

Sustainable Marketing, as a Buyer's Motivating Factor in the Retail Business: Example of Georgia

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Abstract

During the recent years, sustainability has appeared to be the challenge for the business sector and especially in the retails one. The business owners are still doubting about producing sustainable products, as it needs its segment and marketing strategies. The article highlights the importance of sustainable marketing in the retail's sector and discusses it as a motivating factor, from the customers' site. The main aim of the article is to study the role of sustainable marketing and create the profile of "sustainable buyers" on example of Georgia. The article according to the quantitative research method studies how sustainable marketing has influence on buyers' choice and proofs the hypothesis that sustainable marketing is a motivation factor in the retail sector, that has a huge influence on the decision-making process.

Keywords: Sustainable Marketing, Buyer's motivation; Motivating Factors

1. Introduction

In recent years, especially after the Coronomic Crisis (Papava, Charaia, 2020; Charaia, Lashkhi, 2021) sustainability has become a critical concern in various sectors, prompting businesses to rethink their practices and adapt to changing consumer preferences (Lashkhi et al., 2022a; 2022b).

As environmental awareness grows, consumers are increasingly looking for products and brands that align with their values and promote a sustainable future. In response, organizations are using sustainable marketing strategies to encourage consumers to make environmentally responsible choices.

The theoretical basis for understanding the impact of sustainable marketing on buyer motivation includes key concepts such as consumer values, attitudes toward sustainability and ethical consumption. Understanding these concepts is critical for businesses aiming to develop effective marketing strategies that resonate with environmentally conscious consumers.

A variety of measures are used in sustainable marketing, such as corporate social responsibility and green advertising. These methods not only encourage sustainability, but they also serve as strong inducements for customers looking for ecologically responsible substitutes. The effectiveness of these measures in influencing customer motivation and forming sustainable purchasing decisions can be understood by looking at recent studies on them.

Customers' perceptions of and attitudes toward sustainable marketing are important factors in their decision-making and motivation. It's critical for marketing to comprehend how long-lasting marketing messages, product features and brand reputation impact consumer perceptions in order to generate long-term sales growth.

As the world struggles with environmental issues, the phrase "sustainability" has become increasingly popular. Due to consumer demand for sustainable products and business methods, the retail sector is undergoing a significant change. This paradigm shift is particularly apparent in places like Georgia, where consumers are becoming increasingly aware of their impact on the environment. The intersection of sustainable marketing and buyer motivation in the retail industry is one of the most important fields of research in this regard, providing insights into how consumer behavior is changing dynamically.

In recent years, Georgia has made impressive economic progress at the intersection of Eastern Europe and Western Asia. As a result of this change, old marketplaces have become contemporary shopping malls and e-commerce has grown. Georgian consumers are simultaneously becoming more selective, knowledgeable and environmentally conscious. As customers pay more attention to ethical and ecological implications of the things they buy, this pattern is consistent with global trends toward sustainability. As a result, Georgian retailers struggle to adjust to the new consumer scenario, where sustainable marketing tactics are essential.

In the retail industry, it is essential to understand consumers' motivations. In today's world, consumers actively seek out products and

brands that align with their values and worldviews rather than just being passive recipients of marketing messages. This value set can be appealed to by sustainable marketing through a variety of motivational factors: environmental concerns, social impact, ethical consumption, health and well-being, long-term value.

In conclusion, sustainable marketing has evolved into a crucial factor in customer motivation in the retail industry, influencing consumer preferences and buying behavior. Understanding this dynamic, especially in the context of Georgia, can provide invaluable insights for businesses seeking to adjust to changing consumer expectations and contribute to a more sustainable future. By examining how sustainable marketing and consumer motivation interact in Georgia's retail sector, this study seeks to provide a deeper understanding of this changing environment.

The acceptance of green initiatives in the retail industry has notably increased in recent years. There are a number of connected elements that might be blamed for this expanding trend. First and foremost, consumers are looking for more sustainable and eco-friendly products due to increased awareness of environmental challenges including climate change and resource depletion. Customers are demanding greener solutions as they become more aware of how their purchases affect the environment.

Sustainability is becoming increasingly important to retail companies as a result of these changes in consumer behavior. A number of environmentally friendly practices are being implemented, including reducing energy use, establishing recycling programs and procuring products made with environmentally friendly materials and manufacturing processes. These environmentally friendly strategies help retailers cut expenses and improve the perception of their brands while also aligning with consumer values.

Government incentives and legislation have also contributed to the development of green practices in retail. Rules encouraging sustainability and imposing environmental norms are forcing retailers to change their business practices.

