ISTANBUL TICARET UNIVERSITY
INSTITUTE OF GRADUATE SCHOOL
DEPARTMENT OF MARKETING MANAGEMENT
MASTER OF MARKETING MANAGEMENT PROGRAMME

SUSTAINABLE (GREEN) MARKETING STRATEGIES' EFFECT ON CONSUMER BUYING BEHAVIORS COMPARATIVE ANALYSIS OF LITHUANIA AND TÜRKIYE.

MA Thesis

Marija Magdalena KSIVICKAITE
200032305

ISTANBUL, 2024

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Dedication

To my cherished family—your unending love and support have been the pillars of my strength throughout this academic endeavor. To my family—thank you for your boundless patience and encouragement, which have been my guiding stars in this journey. Your belief in me has turned the toughest challenges into surmountable hurdles.

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My appreciation also goes out to my colleagues and friends, who have provided both professional support and personal companionship throughout this journey. Your perspectives and encouragement have enriched this experience in countless ways.

This thesis is a reflection of the collective support, wisdom, and encouragement of each one of you. In addition to being a personal achievement, it is also the celebration of the bonds and collaborations that have made this possible. With immense gratitude and love, I dedicate this work to all of you.

Marija Magdalena KSIVICKAITE

ABSTRACT

The evolution of management practices and their influence on sustainable marketing has become a pivotal aspect of contemporary business strategy. This proposed study aims to explore the dynamic interplay between management practices and the effectiveness of sustainable marketing strategies in Lithuania and Türkiye. The goal of this research is to reach audiences both in Lithuania and Türkiye and learn, whether the two countries have different knowledge regarding sustainability and whether they notice the effects of sustainability from Marketing. Sustainability is become more pivotal every day, therefore it is important to research the knowledge of people and depending on the knowledge present different options to increase the knowledge of consumers related to sustainability. Despite many brands becoming more sustainable, it is obvious that many consumers are choosing the less sustainable option regardless the possibility to purchase the sustainable options. Another purpose of the thesis is to explore the potential reasons as to why consumers are not prone to consume the more sustainable options and to explore whether the social/economic situations of consumers have any influence on their buying behaviors and knowledge of sustainability.

***Keywords**: Sustainability, Marketing, Consumer behavior, Socioeconomic factors.*

ÖZET

Yönetim uygulamalarının evrimi ve sürdürülebilir pazarlama üzerindeki etkileri çağdaş iş stratejisinin temel bir yönü haline gelmiştir. Önerilen bu çalışma, Litvanya ve Türkiye'de yönetim uygulamaları ile sürdürülebilir pazarlama stratejilerinin etkinliği arasındaki dinamik etkileşimi keşfetmeyi amaçlamaktadır. Bu araştırmanın amacı hem Litvanya hem de Türkiye'deki kitleye ulaşmak ve iki ülkenin sürdürülebilirlik konusunda farklı bilgilere sahip olup olmadığını ve sürdürülebilirliğin pazarlamadaki etkilerini fark edip etmediklerini öğrenmektir. Sürdürülebilirlik her geçen gün daha önemli hale geliyor, bu nedenle insanların bilgisini araştırmak ve bilgiye bağlı olarak tüketicilerin sürdürülebilirlikle ilgili bilgisini artırmak için farklı seçenekler sunmak önemlidir. Birçok marka daha sürdürülebilir hale gelmesine rağmen, birçok tüketicinin sürdürülebilir seçenekleri satın alma olasılığına bakılmaksızın daha az sürdürülebilir seçeneği seçtiği açıktır. Tezin bir diğer amacı, tüketicilerin daha sürdürülebilir seçenekleri tüketmeye neden eğilimli olmadıklarına

dair olası nedenleri keşfetmek ve tüketicilerin sosyal/ekonomik durumlarının satın alma davranışları ve sürdürülebilirlik bilgileri üzerinde herhangi bir etkisi olup olmadığını araştırmaktır.

***Anahtar Kelimeler**: Sürdürülebilirlik, Pazarlama, Tüketici davranışı, Sosyoekonomik faktörl*

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INTRODUCTION

Sustainability is becoming one of the biggest concerns nowadays. Our earth is being polluted, consumer behaviours are getting out of hand, and the governments are no longer able to control it in ways that would not affect every single consumer, businessor community. The goal of this article is to analyze the differences between two countries – one of them being a European Union country that had the sustainability policies applied Lithuanian. The second country is Türkiye, which is a leader in textile and other production fields and is not so known for its sustainable practices as the sizeof the country and the different backgrounds of the country are hard to control. Therefore, there is a need to compare the two countries and to figure out whether the sustainable practices affect the competitiveness of the companies both in Lithuania andTürkiye. It is important to mention that sustainability is quite important in the field of business, and it is becoming trendy worldwide. Various studies and expert opinions underscore the growing importance of sustainable marketing in the global business environment. Sustainable advertising not only resolves basic worldwide issues like environmental change, pay imbalance, and the depletion of regular assets, yet additionally lines up with the developing assumptions for purchasers and financial investors (Bernytė, 2018).

Harvard Business School features that a feasible business procedure intends topositively influence both the climate and society, tending to a portion of the world's most pressing issues, for example, environmental change, pay disparity, and normal asset depletion. This approach is progressively viewed as crucial to long-term business achievement. Harvard Business College likewise takes note that effective business systems incorporate both monetary prosperity and positive cultural effects; it is interwoven to recommend these two objectives (Buerke et al., 2017). However, while the nexus of management practices and sustainable promoting methodologies has gathered expanding consideration universally, there remains a gap in understanding how these practices explicitly impact the seriousness of feasible marketing techniques, especially in different financial and social settings like Lithuania and Türkiye.

The two nations, with their significant financial scenes and social foundations, present a ripe ground for comparative examination. Lithuania, an individual from the European Union, has taken critical steps in coordinating manageability inside its strategic policies. Türkiye, straddling both Europe and Asia, offers a standing-out climate from various administrative and market elements. Existing writing widely investigates supportable showcasing techniques, and the board rehearses in seclusion or inside the bounds of a solitary nation's system (Eroglu, 2013). Nevertheless, there isa perceptible absence of extensive examinations that compare these management practices in different public settings, particularly among rising and more settled European economies. This hole is especially articulated while analyzing the immediate effect of the management practices on the viability and significance of sustainable promoting procedures in nations at various phases of monetary turn of events and with disparate social impacts (Baležentis et al., 2010).

By focusing on Lithuania and Türkiye, this study expects to overcome this issue,offering bits of knowledge into how the management practices tailored to the one-of-a-kind qualities of every nation can improve or hinder the viability of feasible marketing methodologies. This comparative analysis is essential to understand the broader applicability and scalability of sustainable marketing strategies across differentglobal contexts. Some examples ofsustainable marketing strategies include green product positioning, cause marketing, transparency and ethical sourcing, education and awareness, and packaging innovation (Ayar & Gürbüz, 2021). These strategies can lead to profitability, long-termbrand loyalty, and reputation enhancement. Businesses should recognize sustainability as a competitive advantage and view environmental responsibility as an investment rather than a cost.

Purpose and Importance of the Subject:

This research aims to investigate the impact of sustainable marketing strategies on consumer buying behaviors in Lithuania and Türkiye. By comparing these two countries with distinct economic and cultural contexts, this study seeks to contribute to the understanding of how sustainable marketing practices can be effectively implemented and tailored to different markets. The findings will

provide valuable insights for businesses, policymakers, and consumers interested in promoting sustainable consumption.

Scope of the Subject: This research focuses on the relationship between sustainable marketing strategies and consumer buying behaviors in Lithuania and Türkiye. It will explore consumer perceptions of sustainability, the effectiveness of various sustainable marketing tactics, and the factors influencing consumer choices. The study will be limited to these two countries to allow for a detailed comparative analysis.

Hypothesis: This research proposes that sustainable marketing strategies positively influence consumer buying behaviors in both Lithuania and Türkiye. It is hypothesized that consumers who are more aware of sustainable products are more likely to purchase them and that green marketing strategies will lead to increased consumer purchases. Additionally, the study will examine whether there are significant differences in consumer behavior and sustainable marketing practices between the two countries.

Research Method: A correlational research design will be employed to examine the relationship between sustainable marketing strategies and consumer buying behaviors. Data will be collected through surveys administered to consumers in both Lithuania and Türkiye. Statistical analysis will be used to test the proposed hypotheses and identify significant differences between the two countries.

1 SUSTAINABILITY

The review will focus on existing research concerning management practices in sustainability, the development of competitive, sustainable marketing strategies, and comparative studies of Lithuania and Türkiye in this context.

1.1 Key Terms:

In order to start analyzing the topic, it is essential to know the terms that will beused in the thesis. The thesis's main object is sustainability and related marketing techniques.

1.1.1 Sustainability:

Sustainability is progress that encounters the requirements of the contemporaryphase without distressing the capability of later peers to encounter their necessities (WCED, 1987). Additionally, we are all well aware that sustainability is becoming a growing concern in the 21st century – more and more nations are paying attention to sustainability and trying to come up with possible solutions to fight consumption (Schaefer & Crane, 2005). Although negative thoughts about sustainability and its development exist, it is undeniably a critical topic for the 21st century (Buerke et al., 2017). As companies understand the effect of sustainability on the organization, they are trying to implement it to gain a competitive advantage.

1.1.2 Competitive Advantage:

Pushing ahead, examining the expression "competitive advantage", Numerous scholastics are talking about the idea of "competitive advantage," including Porter Peteraf and Barney, who presented it as fundamental. "Competitive advantage is at the core of a company's exhibition in serious business sectors," as per Porter (1997). As perBarney (2002), "a firm encounters competitive advantage when its activities in an industry or market make monetary worth and while few contending firms are participating in comparative activities," while Peteraf (1993) underlines that competitiveadvantage is something that is "sustained above-typical returns." Generally speaking, the competitive advantage is the capacity of an organization or association to adjust every one of the vital abilities expected to accomplish significant yields. It is somethingthat the association can tolerate outing with - client support, advancements, lower costs

(Powel, 2001), or, for this situation, various procedures.

1.1.3 Purchaser's Behavior

Finally, it is fundamental to recognize the terms connected with the purchaser's behavior (Zubair Tariq, 2014). The following questions have been analyzed by Jane Priest, Stephen Carter,and David A. Statt (2001) for consumer behavior studies:

- How do we obtain product-related information?
- How do we evaluate alternatives?
- For what reason do various individuals pick or utilize various items?
- How do we decide if something is worth its price?
- Which products carry the most significant amount of risk?
- Who has an impact on our purchasing decisions and product usage?
- How are brand loyalties framed and changed?

1.2 Overview of sustainability practices in Lithuania and Türkiye

Moving forward, in order to make correct assumptions about the economic andsocial situation in both of the countries (Lithuania and Türkiye), it is crucial to understand the knowledge and understanding of people towards sustainability (Kumar'Ranjan & Kushwaha, 2017). Additionally, it is vital to analyze how businesses see sustainability and how they act toward it. In the next part of the thesis proposal, an overview of Lithuania and Türkiye will be done.

Sustainability in Lithuania

Lithuania – a small country with a population of less than three million people,is based in Eastern Europe. Lithuania - part of the European Union ever since 2004, it has been a goal for the country to reach its independence and move closer to Western countries (Baležentis 2010), as the country was suffering years of occupation by the Soviet Union after joining European Union, a lot of new requirements became essential to the country. One of them is, of course, sustainability.

