, which had the greatest impact on marketing, were the increase in mandatory regulations related to environmental protection, however, this resulted in only cosmetic changes where companies met the new legal requirements, approaching such concessions as an exclusive expense in order to avoid legal violations. At the same time, there was a very small group of consumers who loudly advocated such an approach to business, so very few companies really changed their behavior in that era. There were also those who, even then, strategically approached the adoption

of an ecological marketing approach, such as The Body Shop and Ben and Berry's, and because of this, they later became icons of the green approach in business. The first phase of green marketing represents a kind of shaping of that area, with extremely little or almost no practical application of the green marketing strategy; it developed only in the second phase.

The author (Peattie, 2001) called the next phase "environmental" green marketing, and it started in the 80s prompted by a series of scientific discoveries and environmental incidents. The first ozone hole was found over Antarctica and a catastrophic nuclear power plant explosion took place in Chernobyl. Thanks to great public attention and significant media coverage, this left the ecological consequences of human activity in the foreground. The author cites three important ideas that at that time created a positive connection between business activity and care for the environment:

- *Sustainability* – defined by the United Nations Brundtland Report
- *Clean technology* – development of products and systems that reduce environmental pollution and waste generation
- Green consumers – the idea that increased concern about environmental pollution problems could change consumer behavior
- *Comparative advantage* – contrary to previous attitudes, excellence in the preservation and improvement of the environment leads to innovation and the development of more efficient technologies for the use of resources as the basis of comparative market advantage.
- *Eco-impact* – companies should be evaluated in terms of the overall impact that the company has on society and the environment, and not only on the basis of a one-dimensional approach of improving the environmental acceptability of a certain "eco-product" or program that they implement
- *Eco-quality* – Development of new, uniform, international ISO 14000 quality standards.

All of the above largely defined the further, more theoretical, development of green marketing, which took on a much broader "win-win" dimension,

from one focused on the ecological consequences of the business system to a way that takes into account the entire natural system in which it operates as a part own system of value delivery, with the aim of achieving results that are significantly higher than legally determined. Such an approach, although complete, proved to be very demanding to implement in practice – it was still an approach that represented an alternative business practice and was mainly used for the purpose of building an image, and at the moment of choosing between radical solutions and profitable corporate goals, the “green” option always lost. At the same time, despite clear indications of consumers’ increasing concern for environmental problems, this was not proportionally reflected in their behavior, i.e. in the growth of the market share of green products (Vandermerwe and Oliff, 1990). Among other things, this generated increasing consumer cynicism and their mistrust towards the offered «green» products and services, mainly due to the unevenness of promotional messages and claims in relation to the real intentions of the company and overall business activity (Kangun et al., 1991). All of the above actually led to a kind of degradation of the application of green marketing, and at the end of the 90s it experienced a decline in its reputation. (Peattie and Crane, 2005) asked the question why marketing with a “green” approach failed to eliminate the negative practices resulting from its operation and formulated five negative manifestations of green marketing that led to this:

- *Green turn* – Companies that operate in “dirty” industries insist the most on developing a green image through “spin” public relations initiatives when they find themselves on the receiving end of criticism (lobbying, media announcements, expensive brochures, etc.). Such a reactive approach puts green marketing in the function of the public relations department.
- *Green sales* – based on the results of research on increasing consumer interest, companies used the element of “green” as an opportunistic, one-time strategy to increase sales, while selling the same products, adding the element of green only in communication with consumers. In that case, green marketing was exclusively part of the company’s sales and promotional strategy.

- *Green harvesting* – when it was shown that organic production can be cost-effective, many companies implemented such an approach, but the savings were not visible in the reduced price of the product, but quite the opposite. Manufacturers, in accordance with the trends of “green” products, set relatively higher prices for them than the standard versions, thus making additional profits.
- *Marketing of green entrepreneurship* – such marketing by definition (Menon and Menon, 1997) represents an individual, department or company that markets ecological solutions with its innovative approach to the market. The mistakes of such companies lie in insufficient knowledge of the wishes and needs of consumers, and “rushing” into the pretentious development of green alternatives, which ultimately cannot find their consumers.
- *Compliance marketing* – many companies use the compliance of their own procedures and activities with the law as an opportunity to demonstrate environmental excellence.