With changing consumer tastes, green practices are becoming increasingly popular in the retail industry. Instead of simply buying items, consumers want to make wise decisions that are consistent with their values. Consumers prefer green practices because they foster a sense of empowerment and conformity to moral and environmental standards.

One of the most important factors influencing green practices adoption is transparency. In order to foster trust and equip customers to make wise choices, retailers are becoming more transparent about their sustainability initiatives, telling customers how goods and services impact

the environment and what they are doing to reduce it. Transparency fosters trust.

By using eco-friendly labels, certifications and marketing strategies, retailers emphasize their commitment to sustainability in their advertising and promote it constantly. In addition to bringing in environmentally conscientious customers, these marketing techniques help inform and increase awareness among a wider audience.

As a result, green practices in retail are becoming increasingly important due to consumer demand, corporate social responsibility and legislative actions. As consumers become more environmentally conscious, retailers are altering their business practices and marketing plans to respond to changing consumer preferences, ultimately redefining the retail environment to be more sustainable.

2. State on knowledge

The research on the influence of green marketing on consumer behavior in the retail industry is quite prevalent and many authors have conducted research in this area. Kianpour et al (2014) have reviewed the most significant consumer-related research to pinpoint motivating variables and derive conclusions regarding their influence on purchasing green products. In order to determine which factors drive customer decisions to buy eco-friendly products, the data was analyzed using factor analysis. Results indicate that consumer knowledge, perceived consumer effectiveness and environmental concern were significant motivators. Machová et al (2022) try to investigate how green marketing affects customer choices in the market for goods using palm oil. Both the H1 (There is a significant relationship between the consumer's willingness to refuse the purchase of certain products if it has a negative impact on the environment and the generational group the consumer belongs to.) and the H2 (There is a relationship between the consumer's willingness to refuse the purchase of certain products if it has a negative impact on the environment and the knowledge that the product does contain palm oil) hypotheses were accepted, but the relationship in both cases turned out to be weak. The study demonstrates that most consumers do not take the time to read product packaging information.

Several authors have studied country-specific cases on how green marketing affects green purchase decisions. Delafrooz, Taleghani & Nouri (2014) based on the research conducted in Tehran demonstrate that eco-brands had the least impact on customer purchasing behavior whereas environmental advertisements had the most impact. Paper by Boztepe (2016) based on the research conducted in Istanbul indicate that environmental consciousness, green product attributes, green advertising

campaigns and green prices positively influence customers' green purchasing decisions. Demographic factors have a negligible impact on models. The research study conducted by Bukhari (2011) in the Jammu and Kashmir region's Udhampur district show that businesses need to communicate with consumers more about being green and that factors like pricing and quality are more significant than "environmental responsibility". According to the findings of Govender and Govender (2016) South Africans are highly knowledgeable about environmental issues. Green promotion in particular has been demonstrated to increase consumer awareness and promote healthy changes in consumption habits. Many of the respondents said they preferred to shop at socially conscious stores. Additionally, respondents picked green products above conventional options. They were, however, price conscious, which had an impact on their purchase choices. It was out that there was no discernible difference in price sensitivity between people with low and high incomes and there was no discernible difference in knowledge and awareness of environmental degradation and green marketing between respondents with lower and higher qualifications. In the study by Xara-Brasil (2023), local consumers and retailers in Setubal (Portugal) were both highly green-oriented, while local producers were less so. In light of these conclusions, it is vital to reinforce marketing efforts and specific training programs for different stakeholders, including local producers focused on sustainability, to reinforce green "values" in local communities. Alatas (2015) in the study conducted in Turkey showed that only green marketing has an impact on green purchasing for customers with income levels between 0-1000TL, environment awareness and green value have an impact on green purchasing for customers with income levels between 1001-2000TL and awareness of the environment and green marketing have an impact on green purchasing for customers with financial gains of 2001TL and more. This research demonstrates that consumers with low financial gain levels are more likely to be impacted by promotional activities than by perceived value (Charaia, Papava, 2018; 2019; 2022). On the other hand, the middle-income cluster is a unit that is more conscious of its surroundings and may also take value into account. On the other hand, promotion and environmental awareness are crucial for the cluster with financial gain levels of 2001TL and above. As a result, in environmentally friendly products where high value is required, the environmental aspect of the product should be heavily emphasized.