The European Union issued the green deal back in 2019. The green deal focuseson sustainability matters in the entire European Union countries. It points out how unityis more important than ever before so that sustainability can be achieved

as unity in theentire region (Eckert 2021). Constanze Fetting (2020) examines the primary worries of the European Green Arrangement (EGD). According to the academician, there are these

are the key concepts that make up the Green Arrangement:

- Constructing and Restoring in an energy as well as resource-effective method,
- Accomplishing a zero-pollution objective for a pollutants-free atmosphere,
- Conserving and renovating ecological units and biodiversity, also
- Increasing the EU's environment determination for 2030 and 2050.

Therefore, EU affect Lithuanian consumers andLithuanian (or based in Lithuania) businesses? In Ginte Jonkute's (2015) survey, almost all of the participants were conversant with concepts related to sustainable growth, utilization, and manufacturing. Eco-labels were the most well-known SustainableDevelopment Diagnostic Tool (SD) tool, whilst sustainability reports and life cycle assessments seemed to be the least well-known. When the study findings are compared to those of past studies conducted in the nation, it is suggested that in recent years, consumer awareness and public understanding of sustainability were favorably mediated.

Hence, this study assumes that the consumers are indeed being affected by sustainable matters discussed within the community within the country and the entire European Union. Because of the survey results, it can be stated that consumers in Lithuania are paying the most attention to eco-labels, sustainability reports, and life cycle assessments.

Lithuania does not only explore the marketing effects on sustainability, but it also explores the possibilities of incorporating economic strategies to increase the knowledge of sustainability of consumers. After various analysis and researches conducted both in Lithuania and worldwide, it was realized that the implementation of “playful” sustainability is very important and it could be achieved through implementation of sustainable techniques within biggers organizations or events. Kacerauskas, Streimikiene, and Bartkute (2021) emphasize that while there is a growing demand for sustainable practices within the creative economy in Lithuania, particularly in events like music festivals, the actual implementation by organizers remains insufficient, highlighting a gap between public expectations and current practices. All together there is an idea of having the sustainability within every aspect of society, however, it is not

easy to achieve due to the fact that there is a gap between public expectations and owners of businesses who's goals are to save their resources, lowere the costs of the organization of events, therefore explore other options on how sustainability could be implemented is important. Regardless, it is important to emphasize that sustainability is an important part of everyday life in Lithuania, which will be further discussed in other paragraphs.

Čiarnienė, Vienažindienė, and Adamonienė (2020) thoroughly analyze the sustainable behavior of Lithuanian employees across various demographic segments, highlighting the critical importance that Lithuanians place on sustainability as it impacts not only their economic activities but also their social and environmental responsibilities. The study underscores how sustainability is deeply embedded in the daily lives of Lithuanians, reflecting a collective commitment to sustainable practices that transcends generations, genders, and educational backgrounds. The main finding of the research reveals that women and older generations, particularly the Baby Boomers, exhibited the highest levels of sustainable behavior, indicating a strong correlation between demographic factors and the adoption of sustainable practices in Lithuania, which plays a significant role in shaping the country's future. This focus on sustainability is particularly relevant given Lithuania's ongoing environmental challenges, such as waste management and the need for renewable energy sources, which make sustainable practices a national priority. The findings suggest significant implications for policymakers and businesses, as they highlight the need to tailor sustainability initiatives to specific demographic groups to maximize their impact. Moreover, compared to other Baltic states or European Union countries, Lithuania's emphasis on generational and gender-based sustainability provides unique insights that could inform broader regional strategies. Finally, future research could explore how these sustainable behaviors can be encouraged among younger generations and other demographic groups, ensuring that Lithuania continues to lead in sustainability practices.

After discussing the importance of sustainability of people within organizations, it is important to analyze the importance of sustainability within the businesses and innovation field as well to get a general understanding of the approach towards inovations and ecology in Lithuania. Peyravi, Peleckis, and Jakubavičius (2023) conduct a detailed examination of Lithuania's eco-innovation performance in the context of European environmental policy, highlighting the importance of eco-innovation for achieving sustainable economic growth in the country. The study reveals that despite the growing

global emphasis on sustainability, Lithuania ranks among the lowest in the European Union for eco-innovation adoption, underscoring the critical need for improved policies and initiatives. This is particularly significant given the Lithuanian public's increasing awareness of environmental issues and the country's potential to leverage eco-innovation as a means to enhance both its economic and environmental performance. The research findings suggest that Lithuania has been positively influenced by the eco-innovation activities of other EU nations, yet there remains a substantial gap in the country's own adoption of these practices. The study emphasizes that addressing this gap is essential for Lithuania to align with EU standards and to foster sustainable development that benefits both the economy and the environment

Lastly, it is vital to explore how companies react to sustainability and what practices are being applied within the organizations in Lithuania. As companies understand the importance that sustainability is gaining in the eyes of consumers, theyare implementing sustainable marketing techniques. A holistic approach to sustainability marketing entails sustainably identifying and satisfying customer needs (Bernytė, 2018). According to the research done by Bernyte (2018), consumer values and principles are only partially reflected in food retailers' communications in Lithuania, and sustainability values are not strongly supported by brands' strategies, according to the analysis. In addition, there is a lack of consistency and scale across marketing communication channels. The most enormous noticed hole is that no brandpositions itself as a market chief in supportability or puts its center around manageability improvement inside its association. Opportunities and a lack of industry commitment can be seen in this gap. Therefore, overall, the sustainability situation in Lithuania is quite an important topic and many consumers and companies are looking into it. Further research will be done after the survey on how consumers consume will be prepared. The following paragraphs will be an overview of sustainability in Türkiye.

Sustainability in Türkiye

Türkiye is a nation-state primarily situated on the Anatolian Peninsula in Western Asia. Türkiye. In this paragraph, sustainability practices and reactions to sustainability will be discussed. According to the study by Bulut (2021), the sustainability situation in Türkiye currently needs to be improved. This is because the economic situation in the country is suffering. According to his study, the Environmental Kuznets Curve shows a

strong correlation between sustainability and the income situation in Türkiye. Renewable energy consumption improves environmental quality, whereas industrialization has little effect on environmental degradation. According to the researcher, Türkiye uses a significant number of unrenewable fuels for its energy and little renewable energy. That is different from countries that are in the European Union,where renewable energy is highly used. The government must promote the productionand consumption of renewable energy. This could be done by giving companies or consumers monetary rewards or discounts, considering energy crops for biofuels, increasing the research and development expenditures for all matters related to energy efficiency, and increasing the coordination with institutions that are in the energy sectorthus there would be a possibility to implement more effective policies. Therefore, overall, the economic situation and sustainability are strongly related to one another inTürkiye.

The importance of sustainability has reached Türkiye as well. As a country located between Europe and Asia, the diverse culture and economy of the country made it an obvious need to stand to the standards of European union as a lot of business is being conducted with the west as well. However, regardless the efforts to increase the sustainability of the country, there is still a lot that needs to be done. Rjoub, Odugbesan, Adebayo, and Wong (2021) investigate the moderating role of financial development in the determinants of environmental degradation in Türkiye , emphasizing the importance of financial development as a significant factor in shaping the country's environmental quality. The study finds that economic growth, capital formation, energy consumption, and urbanization are key contributors to carbon emissions in Türkiye , but highlights that financial development can either exacerbate or mitigate these effects depending on how it interacts with these factors. This research underscores the critical need for Türkiye to integrate financial development into its environmental policies to ensure sustainable development and reduce carbon emissions. The findings suggest that targeted financial policies could play a vital role in aligning Türkiye 's economic growth with its environmental sustainability goals, offering valuable insights for policymakers aiming to address the nation's environmental challenge.

Sustainable consumption in Türkiye . Ayar and Gürbüz (2021) conducted an insightful study analyzing the sustainable consumption intentions of consumers in Türkiye within the framework of the Theory of Planned Behavior. The research underscores the significant role that attitudes, subjective norms, perceived behavioral

control, and altruistic values play in shaping sustainable consumption intentions among Turkish consumers. The study's findings reveal that while attitudes and subjective norms significantly influence consumers' intentions to engage in sustainable consumption, perceived behavioral control does not directly affect behavior, which highlights a crucial area for policy intervention. This research emphasizes the importance of understanding the underlying factors that motivate sustainable consumption in Türkiye , suggesting that targeted educational initiatives and policy measures are necessary to enhance consumer awareness and promote sustainable behaviors. By incorporating altruistic values into the model, the study also sheds light on the ethical and social dimensions of consumer behavior, suggesting that fostering these values could be instrumental in driving sustainable consumption practices in Türkiye . These findings provide valuable insights for policymakers, businesses, and environmental organizations aiming to promote sustainability in the Turkish context, where consumer behavior plays a pivotal role in achieving broader environmental goals.

Günden, Atış, and Salalı (2021) explore the relationship between consumers' green values and their food-related behaviors in Türkiye , providing valuable insights into how environmental concerns influence daily consumption choices. The study reveals that a significant portion of Turkish consumers, labeled as "positive perceivers," demonstrate higher environmentally friendly and health-conscious food behaviors compared to "negative perceivers," who are less influenced by green values. This segmentation highlights the importance of tailoring policy interventions and educational programs to enhance green consumption practices among different consumer groups. The findings underscore that gender, marital status, education level, and other demographic factors significantly influence the adoption of green values, suggesting that targeted strategies could effectively promote sustainable consumption behaviors across various segments of the Turkish population. These insights are crucial for policymakers and health specialists aiming to foster a more sustainable food culture in Türkiye , where consumer behavior plays a pivotal role in achieving broader environmental and health objectives.

Political influence on sustainability. Kirikkaleli and Osmanlı (2023) conducted a comprehensive study examining the long-term impact of political stability on environmental quality in Türkiye , emphasizing the critical role that political conditions play in shaping the country's environmental outcomes. The study found that political

stability significantly reduces CO2 emissions, thereby enhancing environmental sustainability. Moreover, the research highlighted that while economic growth in Türkiye contributes to environmental degradation, the adoption of renewable energy sources and the development of environmental technology patents positively influence environmental quality by mitigating carbon emissions. These findings underscore the importance of maintaining political stability and investing in green technologies to achieve sustainable environmental development in Türkiye . The study also suggests that without strong and stable political institutions, efforts to improve environmental quality may be undermined, pointing to the necessity of integrated policies that balance economic growth with environmental protection.

The approach of consumers towards sustainability. A study done by Ilknur Ayarand Ahmet Gurbuz unveils that there could be a strong correlation between sustainability and the theory of Planned Behavior in Türkiye. Planned behavior study started as the Causative Action Theory to expect a person's intent to participate in a specific performance at a definite time and place (Ayar et al., 2021). According to the study, people living in Türkiye understand that they are supposed to behave more sustainably – paying more attention to how they consume and understanding the meaning of sustainability. Further research will be done to understand the situation of sustainable consumption in Türkiye. When discussing the sustainable approach of companies in Türkiye, it is essential to note that Turkish companies face a lot of law setbacks that stop them from being the sustainable company they would like to be (Ereoglu 2021).

Conclusion

With the literature review, it is possible to conclude that the sustainability situation is quite different. This could be because Lithuania has high sustainability requirements in the European Union. On the contrary, there is hardly any possibility ofbeing sustainable due to the laws in Türkiye. Further research will be done to determine the countries' sustainability practices and the approach of consumers towards sustainability.

The literature focuses on the impact on sustainable marketing approaches highlights the basic role that successful leadership methodologies play in forming an association's capacity to embrace and prevail in practical promoting drives. Sustainable promoting includes coordinating ecological, social, and financial

contemplations into strategic approaches, and the executive's rehearses act as a key part in carrying out and supporting such procedures.

