



# Examining Consumer Attitudes and Values Toward Environmentally Friendly Products: The Significance of Environmental Awareness for Today's Consumers

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**Abstract.** This paper examines the attitudes, opinions, and values that consumers hold regarding environmentally friendly products in the domestic market. Given the fact that consumers have been focused on sustainability and environmental consciousness more than ever, it is crucial to understand how these factors influence purchasing decisions. Special attention will be paid to the role of environmental awareness in shaping consumer attitudes and behaviors in the context of purchasing sustainable products. To collect quantitative data, a structured questionnaire will be used, while focus groups will be applied as a qualitative method to gain deeper insights into consumer attitudes and opinions. Additional data will be collected through observational studies in stores and online shopping. The research results will provide data for more precise definition of marketing strategies, adjustment of production processes to produce more environmentally friendly products, as well as for product development.

### Keyword:

environmentally friendly products, eco marketing, consumers, attitudes

## 1. Introduction

Green marketing significantly influences product and service quality. Companies are striving to respond to this demand, aiming to create products that have a minimal negative impact on the environment and building brand and positive market reputation through the use of green marketing. Green marketing involves promoting products or services that are environmentally friendly and sustainable. By focusing on green marketing, companies not

only enhance their brand reputation and foster stronger customer loyalty but also play a vital role in safeguarding the environment and supporting a more sustainable future.

The implementation of sustainable practices can result in reduced production, distribution, and resource consumption costs, while also promoting environmental qualities. By applying ecological standards in practice, we influence the environmental quality of products or services. Implementing ecological standards into practice involves integrating environmentally responsible guidelines and procedures into daily business operations. This can include adopting sustainable manufacturing processes, reducing waste, minimizing energy consumption, and ensuring that products and services meet specific environmental criteria. By putting these standards into action, companies can reduce their environmental footprint, comply with regulations, and contribute to the overall health of the planet.

In summary, environmental standards, product recycling, the use of renewable energy sources and natural ingredients are key elements of green marketing that enable companies to highlight their environmental efforts and attract consumers who support sustainable practices. It's important to note that modifying existing products is crucial to properly embrace eco standards. Therefore, promoting environmental activities to implement good practices is essential. Within their environmental goals, aiming to achieve sustainability and reduce negative environmental impact while promoting their business as environmentally responsible, companies commonly set the following environmental objectives to guide their efforts: reducing plastic usage and promoting recycled packaging, using renewable energy sources, reducing CO<sub>2</sub> emissions, responsible resource consumption, as well as consumer education and engagement.

## **2. Points of Results and Discussions**

The new challenges in today's market revolve around creating strategies and products that address pollution reduction, environmental protection, and climate change mitigation. Green marketing contributes to tackling these challenges by creating a stable and sustainable environment. Understanding consumers' knowledge and awareness of green marketing is crucial, as it significantly influences attitudes, values, and habits in the market. The phases in the development of green marketing range from the emergence of environmental marketing in the late 1960s and early 1970s, focusing on identifying the causes of environmental issues. The phase of environmental green marketing focused on raising awareness about pollution and highlighted the need to tackle environmental harm within households by promoting the use of recycled paper, eco-friendly cleaning products, sustainable cosmetics, and other green alternatives.

In the final phase of green marketing development, we discuss sustainable green marketing as a strategic process that ensures the creation and implementation of products and services in a way that achieves organizational goals while protecting the environment. Green marketing means minimizing a product's environmental impact through product redesign, sustainable manufacturing, and integrated marketing campaigns. It aims to promote eco-friendly products and meet the demand for sustainable consumption. [1] Green marketing should be intuitive – basically, people do not like changing their shopping habits. Buying organic or sustainable products appears more difficult compared to the traditional products; It should be also integrative, which means that green marketing should combine commerce, technology, social effects, marketing and ecology. Unlike traditional marketing, it should link all the areas from production to sale, including environmental

efforts in the same extent. Green marketing should be innovative, which means that marketing people should create new and innovative products in implementing an efficient green marketing into business. Also, it should be inviting, which means using eco marketing marketers should invite consumers to buy environmentally friendly products. From a sales perspective it is vitally important to highlight the current benefits of these products – beneficial health properties, greater efficiency, durability, affordability, etc. At the end, it should be informed – the brands of the modern world are there to inform people. People without knowledge of wineries prefer to buy a wine brand just because they see a well-known brand as a quality. [2]

