# Comparative Sustainable Marketing in Lithuania and Türkiye: Impacts on Customers

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**Abstract:** This study identifies sustainable activities disparities and levels of sustainability marketing in Lithuania and Türkiye. The population of both countries was surveyed and administered the demographic profile and sustainable lifestyles attitude and behavior survey. The outcomes show a demographic structure that is very diverse and which includes a large number of youths, professionals, and people from a variety of social backgrounds with middle/low/high incomes. Factor analysis of human cognitive or social processes is an appropriate tool for assessing the suitability of the scales applied to customer behavior, as well as for defining structural constructs. The structural equation modeling (SEM) reveals that sustainable marketing affects customer conduct positively and with the same degree of significance in both the countries. Similarly, the comparison indicates strong sustainability orientation, however, Türkiye's market seeks more sustainable practices as compared to Lithuania. The fact suggests the influence of cultural or context factors in shaping consumers' attitude and behavior towards sustainability; to focus on fasten unique marketing strategy and to achieve the same goal of committing sustainable behavior globally.

**Keywords:** Sustainable Marketing Strategies, Consumer Buying Behavior, SEM, Lithuania, Türkiye

**JEL Classification:** M31

## 1. Introduction

Although the economic issues of sustainably have been on the rise with the enhanced pollution and unappointed consumer behavior of recent years, nowadays it significantly stands among the main problems to be coped with (Fetting, 2020). First, achieving this goal, it is worth mentioning that Lithuania and Türkiye may be two different countries. However, they both use sustainable pathways for both the micro and social life (Jonkutė, 2015). Lithuania as a member of the EU has been showing promise to adopt sustainable principles into the government, while Türkiye is expected to have a bigger workload due to its vast dimension and heterogeneous social and economic background (Bulut, 2021).

Social responsibility and sustainable practices are the focus of this research, which compares the case of two countries that exhibit different degree of their level of impact on the business competitiveness on each context (Bernytė, 2018). Through analyzing the differing practices regarding sustainability, the study aims to provide potential measures that can be helpful for striving business while operating in the dynamic environment of Lithuania and Türkiye (Ayar & Gürbüz, 2021).

The study underlines the growing role of the green (sustainable) marketing strategies as a tool for the response to the global problems and as the solution to the modern consumer's demands (Eckert & Kovalevska, 2021). As such, this research aims at expanding on the debate in the business sustainability field, by describing the ways sustainability practices affect the companies' competitiveness and why the sustainability marketing strategies become an integral element for modern businesses faced with escalating problems and fast changing consumers' demands (Buerke et al., 2017).

## 1.1. Research Problems
The purpose of this research is to find out how sustainable practices can impact the competitiveness of companies in Lithuania and Türkiye and the study aims to fill the void in the existing knowledge about the role of management practices on the effectiveness of sustainability marketing. There will be a focus on a cross-nation perspective because of a variation of the national context. The undertaking is set on identification of the factors that affect the interaction between sustainability measures, management methods and market competitiveness. This study will employ empirical analysis and comparative research to identify key ingredients and areas of successful sustainable marketing as well as highlight potential obstacles and possibilities for firms that choose to endorse their brands as sustainable.

## 1.2. Research Objectives
Following are the research objectives of the study:
RO1: To examine the differences in sustainable practices between Lithuania and Türkiye.
RO2: To evaluate the influence of sustainable practices on the competitiveness of businesses in Lithuania and Türkiye.
RO3: To explore the effectiveness of sustainable marketing strategies in Lithuania and Türkiye.

## 1.3. Research Questions

The research study is based on the following research questions:

RQ1: How do sustainable practices differ between Lithuania and Türkiye?

RQ2: What is the influence of sustainable practices on the competitiveness of businesses in Lithuania and Türkiye?

RQ3: What insights can be gained from comparing sustainable practices and marketing strategies between Lithuania and Türkiye?


## 1.4. Research Hypotheses

Based on the research objectives and questions provided, the following hypotheses can be formulated:

H1: There are significant differences in sustainable practices between Lithuania and Türkiye.

H2: Sustainable practices positively impact the competitiveness of businesses in both Lithuania and Türkiye.

H3: Sustainable marketing strategies are effective in addressing consumer expectations and global challenges in Lithuania and Türkiye.

# 2. Theoretical Review

With this, the theoretical review section looks to build upon the existing research and theories that may be related towards sustainability, competitive advantage, consumer behavior and management practices on sustainable marketing strategies.