Strategic management proposes that associations with a proactive and groundbreaking management team are better situated to embrace manageability as a center component of their showcasing systems. A concentrate by Amoako (2020) contends that organizations can accomplish an upper hand through the idea of shared esteem, wherein business objectives line up with cultural and ecological worries. Compelling management practices assume a critical part in encouraging this arrangement, guaranteeing that manageability is not simply an extra yet an essential piece of the association's general procedure.

Additionally, the literature underlines the meaning of authoritative culture and administration styles in driving sustainable advertising drives. The board rehearses thatadvance a culture of development, receptiveness to change, and a drawn-out viewpoint are viewed as helpful for the effective execution of supportable techniques. Leadership obligation to maintainability, is a critical determinant of hierarchical outcome in takingon and keeping up with sustainable marketing practices (Famiyeh et al., 2018).

Notwithstanding hierarchical culture and initiative, supply chain network the board rehearses arise as a basic perspective impacting the seriousness of economical

promoting procedures. Sehnem et al. (2020) demonstrate that powerful store network the board, including provider choice and cooperation, can essentially influence an organization's natural and social impression. Strategic Management of the production network becomes vital in guaranteeing that sustainable practices are implanted all through the worth chain, accordingly upgrading the general seriousness of the association.

The role of stakeholder engagement in the outcome of economical advertising procedures. The board rehearses that focus on partner cooperation and correspondence are related with working on authoritative execution in sustainability (Moravcikova et al., 2017). Drawing in with partners, including clients, workers, and networks, permitsassociations to construct trust and validity, critical components for the outcome of sustainable marketing endeavors.

In any case, challenges in executing sustainable promoting procedures are recognized in the writing. The management practices need to address potential obstructions like expense suggestions, absence of mindfulness, and protection from change. Compelling management includes exploring these difficulties through essential preparation, correspondence, and the mix of sustainability into the center planof action (Razzak, 2023).

Hence, the essential role of management practices in molding the seriousness of sustainable promoting techniques. A proactive and creative management approach,combined with a guarantee to shared worth and partner commitment, arises as key elements in effectively executing and supporting feasible promoting drives. As associations face expanding strain to take on earth and socially mindful works on, understanding and utilizing compelling management practices become basic for acquiring an upper hand in the commercial center.

2. SUSTAINABLE MARKETING AND IT'S EFFECT ON CONSUMER BUYING BEHAVIOURS

After analyzing the sustainability of and approaches to it in Türkiye and Lithuania, It is important to analyze the way sustainable marketing effects consumer's buying behaviors and whether it affects it at all. Going further, a literature analysis of sustainable marketing techniques will be conducted and a correlation with consumer behaviors will be discussed in Lithuania and Türkiye. Additionally, the concept of sustainable (green) marketing will be reintroduced and discussed.

Green marketing

The idea of green marketing is not as new as popularizing this concept in society. Some of the first definitions on this topic were described as early as 1976 - by Kinnear and Henion in his book "Ecological Marketing" which distinguishes the concept of ecological marketing, which is is defined as the science of positive and negative aspects of marketing activities related to pollution, energy depletion or depletion of non-energy resources (Henion and Kinnear, 1974). Later, Polonsky (2004) described green marketing as green and defined it as all activities that create or facilitate any exchange intended to satisfy human wants or needs which satisfaction would have minimal impact on the natural environment (Polonsky, 1994).

Kotler and Armstrong (2008) state that green products must meet acceptable environmental standards, including recycled or reused packaging, developed pollution control methods and energy efficiency in production. Other authors define the concept of green or ecological marketing as a holistic management process that is responsible for identifying the needs of consumers and society and satisfaction profitably and sustainably (Kärnä, Steineck, and Juslin, 2001). Coddington (1993) defines green marketing as marketing that protects the environment and is responsible for business development and growth opportunities.

Green marketing can both benefit organizations and consumers real challenges from the user perspective. All these aspects are interrelated, so before when the organization takes this marketing action into account, it is worth going to the green market, its needs, promote consumer awareness and green development (Vijai, 2020). Table 1 discusses green marketing

challenges and benefits for users and the organization.

Table 1. Challenges and benefits of green marketing for consumers and organizations

	Challenges	**Benefits**
Organizations	• For green products renewable or recyclable materials, which usually are expensive; • Large ones are required investment in technology, which require expensive research and development; • Expensive water treatment technologies.	• Improves the image of the organization in society; • Encourages product renewal, development and ecological adaptation; • Increases chances of getting high class product segment; • Improves relations with the public organizations and government bodies; • Better access to foreign markets.
Consumers	• Green products for consumers are too expensive; • There are too few users inform about the greens products and their use.	• Ability to express yourself and yours values; • Gaining emotional value through saving nature.

After systematizing the views of the discussed scientists, it can be said that green marketing is for everyone adapts marketing aspects to a green approach, based on which the least possible impact is made environment. When conducting green marketing activities, it is important to pay attention to environmental pollution control in production

processes, to use green electricity in them, saving energy itself, and in production packaging that can be recycled or decomposed naturally. All these factors combine into one task, which green marketing must implement - to improve the organization's marketing policy so that their goals pursued would be related to the preservation of the environment. Organizations carrying out green marketing activities, it is worth considering not only the perspectives of green marketing, but also the challenges that change consumer perception may vary.

Green marketing is often equated with sustainable in scientific literature and practices marketing, organic marketing or ecological marketing, but these concepts, although they can seem synonymous, they are not and most of them cover only part of the concept of green marketing. This proves the development of green marketing and its concept - in different periods and at different levels of development of green marketing, its separate components - ecological, environmental and sustainable marketing – were studied separately. Green marketing began to develop in the 20th century. 7th decade. Green marketing development can be divided into three stages: ecological, environmental and sustainable (Zampese, Moori and Caldeira, 2016; Lazar 2017, Papadas, Avlonitis, Carrigan, 2017). Below (Figure 1) description of these stages is presented:

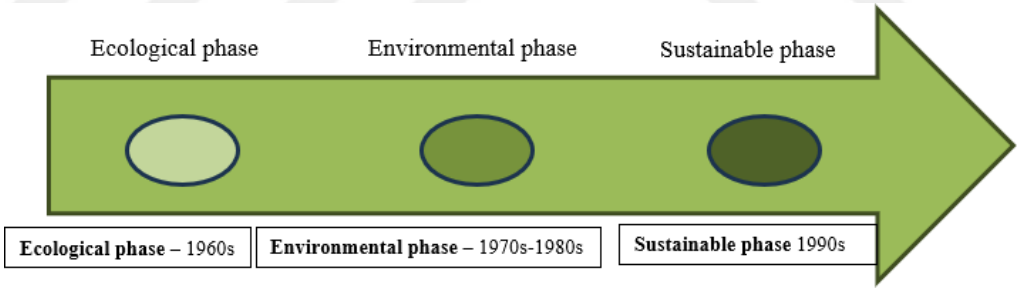


Figure 1: *Green Marketing Development Stages*

Adapted from Zampese, Moori, and Caldeira (2016), Lazar (2017), Papadas, Avlonitis, and Carrigan (2017).

2.1 Sustainable marketing in Türkiye and Lithuania

In businesses that strive to realign their activities about environmental and social responsibility, sustainable marketing has become an extremely important strategy instrument. This chapter contributes to an overview of the development of sustainable marketing from its ecological roots in the 1970s to the current holistic approach. Guided by the practices in Lithuania and Türkiye, this paper aims to provide a comparative analysis of how these two nations integrate sustainability into their marketing strategy. The roundtable discussion underscored the challenges and prospects of businesses in both countries, regarding the growing demand for sustainable business practices.

2.2 Phases of Sustainable Marketing

It is something whose concept evolved over the decades; its development can be conceived of as occurring in three phases: The ecological Phase, from the 1970s, the Environmental Phase starting in the 1990s, and from 2000 to date, the Sustainable Phase. Each of these phases reflects a unique approach in which sustainability strategies have been implemented within business operations under changing consumer expectations, regulatory pressures, and global warming threats.

The Ecological Phase (1970s)

The 1970s initiated the era of what today is called green or sustainable marketing, focused more on ecological issues like pollution and conservation of resources. It was a period where, owing to various reasons, environmental problems began to attract public attention. The rise of industrialization had come with its share of inefficiencies leading to various adverse impacts. Business organizations took the cue and started to address their polluting activities and nay waste (Aliusta, 2024). The least harmful impacts of the production process on the environment had to be emphasized, with much focus on the conservation of non-renewable resources like fossil fuels and raw materials.

One major high spot in this phase has been the rise of eco-labels, which has proved an important means through which companies could communicate to consumers that they take environmental commitment seriously (Nas, 2023). These labels were important in allowing consumers to identify products that met certain environmental standards, therefore encouraging more informed and sensitive purchasing decisions toward the environment. The enhanced environmental awareness of this time was certainly actively

propagated through various influential publications and events, including the 1972 United Nations Conference on the Human Environment in Stockholm (Peyravi, Peleckis, & Jakubavičius, 2023). Early examples of green marketing campaigns include efforts on the part of firms like The Body Shop and Ben & Jerry's that wove social responsibility for the environment as a characteristic part of their branding the idea being to illustrate that ecological considerations could be an effective way of exploring corporate strategy areas.

The Environmental Phase (1990s)

From the 1990s, when environmentalism could clearly articulate its agenda and gained prominence, the focus of green marketing covered a much larger expanse compared to immediate ecological problems far-reaching global issues related to the environment. It was a significant turn toward such important corporate strategies on matters concerning climate change, deforestation, and loss of biodiversity. The perception that these were worldwide problems caused by the environment and required coordinated action by industries became how marketing strategies evolved during this phase.

The formation of active organized consumer movements has made a great difference in influencing consumer behavior and corporate policy.

The Earth Summit in Rio de Janeiro in 1992 was a significant event in this respect. The summit dealt with many other things related to the notion of sustainable development under the umbrella, proving that environmental consideration is taken into account throughout all activities concerning economic and social planning (Peyravi, Peleckis, & Jakubavičius, 2023). Many companies developed far broader strategies concerning the environment Ministers react to this and went beyond product-related advertising for the sustainability of their production. 1997 saw the international agreement on the Kyoto Protocol bring man's best friend even closer to business. Companies such as Nike and Patagonia became role models in merging environmental initiatives with core business model and creating brand loyalty based on green credentials.

The Sustainable Phase (2000s and Beyond)

During the 2000s, the concept of sustainable marketing evolved further into a holistic integrative approach: companies began to integrate sustainability into their core business practices. This second stage had enterprises shift from peripheral environmental issues to central concerns about long-term strategy and competitiveness (Fidanoğlu & Değirmenci, 2022). The sustainable phase means the process of integrating sustainability in all aspects

of operations from sourcing the raw materials to production, through distribution, and finally to disposal after consumers are done with the products.

CSR was a focal point under this in the last phase of sustainable marketing, where it saw businesses begin taking stands on ethical labor practices, community involvement, and the environment. This was also the time when ethical consumerism emerged: consumers were demanding more transparency and accountability from businesses in terms of their environmental and social impacts (Güçlü *et al*., 2023). Companies at the forefront of this change, such as Unilever and IKEA, have hardwired sustainability into their DNA through changes in product development, supply chain management, and customer engagement practices. Only then will this holistic approach help companies build resilient brands that are positioned to be global leaders heading into a sustainable future.

