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Circular pathway influential factors in Albania through green products approximation

Kriselda Sulcaj Gura ; Elena Kokthi

Agricultural University of Tirana

In the face of diminishing resources and environmental challenges, concern for sustainable development is on rise. In this regard, circular economy is considered a concept which fundamentally overcomes such challenges and ensures sustainability. But, since it is a relatively new concept, it needs it's time to shelter and its shift needs to be designed as a "pathway". Every pathway to a new system starts with the rise of the awareness as a preparatory phase for policy adaptation. Adaptation of this policy in developing countries such as Albania is even more difficult, and "rise of the awareness on green product usage" is considered as the best way to approximate on a context were there are evidenced only some limited preliminary initiatives to adopt the concept. Found on such circumstances, the objective of this work is to analyze and identify circular pathway influential factors in Albania through green products approximation. To do so, the work uses primary data collected through a well-designed survey and makes a quantitative analysis processed by SPSS program. It performs an exploratory factorial analysis and to better see the result employs a multiple logistic regression at the final stage. It concludes that the main influential factor on green products purchase which can serve as influential factor to circular shift is product labeling. The study suggests undertaking of further analysis by taking into consideration a concrete green product.