Green marketing consists of several activities aimed at ensuring that the main aspects of marketing and product exchange have a minimal negative impact on the environment, familiarize consumers with the importance of environmental protection, establish long-term relationships with customers and other interested parties, create a natural need to be responsible for the environment. [3] Green marketing is generally seen as promoting and advertising products that should be environmentally friendly. The advertising efforts and techniques focused on creating these shifts toward the consumption of green products are referred to as green advertising. [4] One of the most important elements of the marketing mix in green marketing is the product. An environmentally friendly product encompasses not only its final form but also all production processes, from the materials used to the technologies employed, as well as packaging and labeling. Green marketing is focused on all marketing activities and processes while protecting and respecting the environment. [5] The price of environmentally friendly products is often higher than that of traditional ones, which partly influences the demand for these products. Price-sensitive consumers may opt for cheaper products with similar features, while those motivated by the brand of eco-products may not be price-sensitive. Such consumers focus on the benefits or value that eco-friendly products offer them. Companies should be transparent in the way of promoting environmental information so that consumers can easily find it credible. In addition, companies can facilitate customer awareness by spreading the message about the benefits and usages of eco-friendly products.[6]

Montenegro has been an ecological country since 1991 and has been implementing several important strategic documents, including the Economic Reform Program (ERP), the EU Accession Program, and the National Sustainable Development Strategy. The significance of the green economy, green transformation, and sustainable development are recognized in all of these documents as priorities. Green transformation is crucial in sectors that form the basis of Montenegro's development, such as: tourism, agriculture, and the service sector, where particular emphasis is placed on renewable energy, energy efficiency, recycling, etc.

### **2.1. Application of eco marketing in practise**

The application of eco marketing isn't solely focused on marketing campaigns that highlight the environmental characteristics of products, but it's a holistic business approach focused on sustainability. Besides promoting the reduction of environmental pollution, companies can also promote sustainable business practices and consumer habits, ultimately raising awareness of the importance of environmental issues and encouraging consumers to adopt a more sustainable way of living and consuming. Eco marketing can contribute to strengthening regulations and standards in the industry related to environmental protection.

An example of a company that's a leader in sustainability and environmental initiatives

is IKEA. Their dedication to reducing their environmental footprint and promoting sustainable practices not only has a positive impact on the environment but also on the industry as a whole. When consumers become aware of environmental issues and seek more sustainable products, it can encourage companies to take responsibility for their business and adapt to stricter regulations. The IKEA eco marketing concept is primarily based on products of sustainable design, consumer education, and the development of partnerships and innovations. IKEA is known for its products designed with sustainability in mind. This includes the use of recycled materials, as well as designing products that are durable, functional, and easily recyclable at the end of their lifecycle. This company actively educates its consumers about sustainable practices through various communication channels, including catalogs, websites, social media, or even through educational events in their stores.

Additionally, IKEA provides advice on recycling, energy efficiency, and other environmental topics to inspire people to live more sustainably. Through various partnerships and innovative projects, this company contributes to environmental protection. IKEA applies the concept of a transparent supply chain, thereby developing an ethical approach and building trust with stakeholders in the value chain. These strategies not only help IKEA achieve its sustainability goals but also create a positive brand perception among consumers who are increasingly aware of the importance of environmental issues.

One of the challenges of eco marketing is greenwashing, where companies promote products as environmentally friendly, even though that may not be true. This can lead to consumer misinformation and a decrease in trust in brands. Therefore, it's important for companies engaged in eco marketing to be transparent and accountable in their claims. Like greenwash, green confusion is another factor that negatively affects consumer trust in green practices [7]