## 2.1. Sustainability and Competitive Advantage

### 2.1.1. Competitive Advantage through Sustainability

Sustainability, as per the term used by the World Commission on Environment and Development (WCED, 1987), is defined as complete use of the present resources for the current period needs while keeping the ability of future generation to satisfy their own needs.

A competitive advantage is the central ingredient for organizational success, it is what enables companies to surpass their rivals and enjoy superiority over the rest of the market (Beurke et al., 2017). Sustainable practices define a way for organization to be economically advantageous through reputation improvement, lowering costs through efficiencies, and attraction of those who worry about the environment (Bernytė, 2018; Cici & Özsaatcı, 2021). He suggested that every business can sustain their position in

the market through differentiation, cost leadership and these can be achieved by implementing sustainability initiatives.

## 2.2. Consumer Behavior and Sustainable Marketing

### 2.2.1. Role of Consumer Behavior

Consumer behavior, being the core of the driver of the product offerings toward sustainability, plays a crucial role in the development of eco-friendly products and operations (Wang et al., 2019). According to the Theory of Planned Behavior, individual behavior depends not only on the attitude, but also on the social norms, evaluations and on the factors of the action itself. (Ajzen, 1991). The context of sustainability produces a trend where consumers are purchasing environmentally friendly products that have high concerns with their values and personal preferences (Cavaliere et al., 2021).

### 2.2.2. Sustainable Marketing Strategies

The sustainable marketing approach is to market products and services in ways that would help to reduce the environmental impacts that are utmost and also to help to promote social responsibility (Okur-Berberoglu, 2020). Kotler and Armstrong (2010) pointed out the social marketing too, which put pursue the need of consumers by making sure to raise society welfare. Green marketing is a branch of sustainable marketing that has a targeted group which is comprised by environmentally loyal consumers. An environmental brand is the one that proclaims its commitment to sustainability (Kumar'Ranjan, & Kushwaha, 2017).

## 2.3. Impact of Management Practices on Sustainable Marketing

### 2.3.1. Organizational Leadership and Culture

Efficient management techniques form a crucial bridge between organizational sustainability agenda and the desired outcomes (Kaakeh et al., 2021). The transformational theory of leadership (Bass, 1985) holds that leaders, who spur not only individuals but the whole system, to adapt to change, are mostly the ones who sustain these positive changes in the cultural arena (Amoako, 2020; Powell, 2001). The organization culture makes an impact on the way respective employees behave and perceive sustainability (Fetting, 2020; Šmakova & Piligrimienė, 2021).

### 2.3.2. Stakeholder Engagement

In particular, stakeholder engagement is a sine qua non for the achievement of sustainability marketing (Peteraf, 1993). The stakeholder theory argues that an enterprise should take all common interests into account, which include customers,

employees, and society (Freeman, 2010). On the whole, sustainability actions that are shared with all stakeholders bring the true meaning of trust and credibility to the brand which in return do more than promise the brand loyalty to the company but also establish long term relationships (Eckert & Kovalevska, 2021; Melović et al., 2020; Bulut, 2021; Kumar et al., 2017).

## 2.4. The Comparative Approach of Lithuania and Türkiye

### 2.4.1. Influence of Socio-Economic Contexts

The contrasting stories of Lithuania and Türkiye are essential for the comprehension of the role of various socio-economic circumstances that defines the acceptance of sustainable marketing practices (Čiarnienė et al., 2020). Culture in the context of Hofstede's (1984) theory, is more than just the demoralisation that describes the exhaustion people experience as various dimensions like individualism and collectivism along with uncertainty avoidance factors determine consumer behaviour and perception towards sustainability (Ayar & Gürbüz, 2021; Priest et al., 2013).

Sustainability theories, marketing, organizational behavior theories, cross-cultural theories offer the invaluable advantage of offering a mere glimpse into the complexity involved in sustainable marketing (Pilelienė & Tamulienė, 2021; Vojtovic et al., 2018). Schaefer and Crane (2005) and Trusdel (2019) suggested that organizations can successfully implement this framework, leading to the development of strategies that both tapping the resources of the sustainability and meeting consumer demands while creating a positive social and environmental impact through elaboration of theories (Naz et al., 2020; Razzak, 2023; Urbonavicius & Sezer, 2019). Going ahead, more profound insights into such a qualified nature will be the significant factor in creation of specific customized and efficient sustainable marketing strategies so as to match with increasing expectations of the people and the communities in general whilst still promoting good environmental and social effects.