It is not true that all green marketing initiatives have failed, because there are examples of companies that are still known as the “greenest” today, such as the already mentioned The Body Shop, and they were pioneers. I can mainly attribute my success to the complete adaptation of the marketing strategy to the concept of sustainability. The defeat of green marketing in the 90s is explained by the fact that concern for the environment increased significantly, but at the same time everyone had the same desire to keep their “western” lifestyle, which resulted in green marketing getting the label of another marketing scam (Peattie and Crane, 2005).

(Jacquelyn Ottman, 2011), one of the leading theorists of green marketing, gave solid arguments for the claim that today “green” is becoming a standard in business. There is clear evidence that humanity’s concerns are growing and this is clearly delineating in changing behaviour. Green shopping in America was started by the “Baby Boom” generation, which is now between 30 and 50 years old. Generation X represents an extremely informed generation with a high level of commitment to planetary problems, and Generation Y has the entire world almost in the palm of its hand due to the use of new technologies. Their environ-

mental awareness is part of their education from an early age, while for Generation Z "green" is the standard. In addition to the obvious increasing reliance on foreign demand and other elements of the environment, the author cites positive changes such as the fact that the media is increasingly following current affairs, and governments are setting an increasingly high standard of what is mandatory behavior with legal regulations and guidelines. It is now the turn of companies that will respond to the demands of the environment in an innovative and radical way with their activities.

After the completion of the second phase of the development of green marketing, "sustainable marketing" enters the scene, both in marketing activities and in the minds of consumers. Such an approach requires radical changes and challenges in science, practice and research, but without it there is no possibility for a qualitative shift in marketing activity to the benefit of all, in accordance with what is defined as "sustainability" in the Burtland report. The development of such green marketing began at the beginning of the 21st century and represents the return of the image of marketing responsibility in practice (Ottman et al., 2006).

3. Green product

To develop a marketing strategy, it is necessary to differentiate the company's green products. "In order to achieve a competitive advantage, green products should have certain distinguishing features that make them better than competitors. Therefore, the product should be special, that is, noticeably different from the offer of other companies. It is crucial that the feature of a green product offered to consumers should provide utility as a reason for purchase, i.e. represent an improvement compared to other products." (Nefat, 2015) Green products have a weaker negative effect on the environment or their consumption is less harmful to health. people who consume them. These are also products that are completely or partially made from recycled components.

"Examples of green product categories are hybrid vehicles, organic food, health and personal care products, energy-saving light bulbs, energy-saving appliances, green cleaning products, green fashion products, houses with solar collectors, ecotourism and green retailing." (Nefat, 2015)

Every product currently on the market can have its own green version, it is only necessary to

invest funds, time, skills and knowledge in developing them. "If it is perceived that a green product does not essentially offer any of the green benefits, then the product can be made desirable by stating the benefits that the product has and which are significant for the market segment to which the product is intended, even though these benefits are not primarily green. Therefore, when positioning, important common values of the product such as price, quality, suitability or availability can be highlighted, while the ecological value can be in the background." (Nefat, 2015) Every product has certain benefits for customers and fulfills needs and desires. customers. When developing green products, it is important that they fulfill the needs and desires that are important to green consumers.

- *Green design* - includes product, system, process and organization design that develops an important framework for the application of relevant analysis and synthesis methods and management strategies that effectively create technologies for ideas to avoid environmental pollution issues before they arise. The design of new products or the redesign of existing ones is critical because the product's impact on the environment in terms of the use of natural resources, energy and the pollution it creates during its life cycle is defined precisely by determining the characteristics of the product. Life cycle assessment is useful, but also very complex, in designing a greener product. The assessment is less applicable for completely new products since it requires a lot of information that is not available in the development stages of these new products. Life cycle assessment is a "methodological tool for qualitative and systematic evaluation of the impact of production systems on the environment through all phases of that life cycle". It includes questions about the purchase and processing of raw materials, production and distribution, the use of products and packaging, and the procedure after the end of the product's useful life.

