

IMPACT OF THE APPLICATION OF GREEN MARKETING ON CONSUMER BEHAVIOR IN MONTENEGRO

Marija Nikolić
University of Mediterranean, Montenegro
marijapopovic88yahoo.com

ABSTRACT

The research, "The impact of the application of green marketing on the behavior of consumers in Montenegro" deals with the behavior of consumers in Montenegro according to modern marketing trends. This research seeks to answer the question of whether the application of green marketing affects consumer confidence in Montenegro? The methodological framework of this research was conducted on a sample of 117 randomly selected respondents. The data were processed with the SPSS statistical program. The main hypothesis of this research is, "The level of application of the concept of green marketing significantly affects consumer confidence in Montenegro." The research "Impact of the application of green marketing on consumer behavior in Montenegro" seeks to contribute to the understanding of consumers and their habits in our environment. This research has shown that consumers in Montenegro are environmentally aware in significant numbers and according to their own claims, the concept of green marketing has an impact on consumer confidence in Montenegro. The research showed that gender as a demographic variable does not play a significant role in consumer trust in the concept of green marketing, but that members of both genders buy and consume ecological products to a similar extent and see their importance for health and the environment. The research also shows that age and the household's monthly cash income have a statistically significant effect on consumer behavior, as well as awareness of the importance of ecological products. This research also shows that household income has the greatest influence on the purchase of ecological products. The above indicates a high correlation between the purchase of ecological products and consumers with high monthly household incomes. That consumer behavior was influenced by the concept of green marketing is indicated by the fact that emerged from the research, that 65 percent of all respondents rated themselves as environmentally conscious.

Keywords: *Symposium, green marketing, consumer behavior, Montenegro*

INTRODUCTION

The research, "The impact of the application of green marketing on the behavior of consumers in Montenegro" deals with the behavior of consumers in Montenegro according to modern marketing trends. This research seeks to answer the question of whether the application of green marketing affects consumer confidence in Montenegro? This is a significant instruction for Montenegrin companies engaged in production, for the purpose of harmonizing business with the needs of consumers. We are also trying to influence companies to carry out additional marketing about the importance of the environment, because companies will also benefit from environmental protection, as socially responsible, which are part of the world that strives for the development of a healthy environment and future for our community. The methodological framework of this research was conducted on a sample of 117 randomly selected respondents. The data were processed with the SPSS statistical program. The main hypothesis of this research is, "The level of application of the concept of green marketing significantly affects consumer confidence in Montenegro."

This research will answer the question of whether consumers in Montenegro have confidence in the global trend of applying green marketing, as well as whether there is an influence of green marketing on consumers' attitudes and decisions when purchasing. The assumption is that women have a greater tendency to shop in general, and also a tendency to care about health, appearance, and have empathy and sensitivity towards the environment and

society. Therefore, we will assume that women have a greater tendency to buy organic products than the opposite sex.

The hypothesis is: "Female consumers are more inclined to buy ecological products." It is also assumed that age affects consumers' choice of ecological products, and that older consumers are more inclined to choose ecological products. The next sub-hypothesis reads: "Older consumers are more inclined to buy ecological products."

Given that the next important demographic characteristic is the household's monthly income, and organic products are often more expensive than traditional ones, it is also a logical assumption that more money in the household budget means choosing organic products more often when shopping compared to households with a smaller monthly budget. The next sub-hypothesis reads: "Consumers with higher monthly incomes are more inclined to buy ecological products."

In the first chapter of the work, the theoretical framework of the concept of green marketing will be presented. In the second chapter of the work, the methodological framework will be presented, as well as the research results of the given hypothesis of the work. Finally, in the third chapter, the author will deal with the possibilities of applying green marketing in creating consumer satisfaction in Montenegro.

For a long time, it was considered that green marketing is used as a trick to win over environmentally conscious consumers, but over time, the good sides and benefits that it has for the environment, as well as for consumers and producers, are increasingly being recognized. Green marketing introduces important opportunities for industry, especially in innovation.