Impact of eco-branding and eco-labeling on consumer behavior was also studied by various authors. According to Chan, Sekarsari & Alexandri (2019), there is no correlation between green marketing and green consumer behavior. Green marketing initiatives by Re-Knken are superior to the Eco-Brand dimension. Re-Knken is a product that employs green marketing techniques in its advertising. This study advises Re-Knken to collaborate

with stores selling environmentally friendly items and work with fashion influencers that are passionate about environmental conservation in order to boost environmental advertising. Re-Knken can launch a campaign emphasizing the value of environmental protection in order to increase the community's propensity for eco-friendly shopping. Joseph et al. (2023) try to look into how green marketing affects customer behavior. In order to accurately forecast consumers' green service attitudes about goods and services, it is essential to analyze independent models like eco-branding, eco-labeling, eco-packaging and eco-friendly advertising. The data was subjected to the Garret ranking method, which revealed that the highest price was the main obstacle preventing customers from making green goods purchases. Lack of sufficient understanding was another factor that discouraged consumers from purchasing green goods, indicating that lack of awareness is a barrier to such intentions. Bagheri (2014) demonstrated that consumer green behavior was significantly influenced by green product features, green promotion, green pricing and green distribution; and education, income and age, but not marital status and gender, had moderate impact on consumer behavior. According to Sharma (2021) environmental concern, eco-labelling, past experiences and perceived usefulness have been identified as major factors influencing green consumer behavior. As a result, consumers' attitude toward green products differs from their actual purchase behavior, primarily due to a lack of environmental knowledge, price, perceived risks, organizational image, trust and willingness to pay.

3. Material and method

The research approach selected in the paper is quantitative in nature. It aims to collect empirical data and numerical information to study the relationship between sustainable marketing and buyer motivation. Questionnaires have been used to obtain the data required for the study.

The target population of this study consists of retail market consumers. A random sampling technique was used to ensure a diverse representation of customer's across different demographic categories (e.g., age, gender, income level and etc.). 106 respondents filled the questionnaire in total.

The questionnaire includes questions in a Likert scale format. The collected data were analyzed using statistical methods. Descriptive statistics were used to summarize the demographic characteristics of the sample and responses to the various survey items. Regression analysis was used to examine the relationship between sustainable marketing and buyer motivation. MS Excel software and SPSS were used for complete data analysis.

The research adheres to ethical guidelines and ensures that the rights of participants are protected. Informed consent was obtained from all survey participants, their responses are confidential and will be used for research purposes only. Variables selected for the regression analysis were following:

- Considering social, economic and ecological aspects of goods and services before buying - Y
- Motivation for buying ecologically clean products - X1
- Attitude that sustainable products have a positive impact on environment - X2
- I will probably buy the products that position as ecologically clean or sustainable - X3
- I feel motivated to buy products due to their positive impact on environment - X4
- Energy efficiency associated with the sustainable practice motivates me to buy sustainable products - X5
- Green advertisement will affect my decision to buy certain products - X6
- Marketing that shows how selling certain goods will solve social problems will make me motivated - X7
- Eco-labelling will affect my decision - X8
- Ready to pay more for the product that does not affect environment negatively - X9
- CSR activities conducted by the company makes me motivated to buy its product - X10

After performing auto-correlation tests X4 and X6 variables were removed from the model and the regression analysis was performed on the remaining variables.

The dependent variable is buying decision, reflecting consumer's willingness to purchase sustainable product. Accordingly, regression formula was defined as follows:

$$\text{Purchase Intention} = \beta_0 + \beta_1(\text{motivation}) + \beta_2(\text{attitude}) + \beta_3(\text{ecological safety}) + \beta_4(\text{environmental concern}) + \beta_5(\text{energy efficiency}) + \beta_6(\text{green advertisement}) + \beta_7(\text{social problems}) + \beta_8(\text{eco-labeling}) + \beta_9(\text{negative environmental impact}) + \beta_{10}(\text{CSR}) + \varepsilon$$

ε represents the error term or residual, which accounts for the unexplained variation in consumers' attitudes towards green marketing. It captures any factors not accounted for by the independent variables and the regression equation.

4. Results and discussions

To summarize the results of the research, in the research took part 110 people (valid 106), from which 67% were females and 39% were males (see, the Table 1. Gender).

Table 1. Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	67	63.2	63.2	63.2
	Male	39	36.8	36.8	100.0
	Total	106	100.0	100.0	

Note. Authors' according to the research

According to the age distribution statistics: from 18 to 24 – 10.4%; from 25 to 34- 14.2%; from 35 to 44 – 32.10%; from 45 to 54 - 36.8% and more than 55 years – 6.6% (see, the Table 2. Age)

Table 2. Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	11	10.4	10.4	10.4
	25-34	15	14.2	14.2	24.5
	35-44	34	32.1	32.1	56.6
	45-54	39	36.8	36.8	93.4
	55+	7	6.6	6.6	100.0
	Total	106	100.0	100.0	

Note. Authors' according to the research

What about education, most of the respondents were holding master's degree 69.8%; Bachelor's degree – 24.5%; PhD – 4.7% and secondary education just 0.9% (see, the Table 3. Education). From the occupation's site most of the interviewers 85.8%, were working full time (see, the Table 4. Occupation).