The example of a Montenegrin company that continuously directs its attention towards environmental protection and the application of the concept of eco-marketing is Crnogorski Telekom. This company is focused on sustainable business practices, environmental protection, as well as all activities that support and motivate the community to adopt a responsible attitude towards the environment. They have extensive cooperation with the National Parks of Montenegro and make significant investments in ESG (Environmental, Social, and Governance) concepts of sustainable business, which ultimately confirms their green orientation significantly. A good example of a promotional activity is the Green Prepaid Telecom Tourist package, defined as part of Telecom's summer campaign, aimed at protecting the invaluable natural heritage in the zones of the National Parks of Montenegro. For every tourist package sold, this company donates €0.15 to the National Parks of Montenegro, with the aim of protecting the biodiversity of protected areas. The funds raised from this activity will be directed towards the development of the youngest National Park in Montenegro – the Prokletije National Park. Additionally, the company continuously works on education, research, and projects that raise awareness of the importance of ecological activities and eco-marketing for the purpose of preserving biodiversity and the environment. Also, one of the activities they carry out, which is important for promoting eco-marketing, is the disposal of electronic waste. The company enables the recycling of devices and offers active discounts for purchasing new phones in their stores to all users who have damaged and old phones. It is important to note that electronic and electrical waste is the fastest-growing category of waste in European

Union countries, which often ends up directly in landfills without further disposal.

By integrating eco-marketing practices into their strategies, telecommunication companies can not only enhance their brand reputation but also contribute to environmental conservation efforts and meet the growing demand for sustainable products and services. In 2011, Crnogorski Telekom signed the United Nations Global Compact, dedicated to integrating ten universal principles of socially responsible business into companies' activities worldwide. These principles encompass human rights, labor relations, environmental protection, and the fight against corruption. Additionally, Crnogorski Telekom is a member of the "Climate Response" network within the Southeast Europe Forum project on climate change adaptation.

One characteristic of green marketing related to distribution channels is continuous reversible distribution, which involves the ongoing return of packaging or products. Products move through reversible channels from the buyer back to the producer. Such reversible distribution channels have their advantages and disadvantages. The advantages include better control over distribution functions, reduced packaging costs, and improved image of the economic entity. However, there are also drawbacks, such as higher production costs, recycling costs, and distribution costs. [8]

One of the best practices for green distribution is implementing a comprehensive reverse logistics system. This system focuses on the efficient return and recycling of products and packaging materials, reducing waste and minimizing the environmental impact of distribution activities. One of the key components of good distribution strategy is product return programs, which encourage customers to return used products for recycling or refurbishment. Also, optimized transportation is a crucial, which including optimizing transportation routes and modes to minimize fuel consumption and greenhouse gas emissions. Companies utilize alternative transportation methods such as electric vehicles or bicycles where feasible.

In order to optimize work processes, the companies should implement effective processes for handling returned products and materials, including sorting, refurbishment, recycling and disposal. Also, the companies should maximize the value obtained from returned items and minimize waste sent to landfills. Reverse logistics define all processes including planning, implementing, and controlling of the material and information from the point of consumption to the point of origin. Repairing, remanufacturing, recycling, reconditioning and disposing are some of the reverse logistics activities which are done from upstream of the supply chain. [9] UPS has been a leader in green distribution practices for years. The company has invested in a large fleet of alternative fuel vehicles, including electric, hybrid, and natural gas-powered trucks. UPS also utilizes advanced routing technology to optimize delivery routes and reduce fuel consumption. Additionally, UPS offers a carbon-neutral shipping option for customers who want to offset the environmental impact of their shipments. IKEA also uses electric vehicles for home delivery in some locations and has invested in renewable energy to power its warehouses and stores. Tesla is a pioneer in electric vehicles (EVs) and uses its own electric vehicles for transportation and delivery purposes. By utilizing EVs, Tesla reduces reliance on fossil fuels and minimizes emissions associated with transportation. Tesla is a pioneer in electric vehicles (EVs) and uses its own electric vehicles for transportation and delivery purposes. By utilizing EVs, Tesla reduces reliance on fossil fuels and minimizes emissions associated with transportation. This

company operates a network of Supercharger stations powered by solar energy. These charging stations enable Tesla owners to recharge their vehicles using renewable energy, further reducing their environmental impact. Also, they work with suppliers to ensure sustainability throughout its supply chain. This includes sourcing materials responsibly, minimizing waste, and reducing carbon emissions associated with manufacturing and distribution processes.