2.3 Sustainable Marketing in Lithuania

2.3.1 Overview of Sustainability Practices in Lithuania

Membership in the European Union had an impact on Lithuania's pathway into sustainable development, bringing a robust framework of policy and legislation for the promotion of sustainability (Nas, 2023). Having been an EU member state, many directives and laws governing and guiding Lithuania are related to reducing environmental impacts, improving energy efficiency, and enhancing the exploitation of renewable resources. The general agenda of the EU in terms of sustainability, of which the European Green Deal currently is the most prominent part, has played a huge role in Lithuanian businesses. On the top list, the European Green Deal enunciates ambitious targets regarding carbon neutrality by 2050, with its impacts expected on national policies and inducing businesses toward more sustainable operations (Hysa, Kruja, Rehman, & Laurenti, 2020). This resulted in enhanced pressure toward reducing carbon emissions through better waste management and enhanced energy efficiency across a wide range of sectors in Lithuania.

At the national level, Lithuania has rolled out several government-driven initiatives that complement the EU's sustainability goals. They are intended to create an enterprising environment that would ultimately lead to green innovation and sustainable growth. For example, the Lithuanian government provides subsidies and tax incentives for companies investing in renewable energy, enhancing energy efficiency, and

promoting sustainable production methods (Hysa, Kruja, Rehman, & Laurenti, 2020). Moreover, Lithuania has been very active in the development of public-private partnerships driving large-scale sustainability. Quite often, such public-private partnerships bring together government agencies, private companies, and academic institutions to support the research and development of green technologies and large-scale projects targeting sustainability. These initiatives have been of great importance in shaping business landscapes wherein sustainability is not merely encouraged but financially viable, too.

2.3.2 Lithuanian Market Dynamics

The realization that sustainability is relevant to the marketing strategies of Lithuanian businesses has been very fast (Saint et al., 2019). From different sectors, one could attribute Lithuania to be renowned in agriculture and energy due to experiencing the shift toward sustainable marketing. An area of incredible 'push' in agriculture would involve organic far. This is supported by both consumer demand and government policies. As a result of this trend, businesses involved in the sector are promoting organically farmed and locally sourced products as part of their marketing. This goes well with the consumer trend toward sustainable and ethically produced goods (Khan, Sharif, Golpîra, & Kumar, 2019). Thus, in the energy sector, there has been widespread resort to renewable sources like wind and solar power. Energy companies are capitalizing on their green credentials in marketing, touting their role in reducing carbon footprints and securing energy independence.

Certain Lithuanian companies have very successfully adapted to sustainable marketing campaigns, which are rather appropriate and well-received by consumers. One of the leaders in dairy production started a campaign focused on issues related to sustainable farming and eco-friendly packaging. In so doing, the company strengthened not only the brand image but also gained an increase in consumer loyalty by appealing to that growing segment of environmentally conscious consumers (Taliento, Favino, & Netti, 2019). For example, the cosmetics brand BIOK Laboratorija makes product promotion from natural locally sourced ingredients unpacked with recyclable packing. These case studies demonstrate how Lithuanian companies are using sustainability as a

differentiator in the marketplace to gain competitiveness while contributing to broader environmental objectives.

2.3.3 Consumer Behavior in Lithuania

Raising awareness about environmental problems and the availability of sustainable products have changed consumer behavior in Lithuania a lot. According to surveys, Lithuanian consumers have gradually increased their knowledge about the impact of their purchasing decisions on the environment and are increasingly becoming very attentive to sustainable consumption (Khan *et al*., 2020). This change in consumer attitudes is fostered by education, media coverage relating to the environment, and EU-wide campaigns for sustainability. The outcome of this is increased demand for products perceived as environmentally friendly, ethically made, and socially responsible.

Next come cultural factors, facilitating the set of actions to lay out the sustainable consumption patterns in Lithuania. Resourcefulness and frugality gained during the Soviet Union regime serve as fertile ground for the nurturing of sustainable principles. In this case, the cultural background has prepared the Lithuanian consumer to become more receptive toward ideas related to reducing waste, conserving resources, and supporting local businesses applying mutually sustainable practices (Oláh *et al*., 2020). This is further reflected in the growing popularity of ecolabels and certifications. Such eco-labels as EU Ecolabel and organic certifications fast become tools of choice in influencing consumer decisions since they give a trusted source of information about the environmental 'performance' of products. These labels have been effective in promoting sustainable consumption by giving consumers confidence that they are indeed making choices that are 'environmentally friendly'.

2.3.4 Challenges and Opportunities

Despite the steps forward in spreading the principles of sustainable marketing in Lithuania, several barriers face Lithuanian companies. For most Lithuanian companies, the cost related to the implementation of sustainable practices is one of the principal barriers (Hysa *et al.,* 2020). Quite often, it is hard for small and medium-sized enterprises to bear the costs associated with changing to more sustainable operations, for example, through investments in energy-efficient technologies or sourcing sustainable materials.

Further obstacles include regulatory complexities and compliance with standards of sustainability both at the national and EU level, which can be too cumbersome for smaller companies. Consumer skepticism many consumers are not convinced by the authenticity of corporate sustainability claims presents yet another challenge (Akadiri & Adebayo, 2022). These undermine the effectiveness of campaigns in sustainable marketing, most especially if consumers view it as simple greenwashing.

Accordingly, the challenges open up opportunities for growth and innovation in the Lithuanian market. Growing demand for sustainable products does bring in new market segments for companies willing to invest in green innovation. One such opportunity is great growth in the organic food market because consumers are seeking healthier and more environmentally friendly foodstuffs. The development and commercialization of renewable energies, such as solar panels or efficient appliances, also offer many opportunities for business creation in the energy sector (Pilelienė & Tamulienė, 2021). Innovations related to sustainable marketing a topic that includes how leveraging digital platforms to engage consumers and promoting more sustainable lifestyles can drive further adoption of sustainable products and practices. Companies that can meet the challenges and capitalize on these opportunities are likely to earn a competitive advantage in the Lithuanian market while serving the overall country's sustainability goals.

2.4 Sustainable Marketing in Türkiye

2.4.1 Overview of Sustainability Practices in Türkiye

Sustainability in Türkiye is very much determined by its peculiar economic and geographic context. Lying at the intersection of Europe and Asia, its diversified geography and economy overlap to both result in opportunities and challenges toward sustainable development. Its current economic policy has always focused on rapid industrial growth, sometimes conflicting with environmental sustainability goals. Whereas, in recent years, Türkiye has considerably placed sustainability high on the national agenda, partly impelled by an intensifying global concern on environmental matters and economic imperatives to become sustainable, the Turkish government announced a set of national policies aimed at improving its overall sustainability (Šmakova & Piligrimienė, 2021). The regulations include improvisation of energy

efficiency, reducing carbon emissions, and increasing renewable energies. These policies are nestled within a diversified strategy aimed at aligning the course of development in Türkiye with global standards of sustainability and mitigating the environmental impacts of its economic activities.

For that matter, too, the country's international trade relations—especially with the European Union have also played an influencing role in shaping sustainability efforts within Türkiye. Since such country is home to one of the massive trading partners of the EU, most of the environmental policies of the latter had to be adopted by the country, especially the sectors largely dependent on exports to Europe (Khan, Sharif, Golpîra, & Kumar, 2019). For instance, it has aligned certain environmental standards to be able to retain access to the European markets. The contribution of participation to international environment-related agreements by Türkiye, such as the Paris Agreement, has still further influenced her sustainability policies. These urge Türkiye to commit to certain greenhouse gas reduction goals and more sustainable practices in its many sectors. The above has meant that Türkiye is intensifying efforts to integrate issues related to sustainability into economic planning, and sustainable practices do not only have environmental reasons but also preserve competitiveness.

2.4.2 Turkish Market Dynamics

The adoption of sustainable marketing strategies in Turkish businesses has been on the rise as firms begin to understand the long-term benefits that come with running businesses that align with sustainability values. Especially in sectors like textiles and agriculture, wherein lies a large chunk of Türkiye's economy, the shift has been at the forefront. The Turkish textile industry, known to the rest of the world for its production capacity and product quality, has already started to focus attention on sustainability by redesigning production processes and supply chain strategies in a way that is more eco-friendly. Thus, companies belonging to the textile sector make increasing usage of organic materials, use fewer resources like water, and integrate waste reduction measures into operation (Taliento, Favino, & Netti, 2019). This is why they address this issue during their marketing campaigns to gain the attention of more environmentally sensitive customers within the country and worldwide.

These sustainable agricultural practices have been facilitated through initiatives that reduce the negative environmental impacts from farming activities. They include practicing organic farming and decreasing the use of artificial fertilizers and pesticides, while increasing biodiversity. Such practices would not only help toward ensuring environmental sustainability but also make Turkish agricultural products more marketable in countries that require a high level of sustainability. For instance, olive oil producers from Türkiye have won large numbers of customers by touting their products as organically produced and sustenance-friendly (Oláh et al., 2020). This has enhanced the appeal of these farming products throughout Europe and North America. The examples above attest to how significant sustainable marketing strategies are in enhancing the competitiveness of Turkish businesses within the global marketplace.

Case studies on effective sustainable marketing activities in Türkiye give a number of concrete examples proving the positive effect of such efforts on brand perception and customer loyalty. For instance, one of the most famous is Turkish textile brand Mavi, which has realized a lot of initiatives related to sustainability within its "All Blue" program. This program centers on alleviating the impact on the environment from this brand's denim by using only sustainable materials and eco-friendly methods of production. Notably, the commitment of Mavi to sustainability has served to enhance its image but also to strengthen its position in international markets. Consumers are increasingly rewarding those promoting sustainable practices. Another example is the Turkish cosmetics brand Eyüp Sabri Tuncer, which uses natural ingredients and eco-friendly packaging (Akadiri & Adebayo, 2022). This appeal to environmentally conscious consumers contributed to attaining sustainable advantage for the brand. Activities such as these showcase how Turkish brands are capitalizing on sustainability as one of the differentiating factors within a very competitive market and build long-lasting relationships with consumers.

2.4.3 Consumer Behavior in Türkiye

Consumer mindsets in Türkiye towards sustainability have been changing a lot over the past couple of years and tend to be directed towards enhanced environmental awareness. This further fuels changes to more responsible patterns of consumption. Sustainability is of awakening importance in the minds of consumers in Türkiye, mostly

on themes like food, fashion, and energy use. According to surveys, the majority of people are ready to pay more for green or ethically manufactured products. This trend is especially prevalent in young customer generations, as they are more likely to connect sustainability with their purchasing decisions (Pilelienė & Tamulienė, 2021). In addition, the growing importance of social media and digital channels has also raised awareness about environmental issues and promoted sustainable consumption.

Sustainable consumption in Türkiye is strongly motivated by the impulses of culture and socioeconomic dynamics. For example, rich traditions of agriculture have fostered an appreciation for organics and local products. More critically, the culture is greatly endowed with traditional values like resourcefulness and frugality, which resonate deeply with what sustainability means. Sustainability consumption, however, is not uniform throughout the population. Indeed, many studies have shown that income levels and education are strong predictors of how likely someone will engage in green purchasing or other environmentally friendly activities (Šmakova & Piligrimienė, 2021). Higher-income and more educated consumers are more interested in sustainability concerns and can be better influenced to use green products. Other lower-income groups may be biased toward cost, and this poses barriers for companies trying to mass-market eco-friendly products.