Table 3. Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor	26	24.5	24.5	24.5
	Master	74	69.8	69.8	94.3
	PhD	5	4.7	4.7	99.1
	Secondary education	1	.9	.9	100.0
	Total	106	100.0	100.0	

Note. Authors' according to the research

Table 4. Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Full time	91	85.8	85.8	85.8
	Part time	3	2.8	2.8	88.7
	Self employed	6	5.7	5.7	94.3
	Unemployed	6	5.7	5.7	100.0
	Total	106	100.0	100.0	

Note. Authors' according to the research

What about income the research showed, that 2000 + where having more than 51.9%, and 48 of them were holding master's degree (see, the Table 6. Monthly income and education (crosstabulation), but what about gender 35 of them, who were having 2000 + income where females and 20 of them male, also the research showed, that high income is related to full time jobs and master's degree (see, the Table 6. Monthly income and education (crosstabulation) and female gender (see the Table 7. Monthly income and gender (crosstabulation))

Table 5. Monthly Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 – 500	7	6.6	6.6	6.6
	1001 – 1500	10	9.4	9.4	16.0
	1501 – 2000	27	25.5	25.5	41.5
	2000 +	55	51.9	51.9	93.4
	501 – 1000	7	6.6	6.6	100.0
	Total	106	100.0	100.0	

Note. Authors' according to the research

Table 6. Monthly income and education (crosstabulation)

		5. Monthly Income					Total
		0 – 500	1001 – 1500	1501 – 2000	2000 +	501 – 1000	
Education	Bachelor	5	4	9	2	6	26
	Master	1	6	18	48	1	74
	PhD	0	0	0	5	0	5
	Secondary education	1	0	0	0	0	1
Total		7	10	27	55	7	106

Note. Authors' according to the research

Table 7. Monthly income and gender (crosstabulation)

		Monthly Income					Total
		0 – 500	1001 – 1500	1501 – 2000	2000 +	501 – 1000	
Gender	Female	5	6	15	35	6	67
	Male	2	4	12	20	1	39
Total		7	10	27	55	7	106

Note. Authors' according to the research

What about the meaning of sustainable development, the research showed that 47.20% partially knew it and 56% knew it fluently, the option no was not marked by any respondents (see, the Table 8. Sustainable Development meaning understanding).

Table 8. Sustainable Development meaning understanding

Do you know what does sustainable development mean?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Partially know	50	47.2	47.2	47.2
	Yes	56	52.8	52.8	100.0
	Total	106	100.0	100.0	

Note. Authors' according to the research

According to the research (see, the Table 9. Motivation level to buy the product done with sustainable practice/eco-friendly product or having eco-labeling.) the highest percent 59.4% - was received by option 2 – which means, that respondents were “Motivated” to buy eco-friendly products and 36.8% were “completely motivated”, 2.8% “did not know” and just 0.90% “were not motivated”.

Table 9. Motivation level to buy the product done with sustainable practice/eco-friendly product or having eco-labeling

scale from 1 to 5: 1-completely motivated; 2-Motivated; 3-I do not know; 4-I am not motivated; 5-I am not motivated at all					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	39	36.8	36.8	36.8
	2	63	59.4	59.4	96.2
	3	3	2.8	2.8	99.1
	4	1	.9	.9	100.0
	Total	106	100.0	100.0	

Note. Authors' according to the research

On the question about understanding the opinion about “Sustainable Products and Services have positive impact on the environment” 47.2% were “completely motivated”; 50.0% - “motivated”; 1.9% - “did not know” and

just 0.90% - “were not motivated” (see the Table 10. Opinion about - "Sustainable Products and Services have positive impact on the environment").

Table 10. Opinion about - "Sustainable Products and Services have positive impact on the environment"

scale from 1 to 5: 1-completely motivated; 2-Motivated; 3-I do not know; 4-I am not motivated; 5-I am not motivated at all

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	50	47.2	47.2	47.2
	2	53	50.0	50.0	97.2
	3	2	1.9	1.9	99.1
	4	1	.9	.9	100.0
	Total	106	100.0	100.0	

Note. Authors' according to the research

The desire of giving priority the eco friendly products, demonstrated interesting results: 47.2% - “Completely agreed”; 48.1% - “Agreed”; 3.8% – “did not know” and 0.90% - “did not agree” (see, the Table 11. The desire to buy products or services that are marketed as eco-friendly or sustainable).

