Circular Pathways Influential Factor in Albania through Green Products Approximation

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Abstract: Diminishing resources, climate change, and environmental challenges emphasize the need for sustainable development. The circular economy is considered a concept that faces and contributes to overcoming such challenges. This research aims to identify circular pathway influential factors in Albania by exploring green product consumption patterns. Primary quantitative research was carried out in an online survey in Albania. Exploratory factor analysis and multiple logistic regression are performed. The main influential factor on green products purchase behaviour that can serve as an influential factor to shift into the circular economy in Albania is product labelling. This evokes and supports environmental sensitivity that contributes to favouring green products. Further supportive factors are product recycling, instruction manual, and details about the ingredients, while hindering factors are the absence of interest and time pressure. However, consumption of green products depends on education level: graduates and postgraduates should have been targeted to attract novel target groups.

Keywords: circular pathways; green products; sustainable consumption; sustainable development factor analysis; multiple logistic regression

1 Introduction

Green products are characterized by all the elements of standard products (manufacturing, technologies and practices) but have the concept of sustainability integrated into each of them, and they are eco-friendly to people, nature, earth, etc. [1]. In the current international policy discourse, efforts towards sustainable development have been mainly rooted in the Agenda 2030 and the Sustainable Development Goals, adopted by the United Nations in [2], and the Green Deal Agreement endorsed in 2015 by the European Union with the 2030 Climate

Target Plan, the Commission proposes to raise the EU's ambition on reducing greenhouse gas emissions to at least 55% below 1990 levels by 2030 [3].

In the face of diminishing resources and environmental challenges, concerns for sustainable development is on the rise. There is a need to tackle sustainability, which can be achieved by integrating national and international policies regarding the circular economy (CE), the green economy (GE), and the bio-economy (BE) These concepts offer various solutions to make economic, social, and environmental objectives sustainable. The EU has increasingly stressed their importance and has made a continuous effort to shape the opinions and raise awareness with the action plan for the circular economy [3].

CE practices necessitate the commitment of all stakeholders to have a proper shelter and a successful implementation. The decision making bodies and governments are trying to make further developments, but additionally, it needs the full commitment and engagement of companies [4] and consumers as the end end-users and ultimate decision [5], [6]. The transition towards a circular economy is not possible without a fundamental change in consumer behaviors regarding the green purchase, adaptation to new business models and acceptance of product upgrading [7]. In this regard, green consumption and the demand for green products must be increased.

Fraccascia et al. [8] define green products as products that ensure the same utilities as the other products and maximally reduce the environment's adverse effects. Recently, the green products have seen raised attention and are more eco-friendly, environmentally friendly: their characteristics include the recycling concept, proper manufacturing, and taking care of human health [9] [10]. Similarly, the circular economy has gained importance as an extension of sustainability by addressing environmental implementation and providing useful business applications [11].

Green products have gained increasing attention in recent years because consumer environmental consciousness is a driven factor that facilitates green product development [12]. There are social, economic, and environmental aspects that need to be identified about them, and additionally, practical and managerial elements must be transmitted to societies, and must be translated into sustainable actions, despite the fact that environmental literacy is sometimes lacking [13] [14].

In this vein, the transition from one economic system to another needs to be drowned as a pathway. In developing countries like Albania, this pathway seems to be even more complex and will need more time. The EU Acquis's adoption, and implementation on the environment as part of the Green Deal Agreement is Albania's obligation in the stabilization and association framework. The circular economy pillar implies the development of strategies by 2023 that would cover the entire life cycle of products [15]. However, the successful adoption of EU policies in countries like Albania needs an important stock of social capital [16]. Indeed, the application of circular systems mandates a collective effort of

businesses, and governments, and especially, *the role of consumer behavior is a critical factor in defining the long-term success of 'sustainable production and consumption' initiatives* [17]. Similarly, Grafström and Aasma [18], state that other market and cultural barriers can hinder green approximation and collective efforts absence.