Today's modern products can significantly contribute to a better quality of life. The process of adapting a green marketing process is very difficult. Understanding the characteristics of consumers and their behavior requires exceptional efforts by marketers. The number of suppliers on the market of green products is increasing. It is no longer enough just to be aware of this fact, complex strategies of segmentation, targeting and positioning are also required. For successful green marketing, it is not enough to have only a product made from natural materials, as well as suitable packaging made from recycled materials. It is necessary for each product to comply with sanitary, technological and health regulations in order to reach the shelves at all. It is necessary to create a strong brand so that the products have a permanent identity, a brand that will summarize the uniqueness of the company and encourage a feeling of trust, usefulness, well-being and security. It is also necessary for the products to contain ecological labels, by means of which the producers show that they respect high standards of environmental protection during the entire product cycle. Green products still belong to the class of luxury products for the reason that their price is usually higher than other substitute products. The best thing for customers would be for the company to offer a product with green characteristics without reducing the quality of the product, and all this at a lower price. But this is mostly not possible because these products are burdened with higher costs of testing and development or due to the fact that they are not mass-produced, in order to ensure the environmental acceptability of the product on its way from raw material, through production and trade.

Changes in the environment and society, technology and economic development affect not only changes in business but also changes in the needs and wishes of consumers. Consumer awareness of the impact they can have on pollution, that is, on environmental protection, has created a segment of environmentally responsible consumers. The reaction to the strengthening of the environmental protection movement and the growing ecological awareness of individuals resulted in the appearance of new marketing activities, the emergence of green marketing. One of the characteristics of green marketing related to distribution channels is permanent reversible distribution, which refers to the continuous return of packaging or products. Products move from the customer to the manufacturer through a reversible channel. Such reversible distribution channels have their advantages and disadvantages. Advantages are achieved through better control of the distribution function, reduction of packaging costs, and disadvantages are higher production costs, recycling costs and distribution costs. In addition to these costs, the way of working and the necessary technologies, lower yields in the production of ecological agricultural

products, and other specificities, green products often have a significantly higher price compared to products produced in a conventional way and by conventional agriculture.

METHODOLOGICAL FRAMEWORK

Consumer behavior research in Montenegro was conducted on a sample of 117 randomly selected respondents. The data were processed with the SPSS statistical program. The questionnaire is of a structured type, designed with 20 closed questions, where respondents are offered to choose an answer on a scale with 5 possible answers: I do not agree at all, I do not agree, I am uncertain, I agree, I agree completely. The data was collected in such a way that the online survey was forwarded to the respondents for further answering. The sample of respondents is diverse, among the respondents there are representatives of both sexes, people of different ages, educational profiles, occupations, and ability to pay. The most important demographic data of the sample, which will be highlighted when comparing the answers, are the gender of the respondents, the age of the respondents, as well as the monthly income of the household.

Table 1. Socio-demographic structure of the respondents

Socio-demographic variables	respondents
Gender f	82
Gender m	35
	= 117
Age above 30	68
Age beneath 30	49
	= 117
Monthly income below 800 e	48
Monthly income above 800 e	69
	= 117

Research hypothesis

Green marketing as a relatively modern concept has an impact on consumers worldwide. Today, more than ever, we take care of whether a product is healthy for us, whether it contains unnecessary chemicals, emulsifiers, pesticides, plastics. We worry about whether the packaging can dissolve naturally in the environment, how much

it has an impact on the harmful effects of water purity, global warming, etc. It is almost a trend to eat food with more protein, less sugar, gluten-free, caffeine-free, etc. Modern man is more concerned about the ecological effect of the purchased product than many previous generations. However, is this also the case in Montenegro? Through these investigations, we will find out whether the global influence of green marketing has "bought" the trust of our consumers. This research will answer the question of whether consumers in Montenegro have confidence in the global trend of applying green marketing, as well as whether there is an influence of green marketing on consumers' attitudes and decisions when purchasing. The basic hypothesis is presented below.

H1 The level of application of the concept of green marketing significantly affects consumer confidence in Montenegro.

The assumption is that women have a greater tendency to shop in general, and a tendency to worry about health, appearance, and have empathy and sensitivity towards the environment. Therefore, it is assumed that they have a greater tendency to buy ecological products than the opposite sex.

H2 Female consumers are more inclined to buy ecological products

It is assumed that age affects consumers' choice of organic products, and that older consumers are more inclined to choose organic products.