In Türkiye, therefore, the effectiveness of green marketing strategies toward changing consumer behavior lies to a great extent in the degree of consumer education and awareness. Businesses that put more in regard to consumer education about the ecological and social advantages tend to retain better results on the frontier of consumer loyalty and brand perception. For example, effective educational campaigns explaining the environmental implications associated with various products or the importance of recycling significantly affect purchasing decisions. Furthermore, such transparency in green marketing plays a very crucial role today, more than ever before, because most consumers have turned cynical regarding the many instances of 'greenwashing': misleading adverts that claim a product to be eco-friendlier than it actually is (Čiarnienė, Vienažindienė, & Adamonienė, 2020). An increasing number of Turkish consumers show a tendency to be loyal and trusting toward brands that are more transparent and communicate their efforts in sustainability more effectively.

2.5 Challenges and Opportunities

Although interest in sustainable marketing is soaring, there are a number of ways through which Turkish businesses can put these strategies into practice. This includes economic constraints, which are expected to be applicable for the SME sector more than others due to resource commitments. Setting up expenses related to eco-friendly technologies, sustainable materials, or even certification processing is overwhelming for many enterprises (Pilelienė & Tamulienė, 2021). The regulatory hurdles and the complexity of compliance with both national and international sustainability standards can be overwhelming for any firm, much less for one operating in a highly competitive market where profit margins are thin.

The next big barrier to the diffusion of Sustainable Marketing in Türkiye is the industry-wide challenges. For example, energy companies mainly run by use of fossil fuel are hard to shift to renewable sources of energy. This not only reduces the capacity of the sector to be more sustainable but also affects the overall sustainability of the economy in Türkiye. Another challenge is consumer mistrust since the authenticity of sustainability claims by businesses holds a growing face of skepticism. Companies must, therefore, allow their sustainability initiatives to be genuine with transparent communication lest they attract accusations of greenwashing.

On the other hand, these challenges are an opportunity for innovation and growth in the Turkish market. The increasing demand for products and services that are sustainable results in a large market opportunity available to any business well-built around the notion of sustainability (Rūtelionė & Bhutto, 2024). For example, companies offering renewable energy solutions, like solar panels or energy-efficient appliances, have growing markets among both consumers and enterprises wishing to reduce their carbon footprint. The quite ambitious growth potential is Another area where this resides in the organic food sector of more and more consumers acquiring a taste for healthier, more environmentally friendly food products. Further commoditization of sustainable products and practices can be supported by marketing innovations that harness the use of new media to engage consumers and promote sustainable lifestyles. Only companies that overcome such challenges in execution and succeed in capitalizing on these opportunities

will likely gain an upper hand over others within the Turkish market and achieve some valuable contributions to the overall country's sustainability goals.

3. SUSTAINABLE (GREEN) MARKETING STRATEGIES' EFFECT ON CONSUMER BUYING BEHAVIORS. COMPARATIVE ANALYSIS OF LITHUANIA and TüRKIYE RESEARCH

3.1 Research Model

The correlational research model will be used in the research as it will help determine how data are related. To have data that is more accurate and to add more information to already existing data and their results, surveys will be usedto collect data from consumers. The survey will focus on consumers and cover whether sustainable marketing affects consumers' buying behaviors. From there, it can be determined whether companies can make more money by introducing sustainable marketing techniques.

3.2 Sample size and sampling method

Sample size –300 people will be asked both in Lithuania, and in Türkiye of all age groups. That could be the number of people that allow gathering a general idea on the topic and will allow confirming one of the hypotheses that were given before.

Sampling method – this will be a nonprobability sampling as the information and answers from the participants will be gathered with the help of "Facebook" therefore whoever participates first and helps to reach the number of 300 answers will be the person that will be conveniently chosen; therefore, it is a convenience samplingwhich will allow gathering most of the data in a shorter amount of time. Additionally, itwill be a survey in which everyone will have the possibility to participate, as it can beprepared at a time that is convenient to them, despite their age, profession, and gender.The only separation would be that two separate surveys would be created for both countries so that the data could be compared with one another.

3.3 Data collection methods

As mentioned, it will be a survey made out of a questionnaire that people can answer at their convenience at a suitable time. The results will be gathered until Lithuania and Türkiye reaches 300 answers.

The survey will focus on consumers and cover whether sustainable marketing affects consumers' buying behaviors. Such tools as "Google Forms" and

Facebook will be used to get the information needed for the survey. Additionally, the “SPSS” program will be used to summarize the data, draw graphs and see the correlation of theresults. Google Forms will be the tool that will have all of the survey questions and willallow the participants to answer them, while Facebook will allow the researcher to postthe survey to groups. "Google Forms" is not only upright for the individual enchantingthe survey but also useful for the individual researching as it allows one to summarizethe information. Facebook is a tool that will allow it to reach both countries' citizens –Facebook is a popular social media platform. In Türkiye, many student groups are actively using the platform and can also participate in the survey.

3.4 Variables

The Independent variable would be sustainable marketing strategies.

- This variable represents the various marketing strategies that are used within companies. The strategies include ecologically friendly product advertisements, green advertising, and corporate social responsibility initiatives.

The dependent variable would be consumer behaviors.

- This variable would determine how different sustainable marketing strategies of a company (companies) affect the buying mindset of the consumer. This will analyze whether the consumer buys more or less depending on whether the company portrays itself as environmentally friendly, sustainable, etc.

3.5 Hypothesis:

There will be the following hypotheses:

- **Hypothesis 1** – Consumers who are more aware of green (sustainable) products are more likely to purchase them.
- **Hypothesis 2–** green (sustainable) marketing strategies positively influence consumers in Lithuania and Türkiye. Because the company implements sustainable marketing strategies, more consumers buy from the organization.

- **Hypothesis 3 –** The ease of access to information about eco-labels is positively related to the perceived credibility of eco-labels as an advertising tool.

- **Demographic Distribution**

For age, the largest group of participants falls in the 25-34 age at 30.6% (n=96), followed the 18-24 age at 26.4% (n=83), 34-44 age at 22.6% (n=71) and 45-54 age at 20.4% (n=35). In terms of gender, as you mentioned, 54.8% of participants are female (n=172), and 445.2% are male (n=142) Regarding education, most participants have a bachelor's degree, representing 45.9% (n=144). This is followed by those with a master's degree at 23.9% (n=75), those with only some high school education at 7.3% (n=23), and the smallest group being those with an associate degree at 8.9% (n=28). High school graduates or equivalent make up 14.0% (n=44). For location, the participants are almost evenly split between Lithuania and Türkiye, with a slight majority being from Lithuania at 51.0% (n=160) compared to 49.0% from Türkiye (n=154). Income levels among participants vary, with the largest group earning between 1001-2000 Euro 46.5% (n=146). The next largest group earns less than 2001 euro and above 19.7% (n=66) and 501-1000 euro 19.1% (n=60). Only a small portion earns less than 500 Euro 14.6% (n=46).

Table 2. Demographic Distribution

		n	%
Age	***18-24***	83	26.4
	25-34	96	30.6
	35-44	71	22.6
	45+	64	20.4
Gender	***Female***	172	54.8
	Male	142	45.2
Education	***Associate degree***	28	8.9
	Bachelor's degree	144	45.9
	High school graduate, diploma or the equivalent	44	14.0
	Master's degree	75	23.9
	Some high school, no diploma	23	7.3
Location	***Lithuania***	160	51.0
	Türkiye	154	49.0
Income	***Less than 500 Eur***	46	14.6
	501 - 1000 Eur	60	19.1
	1001–2000 Eur	146	46.5
	2001 Euro and above	62	19.7

4. RESULTS OF EXPLANATORY FACTOR ANALYSIS

Exploratory factor analysis (EFA) was used to determine the validity of the scales used in the study and the Kaiser-Meyer-Olkin (KMO) goodness of fit criterion, Bartlett's test of sphericity test and total variance explanation ratio are presented below.

4.1 Customer Behavior

Table 3. KMO ve Bartlett's Test Results

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		**0.905**
	Chi-Square	1616,395
	Df	45
	Sig.	**<0.001**

Table 3 illustrates the measure of Kaiser-Meyer Olkin Measure of Sampling Adequacy and Bartlett Spheriticy Test. This study determines that KMO measured is 0.905. This value is considered as (appropriate value) for our study (Živadinović and 2004).

Table 4. *Exploratory Factor Analysis Results*

Factors/Items	**Factor Loading**	**Eigen value**	**Explained Variance (%)**
Customer Behavior			
I try to buy energy efficient products and appliances.	0.605		
I avoid buying products that have excessive packaging	0.567		
When there is a choice, I choose the product that causes the least pollution.	0.589		
I have switched products for environmental reasons.	0.520		
I make every effort to buy paper products made from recycled paper.	0.603	5.356	7.876
I use environmentally friendly soaps and detergents.	0.614		
I have convinced members of my family or friends not to buy some products that are harmful to the environment.	0.521		
Whenever possible, I buy products packaged in reusable containers.	0.618		
I try to buy products that can be recycled.	0.636		
I buy high-efficiency light bulbs to save energy.	0.580		

Table 4, according to the results of explanatory factor analysis, the items of the scale formed in one factor. The eigenvalues, variance explanation ratios of factors and the factor loadings of each item is also given in Table 4. The total variance explanation ratio of these two factors is calculated as 53.564. It is accepted that the larger the variance

ratios obtained as a result of the analysis, the stronger the factor structure is, and it is sufficient for this value to be between 40% and 60% in social fields (Karagöz, 2017).

4.2 Sustainable (Green) Marketing

Table 5. KMO ve Bartlett's Test Results

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		**0.883**
	Chi-Square	922,578
	Df	21
	Sig.	**<0.001**

Table 5 illustrates the measure of Kaiser-Meyer Olkin Measure of Sampling Adequacy and Bartlett Spheriticy Test. This study determines that KMO measured is 0.883. This value is considered as (appropriate value) for our study (Živadinović and 2004).

Table 6. *Exploratory Factor Analysis Results*

Factors/Items	**Factor Loading**	**Eigen value**	**Explained Variance (%)**
Sustainable (Green) Marketing			
I am aware of green products when I shop.	0.760		
I know that green products identify the overall environmental preference of a product based on lifecycle considerations (From procurement to disposal).	0.790		
I know that Eco labels act as an informative policy instrument with the purpose of guiding consumers about sustainable consumption.	0.766		
Eco label is one essential purchase criterion when I shop for green products.	0.790	5.356	7.876
I believe that Green Products with Eco Labels are protective of the environment.	0.809		
I can easily find information about Eco labels from different sources like the Internet, Media, TV, and Newspapers.	0.657		
I believe Eco Label is a very credible advertising tool.	0.668		

Table 6, according to the results of explanatory factor analysis, the items of the scale formed in one factor. The eigenvalues, variance explanation ratios of factors and

the factor loadings of each item is also given in Table 7. The total variance explanation ratio of these two factors is calculated as 56.375. It is accepted that the larger the variance ratios obtained as a result of the analysis, the stronger the factor structure is, and it is sufficient for this value to be between 40% and 60% in social fields (Karagöz, 2017).

1. Result of Confirmatory Factor Analysis

Confirmatory factor analysis (CFA) was used to determine the construct validity of the scales used in the study, and the fit values obtained are presented below.