## 3. Methods and Instruments

The study uses the correlational model to investigate the link between the sustainability marketing strategies employed and the consumer behavior. 300 participants from Lithuania and Türkiye are taken via convening sampling through Facebook. The process of random sampling would be through Facebook in order to ensure the representativeness of the sample since Facebook is considered one of the platforms that are popular worldwide and have participants with equal diversity of age, gender, and

educational background. Consumers' perceptions and behavior regarding eco-friendly products are measured through a structured questionnaire that is sent via Google Forms and includes some quantitative data that was derived from prior studies. Implementing the digital strategies can provide us with real-time data and allow the analysis in time. The recruitment plan includes the participation of the green tech student organizations, and green tech events to expand the involvement levels of students, and bring in different optical points of view. Data analysis is based on SPSS and SMART PLS software packages, which include descriptive statics, correlation analysis and regression analysis in testing the hypotheses. As majority of ethical issues revolve around participants' informed consent and their data privacy, it is recommended to use data encryption and data anonymization tool. In essence, this methodology aims to give a genuine perception of the influence of sustainability to consumer behaviour in Lithuania and Türkiye by the way of usage of digital instruments and various marketing channels.

## 4. Analyses Results

### 4.1. Demographic Distribution

### Table 1. 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 |
|  | Master's degree | 75 | 23.9 |
|  | Some high school, no diploma | 23 | 7.3 |
| Location | Lithuania | 160 | 51 |
|  | Türkiye | 154 | 49 |
| Income | less than 500 Eur | 46 | 14.6 |
|  | 501–1000 Eur | 60 | 19.1 |
|  | 1000–2000 Eur | 146 | 46.5 |
|  | 2001 Euro and above | 62 | 19.5 |

In table 1, the demographic distribution of participants reveals a diverse representation across age, gender, education, location, and income levels. The largest age group is 25–34 years old, comprising 30.6% of participants, followed by 18–24 years old at 26.4%, 34–44 years old at 22.6%, and 45–54 years old at 20.4%. Gender distribution shows 54.8% female and 45.2% male participants. In terms of education, the majority hold a bachelor's degree (45.9%), followed by master's degree holders (23.9%). Participants with an associate degree represent 8.9%, while those with some high school education account for 7.3%. Geographically, participants are almost evenly split between Lithuania (51.0%) and Türkiye (49.0%). Regarding income, the largest group earns between 1001–2000 Euro (46.5%), followed by less than 2001 Euro (19.7%) and 501–1000 Euro (19.1%). A smaller portion earns less than 500 Euro (14.6%).

## 4.2. Results of Explanatory Factor Analysis (EFA)

### Table 2. KMO ve Bartlett's Test Results– Customer Behavior

| Kaiser–Meyer–Olkin Measure of Sampling Adequacy | | 0.905 |
|---|---|---|
| | Chi–Square | 1,616,395 |
| | Df | 45 |
| | Sig. | <0.001 |

Explanatory Factor Analysis (EFA) identifies underlying structures within observed variables. The results of the Explanatory Factor Analysis (EFA) show us that the scales used in the research are valid and the given structure of scales used by the study. Table 2 shows the indicator of appropriate sampling in Kaiser–Meyer–Olkin (KMO) and spherical test in Bartlett that results in significant. KMO coefficient is 0.905 which suggests an agreeable level of applicability for the research, and a significant Chi–Square value ($p < 0.001$) implies the data set may serve for factor analysis.

## Table 3. Exploratory Factor Analysis Results

| Factors/Items | Factor Loading | Eigen value | Explained Variance 00 |
|---|---|---|---|
| **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, choose the product that causes the least pollution | 0.589 | | |
| I have switched products for environmental reasons | 0.52 | | |
| 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. | 0.58 | | |

Table 3 showcases the outcomes of the EFA for customer behavior. The items of the scale coalesce into one factor, as indicated by high factor loadings ranging from 0.520 to 0.636. The eigenvalue of 5.356 and the explained variance of 53.564% signify a robust factor structure, meeting the criteria for reliability in social research. These findings affirm the coherence and reliability of the scale in capturing consumer behaviors related to sustainability.