H3 Older consumers are more inclined to buy ecological products

Given that the next significant demographic characteristic is the household's monthly income, and ecological products are often more expensive than traditional ones, it is also a logical assumption that more money in the household budget means choosing ecological products more often when shopping compared to households with a smaller monthly budget.

H4 Consumers with higher monthly income are more inclined to buy ecological products

RESEARCH RESULTS

The respondents' answers to each of the 20 items will be displayed individually in the table below, where the percentage indicates how many respondents from the total color chose that answer, while the number in parentheses indicates the exact number of respondents who chose that answer. It is also stated for each item individually how much the standard deviation is, and how much the arithmetic mean is.

Table 2. Research results

	I strongly disagree	I disagree	I am neutral	I agree	I strongly agree	SD	AS

1. I consider myself an environmentally conscious person	2%(2),	1%(1),	16%(19),	56%(65)	26%(30),	23.47	4.03
2. I am aware of the importance of ecological products	0%(0)	1%(1)	13%(15)	61%(71)	25%(29)	26.14	4.1
3. I am ready to spend more money for an ecological product	5%(6)	7%(8)	33%(39)	45%(53)	9%(11)	19.04	1.47
4. I take into consideration the ecological importance when deciding on the purchase of a certain product	3%(3)	5%(6)	36%(42)	43%(50)	14%(16)	19.1	3.6
5. It is important to me not to harm the environment with my actions and choices	0%(0)	4%(5)	7%(8)	58%(68)	31%(36)	25.58	4.15
6. I would describe myself as an environmentally responsible person	1%(1)	1%(1)	19%(22)	55%(64)	25%(29)	23.17	4.02
7. Supporting environmental protection makes me feel special	2%(2)	3%(4)	23%(27)	52%(61)	20%(23)	21.27	3.85
8. I avoid using plastic bags when shopping	6%(7)	21%(25)	33%(39)	31%(36)	9%(10)	13.06	3.15
9. I'm attracted to packaging labeled ecologically and biodegradable	0%(0)	7%(8)	24%(28)	51%(60)	18%(21)	20.74	3.8
10. I consider it unnecessary to print advertising material and invoices, because digital information is harmful to the environment	4%(5)	8%(9)	22%(26)	44%(51)	22%(26)	16.26	3.72
11. I would rather buy local, organic, ecological food, than processed, foreign origin.	3%(3)	3%(4)	10%(12)	43%(50)	41%(48)	21.14	4.16

12. My views on environmental awareness have been influenced by the global development of green marketing	6%(7)	17%(19)	39%(45)	28%(32)	10%(11)	14.01	3.18
13. I like the increase in awareness and social responsibility of global companies about the importance of environmental protection	1%(1)	3%(4)	18%(21)	53%(61)	24%(28)	21.53	3.97
14. Advertising messages from the Internet and television influence my attitudes and my choices when shopping	10%(12)	31%(36)	28%(32)	23%(27)	8%(9)	10.8	2.87
15. I am happy to follow advertising blocks that influence me and others about the importance of choosing ecological products	5%(6)	16%(18)	33%(38)	37%(42)	9%(10)	14.62	3.28
16. I believe that advertisements influence consumers	0%(0)	3%(3)	15%(17)	59%(68)	23%(27)	24.52	4.03
17. I believe that marketing is a powerful tool for managing consumer behavior	0%(0)	1%(1)	10%(11)	58%(65)	32%(36)	24.86	4.2
18. I want to see more content that supports buying products in a way that reduces harm to the environment	2%(2)	3%(3)	21%(24)	56%(64)	18%(21)	22.48	3.87
19. I am attracted to advertisements that encourage the purchase of domestic products	0%(0)	2%(2)	13%(14)	54%(60)	32%(35)	22.63	3.9
20. I would rather buy a product in paper packaging than plastic.	2%(2)	6%(7)	19%(22)	47%(55)	26%(30)	18.82	3.5

3.1. Hypothesis testing

During data processing, observations are made that will help us test the hypotheses given by this research. The table below shows the result of the Chi square test, in which the relationship between the demographic variables and the consumer trust variable will be observed, i.e. the ratio of the number of respondents who answered affirmatively to the items from the questionnaire in relation to the respondents who answered negatively to the items from the questionnaire. And with the help of the HI square test, it will be seen whether there is a statistically significant difference in relation to gender, age, monthly household income and their trust in ecological products, their importance, i.e. consumer behavior in relation to these products.

