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

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Abstract

In recent years, sustainability has emerged as a significant challenge for the business sector, particularly in the retail industry. Business owners continue to harbor doubts about producing sustainable products, as it requires adjustments to their product segment and marketing strategies. The paper highlights the importance of sustainable marketing in the retail sector and discusses it as a motivating factor from the customers' perspective. This study focuses on examining the role of sustainable marketing and creating the profile of "sustainable buyers" by utilizing a case study of Georgia. In accordance with the quantitative research method, the paper identifies how sustainable marketing influences buyers' choice and provides evidence for the hypothesis that sustainable marketing serves as a motivational factor in the retail sector, exerting significant influence on the decision-making process.

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

1. Introduction

In recent years, sustainability has become a critical concern in various sectors, prompting businesses to rethink their practices and adapt to changing consumer preferences. As environmental awareness grows, consumers are increasingly seeking products and brands that align with their values and promote a sustainable future. In response, organizations are employing 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 examining recent studies on them.

Customers' perceptions of and attitudes toward sustainable marketing are important factors in their decision-making and motivation. It is 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 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, such as environmental concerns, social impact, ethical consumption, health and well-being, and long-term value.

Furthermore 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 aims to provide a deeper understanding of this changing environment.

The acceptance of green initiatives in the retail industry has notably increased in recent years. Several connected elements might be credited for this expanding trend. First and foremost, consumers are seeking 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 compelling retailers to alter 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 the adoption of green practices is transparency. In order to foster trust and equip customers to make wise choices, retailers are becoming more transparent about their sustainability initiatives. They communicate to customers the environmental

impact of their goods and services and outline the measures taken to mitigate it. In other words, 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.

Sustainable buyer–supplier relationship (SBSR) capability is a dynamic or relational skill that is considered as the key condition for achieving sustainable competitive advantage. This involves both the buyer and its suppliers investing their heterogeneous resources (Bai et al., 2021).

As a result, green practices in retail are becoming increasingly important due to consumer demand, corporate social responsibility, and legislative actions. Green and environmental practices are considered critical to enhancing firm innovation and performance (Yen, 2018). 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.

Figure 1. Some of the most successful green marketing techniques
Note. Trung and Thanh, 2022, p.1

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) sought to investigate how green marketing influences customer choices in the market for goods, specifically those using palm oil. Although 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 contains palm oil) hypotheses were accepted, 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. Based on the research conducted in Tehran by Delafrooz, Taleghani, and Nouri (2014), eco-brands had the least impact on customer purchasing behavior whereas environmental advertisements had the most impact. The research conducted in Istanbul by Boztepe (2016) indicates 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 Udhampur district of the Jammu and Kashmir region shows that businesses need to communicate more with consumers about being environmentally friendly. It suggests that factors such as 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. The promotion of green initiatives, in particular, has been shown to enhance consumer awareness and encourage healthier 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 stated that there was no discernible difference in price sensitivity between people with low and high incomes. Additionally, 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 strengthen marketing efforts and implement specific training programs for different stakeholders, including local producers focused on sustainability. This will help reinforce green "values" in local communities. In a study conducted in Turkey, Alatas (2015) demonstrated that

only green marketing exerts an impact on green purchasing among customers with income levels between 0-1000TL. Meanwhile, environmental awareness and green values influence green purchasing for customers with income levels between 1001-2000TL. Additionally, awareness of the environment and green marketing collectively impact green purchasing among customers with financial gains of 2001TL and above. This research demonstrates that consumers with low financial gain levels are more likely to be impacted by promotional activities than perceived value. 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. Furthermore, 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, and 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 recommends that Re-Knken collaborate with stores selling environmentally friendly items and partner with fashion influencers who are passionate about environmental conservation to enhance environmental advertising. Re-Knken can launch a campaign emphasizing the value of environmental protection to increase the community's inclination towards eco-friendly shopping. Joseph et al. (2023) investigate the impact of green marketing on 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. In Bagheri's (2014) study, it was shown that consumer green behavior is significantly influenced by green product features, green promotion, green pricing, and green distribution. Additionally, education, income, and age were identified as factors with a moderate impact on consumer behavior, whereas marital status and gender were found to have no significant influence. 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.

This is 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, 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 are as follows:

- 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 the buying decision, reflecting the 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, 110 people participated in the study (106 valid responses). Among these participants, 67% were females and 39% were males (refer to Table 1 for gender distribution).