- *Green products* - are those products that have a lower impact on the environment or are less harmful to human health than ordinary products. Green products can be partially or completely produced from recycled elements, and they can be produced in a way that conserves more energy or delivered to the market with less additional packaging. These products are friendly to the environment both during their use and during production and subsequent disposal. Green products are characterized by certain properties that distinguish them from ordinary products. Ideally, with a posi-

tive effect on the environment, they should have improved properties and quality and provide consumers with greater satisfaction compared to ordinary products.

- *Green brand* - can represent a product that is not harmful to the environment, but it can also be an ecological product and one that does not contain artificial elements. Green stamps have functional, symbolic and experiential benefits. Functional benefits refer to the performance of a green product. Symbolic benefit is related to the customer's idea of a green product and has the function of expressiveness or social acceptance, while experiential benefits represent feelings when using the product related to the product itself.

- *Green price* - The cost of buying green products can be more expensive than usual, and the purchase itself can have the characteristics of a belief in the quality of the product being purchased, for example, the belief that certified organic food is really organically grown or that a certain device really consumes less energy. The price of the product as the financial cost of its acquisition is important in the process of product evaluation and selection. Usage costs are often overlooked when purchasing, but they refer to all the costs of switching from another product, as well as the costs of sustainability, wear and tear, and energy and power consumption required to use the product. Product usage costs for green products are usually lower than the costs of purchasing conventional products. However, green products do not always have to be more expensive than conventional products during their lifetime. The costs of switching from one product to another may not always be easy for the consumer, especially starting to use a green product. The adoption of a green product may initially be related to a high risk perception, i.e. psychological uncertainty that the product will not perform its function as well as a normal product.

- *Green distribution* - stands for efficient performance of all set distribution tasks, but without excessive and absolutely unnecessary pollution of the environment. It insists on the reduction of energy consumption that has a negative impact on the environment (for example, the construction of fossil fuels) and the complete elimination of materials that are environmentally unacceptable.

- *Green promotion* - has an essential function in creating demand for green products through the functions of informing, convincing and remind-

ing consumers about such products. It can be defined as "advertising that claims that the advertised products are environmentally friendly or that the process of their production conserves resources or energy" (Nefat, 2015).

4. Research methodology

Green product consumer research is focused on understanding and explaining motivational frameworks, factors that influence the decision to purchase a green product, as well as consumer needs that influence the choice and purchase of a certain green product. The better one understands the process of perception and the process of making a decision to buy a green product, the more certain the factors influencing the decision to buy a green product can be recognized, considering the 4P (product, price, promotion, distribution). Depending on the perception on the market of green products, the dynamics of demand for green products will also depend. Also, the research provides information on the structure of the market segment, users of green products and their demographic characteristics, lifestyle, habits, expectations, preferences, attitudes, etc., which influence the decision to buy a green product. The first step in the research methodology was a clear definition of the research objectives. The main goal of this work is:

- understanding consumer attitudes and behavior towards green products,
- identification of factors that influence the selection of green products, or evaluation of the effectiveness of existing green marketing strategies.

Data were collected using a survey, and analysis of secondary data sources such as research articles or statistical data that served to define the questions in the survey. After collecting the data, the results were analyzed in the SPSS program. The aim of the research is to look at and understand the behavior of consumers of green products from three perspectives: the first studies consumers of green products through socio-economic characteristics, the second takes into account the amount of information and knowledge consumers have about green products, and the third perspective includes values, lifestyles, characteristics personalities and attitudes.

A structured survey questionnaire was used as a research instrument. Based on the study of relevant literature in the subject area, a survey questionnaire was created. In the creation of the survey questionnaire, closed questions with an offered answer, open questions, and closed questions with offered modalities were used, measured by a five-point Likert scale.

In accordance with the defined research questions, the following research hypotheses were defined:

Hypothesis H1: Concern for an individual's health affects the decision to buy green products.

Hypothesis H2: An individual's ecological concern affects the decision to buy green products.

Hypothesis H3: Limited supply affects the decision to buy green products.

Hypothesis H4: Price affects the decision to buy green products.