Companies need to minimize packaging materials and use eco-friendly packaging whenever possible, considering innovative packaging designs that reduce waste and are easily recyclable. Amazon offers packaging-free options for some products and encourages customers to recycle packaging materials. Starbucks encourages the use of reusable cups and offers discounts to customers who bring their own cups. This reduces the need for single-use disposable cups and minimizes waste.

One exemplary company known for its successful implementation of reverse logistics practices is Patagonia, a renowned outdoor clothing and gear manufacturer. Patagonia's Worn Wear initiative encourages customers to return their used clothing and gear for repair, resale, or recycling. The company offers repair services for damaged items, extending their lifespan and reducing the need for new purchases. Patagonia implements a trade-in program, and allows customers to trade in their old Patagonia products for store credit through its trade-in program. These traded-in items are refurbished or recycled, diverting them from landfills and promoting a circular economy. The company collaborates with recycling partners to ensure that materials from returned products are recycled into new textiles or products. This includes recycling materials like polyester, nylon, and cotton to create new garments, reducing the demand for virgin materials. The company works very transparent and put the effort to educate consumers about the environmental impact of their products and the importance of responsible consumption. The company provides information about its supply chain, repair processes, and recycling efforts to foster transparency and accountability. Also, they prioritize environmental and social responsibility throughout its operations.

By embracing sustainable practices, including reverse logistics, the company demonstrates its commitment to minimizing waste, conserving resources, and promoting ethical manufacturing.

## **2.2. Eco customers – a new paradigm in customer behaviour**

In today's changing world and strong social dynamics, as well as the negative impact on the environment, people have been encouraged to increase awareness of the importance of ensuring a healthy and safe environment. This increase in awareness has led various social segments to act in accordance with environmental protection concerns. In this regard, today's consumers have become increasingly aware of their personal interest and concern regarding the purchase or consumption of products bearing ecological labels, or products that are environmentally friendly in terms of materials, production, distribution, marketing, and related managerial activities.

Currently, many companies begin to introduce and create green products. It is an effort for fostering the environmental awareness to increase customers' purchasing power.

Green consumers are those who take environmental factors into account when purchasing products or services and prefer products that have a smaller ecological footprint. Consumer awareness of environmental issues plays a key role in the development of the green market and influences the behavior of companies and producers. Green

consumers are aware of environmental challenges such as climate change, environmental pollution and loss of biodiversity. Understanding these problems, they tend to support products and companies that demonstrate responsibility towards the environment. This category of consumers prefers products that are produced in a sustainable way, using environmentally friendly materials, minimizing waste and emissions of harmful gases and supporting fair trade. In terms of information, green consumers are usually well informed about the environmental characteristics of products. They research products, read labels, look for sustainability certificates and check product information online. Awareness of environmental issues influences consumer purchasing decisions. When consumers prefer sustainable products, it can motivate companies to improve their practices and offer more environmentally friendly options.

More and more consumers are becoming aware of the importance of preserving the environment and are looking for products that reflect these values. Therefore, understanding the preferences and behavior of green consumers becomes crucial for the company's success in the modern market. According to Global Sustainability Study, 85% of consumers have shifted purchase behavior to be more sustainable in the past 5 years. [10] Another recent study reveals that 87% of millennials believe that a company should address environmental issues.

Product recyclability is also one of the most important factors for most consumers when choosing environmentally friendly products. Consumers are very sensitive to this component of the product and tend to buy those products that have multiple uses, in order to reduce the impact on environmental pollution. The biodegradability of the product is the second most important factor that is important for eco customers when purchasing. Products that are organically degradable and have less impact on the environment are preferred.

Ecover is a company specializing in eco-friendly cleaning and household products. They prioritize sustainability throughout their entire product lifecycle, from sourcing renewable ingredients to using recyclable packaging. Ecover also invests in research and development to continuously improve the environmental performance of their products. Their commitment to sustainability resonates with eco-conscious consumers who seek alternatives to traditional cleaning products that are harmful to the environment.

Sustainability has transitioned from a niche interest to a mass consumer expectation. Today, consumers increasingly practice and demand environmentally responsible choices in all aspects of their lives. Consumer motivation is growing, yet they encounter obstacles in one aspect of the marketing mix. High prices of these products and lack of information are at the top of the list. Therefore, companies strive to be as transparent as possible in presenting their offerings and highlighting the significance of these products to consumers. Being transparent about environmental practices and performance metrics is essential for building trust with consumers.