### Table 4. KMO ve Bartlett's Test Results– Sustainable (Green) Marketing

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

Table 4 reports on the measure of sample suitability the Kaiser–Meyer–Olkin measure test and the Bartlett test for sustainable (green) marketing. Running KMO test yielded the value of 0.883 and a Chi–Square test exhibited significance with (p<0.001). In that case, the data are fit features the reliability of the achievements that come next.

### Table 5. Exploratory Factor Analysis Results

| Factors/Items | Factor Loading | Eigen value | Explained Variance 00 |
|---|---|---|---|
| **Sustainable (Green) Marketing** | | | |
| I am aware of green products when I shop | 0.760 | | |
| I know that green products identify the overall environmental performance of a product based on lifecycle considerations (From procurement to disposal) | 0.790 | | |
| I know that Eco-labels acts as an informative policy instrument with the purpose of guiding consumers about sustainable consumptions | 0.766 | | |
| Ecolabel is one essential purchase criterion when I shop from green products | 0.790 | 5.356 | 7.876 |
| I believe that Green Products with EcoLabels are protective of the environment | 0.809 | | |
| I can easily find information about Ecolabels from different sources like the Internet, Media, TV, and Newspapers | 0.657 | | |
| I believe that EcoLabel is a very credible advertising tool. | 0.668 | | |

In Table 5, the exploratory factor analysis reveals that the items of the scale coalesce into a single factor for sustainable (green) marketing. Each item exhibits high factor

loadings, ranging from 0.657 to 0.809, indicating strong associations with the underlying construct. The eigenvalue of 5.356 and the explained variance of 56.375% affirm the reliability and consistency of the factor structure, meeting established criteria for validity in social research. These results underscore the coherence of the scale in capturing perceptions and behaviors related to green products and eco-labeling, thereby contributing to the understanding of consumer preferences and attitudes towards sustainability in marketing contexts.

## 4.3. Result of Confirmatory Factor Analysis

Confirmatory factor analysis (CFA) validates theoretical constructs by analyzing observed variable relationships. By applying the confirmatory factor analysis (CFA), construct validity of scales used in this study were considered evidently through numbers below.
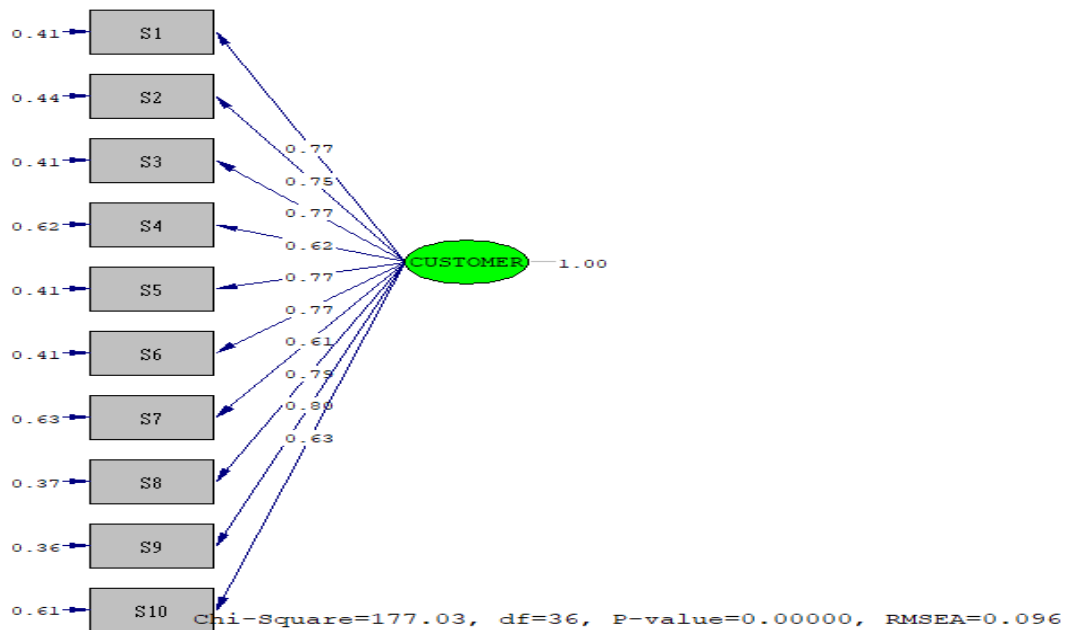