Circular economy underlies the green economy's umbrella, which is joined by the common ideal to reconcile economic, environmental and social goals. Despite their very close similarity, regional trends on them [19]. For this reason, 'green products' are chosen as a proxy of the pathway: firstly, it is a common concept to both of them, and secondly, the green economy is more common in developing countries, such as Albania. Other studies in Albania have shown the environmental aspects of the buying decision of food products [10], [20].

This paper aims to analyze the consumers' consciousness (awareness) and their information and general behavior about green products (pathway). The research investigates factors and aims to identify those that are more influential. The main objectives of this study are to identify influential factors that determine Albanian consumers' consciousness and serve as a circular pathway. It further seeks to analyze the hidden attributes of the awareness of the green products and, finally, explore the main factors impacting the circular pathway.

This paper is structured in the following way. The first section introduces the topic by giving its aims and objective; it continues with the theoretical framework, which provides a critical analysis and a hypothesis development. The next section deals with the methodology. The empirical sections implemented explanatory factor analysis and multiple logistic regression. Finally, outcomes are interpreted and possible theoretical and practical recommendations are provided.

2 Literature Review

2.1. Theoretical Framework

The circular economy concept has been accepted as a way to address sustainability, by not preventing current economic benefits and future generation's opportunities: it serves as an alternative business model and as a way to create additional job opportunities [11]. Green products assure the same opportunity, and in the same vein, they serve to sustainability [5]. There is a vast literature emphasizing all the dimensions of green products, from the design, manufacturing, packaging and other attributes [21], but very few of them present their consumer acceptance level and the benefits to circular shift they can offer green products [22]. Thus, there is an immediate need to understand consumer

awareness toward green products. The framework on green products appears to be best suited to draw a circular pathway.

Consumers purchase decisions are likely to be influenced by this increasing consciousness and inclination towards sustainable consumption [23], [24]. In addition, Modi and Patel [25] suggest that such consumption will tackle sustainability. Panda et al. [26] also add that policymakers, and supply chain actors must understand consumer preference in green products.

The basic idea of circular products refers to that the products must be conceptualized, designed, and manufactured to remain in a closed-loop cycle, have restorative and qualitative elements and have an ultimate objective reduction of wastes. Thus, a product is considered circular when produced to keep its initial form or redesigned only with smaller modifications, which does not cause further environmental damage. It is also capable of maintaining or redesigning its value [27]. From the consumer side, results from Albanian studies show that Albanian consumers are worried about environmental issues [20] and have a positive attitude towards them. However, this is not always positively reflected in purchase behavior [28].

On the other hand, there is an Assessment of Albanian Government Policies on the Greening of SMEs Principle 9 of the Small Business Act, which aims to turn environmental challenges into opportunities. The planning and design of environmental policy in Albania have a low score of 1.27 out of 5. Albania does not provide regulatory incentives to reduce the inspection frequency of low-risk facilities; neither is there any financial support for the greening of the economy.

Based on this situation, the following research questions are raised:

RQ1: Do Albanian consumers show sustainable consumption behaviors?

RQ2: What are the main influential factors of their green consumption?

RQ3: How can be a circular pathway in Albania ensured based on the green consumption patterns?

2.2. Hypothesis Development

2.2.1. Environmental Information and Sensitivity

Consumer environmental consciousness is a critical factor derived from the marketplace, which is the initial element of green product acceptance. Environmental knowledge refers to an individual's environmental knowledge [29]; environmental information and sensitivity are included within this concept. Environmental knowledge is analyzed concerning the attitude toward the environment [30], environmental effects of consumer behavior, acceptance of green products showing this with readiness to allocate additional funds on green

purchases [31], behaviors that are environmentally friendly and do not damage it [32], and pro-environmental behavior [33]. Environmental responsibility has also been studied concerning product assortment related to consumer choice, as this is the core of the circular economy. In this regard, we suggest that individual responsibility toward environmental protection will serve as a signal that contributes to increased consumption of green products and facilitate circular economy pathways. One of the main objectives of the circular system is to take care of the environment. Kaiser and his co-authors [34] state that individuals with environmental knowledge are more likely to be environmentally aware and deal with the associated problems, causes, and possible solutions. On the other hand, Hasan et al. [35] believe that human interventions and their contributions are related to the degree of sensitivity and affiliation towards the environment. Based on the literature above, the first hypothesis is defined:

H1: *Environmental information and sensitivity towards environmental protection influences positively circular pathways.*

2.2.2. Purchasing Influential Process Factors

Purchasing is a complex process and is associated with many factors behind. Moreover, green consumers are sophisticated buyers, and marketers have to be aware of their preferences and the influential factors of their decisions while designing a green product [36]. Basiri and Heydari [37] analyse green products from both perspectives, from the decision making process and the level of green sales. Hopkins and Roche [38] present the additional utilities of green products that make them preferable to the customers, among which are qualities and other functional characteristics.