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, the percentages for various age groups are as follows: 18 to 24 years - 10.4%; 25 to 34 years - 14.2%; 35 to 44 years - 32.10%; 45 to 54 years - 36.8%; and those aged 55 years and above - 6.6% (refer to 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*

In terms of education, the majority of respondents held master's degree (69.8%), followed by those with bachelor's degree (24.5%), PhDs (4.7%), and

only 0.9% with secondary education (refer to Table 3: Education). Regarding occupation, the majority of interviewees (85.8%) were employed full-time (refer to 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*

In terms of income, the research indicated that 2000+ individuals had more than 51.9%, and 48 of them held master's degree (refer to Table 6 for monthly income and education crosstabulation). Regarding gender, 35 were females with 2000+ income, and 20 were males. Additionally, the research revealed that high income is correlated with full-time jobs and master's degree (see Table 6 for monthly income and education crosstabulation and Table 7 for 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					
		0 – 500	1001 – 1500	1501 – 2000	2000 +	501 – 1000	Total
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*

In the context of sustainable development, the research revealed that 47.20% had partial knowledge, and 56% were fluent in it. Interestingly, the option "no" was not selected by any respondents (refer to Table 8 for an overview of understanding sustainable development).

Table 8. Understanding Sustainable Development

Do you know what sustainable development means?					
		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 (refer to Table 9: "Motivation Level to Buy the Product Done with Sustainable Practice/Eco-friendly Product or Having Eco-labeling"), the highest percentage, 59.4%, was attributed to option 2. This indicates that respondents were "Motivated" to buy eco-friendly products, with 36.8% being "Completely Motivated," 2.8% indicating they "Did Not Know," and only 0.90% stating they "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*

In response to the question regarding the perception of "Sustainable Products and Services having a positive impact on the environment," 47.2% expressed being "completely motivated," 50.0% indicated they were "motivated," 1.9% responded with "did not know," and only 0.90% stated they "were not motivated" (refer to Table 10 for opinion about "Sustainable Products and Services having positive impact on the environment").

Table 10. Opinion about "Sustainable Products and Services having 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 to prioritize eco-friendly products yielded interesting results: 47.2% "Completely agreed," 48.1% "Agreed," 3.8% "Did not know," and 0.90% "Did not agree" (refer to Table 11: The desire to buy products or services 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 findings regarding motivation to buy sustainable products are promising. The breakdown is as follows: 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" (see Table 12: Motivation to Buy Sustainable Products because of their positive impact on the environment).

Table 12. Motivation to buy sustainable products because of their positive influence 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	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 Table 13, before making a purchase, 49.1% "Completely agreed" and 45.30% "Agreed" with considering the social, economic, and ecological aspects of the products. This indicates that, when selecting a desirable product, sustainability is their priority.

Table 13. Before buying, I consider the social, economic, and ecological aspects of the 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	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 making purchasing decisions (see 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

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	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 revealed that green advertising, which emphasizes the product's positive impact on the environment, influences 32.1% of buyers' purchase decisions as "completely." Additionally, 61.30% "agreed" with it, 5.70% "did not know," and 0.90% "completely disagreed" (refer to Table 15: Green Advertising and Decision Making).

Table 15. Green advertising and decision making

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	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 regarding "Cause-related marketing showing that product sales contribute to environmental or social issues leads to purchase" was endorsed by 36.8% as "Completely agreed," 58.5% as "Agreed," 3.8% as "did not know," and 0.90% as "Completely disagreed" (refer to Table 16: Cause-related marketing showing that product sales contribute to environmental or social issues lead to purchase).

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

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	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, which provides information about the ecological benefits of a product, had a positive effect on the decision-making process, as "Completely agreed" by 51.9%, "Agreed" by 44.30%, and 3.8% indicated they did not know (refer to Table 17: Eco-labeling and/or certification providing information about the ecological benefits of a product and its impact on decision-making).

Table 17. Eco labeling and/or certification that provides information about the ecological benefits of a product and its effect on 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 about their willingness to pay more for the product, considering its positive impact on the environment (refer to Table 18: Desire to pay more for a product if it does not have a negative impact on the environment). The results showed that 51.9% "Completely agreed," 41.5% "Agreed," 5.7% "did not know," and 0.9% "did not agree."

Table 18. Desire to pay more for a product if it does not 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 revealed by the research, the implementation of corporate social responsibility has a positive impact on the buyer's decision-making process. Specifically, 47.2% "Completely agreed," 45.3% "Agreed," 6.6% "did not know," and 0.9% "did not agree" (see 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 product

		Frequency	Percent	Valid Percent	Cumulative Percent
Scale from 1 to 5: 1-Completely agree; 2-Agree; 3-I do not know; 4-I do not agree; 5 - Completely disagree					
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 revealed that females exhibit higher motivation to buy eco-friendly products, with 26 of them marked as "completely motivated" and 39 as "Motivated." In contrast, among males, 13 were labeled as "completely motivated" and 24 as "Motivated" (refer to Table 20: Motivation level to buy the product done with sustainable practices/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*

The discussion also covered motivation levels based on income, revealing that individuals with an income of 2000+ are more motivated to buy products done with sustainable practice/eco-friendly products. Specifically, 20 respondents marked themselves as 'completely motivated,' while 35 indicated they were 'motivated' (refer to Table 21: Motivation level to buy products done with sustainable practice/eco-friendly products - By Income Cross Tabulation).