**Figure 1. Customer Behavior**

**Table 6. Goodness of Fit Values**

|  | X$^2$ | P | X$^{2/DF}$ | RMSEA | SRMR | NFI | CFI | NNFI |
|---|---|---|---|---|---|---|---|---|
| Organizational Decision Dynamics | 177. 03 | 0,000 | 4.91 | 0,096 | 0,064 | 0,093 | 0,94 | 0,92 |

Following the evaluation presented in the table 6, all goodness of fit ratios is situated within the range of the indicators that represent good fit of adjustment, i.e., RMSEA,

SRMR, NFI, CFI, and GFI. Therefore, as Erkorkmaz et al. (2013) approach the research results, it depicts that the data fits and is appropriate and that the carry out confirmatory factor analysis is statistically significant and sound.
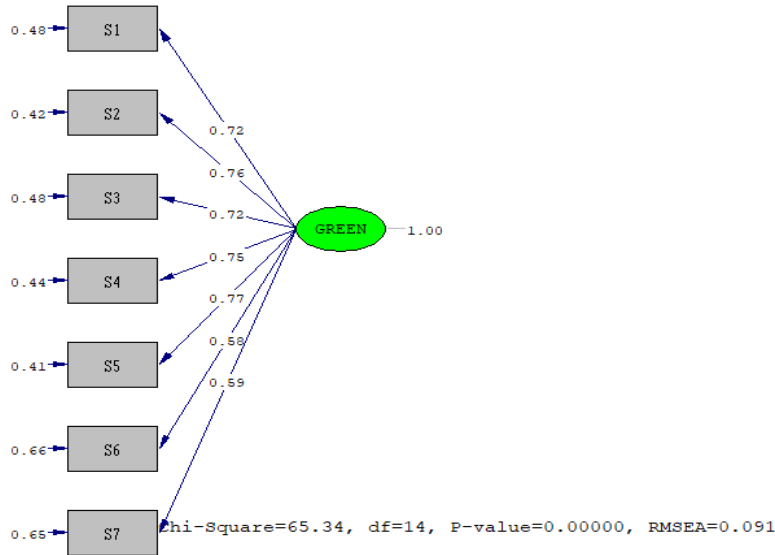


**Figure 2. Sustainable (Green) Marketing**

**Table 7. Goodness of Fit Values**

|  | X² | P | X²/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 |

Thus in table 7, the RMSEA, SRMS, NFI, CFI, and GFI indices fall within values that are indicative of a good fit. As a result, it can be deduced from the results that confirmatory factor analysis has a good and acceptable fit and accordingly, the analysis is significant and valid (Erkorkmaz et al. 2013).

## 4.4. Result of Reliability Analysis

### Table 8. Cronbach's Alpha Results

| | Cronbach's Alpha |
|---|---|
| Customer Behavior | 0.895 |
| Sustainable (Green) Marketing | 0.87 |

Cronbach alpha values of scales between 0.70 and 0.99 indicate that they are reliable (Tavakol & Dennick, 2011). Table 8 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 results is good (acceptable).

## 4.5. Result of Structural Equation Modeling (SEM)

Structural Equation Modeling (SEM) is a statistical technique used to analyze complex relations between variables. The data of the Structural Equation Modeling (SEM) for Lithuania and Türkiye goodness of fit statistics, and the boundaries of the structural model given below is shown.
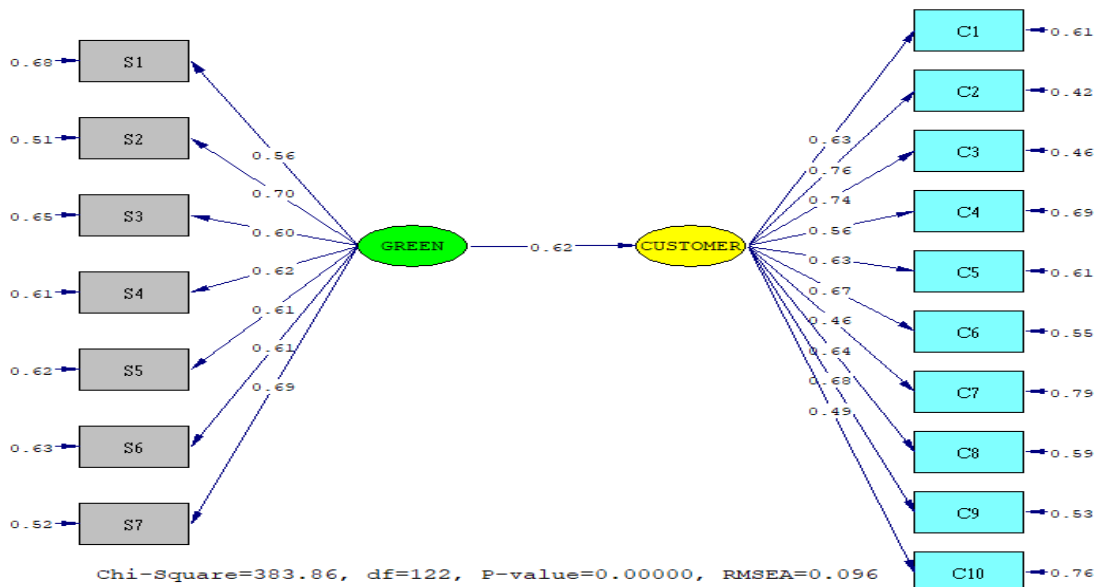