H2: Purchasing influential factors contribute to finding circular pathways.

2.2.3. Source of Information

Every market is about information, and in order for the market to be efficient, there must be available information. This information is secured through different channels. The relation between available information and market efficiency holds in all fields, and in this regard, environmental information is also crucial to foster green purchases. Not knowing the benefits of a green product can be a serious barrier to public acceptance. The source of information is also very important because it will serve at different psychological levels of customers based on the source. Moore and Tjornbo [39] state that the source of information can have different emotional impacts on the customers. In this vein. While Taufique et al. [40] conclude that the source of information in research improves the overall understanding of customer attitudes and behaviors.

H3: Additional information can increase green product consumption, whereby positively influencing the circular pathway.

2.2.4. Green Products Purchase Encouraging and Discouraging Factors

There are many reasons why a consumer can decide to buy or not buy a specific product, especially, when it needs additional attention. Maniatis [41] shows that consumers who are loyal to a brand are more likely to accept the validity of the branded green products. The study of Leire and Thidell [42] is more context-specific as they examine specific products and suggest that the focus should be on the dynamic context of the diverse purchasing situations. Ahmad and Zhang [43] analyze consumers psychological factors as determinants to green purchase and emphasize the effect of the perceived values as influential factors. For this reason, we find it worth raising a hypothesis, as below:

H4: Possible green products purchase encouraging or discouraging factors can facilitate or hinder circular pathway.

2.2.5. Green Products Labelling

Higher consumers' credibility of eco-labels led to higher green product purchasing intention [44]. Schuhwerk and Lefkoff-Hagius [45] present the important role of detailed information on every aspect of the product we buy. Chitra [46] presents product labelling as the best alternative to offer details about products we buy as they balance the information.

There are also cases when labelling as green product may not serve as a good element to convey the purchase [47]. Due to these contradictory results about the product labeling, we formulate the following hypothesis:

H5: Green product labelling accelerates and positively influences circular pathways.

2.2.6. Other Related Factors

Many aspects may be included in this work, which sometimes appear to be very influential and sometimes not. Padel and Foster [48] and Taghian et al. [49] list the product's category as an influential factor in purchasing a green product. Based on their findings, consumers generally choose to buy green products in the case of purchasing durables. Since customers expect longevity and reliability when buying new products [50], thus, it leads to a progress towards engendering sustainable consumption, enacting the circular economy. In contrast, Azizan and Suki [51] emphasise health-related issues as a very influential factor in green purchase. One other important factor to measure may be, how Albanian consumers perceive the role of government in the process of passing to a circular system. Parikka-Alhola [52] and Cai et al. [44] state that buying a green product is tightly related to the government roles and mandatory regulations. However, Kokthi et al. [53] show that Albanian consumers do not trust in the institutions

that issue certification on organic products. Trust might be an inhibitor factor in green product purchases.

2.2.7. Control Variables

Several authors agree on the fact that demographic data like age, gender, educational level and income level are accepted as control variables [54]. Responsiveness to product labelling systems also appears to be dependent upon the customer's demographic characteristics. The income of respondents, for example, are consistently associated with a higher willingness to pay [55]. However, when environmental consciousness is becoming more and more prevalent. Lower-income customers can also be engaged in green-thinking [58]. Female respondents are typically more willing to pay for green products than males [57], [58]. The age of the respondents' matters in some studies, although the results are contradictory: Vecchio Annunziata [57] find that willingness to pay increases with age, while Sønderskov and Daugbjerg [55] supported the opposite.