Table 3. Results of the HI square test

	confidence x2			Fo	ft	fo-ft	(fo-ft) ²	$\frac{(fo-ft)^2}{Ft}$
	Sum	yes	no					
Gender f	82	55	27	55	41	14	196	4,78
				27	41	-14	196	4,78
Gender m	35	24	11	24	17,5	6,5	42,25	2,41
				11	17,5	-6,5	42,25	2,41
								X2-14,38
								df1
								p- .000
Age above 30 years	68	46	22	48	34	14	196	5,76
				20	34	-14	196	5,76
Age below 30 years	49	23	26	23	24,5	-1,2	1,44	0,06
				26	24,5	1,5	2,25	0,09

								X2-11,67
								df 1
								p- .05
Monthly income beneath 800 e	48	33	15	33	24	9	81	3,38
				15	24	-9	81	3,38
Monthly income above 800 e	69	35	34	35	34,5	0,5	0,25	0,01
				34	34,5	-0.5	0,25	0,01
								X2-6,78
								df 1
								p-.06

After the data were collected through the questionnaire, they were processed using the SPSS method in order to obtain results and answer the hypothesis of this research. The Pearson correlation coefficient was applied in relation to the isolated demographic variables of the respondents, i.e. sex, age, as well as monthly household income, in order to determine whether there are differences when it comes to respondents of different gender, age and monthly income and their relationship to each items from the questionnaire individually, which can further indicate a general conclusion, whether respondents who belong to a certain demographic group have a more specific attitude towards green products, trust, purchasing, awareness of importance, etc., which will ultimately provide an answer to the question posed by the hypothesis.

Table 4. Pearson correlation of demographic variables

		Gender	Age	Monthly income
1. I consider myself an environmentally conscious person	Pearson corelation	.012	.132	.261**

2. I am aware of the importance of ecological products	Pearson correlation	.019	.142	.254**
3. I am ready to spend more money for an ecological product	Pearson correlation	.043	.093	.221*
4. I take into consideration the ecological importance when deciding on the purchase of a certain product	Pearson correlation	.043	.061	.122
5. It is important to me not to harm the environment with my actions and choices	Pearson correlation	.190	.127	.193
6. I would describe myself as an environmentally responsible person	Pearson correlation	.121	.118	.148
7. Supporting environmental protection makes me feel special	Pearson correlation	.005	.032	.212*
8. I avoid using plastic bags when shopping	Pearson correlation	.060	-.011	.190
9. I'm attracted to packaging labeled ecologically and biodegradable	Pearson correlation	.130	.096	.201*
10. I consider it unnecessary to print advertising material and invoices, because digital information is harmful to the environment	Pearson correlation	.115	.161	.243*
11. I would rather buy local, organic, ecological food, than processed, foreign origin.	Pearson correlation	.016	.234*	.235*
12. My views on environmental awareness have been influenced by the global development of green marketing	Pearson correlation	.098	.109	.231*
13. I like the increase in awareness and social responsibility of global	Pearson correlation	.010	.223*	.210*

companies about the importance of environmental protection				
14. Advertising messages from the Internet and television influence my attitudes and my choices when shopping	Pearson correlation	.013	.090	.124
15. I am happy to follow advertising blocks that influence me and others about the importance of choosing ecological products	Pearson correlation	.054	.100	.210*
16. I believe that advertisements influence consumers	Pearson correlation	.090	.098	.122
17. I believe that marketing is a powerful tool for managing consumer behavior	Pearson correlation	.023	.100	.121
18. I want to see more content that supports buying products in a way that reduces harm to the environment	Pearson correlation	.024	.222*	.124
19. I am attracted to advertisements that encourage the purchase of domestic products	Pearson correlation	.018	.232*	.123
20. I would rather buy a product in paper packaging than plastic.	Pearson correlation	.025	.230*	.120

According to the results of the research, it is concluded that, according to the arithmetic mean and standard deviation of each item from the questionnaire individually, the questions are statistically relevant, and can be used for the purpose of obtaining accurate data through further statistical processing. The majority of the respondents answered affirmatively to the items about trust in ecological products, and they answered these questions with "I agree", and the age of the respondents correlates with the level of trust in ecological products, and to a significant extent these statements correlate with higher monthly incomes households.