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

		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 indicated that there were 38 people with master's degrees (refer to Table 22: Knowledge of Sustainable Development - By Education Cross Tabulation).

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

		Do you know what sustainable development means?		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*

The crosstabulation of knowledge and age revealed that individuals aged 35-44, totaling 20 people, exhibit a better understanding of the meaning of sustainable development. Following this age group, the 45-54 category consists of 17 individuals (refer to Table 23: Knowledge of Sustainable Development - By Age Cross Tabulation). Consequently, emphasizing awareness is more crucial within the younger generation.

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

		Do you know what sustainable development means?		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*

The regression analysis conducted in the study yielded the following results (refer to Table 24: Regression Analysis).

Table 24. Regression analysis

SUMMARY OUTPUT

Regression Statistics	
Multiple R	0.640443
R Square	0.410168
Adjusted R	0.361522
Standard E	0.548945
Observatio	106

ANOVA

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

	Coefficients	andard Err	t Stat	P-value	Lower 95%	Upper 95%	ower 95.0%	pper 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*

According to the regression analysis, p value for X3 variable is less than 0.01. This shows that the perceptions of people towards ecologically clean and sustainable products is an important factor for buying decision, having significant and positive impact. Also, if individuals believe that purchasing specific goods and services can address certain societal problems, they are likely to buy those products. This is a significant finding that demonstrates retailers' opportunity to link their sales to the actual problem in society when considering social responsibility policy and measures. In addition, eco-labelling seems to be a significant variable affecting consumers' buying decisions. This implies 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. Therefore, it is important for Georgian retailers to understand the growing concerns towards sustainability and to actively expand 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 with the product 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. 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 believe that doing so helps 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 seeking 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, the profile of a "Georgian sustainable buyer" has been established. It is presented in Table 25 (The profile of a "Georgian sustainable buyer") and Figure 2 (The motivating factors of a 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*
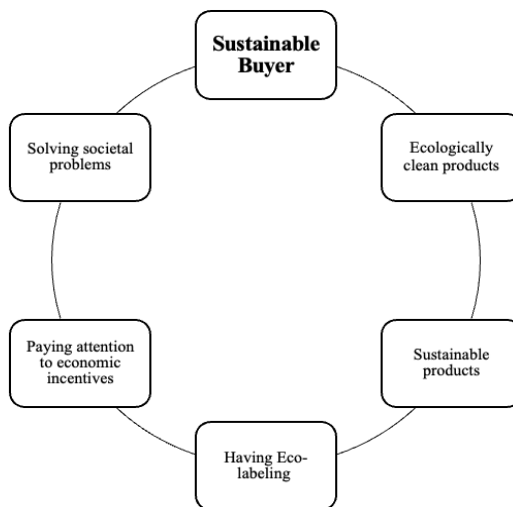
Figure 2. The motivating factors of a sustainable buyer
Note. *Authors' according to the research*

These results highlight crucial findings. Firstly, they demonstrate that buyers of sustainable goods typically have high incomes. Since eco-labeled products are known to be relatively expensive, they are not easily accessible for individuals with lower incomes. Regarding motivation, the increase in awareness and education appears to be a prerequisite for motivating people to buy eco-friendly goods. Gender differences were also examined, revealing that females tend to pay more attention to eco-friendly products. The research indicates that people are motivated to buy ecologically clean and sustainable products when these items carry eco-labeling and certification logos.

Conclusion

The conclusion drawn from the regression research has 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. Examining these findings more closely, several important lessons become evident.

The 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 seeking for goods that not only satisfy their requirements, but also take into account their moral 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 such as 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 increasingly important to consumers, as they provide confidence that their purchases align with their environmental objectives. Retailers must also ensure that eco-labels are genuine and supported by reliable standards while also not underestimating the influence of such labels. Sustainable buyers appear to be a trend nowadays, and companies are trying their best to provide the suitable products for them.

In conclusion, the results of this regression study confirm the significant impact of sustainability factors on customer purchasing decisions. Retailers have a unique opportunity to align their products with these ideals as consumers increasingly prioritize eco-friendliness and socially conscious products. By doing this, companies not only satisfy customer expectations but also position themselves for long-term success and growth in a retail environment undergoing rapid change. Sustainability is no longer just a fad; it is a key aspect of how retail will develop in the future.

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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 sustainable development means?
   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 am willing to pay more for a product if it does not 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).