Chi-Square=383.86, df=122, P-value=0.00000, RMSEA=0.096

### Figure 3. Structural Equation Modeling for Lithuania

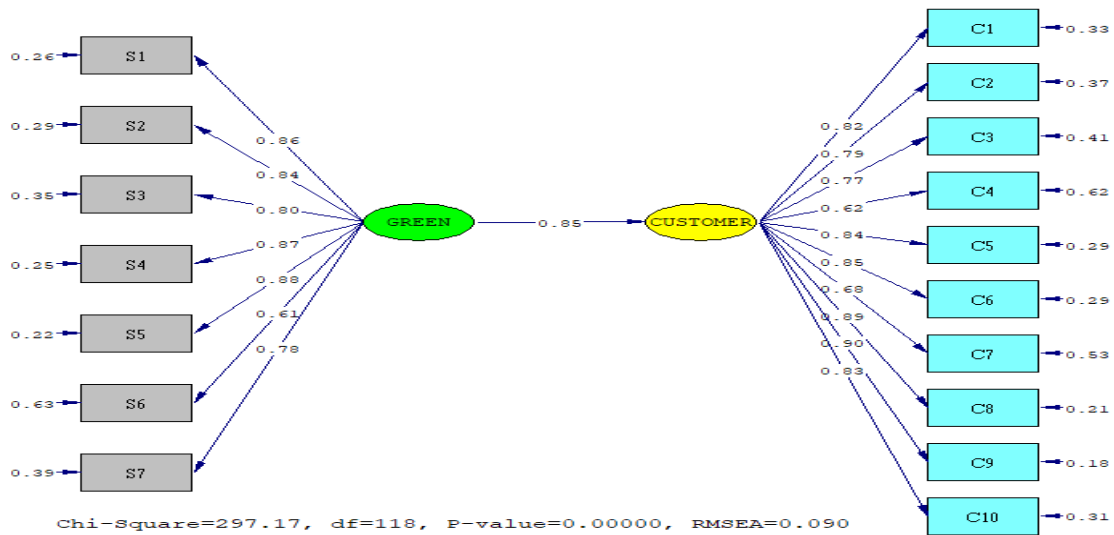Chi-Square=297.17, df=118, P-value=0.00000, RMSEA=0.090

**Figure 4. Structural Equation Modeling for Türkiye**

**Table 9. Limits and the Results of the Structural Model**

| Fitness Criterion | Perfect Fitness | Acceptable Fitness | Lithuania | Türkiye |
|---|---|---|---|---|
| x /df | $1 \leq X / df \leq 3$ | $3 < X / df \leq 5$ | 3.14 | 2.51 |
| RMSEA | $0 \leq RMSEA \leq 0.05$ | $0.05 < RMSEA \leq 0.10$ | 0.096 | 0.09 |
| NFI | $0.95 \leq NFI \leq 1$ | $0.90 < NFI < 0.95$ | 0.95 | 0.96 |
| NNFI | $0.95 \leq NNFI \leq 1$ | $0.90 < NNFI < 0.95$ | 0.95 | 0.97 |
| SRMR | $0 \leq SRMR \leq 0.05$ | $0.05 \leq SRMR \leq 0.10$ | 0.065 | 0.048 |
| CFI | $0.97 \leq CFI \leq 1$ | $0.95 \leq CFI < 0.97$ | 0.96 | 0.98 |

The model has made direct display as shown on table 9. The output achieved is ranging from acceptable fit to perfect fit. Moreover, on the contrary, in addition to these Fitness Criterions, if the value of $\{\chi2 /df\}$ is less than 5 then it can be assumed that the fit is

good. In this case, the outcome for Lithuania and Türkiye will be marked with the χ2 /df value less than 5 as statistically significant.