Table 11. The desire to buy products or services that are marketed as eco-friendly or sustainable

scale from 1 to 5: 1-Completely agree; 2-Agree; 3-I do not know; 4-I do not agree; 5 - Completely disagree).

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	50	47.2	47.2	47.2
	2	51	48.1	48.1	95.3
	3	4	3.8	3.8	99.1
	4	1	.9	.9	100.0
	Total	106	100.0	100.0	

Note. Authors' according to the research

The results about motivation to buy sustainable products in also promising, as 49.1% - “completely motivated”; 46.2% - “Motivated”; 2.8% - “I do not know”; 0.90% - “I am not motivated and 0.90% - “I am not motivated at all” (Table 12. Motivation to buy sustainable products, because of their positive influence on the environment)

Table 12. Motivation to buy sustainable products, because of their positive influence on the environment

<i>scale from 1 to 5: 1-completely motivated; 2-Motivated; 3-I do not know; 4-I am not motivated; 5-I am not motivated at all</i>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	52	49.1	49.1	49.1
	2	49	46.2	46.2	95.3
	3	3	2.8	2.8	98.1
	4	1	.9	.9	99.1
	5	1	.9	.9	100.0
Total		106	100.0	100.0	

Note. Authors' according to the research

According to the Table 13. Before buying, considering the social, economic and ecological aspects of the products - 49.1% - “Completely agreed” and 45.30% - “Agreed”, that while choosing the desirable product, sustainability is their priority.

Table 13. Before buying, considering the social, economic and ecological aspects of the products

<i>scale from 1 to 5: - 1-Completely agree; 2-Agree; 3-I do not know; 4-I do not agree; 5 - Completely disagree</i>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	52	49.1	49.1	49.1
	2	48	45.3	45.3	94.3
	3	3	2.8	2.8	97.2
	4	3	2.8	2.8	100.0
	Total	106	100.0	100.0	

Note. Authors' according to the research

41.50% of the respondents agreed, that economic incentives, such as cost savings through energy-efficient products, motivate them to make decision in favor of sustainable products, while they are making purchasing decisions (see, the Table 14. Motivation and economic incentives, such as cost savings through energy-efficient products, motivate me to make sustainable product purchasing decisions).

Table 14. Motivation and economic incentives, such as cost savings through energy-efficient products, motivate me to make sustainable product purchasing decisions

<i>scale from 1 to 5: 1-Completely agree; 2-Agree; 3-I do not know; 4-I do not agree; 5 - Completely disagree</i>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	44	41.5	41.5	41.5
	2	57	53.8	53.8	95.3
	3	3	2.8	2.8	98.1
	5	2	1.9	1.9	100.0
	Total	106	100.0	100.0	

Note. Authors' according to the research

The research showed, that green advertising that emphasizes the product's positive impact on the environment influences 32.1% of buyer’s purchase decision – “completely”; on 61.30% - “agreed” about it; 5.70% - “did not know” and 0.90% - “completely disagreed” (see, the Table 15. Green advertising and decision making).

Table 15. Green advertising and decision making

<i>scale from 1 to 5: 1-Completely agree; 2-Agree; 3-I do not know; 4-I do not agree; 5 - Completely disagree</i>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	34	32.1	32.1	32.1
	2	65	61.3	61.3	93.4
	3	6	5.7	5.7	99.1
	5	1	.9	.9	100.0
	Total	106	100.0	100.0	

Note. Authors’ according to the research

The statement about “Cause-related marketing showing that product sales contribute to environmental or social issues leads to purchase”, was marked by 36.8% as “Completely agreed”; 58.5% -“Agreed”; 3.8 –“did not know”; 0.90% - “Completely disagreed” (see, the Table 16. Cause-related marketing showing that product sales contribute to environmental or social issues lead).

Table 16. Cause-related marketing showing that product sales contribute to environmental or social issues lead

<i>scale from 1 to 5: 1-Completely agree; 2-Agree; 3-I do not know; 4-I do not agree; 5 - Completely disagree</i>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	39	36.8	36.8	36.8
	2	62	58.5	58.5	95.3
	3	4	3.8	3.8	99.1
	5	1	.9	.9	100.0
	Total	106	100.0	100.0	

Note. Authors’ according to the research

Eco labeling and/or certification that provides information about the ecological benefits of a product had a positive effect on decision making process was “Completely agreed” by 51.9%; “Agreed” – 44.30% and 3.8% did not know (see, the Table 17. Eco labeling and/or certification that provides information about the ecological benefits of a product and its effect of decision-making process).