The messages in promotional campaigns can also have a strong impact on consumer behavior. They communicate the values of sustainability and environmental responsibility. Promotional messages should be catchy, clear, with encouragement to preserve one's health and the environment. Some examples of good messages are: *"Every step towards sustainability is a step towards a better future. Choose our recycled products and let's build a world without waste together."*; *"Nature is our best ally. Our products are planet-friendly because we believe that caring for the environment is key to harmony between humans and nature."*; *"We've designed our products with a mission: to protect the planet. Every purchase*

*from us supports environmentally sustainable practices and has a positive impact on the environment."; "Sustainability is not a trend, but our daily responsibility. Our products are made from materials that save resources and reduce harmful emissions. Let's build a greener future together."; "Living in harmony with nature. Our products are ecologically certified and support sustainable production. Choose responsibly, choose eco-friendly."* In 2023, campaigns that focused on innovative eco-friendly products, community engagement in environmental initiatives, or campaigns that raised awareness about pressing ecological issues might have received recognition. Awards could have been given based on criteria such as creativity, effectiveness in driving behavior change, environmental impact, and engagement with target audiences. One of the best eco campaign was the campaign of Inter Miami x (Re)Boot Apparel Campaign. The partnership of Megaklub in Florida with (re)Boot, a sports clothing brand focusing on recycling discarded sports apparel, represents a significant step in combating the issue of fast fashion in the sports industry. (Re)Boot has recognized this problem and decided to take action, which is commendable. Partnering with Inter Miami allows (re)Boot to gain necessary support and recognition, making this move exceptionally smart. The second one is E.ON Climate Change ad. "Instead of talking, show it". That's the way German electric utility company E.ON chooses to do a campaign. "The future is not nice. But there's hope and this hope is sustainability". E.ON sells solar panels, and that's a perfect way to position their product.

Companies are adapting by offering eco-friendly alternatives, transparently communicating their sustainability efforts, and integrating environmental initiatives into their operations to meet the demands of these conscious consumers.

### 2.3. Methodology

Table 1. Presentation of socio-demographic data from the research

<b>Gender (%)</b>	Men	41.5%
	Women	58.5%
<b>Level of education%</b>	Completed three-year high school	1,6%
	Completed four-year high school	14,8%
	Completed three-year primary studies	39,3%
	Completed master's studies	13,1%
<b>The age of the respondents (%)</b>	15-20	8,5%
	20-30	41,5%
	30-50	34,9%
	Over 50	15,1%

The sample in this study consists of 106 respondents living in all three regions of Montenegro. The sample is random, meaning that each element of the population has an equal probability of being selected. Data collection was done through a questionnaire, which was administered online via GoogleDocs. The questionnaire is divided into three sets of questions. The first set of questions consists of socio-demographic questions: gender, level of education, and age of the respondents. The second set of questions pertains to investigating attitudes towards eco-friendly products. The third set of questions relates to the willingness of respondents to buy eco-friendly products as well as their attitudes



towards them. The questions in the questionnaire use nominal and ordinal scales and are of a closed-ended type. In the questionnaire description, instructions for completing the questionnaire were provided along with an explanation of the purpose of the questionnaire.

From the given results, it is evident that the sample in the study consists of a larger number of women. The most represented level of education among the respondents in this study is completing three-year primary studies. The largest number of respondents in this study are aged between 30 and 50 years, accounting for 34.9% of the total sample.

The dominant hypothesis guiding the research is as follows:

*H0: Eco-friendly products evoke positive reactions and attitudes among consumers in Montenegro during the purchasing process.*

*H1: Montenegrin companies do not invest significantly in the supply and promotion of eco-friendly products.*