Lithuania, during the analysis of the highest variable of Sustainable (Eco) Marketing, which equals the items explaining the overall environmental popularity, I choose the most effective one with the currency of 0.70. In this scenario, restricting the small country Lithuania, it can be seen that the variable "I avoid purchasing goods that include unnecessary packaging" is found the most effective one and is complete with the coefficient 0.76. In the term of Green (Sustainable) Marketing, the two important factors; "I believe that products with Eco label does not harm environment" and "I believe that Green Products with Eco Labels are protective of the environment." were found effective ones particularly the latter with the coefficient of 0.88. With the Turkish Consumer Behaviour study, it can be seen that "I purchase the products that can be recycled" is the most efficient one, as it has a coefficient of 0.90, which is the highest among the rest.

Sustainable marketing (green) can even be admired by Lithuania from the circle number 3 and it has a positive and big turning point customer behavior with the coefficient of 0.62. Therefore, for the Türkiye, it can as well be seen that green sustainable marketing is indicated by the large and positive coefficient of 0.85.

### 4.6. 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 Customer Behavior Results for Lithuania and Türkiye**

|  | Lithuania | | Türkiye | | |
|---|---|---|---|---|---|
|  | Mean | S.d. | Mean | S.d. | ap |
| Would you purchase/adopt eco-friendly products to protect environment? | 3.61 | 0.82 | 3.66 | 1.04 | 0.654 |
|  | 3.54 | 0.64 | 3.68 | 1.03 | 0.045* |
| Pearson Chi-Square | *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 | % | bp |
| Would you purchase/adopt eco-friendly products to protect environment? | Strongly Disagree | 5 | 3.1 | 5 | 3.3 |  |
|  | Disagree | 10 | 6.3 | 11 | 7.2 |  |
|  | Neither Agree nor Disagree | 53 | 33.1 | 26 | 17 | 0.025* |
|  | Agree | 31 | 19.4 | 34 | 22.2 |  |
|  | Strongly Agree | 61 | 38.1 | 77 | 50.3 |  |
| 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). The participants in Türkiye show a higher rate of being environmentalists by purchasing goods of the eco-friendly kind, and this tendency is higher from the Lithuania people (The hypothesis is accepted).

## 5. Discussion

The diverse distribution of the grouping in terms of factors such as demographic data provides such important information as the sample representation and the attitudes towards sustainability within communities under investigation. Overwhelming majority of youngsters in 18-34 age - category is exactly the prime case of the population that represents itself among others as high-alert on environmental degradation. This age disparity is perhaps associated with the general observation that the issue of sustainability goes much deeper than older generations, and so younger people are always willing to argue, fight and take interest in the environmental matter. The academic level of the participants, as over a half of them have a bachelor's degree, demonstrates that the majority of target audience have a high level of education (Naz et al., 2020). Sustainability-orienting perspectives and engagement can be greatly

influenced by education, with the possibility of influencing attitudes to sustainability in a positive manner (Trusdel, 2019; Wang et al., 2019).

Furthermore, Lithuanian and Turkish participants, with almost the same amount of respondents, provide us the opportunity to analyze the perspectives from the various aspects, shaped by their geo-cultural contexts (Vojtovic et al., 2018; Cici & Özsaatçı, 2021). Presumably, variation in income distribution as well as between socioeconomic levels imply a role of social status in how people perceive the concept of sustainability, according to the research done (Fetting, 2020; Zhang & Dong, 2020).

Through the EFA, there was about a high level of consistency in internal structuring and cohesiveness of the constructs that are related to customer's behavior and sustainable marketing. Moreover, the calculated high Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and the significance of the Bartlett's test of sphericity are the other metrics that confirm the robustness of the results of the factor analysis (Ayar & Gürbüz, 2021).

The CFA reinforces the structure of the scales employed in the proposed research an it is in line and live up to theoretical assumptions. The goodness-of-fit statistics implies that the models suggested are representative of the data's observed pattern, and thus, the scales have shown elements of significance and validity (Kumar et al. 2017; Amoako 2020). Multiple Cronbach's alpha values imply strong internal consistency and test reliability which, consequently, make the study's results trustworthy by belief (2013).