1.1. Customer Behavior

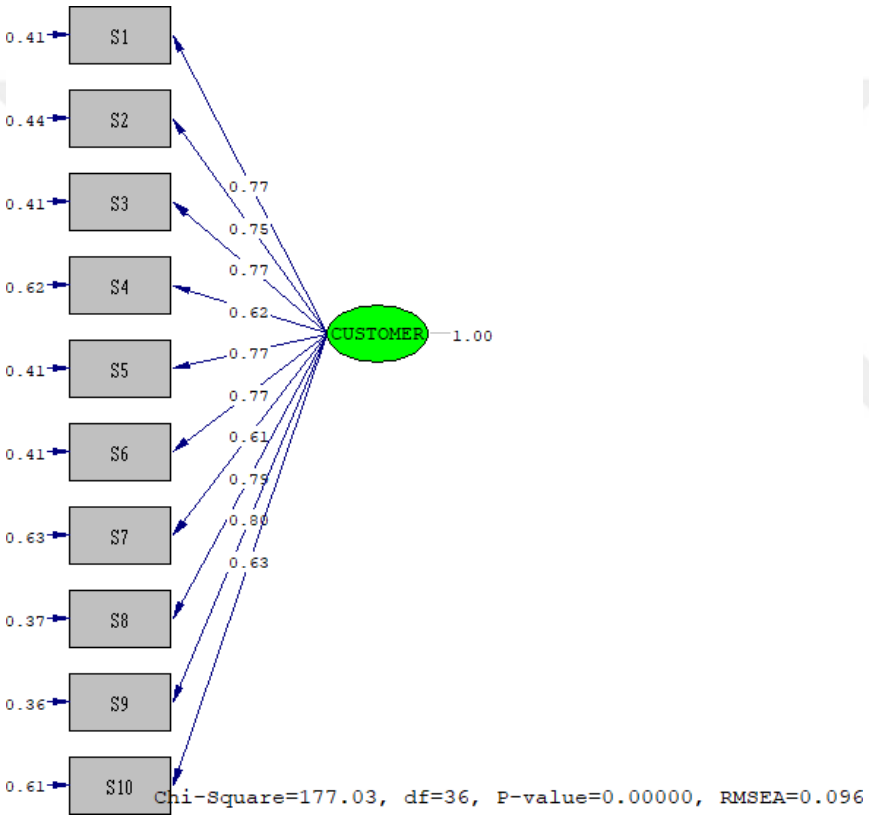


Figure 2: *Customer Behavior*

Table 7. *Goodness Of Fit Values*

	χ^2	P	χ^2/df	RMSEA	SRMR	NFI	CFI	NNFI
Organizational Decision Dynamics	177.03	0,000	4.91	0,096	0,064	0,093	0,94	0,92

As a result of the analysis, the RMSEA, SRMS, NFI, CFI, and GFI measures are within the goodness of fit values. Accordingly, it shows that the research data has an acceptable and good fit and that our confirmatory factor analysis is statistically significant and valid (Erkorkmaz et al. 2013).

1.2. Sustainable (Green) Marketing

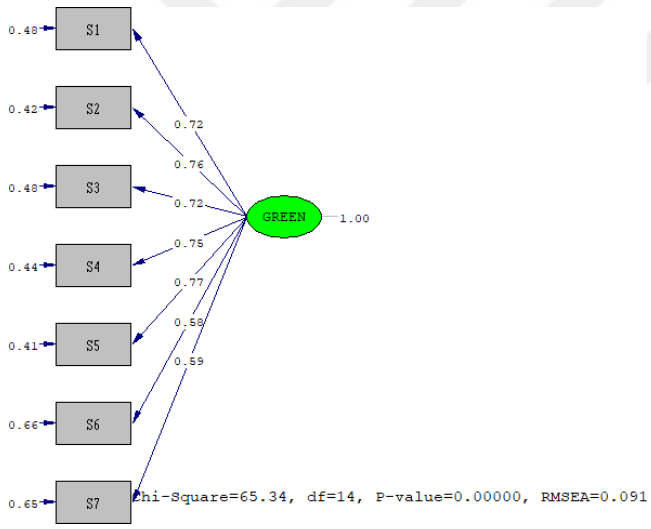


***Figure 3**: Sustainable Green Marketing*

Table 8. *Goodness Of Fit Values*

	χ^2	P	χ^2/df	RMSEA	SRMR	NFI	CFI	NNFI
Organizational Decision Dynamics	65.34	0,000	4.66	0,091	0,045	0,096	0,97	0,95

As a result of the analysis, the RMSEA, SRMS, NFI, CFI, and GFI measures are within the goodness of fit values. Accordingly, it shows that the research data has an acceptable and good fit and that our confirmatory factor analysis is statistically significant and valid (Erkorkmaz et al. 2013).

2. Result of Reliability Analysis

Cronbach alpha values of scales between 0.70 and 0.99 indicate that they are reliable (Tavakol & Dennick, 2011). Table 9 illustrates the Cronbach alpha results for the study. All our item loadings are between 0.6 to 0.9 which demonstrates that internal consistency of our result is good (acceptable).

Table 9. *Cronbach's Alpha Results*

	Cronbach's Alpha
Customer Behavior	0.895
Sustainable (Green) Marketing	0.870

3. Result of Structural Equation Modeling (SEM)

The results of the Structural Equation Modeling (SEM) for Lithuania and Türkiye are presented below. Goodness of fit statistics and the limits for the structural model given in Figure and Table.

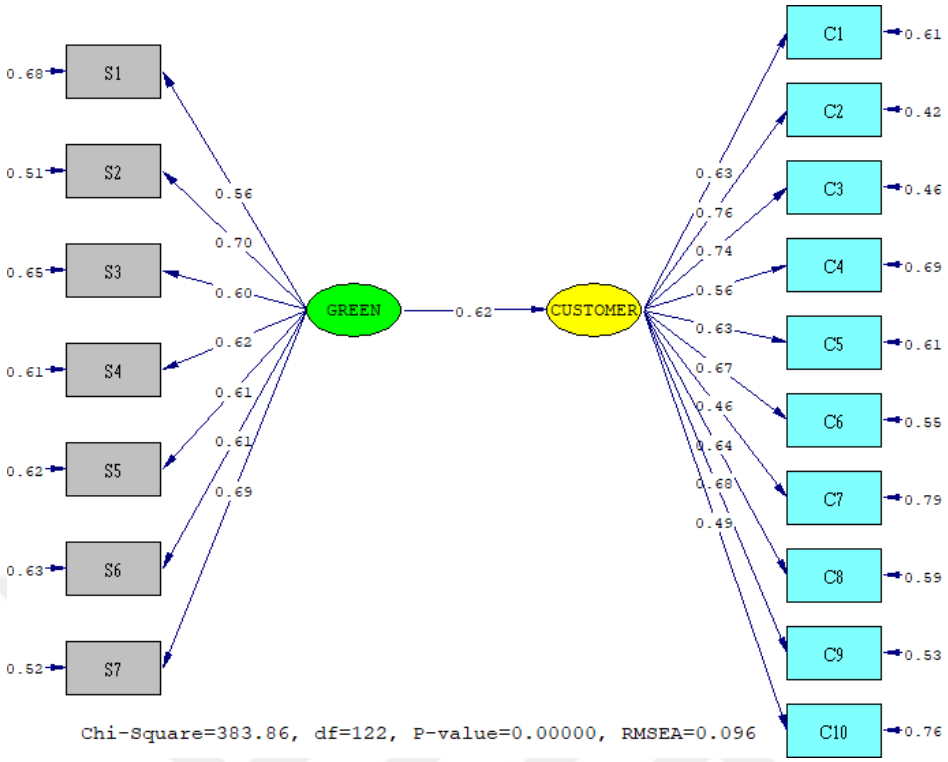


Figure 4: *Structural Equation Modeling for Lithuania*

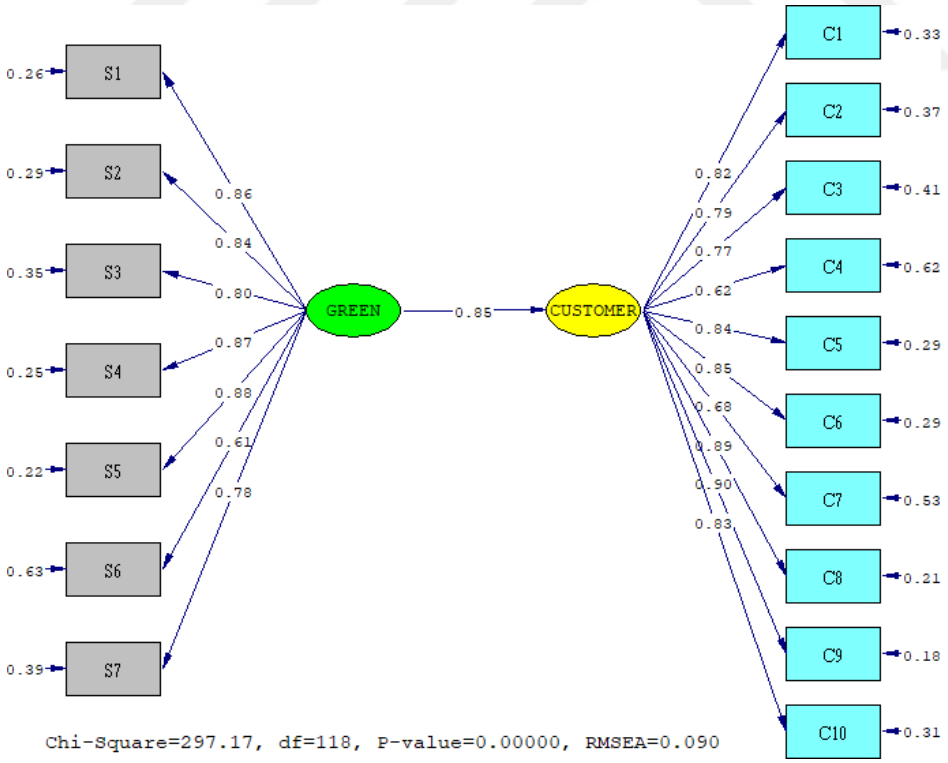


Figure 5: *Structural Equation Modeling for Türkiye*

Table 10. *Limits and The Results of The Structural Model*

Fitness Criterion	Perfect Fitness	Acceptable Fitness	*Lithuania*	*Türkiye*
$\chi 2$ /df	$1 \leq \chi 2$ /df ≤ 3	$3 < \chi 2$ /df ≤ 5	3.14	2.51
RMSEA	$0 \leq$ RMSEA ≤ 0.05	$0.05 <$RMSEA ≤ 0.10	0.096	0.090
NFI	$0.95 \leq$ NFI ≤ 1	$0.90 <$NFI < 0.95	0.95	0.96
NNFI	$0.95 \leq$ NFI ≤ 1	$0.90 <$NNFI < 0.95	0.95	0.97
SRMR	$0 \leq$ SRMR < 0.05	$0.05 \leq$ SRMR < 0.10	0.065	0.048
CFI	$0.97 \leq$ CFI ≤ 1	$0.95 \leq$ CFI < 0.97	0.96	0.98

As it can be seen table 9, our model outputs are found to be between acceptable fit and perfect fit. Besides these Fitness Criterions if the value of {$\chi 2$ /df} is less than 5 it means that there is an acceptable fit. This means that for Lithuania and Türkiye, a $\chi 2$ /df value less than 5 is statistically significant (Erkorkmaz ve ark. 2013).

The most crucial factor in sustainable (green) marketing for Lithuania is the statement, "I understand that green goods identify the overall environmental preference." is determined to be the most successful, having a value of 0.70. When we look at the most significant customer behavior variable for Lithuania, it is "I avoid buying products that have excessive packaging." has the greatest coefficient of 0.76 for Türkiye, making it the most effective one when it comes to sustainable (green) marketing. The item that receives the highest attention is "I believe that Green Products with Eco Label are protective of the environment." is determined to be the most efficient, having a coefficient of 0.88.