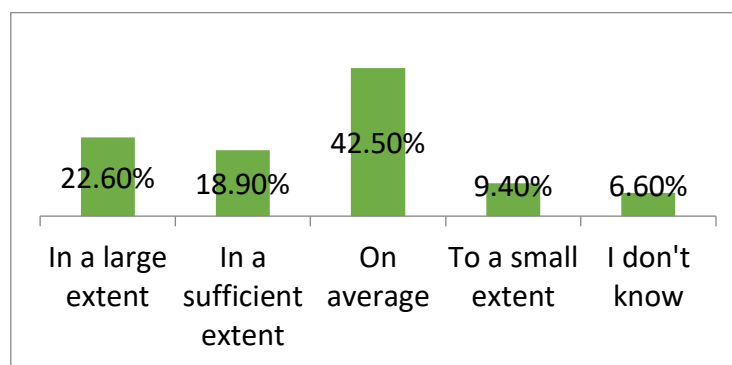


Figure 1. Contribution of the importance of preserving personal health and the environment to the purchase of eco-friendly products

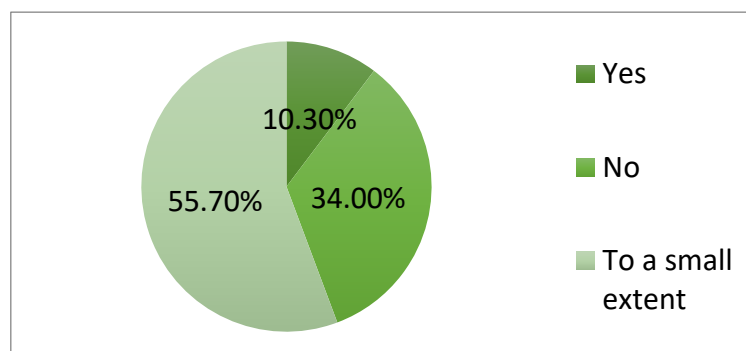


Figure 2. Percentage of respondents familiar with eco-friendly products in stores in Montenegro

The research results indicate that the importance of preserving personal health and the environment contributes, on average, to the purchase of eco-friendly products.

The research results indicate that the majority of respondents, 55.7%, are small extend familiar with eco-friendly products in Montenegro.

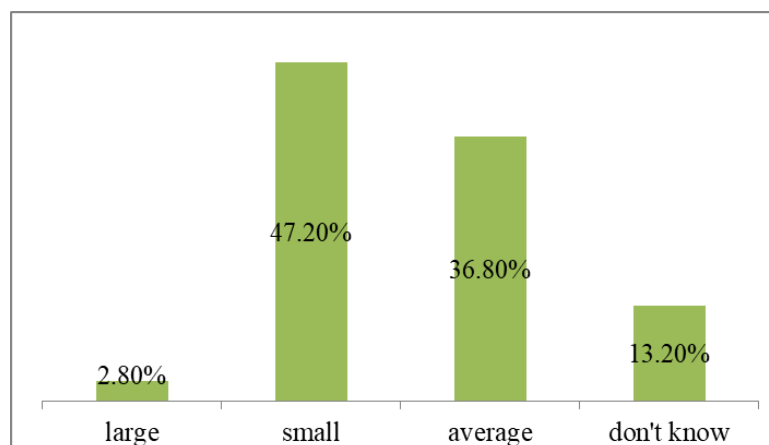


Figure 3. Percentage of consumer awareness, according to respondents, in Montenegro about the importance of introducing eco-friendly products

The research results indicate that, according to the respondents, the level of consumer awareness in Montenegro regarding the importance of introducing eco-friendly products is low.

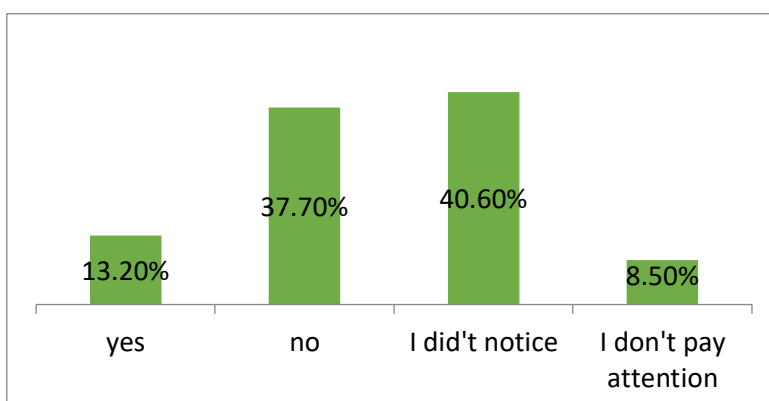


Figure 4. Percentage expression of respondents' opinions on the prominence of eco-friendly products on shelves

The research results indicate that the highest percentage of respondents do not notice eco-friendly products being prominently displayed on the shelves. The research results also indicate that, according to the respondents, the eco-friendly products they purchase contain ecological characteristics to an average extent. The research also results indicate that 71.7% of respondents are willing to pay a higher price for eco-friendly products/services.