5. Results and discussion of research results

The sample consisted of consumers (men and women) of younger age (18-35 years) and more mature age (36-55 years), selected by convenience sampling in the area of the city of Zagreb, who are users of green products. In the future, the same research should be conducted throughout Croatia in order to obtain a complete picture of consumers of green products. This sample and research was conducted in the Zagreb area and is suitable for obtaining indicative results and making general conclusions about the factors influencing the behavior of consumers of green products and can in the future serve as a basis for further research on consumers, their motives and attitudes and preferences when choosing green products. The sample consisted of 250 persons over the age of 18 who reside in the area of the city of Zagreb. The description of the sample is presented in Table 1. To collect information, a questionnaire was used in which the claims were defined based on the claims formulated by Sergio Silva and others (View 1).

Table 1.
Socio-demographic structure of respondents (N=250)

SEX	n	%
Male	55	26 %
Female	185	74 %
AGE		
18-24	40	16 %
25-34	45	18 %
35-44	50	20 %
45-54	50	20 %
55+	65	26 %
COMPLETED EDUCATION		
Elementary School	20	8 %
High school	140	56 %
College and more	90	36 %
MARRIAGE STATUS		
Single/Unmarried	80	32 %
Married	145	58 %
Dismantled	25	10 %
NUMBER OF HOUSEHOLDS		
1	90	36 %
2-3	100	46.65 %
4-5	56	17.35 %
6+	0	0 %
HOUSEHOLD INCOME		
To 265 EUR	21	8,46 %
266 – 530 EUR	33	13.30 %
531 – 797 EUR	44	17.74 %
798 – 1.060 EUR	52	20.96 %
1.061 – 1.327 EUR	55	22.17 %
1.328 EUR +	43	17.37 %

The claims related to health and environmental care as the primary motivations for buying all categories of green products, to test the purchase considering the elements of product, price, promotion and distribution. All questions in the questionnaire are closed-ended, and respondents expressed their degree of agreement with the stated statements using a 5-point Likert scale, where 1 means "completely disagree" and 5 means "completely agree".

Table 2 shows the reasons for choosing a green product for purchase. In order to be able to interpret the results of the research, it was necessary to perform the reliability of the measuring instrument, and the Cronbach Alpha coefficient for the following particles: Concern for health, Environmental concern, Not including the use and testing on animals, diversity and the desire to help preserve the environment, and improvement of health is =,907. Based on the Cronbach Alpha coefficients shown in the previous table, it can be concluded that the applied measurement scales have an excellent level of reliability, that is, they are confirmed as valid instruments for measuring the attitudes and opinions of respondents.

The primary motive for choosing a green product is concern for health, and the respondents gave the lowest score of 2 and the highest score of 5, (arithmetic mean=4.80; SD=1.2). Improving health is also recognized as an important motive for choosing green products, where the lowest score is 1 and the highest score is 5 (arithmetic mean=4.43; SD=1.2).

Table 2.
Motives for choosing a green product

	N	Arithmetic middle	SD	Minimum - maximum	Cronbach Alpha
Care for health	250	4,89	1,2	2 - 5	0,907
Ecological concern	250	4,03	1,3	1 - 5	
It does not include the use and testing on animals	250	3,89	1,3	1 - 5	
Curiosity and desire to help preserve the environment	250	4,13	1,2	1 - 5	
Improving health	250	4,43	1,2	1 - 5	

Note: ratings are given on a Likert scale from 1 - 5 (1 - very bad, 5 - excellent)

SD - standard deviation

Limited offer of green products. The insufficient supply of green products on the market of the Republic of Croatia is an expected limiting factor considering that their production is not intended for the mass market. Such production generates significantly higher costs than conventional ones, which results in a higher price, which has been identified as the second limiting factor when buying green products. Insufficient information and promotion, as a third limiting factor, points to the fact that modern consumers expect complete information about the product or product packaging, because they are motivated by the desire to protect their health and that of their family.

The ratings shown in Table 3 support the fact that for all particles, the mean values are higher for those respondents who estimate that a green product has the potential for the development and application of green marketing strategies in order to protect nature and the environment, according to the results: "Green marketing must ensure the synergy of economic profit and care for the environment" (difference -0.658, 95% confidence interval of the difference from -1.1 to -0.4, Student's t-test, $p < 0.001$); "Green marketing ensures community involvement" (difference -0.632, 95% confidence interval of the difference from -0.9 to -0.4, Student's t-test, $p < 0.001$); "The price of green products is a key selection factor" (difference -0.553, 95% confidence interval of the difference from -0.8 to -0.3, Student's t-test, $p < 0.001$); "The price of green products should be the same as that of traditional products" (difference -0.587, 95% confidence interval of the difference from -0.8 to -0.3). The costs of switching from one product to another may not always be easy for the consumer, especially starting to use a green product. The adoption of a green product may initially be related to a high risk perception, i.e. psychological uncertainty that the product will not perform its function as well as a normal product.