Table 17. Eco labeling and/or certification that provides information about the ecological benefits of a product and its effect of decision-making process

scale from 1 to 5: 1-Completely agree; 2-Agree; 3-I do not know; 4-I do not agree; 5 - Completely disagree

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	55	51.9	51.9	51.9
	2	47	44.3	44.3	96.2
	3	4	3.8	3.8	100.0
	Total	106	100.0	100.0	

Note. Authors' according to the research

The respondents were also asked question about desire to pay more for the product having positive impact (see, the Table 18. Desire to pay more for a product if it doesn't have a negative impact on the environment), 51.9% - “Completely agreed”; 41.5% - “Agreed”; 5.7% - “did not know”; 0.9% - “did not agree”.

Table 18. Desire to pay more for a product if it doesn't have a negative impact on the environment

scale from 1 to 5: 1-Completely agree; 2-Agree; 3-I do not know; 4-I do not agree; 5 - Completely disagree

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	55	51.9	51.9	51.9
	2	44	41.5	41.5	93.4
	3	6	5.7	5.7	99.1
	4	1	.9	.9	100.0
	Total	106	100.0	100.0	

Note. Authors' according to the research

As the research showed, the implementation of corporate social responsibility, has a positive impact on the buyer’s decision-making process, as 47.2% - “Completely agreed”; 45.3% - “Agreed”; 6.6% - “did not know”; 0.9% - “did not agree (Table 19. The company's implementation of corporate social responsibility (CSR) activities and desire to buy products)

Table 19. The company's implementation of corporate social responsibility (CSR) activities and desire to buy products

scale from 1 to 5: 1-Completely agree; 2-Agree; 3-I do not know; 4-I do not agree; 5 - Completely disagree

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	50	47.2	47.2	47.2
	2	48	45.3	45.3	92.5
	3	7	6.6	6.6	99.1
	5	1	.9	.9	100.0
	Total	106	100.0	100.0	

Note. Authors' according to the research

The research showed, that females are more motivated to buy eco-friendly products, as 26 of them it was marked as “completely motivated” and 39 of them “Motivated”, what about males 13 of them marked as “completely motivated” and 24 of them “Motivated” (see, the Table 20. Motivation level to buy the product done with sustainable practice/eco-friendly product – By Gender (Crosstabulation)).

Table 20. Motivation level to buy the product done with sustainable practice/eco-friendly product – By Gender (Crosstabulation)

		Motivation level to buy the product done with sustainable practice/eco-friendly product.				Total
		1	2	3	4	
Gender	Female	26	39	1	1	67
	Male	13	24	2	0	39
Total		39	63	3	1	106

scale from 1 to 5 – (1) completely motivated (2) Motivated (3) I do not know (4) I am not motivated (5) I am not motivated at all

Note. Authors' according to the research

Motivation level was also discussed from the income site and it showed that people are more motivated to buy the product done with sustainable practice/eco-friendly product, when they are having 2000+ income, as 20 of them marked it as ‘completely motivated’ and 35 of them “motivated”(see, the Table 21. Motivation level to buy the product done with sustainable practice/eco-friendly product - By Income (Crosstabulation)).

Table 21. Motivation level to buy the product done with sustainable practice/eco-friendly product - By Income (Crosstabulation)

		Motivation level to buy the product done with sustainable practice /eco-friendly product.				Total
		1	2	3	4	
Monthly Income	0 – 500	6	0	0	1	7
	501 – 1000	5	1	1	0	7
	1001 – 1500	3	7	0	0	10
	1501 – 2000	5	20	2	0	27
	2000 +	20	35	0	0	55
Total		39	63	3	1	106

scale from 1 to 5 – (1) completely motivated (2) Motivated (3) I do not know (4) I am not motivated (5) I am not motivated at all

Note. Authors' according to the research

According to the crosstabulation, information about sustainable development were having people with master’s degree – 38 of them (see, the Table 22. Knowledge of Sustainable Development - By Education (Crosstabulation)).

Table 22. Knowledge of Sustainable Development - By Education (Crosstabulation)

		Do you know what does sustainable development mean?		Total
		Partially know	Yes	
Education	Bachelor	12	14	26
	Master	36	38	74
	PhD	1	4	5
	Secondary education	1	0	1
Total		50	56	106

Note. Authors' according to the research

Knowledge and age crosstabulation showed, that people who know the meaning of sustainable development better are between 35-44 years – 20 people and then comes 45-54 age group – 17 people(see, the Table 23. - Knowledge of Sustainable Development - By Age (Crosstabulation)). So, raising awareness is more important in younger generation.