With the help of processing the obtained results with the SPSS package, H2 test, arithmetic mean, standard deviation, as well as finally with the Pearson correlation coefficient, it is proved that the sample taken for testing is relevant, as well as that the obtained research results are relevant and can be used as evidence in confirming or rejecting research hypotheses. As the majority of respondents answered affirmatively to the items from the questionnaire, the main hypothesis was confirmed, i.e., the application of the concept of green marketing significantly affects consumer confidence in Montenegro. This confirms that the growing application of the concept of green marketing in the world has not bypassed consumers in Montenegro to increase their awareness

of the consumption and preference of ecological products. Further, with the help of the Chi-square test, the following conclusions are reached by observing three important demographic variables - gender, age and household income. Gender did not have a statistically significant effect on trust in ecological products, except for a couple of statements when female members chose the answers that it is important not to harm the environment with their actions and actions. After all the above, as the results of the research indicate, gender did not have a statistically significant effect on trust and the purchase of ecological products, and hypothesis number 2 can be rejected.

When processing the demographic variable of age, the conclusion is reached that older respondents have a greater tendency to trust and buy ecological products, and it can be claimed that hypothesis number 3 is confirmed. The older respondents responded positively with a statistically significant difference to the statement, "I would rather buy local, organic, ecological food than processed, foreign-origin food.", "I believe that advertisements influence consumers.", "I believe that marketing is a powerful management tool consumer behavior.", "I want to see more content that supports the purchase of products in a way that reduces harm to the environment.". The monetary income of the household, as the third demographic variable, which participates in the fourth hypothesis of the research, has shown that it has a significant impact on consumer behavior, and that consumers with higher monthly household income have more trust, prefer and buy products that are labeled as ecological and good. for consumer health and environmental protection. This variable very significantly influenced consumers to choose the answer that they consider themselves environmentally conscious, and statistically significantly influenced consumers to choose the answer that they are aware of the importance of ecological products, that they are more willing to spend more money for a better quality product, that they would rather buy product in paper packaging rather than plastic, that they are attracted to packaging labeled ecological and biodegradable, that they like the increase in awareness and social responsibility of global companies about the importance of environmental protection.

This research confirmed hypothesis number 4, which reads - "Consumers with higher monthly incomes are more inclined to buy ecological products." Based on the answers, according to the correlation of the items from the questionnaire with the demographic variables, one gets the impression that consumers in Montenegro have confidence in the concept of green marketing, as well as that the choice of ecological products is influenced by the monetary income of the household, and the monthly income of the household correlates with the purchase of ecological products. Based on everything presented, we can claim that the level of application of the concept of green marketing has significantly influenced consumer confidence in Montenegro. We can also conclude that the age and greater purchasing power of consumers influence greater environmental awareness and the purchase of ecological products by consumers in Montenegro.

According to the results of the research, it is concluded that, according to the arithmetic mean and standard deviation of each item from the questionnaire individually, the questions are statistically relevant, and can be used for the purpose of obtaining accurate data through further statistical processing. The majority of the respondents answered affirmatively to the items about trust in ecological products, and they answered these questions with "I agree", and the age of the respondents correlates with the level of trust in ecological products, and to a significant extent these statements correlate with higher monthly incomes households. With the help of processing the obtained results with the SPSS package, H2 test, arithmetic mean, standard deviation, as well as finally with the Pearson correlation coefficient, it is proved that the sample taken for testing is relevant, as well as that the obtained research results are relevant and can be used as evidence in confirming or rejecting research hypotheses.