2.2.8. Conceptual Model of Circular Pathway

The circular economy is a concept that needs to have the appropriate policy framework and infrastructure to be implemented. The link between circular economy and green economy is well known. Their systems and final objectives are the same. However, they are differently applied and take different regional forms and contexts. We have also seen that Albania, in this regard, is in the infancy stage. Worldwide contexts also suggest that a green economy is rather than a circular economy initiates the circular pathways. Due to these inter matches of facts, the main measure chosen by this work to measure the circular path is conscientiousness, and the proxy of measurement is green product.

The logic flow starts with identifying elements that may raise awareness about green products. Five different constructs are considered: (1) Environmental information and sensitivity; (2) Purchasing process influential factors; (3) Source of information; (4) Green products purchase encouraging and discouraging factors; (5) Green products labelling. Awareness in its form is abstract; that is why multiple scales are applied. Based on the previously mentioned literature, there is a high-level of awareness, but this is not translated into concrete factors. The logical flow requires showing the possibility of this attitude to be turned into behavior. The theoretical framework is depicted in Figure 1.

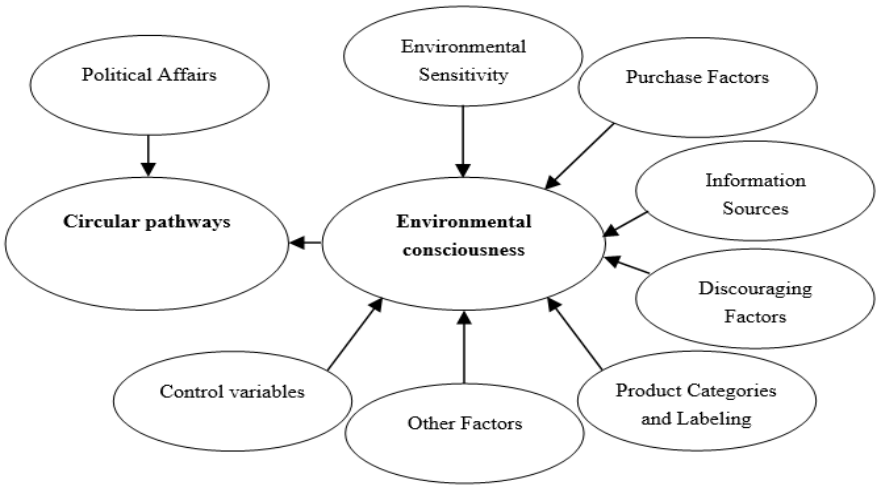

Figure 1
Conceptual Model of Circular Pathway

Source: Authors'construction

3 Methodological Framework

3.1. Methods

This empirical quantitative research aims to examine the proposed model, including five constructs, and the influence of these factors on circular pathways. The theoretical and conceptual structure have been tested. The study has applied a deductive approach and used survey as research material. The research is based on a sample consisting of 131 participants.

The initial part of the questionnaire referred to consumer consciousness on green products, and the last section looked into the demographic details. At the beginning of every section, the terms and concepts were explained. The questionnaire included scale items for each research construct that was adapted from the analyzed literature and employed variation of a five-point Likert-type scale where anchors included "strongly agree" to "strongly disagree" and "very unimportant" to "very important". Detailed information about the constructs and their indicators are presented in Table 3.

The collected data are processed through SPSS statistical package and all the hypotheses raised are tested. Initially, this study applied a Factor Analysis because

there are many initial factors identified as potential influential, and as an outcome of this analysis, the resulted latent factors are grouped as common constructs, are. These latent factors limit the choices and exclude running a regression analysis. Then, to determine the real effects, Multiple Logistic Regression was carried out.

3.2. Sampling and Data Collection

The indicators for each construct were first identified from the literature. Data were collected from 10 February to 10 March 2021, in Albania, mainly in Tirana. One hundred thirty-one responses were collected using online platforms, like email, Facebook, LinkedIn, etc. Thus, the research is limited regarding the sample size and the sampling method, the results can be referred to the respondents.