. for Türkiye when we examine the most important variable on Customer Behavior, the item; "I try to buy products that can be recycled." is found the most effective one with a coefficient of 0.90. for Lithuania, It can also be seen from Figure 3 that sustainable (green) marketing has a positive and big effect on customer behavior with a coefficient of 0.62. for Türkiye, It can also be seen from Figure 4 that sustainable (green) marketing has a positive and big effect on their customer behavior with a coefficient of 0.85.

4. Results of Difference for Lithuania and Türkiye

The comparison of sustainable (green) marketing and customer behavior results for Lithuania and Türkiye are presented below.

Table 10: *The Comparison of Sustainable (Green) Marketing and Custome rBehavior Results for Lithuania and Türkiye*

	Lithuania		***Türkiye***		
	Mean	***S.d.***	***Mean***	***S.d.***	[a]p
Customer Behavior	3.61	0.82	3.66	1.04	0.654
Sustainable (Green) Marketing	3.54	0.64	3.68	1.03	0.045*

[a]*Independent samples t test* *$p<0,05$

According to country, customer behavior levels do not differ statistically (p=0,654; p>0.05). (Hypothesis is rejected.)

According to country, sustainable (Green) marketing levels do differ statistically (p=0.045; p<0.05). Sustainable (Green) marketing levels of Türkiye were higher than Lithuania. (Hypothesis is accepted.)

Table 11: *The Comparison of Tendency to Purchase Eco-Friendly Products to Protect the Environment Between Lithuania and Türkiye*

		Lithuania		**Türkiye**		
		n	**%**	**n**	**%**	[b]**p**
Would you purchase /Adopt eco-friendly products to protect environment?	***Strongly Disagree***	5	3.1	5	3.3	0.025*
	Disagree	10	6.3	11	7.2	
	Neither Agree nor Disagree	53	33.1	26	17.0	
	Agree	31	19.4	34	22.2	
	Strongly Agree	61	38.1	77	50.3	

[a]*Pearson Chi-Square* *$p<0,05$

There is a statistically significant difference in the tendency to purchase eco-friendly products to protect the environment between Lithuania and Türkiye (p=0.025; p<0.05). Participants of Türkiye show a higher tendency to purchase eco-friendly products to protect the environment compared to those from Lithuania. (The hypothesis is accepted.)

Table 12: *Hypothesis Summary*

Hypothesis	***Status***
H1: Sustainable (green) sustainable (Green) marketing affects the customer behavior of the Turkish users.	***Accepted***
H2: Sustainable (green) sustainable (Green) marketing affects the customer behavior of the Turkish users.	***Accepted***
H3: According to country, sustainable (Green) marketing levels do differ statistically.	***Accepted***
H4: According to country, customer behavior does differ statistically in Lithuania and Türkiye.	***Rejected***
H5: According to country, tendency to purchase eco-friendly products to protect the environment does differ statistically.	***Accepted***

Conclusion

The comparative analysis conducted in this study revealed nuanced differences in sustainable (Green) marketing and its impact on consumer behavior within Lithuania and Türkiye. The statistical evidence from the Structural Equation Modeling (SEM) highlighted that sustainable (Green) marketing significantly influences customer behavior across both countries. Notably, while the hypothesis that customer behavior levels significantly differ by country was rejected, there was a demonstrable variance in the inclination to purchase eco-friendly products, with Turkish participants showing a higher propensity compared to their Lithuanian counterparts. Specifically, the SEM output indicated that in Lithuania, sustainable (Green) marketing exerts a substantial positive effect on customer behavior with a coefficient of 0.62, denoting a strong relationship. However, the impact is even more pronounced in Türkiye, where the coefficient surges to 0.85, suggesting an even greater influence of green marketing practices on Turkish consumers' purchasing decisions.

Furthermore, the SEM results also illuminate the direct effects of sustainable marketing on customer behavior, as evidenced by the positive coefficients in both countries. For instance, the variable "I avoid buying products that have excessive packaging" emerged as a significant predictor in Lithuania, while in Türkiye, the belief "Green Products with Eco Labels are protective of the environment" held the most weight. Such disparities in influential factors underscore the nuanced approaches needed in each country to promote eco-friendly purchasing.

The comparison between Lithuania and Türkiye in terms of sustainable (Green) marketing and customer behavior reveals nuanced outcomes. While customer behavior levels did not show a statistically significant difference across countries ($p=0.654$), indicating a certain degree of uniformity in behavior, the levels of sustainable (Green) marketing significantly varied ($p=0.045$), with Türkiye exhibiting higher levels. This suggests that although consumers in both countries may behave similarly in aggregate terms, the drivers behind their behavior, particularly influenced by sustainable marketing efforts, are significantly more potent in Türkiye. This analysis deepens, demonstrating a significant divergence in the tendency to purchase eco-friendly products ($p=0.025$), with a higher inclination observed among Turkish participants. This reflects not only a difference in marketing effectiveness but also an underlying difference in eco-consciousness, perhaps attributable to cultural or socio-economic factors, predisposing

Turkish consumers to be more receptive to environmental considerations when making purchasing decisions.

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APPENDICES

QUESTIONNAIRE

The questionnaire presented below is based on the research conducted in the article "Impact of Green Marketing Strategies on Consumer Purchase Behaviour" (Kumar'Ranjan & Kushwaha, 2017) and "Impact of Green Advertisement and Green Brand Awareness on Green Satisfaction with Mediating Effect of Buying Behavior" (Zubair Tariq, 2014). This study analyzes the details of consumer knowledge and behaviors towards green products and eco-labels, providing a comprehensive understanding of the factors that influence green purchase as well as sustainable purchase decisions.

Demographic questions:

1. What is your age?
   - 18-24
   - 25-34
   - 35-44
   - 45-54
   - 55+

2. Which of the following best describes your gender?
   - Female
   - Male
   - Prefer not to say

3. What is the highest degree or level of school you have completed?
   - Some high school, no diploma
   - High school graduate, diploma or the equivalent
   - Associate degree
   - Bachelor's degree
   - Master's degree

4. Where are you located?
    - Lithuania
    - Türkiye

5. Income:

    - Less than 500 Euros
    - 501 - 1,000 Euros
    - 1,001 - 2,000 Euros
    - 2,001 - 3,000 Euros
    - 3,001 - 4,000 Euros
    - More than 4,000 Euros

Sustainable (green) marketing questions:

1. I am aware of Green products when I shop.
   - Strongly Disagree
   - Disagree
   - Neither Agree nor Disagree
   - Agree
   - Strongly Agree

2. I know that Green products identify the overall environmental preference of a product based on lifecycle considerations (From procurement to disposal).
   - Strongly Disagree
   - Disagree
   - Neither Agree nor Disagree
   - Agree
   - Strongly Agree

3. I know that Eco labels act as an informative policy instrument with the purpose of guiding consumers about sustainable consumption.
   - Strongly Disagree
   - Disagree
   - Neither Agree nor Disagree
   - Agree
   - Strongly Agree

4. Eco label is one essential purchase criterion when I shop for green products.
   - Strongly Disagree
   - Disagree
   - Neither Agree nor Disagree
   - Agree
   - Strongly Agree

5. I believe that Green Products with Eco Labels are protective of the environment.

- Strongly Disagree
- Disagree
- Neither Agree nor Disagree
- Agree
- Strongly Agree

6. I can easily find information about Eco labels from different sources like the Internet, Media, TV, and Newspapers.

- Strongly Disagree
- Disagree
- Neither Agree nor Disagree
- Agree
- Strongly Agree

7. I believe Eco Label is a very credible advertising tool.

- Strongly Disagree
- Disagree
- Neither Agree nor Disagree
- Agree
- Strongly Agree

8. What type of eco-friendly products did you purchase in the last three months? Indicate the extent to which you purchased these products - Other Household Products (e.g., Bulbs, etc.)

- Eco-friendly light bulbs (e.g., LED bulbs)
  - Strongly Disagree
  - Disagree
  - Neither Agree nor Disagree
  - Agree
  - Strongly Agree

- Low-flow showerheads
    - Strongly Disagree
    - Disagree
    - Neither Agree nor Disagree
    - Agree
    - Strongly Agree
- Biodegradable cleaning products
    - Strongly Disagree
    - Disagree
    - Neither Agree nor Disagree
    - Agree
    - Strongly Agree

- Rechargeable batteries
    - Strongly Disagree
    - Disagree
    - Neither Agree nor Disagree
    - Agree
    - Strongly Agree
- Other
    - Strongly Disagree
    - Disagree
    - Neither Agree nor Disagree
    - Agree
    - Strongly Agree

9. How do you rate the following factors/Parameters in determining the satisfaction while purchasing the green product?

(Rate the following factors from 1 to 5, with 1 being 'Strongly Disagree' and 5 being 'Strongly Agree')

- Price
    - Strongly Disagree

- Disagree
- Neither Agree nor Disagree
- Agree
- Strongly Agree

- Quality
  - Strongly Disagree
  - Disagree
  - Neither Agree nor Disagree
  - Agree
  - Strongly Agree
- Brand
  - Strongly Disagree
  - Disagree
  - Neither Agree nor Disagree
  - Agree
  - Strongly Agree
- Eco-Label information
  - Strongly Disagree
  - Disagree
  - Neither Agree nor Disagree
  - Agree
  - Strongly Agree
- Availability
  - Strongly Disagree
  - Disagree
  - Neither Agree nor Disagree
  - Agree
  - Strongly Agree

10. Would you purchase /Adopt eco-friendly products to protect environment?
    - Strongly Disagree
    - Disagree
    - Neither Agree nor Disagree

- Agree
- Strongly Agree

11. Rate your opinion as to which factors fit within your definition of “Green”

(Rate your agreement with the following statements from 1 to 5, with 1 being 'Strongly Disagree' and 5 being 'Strongly Agree')

- A product that uses recycled materials.
  - Strongly Disagree
  - Disagree
  - Neither Agree nor Disagree
  - Agree
  - Strongly Agree
- A product that conserves energy or water.
  - Strongly Disagree
  - Disagree
  - Neither Agree nor Disagree
  - Agree
  - Strongly Agree
- A product that has a lower carbon footprint.
  - Strongly Disagree
  - Disagree
  - Neither Agree nor Disagree
  - Agree
  - Strongly Agree
- A product that reduces the use of chemicals.
  - Strongly Disagree
  - Disagree
  - Neither Agree nor Disagree
  - Agree
  - Strongly Agree

- A product that is certified by an environmental organization.
    - Strongly Disagree
    - Disagree
    - Neither Agree nor Disagree
    - Agree
    - Strongly Agree

Customer Behavior

12. I try to buy energy efficient products and appliances.
    - Strongly Disagree
    - Disagree
    - Neither Agree nor Disagree
    - Agree
    - Strongly Agree

13. I avoid buying products that have excessive packaging.
    - Strongly Disagree
    - Disagree
    - Neither Agree nor Disagree
    - Agree
    - Strongly Agree

14. When there is a choice, I choose the product that causes the least pollution.
    - Strongly Disagree
    - Disagree
    - Neither Agree nor Disagree
    - Agree
    - Strongly Agree

15. I have switched products for environmental reasons.
    - Strongly Disagree
    - Disagree
    - Neither Agree nor Disagree
    - Agree
    - Strongly Agree

16. I make every effort to buy paper products made from recycled paper.
    - Strongly Disagree
    - Disagree

- Neither Agree nor Disagree
- Agree
- Strongly Agree

17. I use environmentally friendly soaps and detergents.
    - Strongly Disagree
    - Disagree
    - Neither Agree nor Disagree
    - Agree
    - Strongly Agree

18. I have convinced members of my family or friends not to buy some products that are harmful to the environment.
    - Strongly Disagree
    - Disagree
    - Neither Agree nor Disagree
    - Agree
    - Strongly Agree