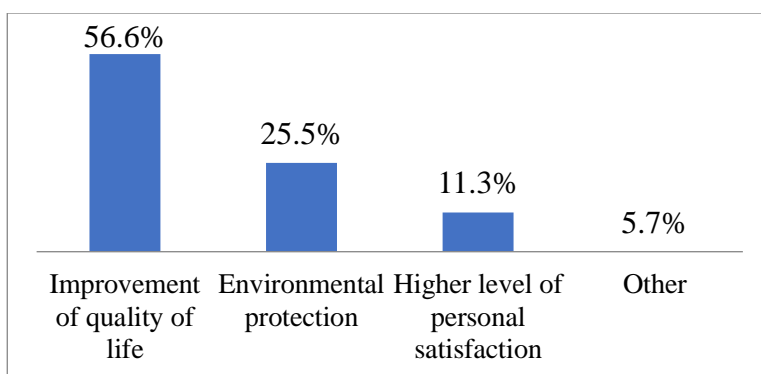


Figure 5. Display of the main reason why respondents are willing to pay a higher price for eco-friendly product/service

The research results indicate that the main reason why respondents are willing to pay a higher price for eco-friendly products/services is the improvement of quality of life, as stated by 56.6% of respondents. The research results indicate that the main reason why respondents who are not willing to pay a higher price for eco-friendly products made that decision because of the high cost of eco-friendly products, as stated by 40.6% of respondents.

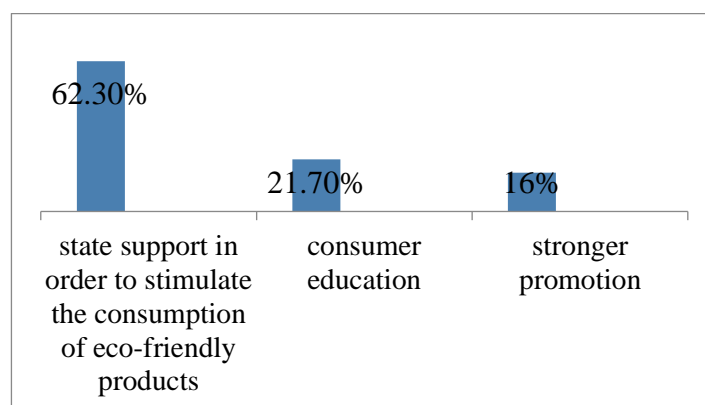


Figure 6. Display of respondents' opinions on how to increase the use of eco-friendly products

According to respondents, the most needed support from the government to stimulate the consumption of eco-friendly products, as stated by 62.3% of respondents.

The research results indicate that the largest number of respondents, 40.6%, are unsure whether packaging influences their choice when purchasing eco-friendly products. The smallest number of respondents, 23.6%, state that packaging does influence their choice, while 35.8% of respondents state that packaging does not influence their selection. The research results indicate that when purchasing eco-friendly products, respondents do not consider the type of packaging, with 61.7% of them stating so. The remaining respondents purchase biodegradable packaging, made from recycled materials, or packaging of compact and optimal size.

The research results indicate that women are "to a small extent" familiar with eco-friendly products, with 34% of them stating so. This also applies to male respondents, with

21.7% of them stating that they are "to a small extent" familiar with eco-friendly products in Montenegro.

When it comes to familiarity with eco-friendly products in Montenegro relative to respondents' gender, the Pearson correlation coefficient is 0.14.

The research results indicate that female respondents are more willing to pay a higher price for eco-friendly products compared to male respondents, with 41.5% of them stating so.

The research results indicate that the Pearson correlation coefficient concerning the gender of respondents and their willingness to pay a higher price for eco-friendly products is 0.697.