Table 23. Knowledge of Sustainable Development - By Age (Crosstabulation)

		Do you know what does sustainable development mean?		Total
		Partially know	Yes	
Age	18-24	2	9	11
	25-34	9	6	15
	35-44	14	20	34
	45-54	22	17	39
	55+	3	4	7
Total		50	56	106

Note. Authors' according to the research

Regression analysis performed in the study delivered following results, see the Table 24. Regression analysis):

Table 24. Regression analysis

SUMMARY OUTPUT

Regression Statistics

Multiple R	0.640443
R Square	0.410168
Adjusted R Square	0.361522
Standard Error	0.548945
Observations	106

ANOVA

	df	SS	MS	F	Significance F
Regression	8	20.32651	2.540814	8.431686	1.23E-08
Residual	97	29.23009	0.301341		
Total	105	49.5566			

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	-0.23517	0.250803	-0.93766	0.35075	-0.73294	0.262607	-0.73294	0.262607
x1	0.137716	0.111475	1.235402	0.219665	-0.08353	0.358963	-0.08353	0.358963
x2	0.122898	0.109872	1.118557	0.266092	-0.09517	0.340965	-0.09517	0.340965
x3	0.301021	0.10731	2.805154	0.006077	0.088041	0.514002	0.088041	0.514002
x5	0.100639	0.095398	1.054941	0.294073	-0.0887	0.289978	-0.0887	0.289978
x7	0.2181	0.105636	2.064641	0.041626	0.008442	0.427759	0.008442	0.427759
x8	0.231147	0.112051	2.062862	0.041798	0.008756	0.453538	0.008756	0.453538
x9	0.004527	0.118065	0.038342	0.969494	-0.2298	0.238853	-0.2298	0.238853
x10	0.019818	0.099515	0.199142	0.842569	-0.17769	0.217327	-0.17769	0.217327

Note. Authors' according to the research

As we see from the regression analysis p value for X3 variable is less than 0.01. This shows that people's perceptions towards ecologically clean and sustainable products are important factor for buying decision, having significant and positive impact. Also, it seems that if people think that buying certain goods and services will solve some societal problems, they will likely buy that product. This is very important finding that demonstrates retailers' opportunity to link their sales to the actual problem in society when considering social responsibility policy and measures. Also, eco-labelling appears to be important variable affecting consumers' buying decisions. It means that consumers trust labels and are ready to pay for products with eco-labels.

These findings are in line with those in the studied literature. It is important for Georgian retailers to understand the growing concerns towards sustainability and start actively expanding the chain of their products with environmentally friendly goods and services.

This outcome fits well with a more general global trend where people are becoming more aware of the effects of their choices on the environment.

It represents a developing consumer group that is concerned in both the product itself and its environmental impact. This finding presents potential for shops to offer more eco-friendly products to appeal to the consumer who is concerned about sustainability. This goes beyond marketing tactics; it necessitates a dedication to promoting and procuring eco-friendly goods. Retailers can take into account sustainable sourcing methods, energy-efficient supply chains and packaging that is environmentally beneficial.

Additionally, this outcome suggests a possibility for businesses to coordinate their sales with societal challenges. Customers are more inclined to buy a certain product if they think that doing so helps to address environmental issues. This conclusion emphasizes the significance of ethical and transparent marketing practices. Retailers should promote their sustainability efforts and explain how customer purchases support larger societal and environmental objectives. This increases the brand's reputation as a socially conscious company while simultaneously boosting revenues.

Retailers looking to appeal to consumers who are ecologically sensitive can use eco-labeling effectively. For consumers, it serves as a sign of reliability and assurance. An eco-label on a product indicates that it has passed testing and complies with environmental regulations. This not only builds trust but also facilitates decision-making for customers who might not have the time or knowledge to thoroughly investigate the sustainability of a product.

This data provides a chance for Georgian shops to adopt and develop eco-labeling techniques. Retailers can set their items apart from the competition in the market by collaborating with reputable eco-certification organizations or using eco-labeling requirements. However, it is crucial that the eco-labels accurately reflect the sustainability features of the product. The reputation of a brand and consumer trust can be damaged by misleading ecolabeling.

According to the research we have created the profile of a “Georgian sustainable buyer” and it looks so (see, the Table 25. The profile of a “Georgian sustainable buyer”):

Table 25. The profile of a “Georgian sustainable buyer”

Gender	Female
Age:	35-44
Education	Master’s degree
Income	2000 +
Occupation	Working Full time
Motivation level to buy the product done with sustainable practice/eco-friendly, eco-labeled product	Motivated
Purchasing goods motivating factors	Ecologically clean products Sustainable products Having Eco-labeling Solving societal problems Paying attention to economic incentives

Note. Authors’ according to the research

These results highlight important results, first of all is demonstrates that buyers of sustainable goods are having high income, as it is known that eco-labeled good are not cheap, it is quite not accessible for the people with low income. What about motivation, also raising of awareness and education also appears to be the pre-condition of motivating people buying ecofriendly goods, what about gender, the research showed that females are paying more attention to it, the research showed, that people are motivated to buy ecologically clean products, sustainable products, having eco-labeling and certification logo.