Of the participants, 47.3% are male, and 52.7% are female. We tried to take care as much as possible of the graduation qualification as the minimum criterion for selection in the hope that participants could understand the research topic well. Of 131, 55.6% are graduates, 34.4% have master degrees, and 10% have high school qualifications. The sample distributions are depicted in Table 1.

Table 1
Demographic Profiles of the Respondents

Demographics	Value	Frequency	Frequency percentage
Gender	Male	62	47.3
	Female	69	52.7
Age	18-24	40	30.2
	25-34	62	47.3
	35-44	23	17.6
	45-54	4	3.1
	55-64	2	1.5
	65+		
Educational Level	High School	13	10
	Graduate	73	55.6
	Postgraduate	45	34.4
Monthly Incomes	<100 euro	6	4.6
	100-300	20	15.3
	301-600	49	37.4
	601-900	33	25.2
	901-1200	15	11.5
	>1200 euro	8	6.1

Source: Authors'construction

To evaluate the conformity of the particular data set for the factorial analysis, Kaiser-Meyer-Oklin (KMO) analysis was performed to measure sampling adequacy. As a result, the KMO value is 0.807, which is an impressive result and shows that factor analysis is appropriate.

4 Results

To conduct the factor analysis, questions have been considered in each survey section that measures the circular pathway from different factorial variables. Due to the fact that initially these variables were measured in scales and showed high correlation, to reduce the number of variables and transform them into shrink variables, principal component factor analysis (PCFA) is used. Existing scales of measurement have been used since they demonstrate a satisfactory level of reliability and validity, and modifying those means losing important information.

The promax or orthogonal rotation in which the assumption is that there are inter-correlations between components. This is applied to original factor loadings to minimize the correlation between two factors. As a selection criterion for the number of the factors is used, the minimum eigenvalue and factors with an eigenvalue equal, or higher than one are taken into consideration.

4.1. Reliability Analysis

Before analyzing the results and hypotheses, a reliability test was conducted. The results (Table 2) reveal that the value of Cronbach's Alpha for the whole construct is 0.872, and it is acceptable for factory analysis studies [59].Thus, this means that the reliability of the questionnaire is very high. The reliability tests for each separate construct are above 0.659 that is considered reliable especially because the results refer to social sciences [60].

Table 2
Reliability Analysis

Construct	Number of Items	Cronbach's Alpha
Environmental Information & Sensitivity (EIS)	12	.688
Purchase Influential Factors(PIF)	4	.659
Source of Information (SI)	10	.887
Green Product Discouraging Factors (GPDF)	8	.849
Green Product Labeling (GPL)	9	.925
The overall Cronbach's Alpha	43	.872

Source: Authors'construction, N=131

KMO test of sample adequacy is used to investigate if the sample is suitable for implementation of factor analysis. This test takes values between 0 and 1 and it is a measure of the degree of common variance among variables of interest, which is the opposite of uniqueness. The lower the uniqueness values are, the higher factor loading and the value of KMO are. A value lower than 0.6 of the test indicates that the sample is not suitable to implement factor analysis. Table 3 presents all the constructs and components that have appropriate KMO values.

Table 3
Principal Component Factor analysis

	Constructs				
The main constructs and their indicators	1	2	3	4	5
Environmental Information & Sensitivity					
My consumption has impact on the environment	.813				
I am responsible to protect environment	.811				
Environmental protection isn't important to me	.784				
Individual should take care about product they buy	.696				
Purchase Influential Factors					
Environmental Impact of the Product		.840			
Product Price		.752			
Product Quality		.567			
Source of Information					
Friends			.828		
Family Members			.821		
Colleagues			.775		
Envirnmental Activists			.764		
Government			.637		
Green Product Discouraging Factors					
Their Absence and Rareness				.812	
Lack of Appropriate Information				.803	
Their higher prices				.720	
Loyalty towards existing products				.708	
Time Pressure during the purchase process				.688	
Indifference towards their environmental benefits				.647	
Green Product Labeling					
Product Manufactured by Eco-friendly Firm					.929
Certified by trusted institutions					.880
Details about the Ingredients					.864
Confirmation about eco-friendly package					.849
Quality of Manufacturing Firm					.824
The amount of gas emissions by manufactures					.766
Guideline about Product Usage					.671