19. Whenever possible, I buy products packaged in reusable containers.
    - Strongly Disagree
    - Disagree
    - Neither Agree nor Disagree
    - Agree
    - Strongly Agree

20. I try to buy products that can be recycled.
    - Strongly Disagree
    - Disagree
    - Neither Agree nor Disagree
    - Agree
    - Strongly Agree

21. I buy high-efficiency light bulbs to save energy.
    - Strongly Disagree
    - Disagree
    - Neither Agree nor Disagree
    - Agree
    - Strongly Agree

Türkçe Anket:

Demografik sorular:

1. Yaşınız kaç?
    - 18-24
    - 25-34
    - 35-44
    - 45-54
    - 55+

2. Aşağıdakilerden hangisi cinsiyetinizi en iyi şekilde tanımlıyor?
    - Kadın
    - Erkek
    - Söylememeyi tercih ederim

3. Öğrenim seviyeniz nedir?
    - Lise mezunuyum, diplomam yok
    - Lise mezunu, diploma veya eşdeğeri belge
    - Ön lisans
    - Lisans derecesi
    - Yüksek lisans derecesi

4. Nerede ikamet ediyorsunuz?
    - Litvanya
    - Türkiye

5. Gelir seviyeniz:

- 15.000 TL’den az
- 15.001 - 20.000 TL
- 20.001- 30.000 TL
- 30.001 - 40.000 TL
- 40.001 - 50.000 TL
- 50.000 TL’den fazla

Sürdürülebilir (yeşil) pazarlama soruları:

1. Alışveriş yaptığımda Yeşil ürünlerin farkındayım.
   - Kesinlikle Katılmıyorum
   - Katılmıyorum
   - Ne Katılıyorum ne de Katılmıyorum
   - Katılıyorum
   - Kesinlikle Katılıyorum

2. Yeşil ürünlerin; yaşam döngüsü hususlarına (tedarikten imhaya) dayalı olarak, bir ürünün genel çevresel tercihini belirlediğini biliyorum.
   - Kesinlikle Katılmıyorum
   - Katılmıyorum
   - Ne Katılıyorum ne de Katılmıyorum
   - Katılıyorum
   - Kesinlikle Katılıyorum

3. Eko etiketlerin, tüketicileri sürdürülebilir tüketim konusunda yönlendirmek amacıyla bilgilendirici bir politika aracı olarak hareket ettiğini biliyorum.
   - Kesinlikle Katılmıyorum
   - Katılmıyorum
   - Ne Katılıyorum ne de Katılmıyorum
   - Katılıyorum
   - Kesinlikle Katılıyorum

4. Çevreci ürünler için alışveriş yaptığımda çevre etiketi benim için önemli bir satın alma kriteridir.
   - Kesinlikle Katılmıyorum
   - Katılmıyorum
   - Ne Katılıyorum ne de Katılmıyorum
   - Katılıyorum
   - Kesinlikle Katılıyorum

5. Eko Etiketli Yeşil Ürünlerin çevreyi koruduğuna inanıyorum.

- Kesinlikle Katılmıyorum
- Katılmıyorum
- Ne Katılıyorum ne de Katılmıyorum
- Katılıyorum
- Kesinlikle Katılıyorum

6. Eko etiketler hakkında bilgiye internet, medya, televizyon, gazete gibi farklı kaynaklardan kolaylıkla ulaşabiliyorum.

- Kesinlikle Katılmıyorum
- Katılmıyorum
- Ne Katılıyorum ne de Katılmıyorum
- Katılıyorum
- Kesinlikle Katılıyorum

7. Eco Label'ın çok güvenilir bir reklam aracı olduğuna inanıyorum.

- Kesinlikle Katılmıyorum
- Katılmıyorum
- Ne Katılıyorum ne de Katılmıyorum
- Katılıyorum
- Kesinlikle Katılıyorum

8. Son üç ayda ne tür çevre dostu ürünler satın aldınız? Bu ürünleri ne ölçüde satın aldığınızı belirtin - Diğer Ev Ürünleri (ör. Ampuller vb.)

• Çevre dostu ampuller (ör. LED ampuller)

- Kesinlikle Katılmıyorum
- Katılmıyorum
- Ne Katılıyorum ne de Katılmıyorum
- Katılıyorum
- Kesinlikle Katılıyorum

• Tasarruflu duş başlıkları
    - Kesinlikle Katılmıyorum
    - Katılmıyorum
    - Ne Katılıyorum ne de Katılmıyorum
    - Katılıyorum
    - Kesinlikle Katılıyorum
- Biyobozunur temizlik ürünleri
    - Kesinlikle Katılmıyorum
    - Katılmıyorum
    - Ne Katılıyorum ne de Katılmıyorum
    - Katılıyorum
    - Kesinlikle Katılıyorum
• Şarj edilebilir pil
    - Kesinlikle Katılmıyorum
    - Katılmıyorum
    - Ne Katılıyorum ne de Katılmıyorum
    - Katılıyorum
    - Kesinlikle Katılıyorum
• Diğer
    - Kesinlikle Katılmıyorum
    - Katılmıyorum
    - Ne Katılıyorum ne de Katılmıyorum
    - Katılıyorum
    - Kesinlikle Katılıyorum

9. Yeşil ürünleri satın alırken memnuniyetinizi belirlemek için aşağıdaki faktörleri/Parametreleri nasıl derecelendirirsiniz?

(Aşağıdaki faktörleri 1 'Kesinlikle Katılmıyorum' ve 5 'Kesinlikle Katılıyorum' olacak şekilde 1'den 5'e kadar puanlayın)

• Fiyat
  - Kesinlikle Katılmıyorum
  - Katılmıyorum
  - Ne Katılıyorum ne de Katılmıyorum
  - Katılıyorum
  - Kesinlikle Katılıyorum

• Kalite
  - Kesinlikle Katılmıyorum
  - Katılmıyorum
  - Ne Katılıyorum ne de Katılmıyorum
  - Katılıyorum
  - Kesinlikle Katılıyorum

• Marka
  - Kesinlikle Katılmıyorum
  - Katılmıyorum
  - Ne Katılıyorum ne de Katılmıyorum
  - Katılıyorum
  - Kesinlikle Katılıyorum

• Eko-Etiket bilgileri
  - Kesinlikle Katılmıyorum
  - Katılmıyorum
  - Ne Katılıyorum ne de Katılmıyorum
  - Katılıyorum
  - Kesinlikle Katılıyorum

• Ulaşılabilirlik
  - Kesinlikle Katılmıyorum
  - Katılmıyorum
  - Ne Katılıyorum ne de Katılmıyorum
  - Katılıyorum

- Kesinlikle Katılıyorum

10. Çevreyi korumak için çevre dostu ürünler satın alır mısınız ya da çevre dostu ürün kullanma alışkanlığı edinir misiniz?

- Kesinlikle Katılmıyorum
- Katılmıyorum
- Ne Katılıyorum ne de Katılmıyorum
- Katılıyorum
- Kesinlikle Katılıyorum

11. Hangi faktörlerin "Yeşil" tanımınıza uyduğuna dair düşüncenizi derecelendirin *(Aşağıdaki ifadelere ne kadar katıldığınızı 1 'Kesinlikle Katılmıyorum' ve 5 'Kesinlikle Katılıyorum' olacak şekilde 1'den 5'e kadar derecelendirin)*

• Geri dönüştürülmüş malzemeler kullanan bir ürün.

- Kesinlikle Katılmıyorum
- Katılmıyorum
- Ne Katılıyorum ne de Katılmıyorum
- Katılıyorum
- Kesinlikle Katılıyorum

• Enerji veya su tasarrufu sağlayan bir ürün.

- Kesinlikle Katılmıyorum
- Katılmıyorum
- Ne Katılıyorum ne de Katılmıyorum
- Katılıyorum
- Kesinlikle Katılıyorum

• Daha düşük karbon ayak izine sahip bir ürün.

- Kesinlikle Katılmıyorum
- Katılmıyorum
- Ne Katılıyorum ne de Katılmıyorum
- Katılıyorum
- Kesinlikle Katılıyorum

• Kimyasal kullanımını azaltan bir üründür.

- Kesinlikle Katılmıyorum
- Katılmıyorum
- Ne Katılıyorum ne de Katılmıyorum
- Katılıyorum
- Kesinlikle Katılıyorum

• Çevre kuruluşu tarafından onaylanmış bir ürün.

- Kesinlikle Katılmıyorum
- Katılmıyorum
- Ne Katılıyorum ne de Katılmıyorum
- Katılıyorum
- Kesinlikle Katılıyorum

Müşteri tutumu

12. Enerji verimli ürün ve cihazlar satın almaya çalışırım.
    - Kesinlikle Katılmıyorum
    - Katılmıyorum
    - Ne Katılıyorum ne de Katılmıyorum
    - Katılıyorum
    - Kesinlikle Katılıyorum

13. Ambalajı fazla olan ürünleri satın almaktan kaçınırım.
    - Kesinlikle Katılmıyorum
    - Katılmıyorum
    - Ne Katılıyorum ne de Katılmıyorum
    - Katılıyorum
    - Kesinlikle Katılıyorum

14. Seçme şansım olduğunda çevre kirliliğine en az sebep olan ürünü seçerim.
    - Kesinlikle Katılmıyorum
    - Katılmıyorum
    - Ne Katılıyorum ne de Katılmıyorum
    - Katılıyorum
    - Kesinlikle Katılıyorum

15. Geçmişte çevresel nedenlerden dolayı ürün değiştirdim.
    - Kesinlikle Katılmıyorum
    - Katılmıyorum
    - Ne Katılıyorum ne de Katılmıyorum
    - Katılıyorum
    - Kesinlikle Katılıyorum

16. Geri dönüştürülmüş kağıttan yapılmış kağıt ürünleri satın almak için her türlü çabayı gösteririm.
    - Kesinlikle Katılmıyorum
    - Katılmıyorum

- Ne Katılıyorum ne de Katılmıyorum
- Katılıyorum
- Kesinlikle Katılıyorum

17. Çevre dostu sabun ve deterjanlar kullanırım.
    - Kesinlikle Katılmıyorum
    - Katılmıyorum
    - Ne Katılıyorum ne de Katılmıyorum
    - Katılıyorum
    - Kesinlikle Katılıyorum

18. Geçmişte aile bireylerimi veya arkadaşlarımı çevreye zararlı bazı ürünleri satın almamaya ikna ettim.
    - Kesinlikle Katılmıyorum
    - Katılmıyorum
    - Ne Katılıyorum ne de Katılmıyorum
    - Katılıyorum
    - Kesinlikle Katılıyorum

19. Mümkün olduğunca yeniden kullanılabilir kaplarda paketlenmiş ürünler satın alırım.
    - Kesinlikle Katılmıyorum
    - Katılmıyorum
    - Ne Katılıyorum ne de Katılmıyorum
    - Katılıyorum
    - Kesinlikle Katılıyorum

20. Geri dönüştürülebilen ürünleri satın almaya çalışırım.
    - Kesinlikle Katılmıyorum
    - Katılmıyorum
    - Ne Katılıyorum ne de Katılmıyorum
    - Katılıyorum
    - Kesinlikle Katılıyorum

21. Enerji tasarrufu sağlamak için yüksek verimli ampuller satın alırım.
    - Kesinlikle Katılmıyorum
    - Katılmıyorum
    - Ne Katılıyorum ne de Katılmıyorum
    - Katılıyorum
    - Kesinlikle Katılıyorum