6. Conclusion

Every year there are new unexpected activities that need to be adapted to as easily and efficiently as possible. There are many situations happening in the world that cannot be managed, but what can be done in order to minimize the consequences in the future, because of course they can no longer be prevented, only reduced and not allowed to collapse even more, it is necessary to raise awareness in society and business.

Table 3.
T test for hypothesis testing

	Assessment of the role and significance of green marketing in the concept of sustainability						P*
	Arithmetic mean (standard deviation)		Difference	95% range reliability		t (df)	
	There is none	There is potential		From	To		
Green marketing synergy of economic profit, care for the environment	3,16 (1,1)	3,82 (1,1)	-0,658	-1,0	-0,4	-4,2 (251)	<0,001
Green marketing - involvement in the community	3,64 (1,0)	4,27 (0,9)	-0,632	-0,9	-0,4	-4,8 (251)	<0,001
The price of green products is a key selection factor	3,79 (1,0)	4,34 (0,9)	-0,553	-0,8	-0,3	-4,3 (251)	<0,001
The price of green products should be the same as that of traditional products	3,69 (1,0)	4,21 (0,9)	-0,523	-0,8	-0,3	-3,9 (251)	<0,001
When I buy a product, I always check if the manufacturer cares about the environment	3,49 (1,1)	4,13 (1,0)	-0,642	-0,9	-0,4	-4,6 (251)	<0,001
I buy products with ecological labels because they are ecologically correct	3,54 (1,1)	4,18 (1,0)	-0,640	-0,9	-0,4	-4,5 (251)	<0,001
I always buy foods that have less toxins because they are more environmentally friendly	3,42 (1,1)	4,12 (0,9)	-0,706	-1,0	-0,4	-5 (251)	<0,001
I pay more for green products that promote the environment	3,51 (1,1)	4,25 (0,9)	-0,740	-1,0	-0,5	-5,2 (251)	<0,001
I buy organic products because they are healthier	3,51 (1,1)	4,10 (1,0)	-0,783	-1,1	-0,5	-5,4 (251)	<0,001
Between two products, I always choose the product that is healthier	3,67 (1,0)	4,29 (0,9)	-0,619	-0,9	-0,4	-4,6 (251)	<0,001

For this reason, it is necessary to turn as many companies as possible to green marketing and pay attention to consumers, meet their needs, and also think about preserving the environment and make consumers aware that they should think about their healthy habits, about caring for the environment and the future. Above all, it is important to connect companies with consumers, because this way they themselves will more consciously achieve the importance of environmental awareness. Practicing green marketing in companies strengthens the brand and image, because it shows how much a company cares about its customers, that is, their health, as well as its contribution to the preservation of the environment and nature. Today, more and more companies are using green marketing in their business because they want to contribute to the health of the entire community and encourage new habits among consumers. From the discussion of the research results, it can be concluded that the

majority of respondents are familiar with the concept of green marketing and are aware of what is happening in the world, that environmental awareness is very important in business in order to revive environmental protection and awaken society to do something healthy for themselves and future generations. , and that their main motive for choosing a green product is concern for their own health. The price of the green product, which is currently too high for some households and their budget, plays a big role in all of this. This research has several limitations. The first limitation is the size of the sample, and for this reason the research results cannot be generalized. Furthermore, the research methodology itself can be considered as a limitation of the research, i.e. the fact that the survey did not provide an insight into the in-depth understanding of the problem. Understanding the limitations of the research is essential for interpreting the results and drawing relevant conclusions, as well as for recom-

mending further research on the same or similar topics. Future research should focus on how consumers perceive green marketing and how it affects their brand perception. Also, future research should include studying the effects of different marketing strategies on consumer perception. This would provide an in-depth insight into the problem and analysis of green marketing practices and strategies in different industries and regions, which will enable a better understanding of the best practices and challenges faced by companies in the application of green marketing.

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