Note: Overall Kaiser–Meyer–Olkin test of adequacy is 0.807

Source: Authors'construction, N=131

5 Regression Results: Path Analysis

After conducting a factor analysis and extracting the factors, a regression analysis by multiple logistic regressions is performed. Multiple logistic regression is applied when one nominal and two or more measurement variables can be included in the analysis. The nominal variable is the dependent (Y) variable; the effect of the independent (X) variables are studied on the probability of obtaining a particular value of the dependent variable. Green product purchase during the previous year is used as a dependent variable, and as independent variables the extracted factors and the demographic data are included.

Regarding the purchase of green products during the previous year was a question with three answer categories, which is why logistic regression was selected. Once you enter the regression "yes" as the reference point, the analysis will be done for two other answers that are in our case "No", and "I'm not sure".

The path analysis of the research model made it possible to estimate the value of regression weights for each path in the regression model (Table 4). Therefore, the confirmation of the research hypotheses is supported by the statistical significance of these estimates at a level of 0.05. In addition to this, the size of the regression weights allows us to assess the strength of the relationship between the antecedent and purchase intention, with the strength of the positive effect of the antecedent on consumer willingness to purchase green products.

According to path coefficient, critical value and p-value, all independent variables affect the dependent variable (green purchasing decision). Hence, all hypotheses are confirmed and based on the path coefficient, the most influential factor appears to be green product labeling.

Table 4
Pathway analysis

Hypothesis/Path Analysis	*p* Value	Critical Value	Regression Weight/Path Coefficient	Results
H1: Environmental information and sensitivity positively influence circular pathways.	0.001	5.553	0.112	Confirmed
H2: Purchasing influential factors contribute to finding circular pathways.	0.042	2.123	0.277	Confirmed
H3: Source of information can increase green product consumption, which influences positively circular pathway.	0.021	5.111	0.149	Confirmed
H4: Possible green products purchase encouraging/discouraging factors can facilitate/hinder the circular pathway.	0.033	3.528	0.191	Confirmed
H5: Green product labelling accelerates and positively influences circular pathways.	0.020	2.122	0.474	Confirmed

Source: Authors'construction, N=131

Table 5 shows that the third level of education, which corresponds to the high school education, is tightly related to the source of information factor, and when they come together, the decision is not to buy green products. It is translated into the result that based on the source of information, the probability of buying green products at the high school education level is very low.

Table 5

Distribution of Demographic Data and not Buying Green Products

Variable	B	St. error	Sig.	Exp (B)
Education Level=3*Factor 3	-1.791	0.699	0.010	0.167
Education Level=5*Factor 2	-2.370	0.937	0.011	0.094
Education Level=1*Factor 3	2.997	1.489	0.043	20.03
Income Level=2*Factor 3	-6.365	2.139	0.003	0.002
Income Level=4*Factor 3	-3.150	1.359	0.020	0.043
Income Level=4*Factor 5	4.789	2.159	0.027	120.1
Male*Factor 5	2.997	1.489	0.044	20.00
Female*Factor 3	-1.475	0.673	0.028	0.229

Source: Authors'construction, N=131

The result of not buying a green product for level 5 of education which corresponds to the post-graduate studies, is related mainly to factor 2, which explains the discouraging factors. The time pressure they have and their loyalty to the existing brands they use to buy can explain this result. The income levels 2 and 4 correspond to the ranges 100-300 euro/month and 601-900 euro/month decide not to buy green products mostly due to the source of information. The income range of 601-900 euro/month is also influenced by factor five, which includes other factors and the product category they use. They believe that clothes have more environmental impact and are responsible for environmental protection. Considering gender, females are mostly negatively influenced by information sources, and males are more likely to act environmentally friendly.