Conclusion

The conclusions drawn from our regression research have important ramifications for enterprises not only in Georgia but also around the world. The results highlight the significant influence that sustainability factors have on customers' purchasing choices. As we look further into these findings, several important lessons become clear.

Our data confirms that consumer awareness of environmentally friendly and sustainable products is no longer a specialized issue but rather a major influence on consumer buying habits. Customers are looking for goods that not only satisfy their requirements, but also take into account their morals and environmental concerns. Retailers must adjust to this new reality as the retail landscape is being changed by this trend.

A key finding is the relationship between consumer choices and the belief that specific products and services may solve societal problems. Retailers have the chance to use this knowledge to develop marketing plans that not only highlight their goods but also the positive effects they can have on important social concerns like environmental preservation, social justice, or other causes.

Eco-labeling is a strategy for fostering trust, not just a sticker on a product. These marks are becoming more and more important to consumers since they provide them the confidence that their purchases are in line with their environmental objectives. Retailers must make sure that eco-labels are genuine and supported by reliable standards while also not underestimating the influence of such labels.

In conclusion, the results of this regression study confirm how significantly sustainability factors have an impact on customer purchasing decisions. Retailers have a special chance to match their products with these ideals as consumers place an increasing emphasis on eco-friendliness and socially conscious products. By doing this, companies not only satisfy customer expectations but also put themselves in a position for long-term success and growth in a retail environment that is undergoing fast change. Sustainability is not just a fad anymore; it is a key aspect of how retail will develop in the future.

Human Studies :

All procedures performed in studies involving human participants were in accordance with the ethical standards of the institutional and/or national research committee and with the 1964 Helsinki Declaration and its later amendments or comparable ethical standards.

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Appendix

1. Gender:
 - Male
 - Female
2. Age
 - 18-24
 - 25-34
 - 35-44
 - 45-54
 - 55+
3. Education
 - Secondary education
 - Bachelor
 - Master
 - PhD
4. Occupation
 - Full time
 - Part time
 - Self employed
5. Monthly income
 - 0 – 500
 - 501 – 1000
 - 1001 – 1500
 - 1501 – 2000
 - 2000 +
6. Do you know what does sustainable development mean?
 - Yes, partially know, No
7. Motivation level to buy the product done with sustainable practice/eco-friendly, eco-labeled product. (1-compelety motivated; 2-Motivated; 3-I do not know; 4-I am not motivated; 5-I am not motivated at all).

8. Opinion about - "Sustainable Products and Services have positive impact on the environment". (1-Completely agree; 2-Agree; 3-I do not know; 4-I do not agree; 5 - Completely disagree).
9. I am more likely to buy products or services that are marketed as ecofriendly or sustainable. (1-Completely agree; 2-Agree; 3-I do not know; 4-I do not agree; 5 - Completely disagree).
10. Motivation to buy sustainable products, because of their positive influence on environment.
(1-compelety motivated; 2-Motivated; 3-I do not know; 4-I am not motivated; 5-I am not motivated at all).
11. Before buying, I consider the social, economic and ecological aspects of the products.
(1-Completely agree; 2-Agree; 3-I do not know; 4-I do not agree; 5 - Completely disagree).
12. Economic incentives, such as cost savings through energy-efficient products, motivate me to make sustainable product purchasing decisions
13. Green advertising that emphasizes the product's positive impact on the environment influences my purchase decision. (1-Completely agree; 2-Agree; 3-I do not know; 4-I do not agree; 5 - Completely disagree).
14. Cause-related marketing showing that product sales contribute to environmental or social issues leads to purchase. (1-Completely agree; 2-Agree; 3-I do not know; 4-I do not agree; 5 - Completely disagree).
15. Eco labeling and/or certification that provides information about the ecological benefits of a product has a positive effect on my decision to buy a product. (1-Completely agree; 2-Agree; 3-I do not know; 4-I do not agree; 5 - Completely disagree).
16. I'm willing to pay more for a product if it doesn't have a negative impact on the environment.
(1-Completely agree; 2-Agree; 3-I do not know; 4-I do not agree; 5 - Completely disagree).
17. A company's implementation of corporate social responsibility (CSR) activities will make me buy its product. (1-Completely agree; 2-Agree; 3-I do not know; 4-I do not agree; 5 - Completely disagree).