As the majority of respondents answered affirmatively to the items from the questionnaire, the main hypothesis was confirmed, i.e., the application of the concept of green marketing significantly affects consumer confidence in Montenegro. This confirms that the growing application of the concept of green marketing in the world has not bypassed consumers in Montenegro to increase their awareness of the consumption and preference of ecological products. Further, with the help of the Chi-square test, the following conclusions are reached by observing three important demographic variables - gender, age and household income. Gender did not have a statistically significant effect on trust in ecological products, except for a couple of statements when female members chose the answers that it is important not to harm the environment with their actions and actions.

After all the above, as the results of the research indicate, gender did not have a statistically significant effect on trust and the purchase of ecological products, and hypothesis number 2 can be rejected. When processing the demographic variable of age, the conclusion is reached that older respondents have a greater tendency to trust and buy ecological products, and it can be claimed that hypothesis number 3 is confirmed. The older respondents responded positively with a statistically significant difference to the statement, "I would rather buy local, organic, ecological food than processed, foreign-origin food.", "I believe that advertisements influence consumers.", "I believe that marketing is a powerful management tool consumer behavior.", "I want to see more content that supports the purchase of products in a way that reduces harm to the environment.". The monetary income of the household, as the third demographic variable, which participates in the fourth hypothesis of the research, has shown that it has a significant impact on consumer behavior, and that consumers with higher monthly household income have more trust, prefer and buy products that are labeled as ecological and good. for consumer health and environmental protection. This variable very significantly influenced consumers to choose the answer that they consider themselves environmentally conscious, and statistically significantly influenced consumers to choose the answer that they are aware of the importance of ecological products, that they are more willing to spend more money for a better quality product, that they would rather buy product in paper packaging rather than plastic, that they are attracted to packaging labeled ecological and biodegradable, that they like the increase in awareness and social responsibility of global companies about the importance of environmental protection.

This research confirmed hypothesis number 4, which reads - "Consumers with higher monthly incomes are more inclined to buy ecological products." Based on the answers, according to the correlation of the items from the questionnaire with the demographic variables, one gets the impression that consumers in Montenegro have confidence in the concept of green marketing, as well as that the choice of ecological products is influenced by the monetary income of the household, and the monthly income of the household correlates with the purchase of ecological products. Based on everything presented, we can claim that the level of application of the concept of green marketing has significantly influenced consumer confidence in Montenegro. We can also conclude that the age and greater purchasing power of consumers influence greater environmental awareness and the purchase of ecological products by consumers in Montenegro.

REFERENCES

- Filipović, J., Internet marketing, Center for publishing activities of the Faculty of Economics in Belgrade, Belgrade, (2016)
- Kotler, P., Kartajaya, H., Setiawan, I., Marketing 4.0, Moving from traditional to digital, John Wiley & Sons, Inc., Hoboken, New Jersey, (2017).
- Kotler, P., Keller, L., Marketing management, 15th edition, Pearson education, London. (2016).
- Kotler, Ph., Keller, L. Marketing management, 12th edition, Datastatus, Belgrade (2008),
- Milisavljević, M., Strategic Marketing, Publishing Center of the Faculty of Economics in Belgrade, Belgrade. (2006),
- Lacković Z., Andrić B., Fundamentals of strategic marketing, Polytechnic University, Požega (2007)
- Nefat A, Green Marketing, Jurja Dobrila University in Pula, Pula (2015)

Ali, A., Khan, A.A., Ahmed, I. Determinants of Pakistani consumers' green purchasing behavior: Some Insights from a developing country, International journal of Business and social science, vol 2. No 3, Special issue (2011)

Anić, Jelenc, Šebetić, "Investigation of demographic characteristics and behavior of buyers of organic food products in Karlovac County" Economic thought and practice of the University of Dubrovnik, vol 24, no 2, (2015)

Bačić M, Green marketing as a new business concept, Jurja Dobrila University in Pula, Faculty of Economics and Tourism "Dr. Mijo Mirković" (2016)

Beaudry, J.E.: The Eco Elite, Footwear News, Vol. 64, No. 30, 2008, pp. 35-40

Chang, C., Feeling ambivalent about going green - Implication For Green Advertising Processing, Journal of Advertising, Vol 40, (2011)

D. Širola, A. Rosandić, Adoption of green marketing among young consumers in Croatia, Proceedings of the University of Rijeka, Vol. 7 (2019)

Tomašević S., Green marketing. Business Advisor, No. 39, (2014)