Table 6

Distribution of Demographic Data and not Sure about Buying Green Products

Variable	B	St. Error	Sig.	Exp (B)
Male*Factor 5	2.997	1.489	0.044	20.00
Education Level=4*Factor 3	-1.791	0.699	0.010	0.167
Education Level=5*Factor 3	-2.370	0.937	0.011	0.094
Education Level=1*Factor 3	2.997	1.489	0.043	20.03
Male*Factor 5	-1.039	0.388	0.007	0.354
Female*Factor 4	-0.731	0.306	0.017	0.481

Source: Author's construction, N=131

Males are not sure to buy or not a green product because they do not have clear thoughts about the environmental impact of their consumption activities (Table 6). People who are more educated evaluate the source of information more and consider the information when they buy a green product. Males are less aware of the environmental impact of their consumption activism have, and females think that nowadays, societies are more aware and responsible toward the environment.

6 Discussions

The study examines the green purchase behavior between different latent constructs on a sample of Albanian consumers, where the most and least influential factors affecting the circular pathway are revealed. These results go in the same vein as the study of Xue et al. [5] and Jaiswal and Kant [65] who clearly state that consumers are more willing to pay for environmentally friendly products. Environmental information and sensitivity have been confirmed as the least influential factor toward green product purchase. However, it is not translated into concrete action, and those latent factors are not effective predictors of the circular pathway. The respondents have environmental information and are sensitive about these issues since many factors appear to be present, but at the same time, they are not reactive to such issues. Since the hypothesis is confirmed, such a change in behavior can be realized.

Secondly, product, price, quality, and category are the main influential factors regarding the green product purchase intention, and automatically the main circular pathway influential factors. This study confirms that young and educated consumers are willing to make changes in their purchasing behavior and will choose green products over traditional products. These consumers are ready to pay extra for the organizations that are working towards environmental sustainability. They stated that they feel proud when purchasing green products, but too high price in comparison to their non-green substitute can withhold them.

The main results of the analysis are: 61% decide themselves on purchasing process; 48% buy at physical shops, 50% both physical and online; 48% do not know that what they bought is a green product, and 50% do not buy green products at all. However, they are willing to buy green products even at higher prices. 77% fully agree that they are responsible for environmental protection; 66% are willing to change their purchase behavior; 67% have heard about eco-labeling, and labeling is an important factor for them; 36% think that government must raise the consciousness, and 26% think that environmental education must be regulated.

Conclusions and Recommendations

The article contributes to developing a framework for a circular economy shift in the case of developing countries. The research is primarily based on individual behavior features of the consumers, and it is confirmed that it can work properly as such. In order to have a more compressive and clear understanding of the customer behavior, it may have been better to categorise the latent factors as internal and external influential factors in the purchase behavior.

Practical implications of the study suggest that the future concerns to shape the consumer behavior have to consider demographic data as a must in the circular pathway. Stakeholders have to work strongly with educated consumers on environmental sustainability, push them to take further action, inform he other groups better, and strongly work with the green purchase discouraging factors. Companies have to take care of green products practices, price, quality and category. They have to consider that customers have time pressure due to the dynamism of life activities, and the information flow must better reach them. Therefore, companies should make serious efforts to provide easy availability and improved distribution for consumers to buy such products.

The most influential factor on the decision to buy green products appears to be their labeling which provides us insights to that the circular pathway starts with that factor. Under this construct, there were included many factors like quality of the product, reliability, the effect that the products and manufacturing firm have on the environment, etc. Thus, labeling is a significant factor in greening the economy, and it contributes to increasing trust and associating in the way to corral paths.

The second most important influential factor to circular pathways appears to be identifying purchase encouraging factors on buying green products. Surprisingly, this appears most on the person with the level of education from graduate to post-graduate, which means that they are the target group that needs more focus to convey.

Males generally appear to be less environmentally sensitive and have less information on environmental issues, while females appear to be more concerned about the sources of information. The income level does not seem to be the main factor in the decision to buy green products, but once they are associated with other factors, it seems that the most influential factor is the information level, rather than the income level that is associated with purchasing decision.

Since in Albania the circular economy concept is in its infancy phase and from the questionnaire results also can be seen that they perceive the circular economy as recycling. Based on this, we would suggest undertaking future work on recycling because it is more common to the public, and results will show more accuracy.

We would recommend including a particular green product in future work in further analysis. In this regard, any product from the clothes category can be

chosen since based on the results of this work, they are perceived to have environmental impact by Albanian customers.

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