The results from SEM showed that both in Lithuania and in Türkiye, sustainable marketing and consumers' behavior are strongly related (Bigu & Uygar, 2015). The models fit well and have acceptable scores of goodness-of-fit, meaning that the relationships suggested by the models do have statistical significance and reflect the data accurately (Bulut, 2021). The factors shaping sustainable marketing and ethical consumer behavior indicate the role of sustainability in consumers' fairminded decisions along the overseas mentioned countries (Simakova & Piligrimiene, (2021)).

Retrospective, comparison of Lithuania and Türkiye comes out with the distinction in the level of sustainable marketing between those countries with Türkiye showing higher level than Lithuania. Even though perhaps customers exhibit the same behaviors, the usage of cultural and contextual factors is testing how sustainable marketing can be developed (Okur-Berberoglu, 2020). On the other hand, the fact is that the inclination to the environment friendly products are at significantly higher level among the

participants from Türkiye as well, which suggests different customs for environmental attiude and behaviors (Kaakeh et al., 2021; Powell, 2001).

## 5.1. Theoretical and Practical Implications

This study expands theoretical knowledge by demonstrating the application of green marketing in developing countries and ritual behavior among citizens. This is further illustrated by the process of a study conducted in Lithuania and Türkiye (Trusdel, 2019; Buerke, et al., 2017). As well, this feature presents the variance of green marketing cognition, consisting of ecological awareness and green consumption visualization, providing the basis for pertinent actions (Čiarnienė et al., 2020).

The implications of such finding appeal marketers as well as policy-makers who work to introduce sustainable consumption behaviours and who are concerned with the creation of effective marketing strategies (Razzak, 2023). Policies like eco-labels and transparency initiatives do more or less increase public confidence in marketing as well as better competition on the market whereas policymakers receive insights needed to create feasible regulatory policy and adequate fiscal rules (Čiarnienė et al., 2020; Razzak, 2023).

## 5.2. Limitations

In spite of its positive aspects, the work does however have some shortcomings that ought to be thought about. The time perspectives where data is obtained inform current or past conditions, but not the future; hence, the establishment of causal relationships between variables can be very difficult (Bernytė, 2018; Okur-Berberoglu, 2020). This issue could be also taken into account in future research studies with the support of the longitudinal methods that could give details about dynamic development of sustainable marketing practices within a certain period of time (Cavaliere et al., 2021; Eckert & Kovalevska, 2021). Moreover, noting that the generalisability of the results was confined to the context of Lithuania and Türkiye therefore calls for an exploration of a more substantial range of contexts for increased external validity (Zhang & Dong, 2020).

## 5.3. Future Recommendations

Future studies could contribute to the findings by running observational studies which trace the final effect of green marketing on consumer behavior and business performance (Cavaliere et al. 2021; Eckert & Kovalevska 2021). The qualitative research methodology, which are represented by the interviews and the focus groups, can be considered as the tools that can give a lot of information to the companies about

customers' psychology and how it is connected to their products branded "green" (Smakova & Piligrimiene, 2021; Pilelienė & Tamulienė, 2021). Moreover, the rise of new technologies such as blockchain and artificial intelligence in the marketing initiatives is also possible to improve transparency and accountability (Kumar et al., 2017; Urbonavicius & Sezer, 2019).

## 6. Conclusion

The study conducted and the presented results herein, however, take the green marketing ambition and tactic to the next level and the equality notion among consumers in Lithuania and Türkiye. The study conducted a comprehensive investigation of the categorical framework of the specific factors in the both country by using factor analysis, CFA, reliability analysis, SEM and, comparison of achievement between two states. Consequently, it came across the factors which are going to have the maximum environmental influence on sustainable consumer behavior and also the marketing tactics that prioritize sustainability.

The sample population was a pre-dominantly diverse community that was cut across age, gender, education geography and income status, with this demonstrating the robust and generalizable nature of the study findings. The findings of the EFA and CFA showed the validity and precision of the measurement scales utilized in the research. Thus, the research models were established to relate consumers' objective and subjective attitudes towards sustainability. Through process of SEM were established a strong positive correlation between sustainability marketing and consumers' behavior in both the examples of Lithuania and Türkiye and drawn an attention to the need for efficient sustainable marketing practices as a tool of forming consumer preferences and patterns of purchasing.

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