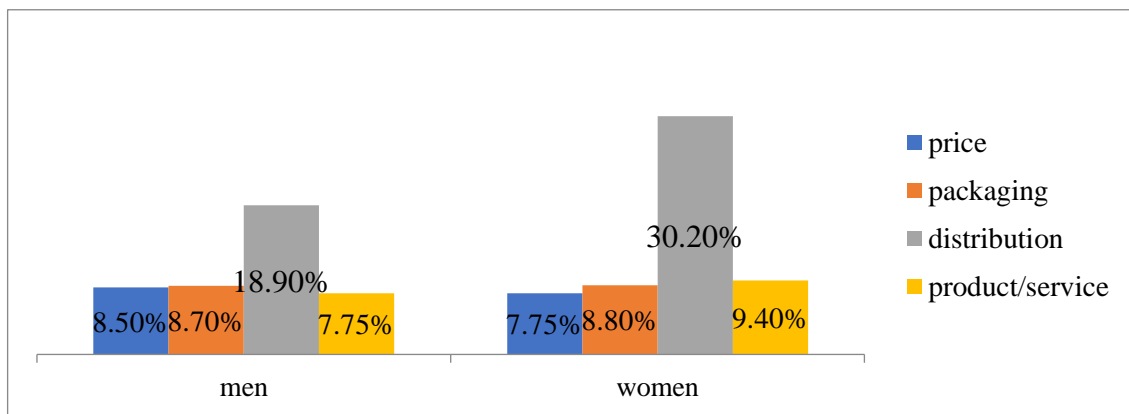


Figure 7. Percentage representation of which marketing element has the greatest influence on the purchase of eco-friendly products in Montenegro.

The results of the research indicate that distribution is the marketing element that has the greatest influence on the purchase of eco-friendly products, among members of both sexes. Pearson's correlation coefficient is 0.630.

The research results indicate that 7.5% of men believe that companies in Montenegro invest in marketing activities and promotion of eco-friendly products, while only 0.9% of women share this belief. Additionally, 11.3% of male respondents and 19.8% of female respondents state that companies do not invest in these activities. 17.0% of male respondents stated "hard to say" whether companies invest in marketing and promotional activities, while a higher percentage of women, 29.2%, opted for the same response. Only 5.7% of male respondents indicate that they "do not know" whether companies invest in marketing and promotional activities for eco-friendly products, while 8.5% of female respondents chose the same response.

Companies in Montenegro do not invest enough in marketing activities or promotion when it comes to eco-friendly products. The research results indicate that only 8.5% of respondents state that companies in Montenegro invest in the promotion of these products.

The research results indicate that there is no statistically significant difference in terms of respondents' age and their willingness to purchase eco-friendly products compared to other products ( $N=106$ ,  $F=0.549$ ,  $Sig.=0.650$ ).

Based on the research results, it is observed that there are no differences regarding respondents' age and their willingness to pay a higher price for eco-friendly products (N=106, F=3.535, Sig.=0.33)

### **3. Conclusion**

The concept of green marketing is increasingly being embraced by companies worldwide. The future of marketing lies in accepting and implementing the green marketing concept in today's world of growing global changes and the increasingly negative impact of the environment on the ecosystem. Environmental marketing represents a model and path of clear sustainable development, along with sustainable business practices, all with the aim of positively impacting society as a whole. All marketing activities leading to the application and realization of this concept must also focus on raising consumer awareness about the significance of eco-friendly products/services for their health and the environment. Eco-friendly products evoke positive reactions and attitudes among consumers in Montenegro during the purchasing process, is not confirmed. Montenegrin companies do not invest significantly in the supply and promotion of eco-friendly products, is confirmed. Based on the research results, citizens in Montenegro do not buy eco friendly products to a sufficient extent, which is a reflection of the level of awareness of the importance of these products for health and the environment, as well as consequence of high prices and low promotion. The future of green marketing is likely to see significant growth as environmental awareness continues to rise among consumers, governments, and businesses. As sustainability becomes a key priority, companies will increasingly integrate eco-friendly practices into their core strategies, leading to innovations in products, packaging, and supply chains. Moreover, regulatory pressures and global initiatives to combat climate change will further push businesses towards adopting and promoting sustainable practices. Green marketing will not just be a niche approach but a mainstream expectation, driving long-term value for both companies and the planet.

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