



PRICE AS A TOOL FOR INCREASING SUSTAINABLE TRADE ON THE TERRITORY OF FORMER YUGOSLAVIA

Saša Raletić Jotanović

Novi Sad School of Business, Serbia

✉ raletic.sasa84@gmail.com

Milijana Roganović

Novi Sad School of Business, Serbia

✉ milijanadjordjevic@gmail.com

Milica Obadović

College of Applied Studies – “Sirmium”, Sremska Mitrovica, Serbia

✉ mobadovic@gmail.com

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Abstract: According to the available information from the relevant international institutions, the environment is seriously damaged, and this is why it is necessary to adopt certain measures to prevent any further damage. One of the tools for environmental protection is sustainable trade. Since sustainable trade largely depends on the price of the product, the aim of this paper is an analysis of price as a tool for raising sustainable trade on the territory of former Yugoslavia. It is especially pointed out in relation to the aim of the paper - that as far as the authors know, there have been no cross-cultural studies dealing with price in the context of ecologically responsible behaviour and sustainable trade on the territory of former Yugoslavia. This paper is based on a cross-cultural research on a sample of 900 respondents who completed a questionnaire. The statistical data used include descriptive statistics and ANOVA and Tukey HSD tests, which were used to establish the differences between the countries in terms of price as a tool for raising sustainable trade and the research yielded the results that detected those differences between the ex-YU countries in those terms. The results obtained by the research can be applied in practice and in theoretical work.

Keywords: price, sustainable trade, former Yugoslavia

JEL classification: F18, Q56, O18

1. Introduction

All available information points to the fact that the environment is seriously damaged. It has been estimated that 24% of deaths in the world are caused by the pollution of the environment (World Health Organization [WHO], 2025). Since the late 1980s and all the way to 2003, people living on the planet pushed “the carbon footprint” above the limit, which is the capacities of planet Earth by approximately 25% (UNEP, 2008, p. 15). Living Planet Index, as an important indicator of ecological state of planet Earth shows that between 1970 and 2012 the number of vertebrates on planet Earth fell by 58%. The average yearly drop is by 2% approximately. It is especially worrying that there are no signs that this trend of the fall in the number of vertebrates on planet Earth is going to either change, or slow down (WWF, 2016, p. 6). These data are just some of the alarming facts that lead us to the conclusion that it is necessary to act promptly in order to protect the environment and sustainability.

Active engagement includes, among other things, the analysis of different tools which would contribute to increased responsibility when it comes to the protection of the environment and sustainability. This is exactly why the subject of this paper is price as a tool for increasing sustainable trade. Sustainable trade occurs when the commercial exchanges of goods and services generate social, economic and environmental benefits in accordance with the fundamental principles of sustainable development: creation of economic value, reduction of poverty and inequality and preservation and reuse of environmental resources (TDC-Enabel, 2025). Price is analyzed because of its significance – according to numerous studies, the price is the decisive factor when buying a product.

Price as tool for increasing sustainable trade may be defined as cost, or rather, as different sorts of costs: money, time, effort, psychological cost and opportunity cost, which a buyer may face when buying ecological products. In order for a buyer to opt for sustainable trade, the total cost must be lower than the total benefit.

Although the authors believe there have been no studies on the price as a tool for raising sustainable trade on the territory of former Yugoslavia, the aim of the paper is exactly the analysis of price as a tool for raising sustainable trade on the territory of former Yugoslavia. The question is thus whether there are any differences between the price as a tool for increasing sustainable trade between the countries from the territory of former Yugoslavia - The Republic of Serbia (Serbia), The Republic of Croatia (Croatia), The Republic of Slovenia (Slovenia), The Federation of Bosnia and Herzegovina (Bosnia and Herzegovina), Montenegro and The Republic of North Macedonia (Macedonia). This cross-cultural research was carried out on a sample of 900 respondents from all six countries from the territory of former Yugoslavia with the use of a questionnaire.

The statistical methods employed are descriptive statistics (to determine the frequency of price as a tool for sustainable trade by country) and ANOVA and Tukey HSD tests (to determine the differences between the countries in terms of the price as a tool for sustainable trade).

The paper is structured into five parts. The first part of the paper defines the price as a tool for increasing sustainable trade. The second part of the paper describes the reasons why was the research aiming to confirm the price as a tool for increasing sustainable trade carried out exactly on the territory of former Yugoslavia. The third part of the paper describes the methodology of the research: the sample of the research, its instrument, its course and the statistical methods employed in it. The fourth part presents the results of the research and its limitations. The final part of the paper is the conclusion, which contains a summary of the results of the research, some ideas how they may be used (in practice and in theoretical work), and suggestions for future research.

2. Price as a tool for increasing sustainable trade

Price is one of the four basic elements of the marketing mix, which is the tool a company manages in order to increase its competitiveness on the market, while on the other hand it is the customer's main factor when choosing a product.

Price as a tool for raising sustainable trade may be described as financial, emotional, psychological, and time cost, as well as the barriers to its consumption that the target group faces (SMNEC, 2002, p. 4). It is also defined as the values and barriers which prevent the target audience to adopt the desired responsible product, or make it more difficult to do so. These barriers can be non-monetary (for example: physical, emotional or psychological) and material (NSMC, 2011, p. 23).

Because of this, price as a tool for raising sustainable trade refers to different kinds of costs. The term "cost" is broader than the term "price", because it comprises all sorts of costs, including both material and non-material ones. Altering behaviour or sticking to adequate behaviour, which often means consumption of an ecological product, besides investing money (price), also means the investment of: effort (energy), time, unpleasant feelings (psychological cost), giving up the habitual behaviour to adopt the desired behaviour (opportunity cost). This means that, in order to buy an eco-friendly product which does not pollute the environment and which is sustainable, in most cases one needs to invest more money since ecological products are generally more expensive than other. Also, it is sometimes necessary to invest more time and energy in order to get to a shop which has the desired ecological products, as well as to wish to buy an ecological product instead of another one (opportunity cost).

In the context of price as tool for increasing sustainable trade, there is (Kotler & Zaltman, 1971; SMNEC, 2002; NSMC, 2011):

- *Money cost* – monetary expression of the product's value on the market, that is, the sum of money the buyer is prepared to spend on sustainable product.
- *Energy consumption* – the amount of energy consumed when buying sustainable product.
- *Psychological cost* – in the context of trade in sustainable products, psychological cost mostly refers to the psychological "burden" because of the attitudes, habits, and behaviour which are different from the majority of buyers in the surrounding, "burden because of the differences in relation to social norms".
- *Opportunity cost* – this is what a buyer has to give up in order to buy a sustainable product.
- *Consumption of time* – the time a buyer has to set aside in order to buy a sustainable product. Very often, the amount of this kind of expenditure, if the other costs are similar, becomes crucial when the target group is making a decision whether they will opt for sustainable product and what kind of a product it will be.
- *The obstacles to remove* – when buying sustainable products, the target audience encounters certain obstacles, which can be external (tangible) and internal (intangible) (SMNEC, 2002, p. 12; NSMC, 2011, p. 56). External barriers are obstacles in the physical surroundings (SMNEC, 2002, p. 12; NSMC, 2011, p. 56): lack of space for composting, inadequate cycling lanes, old windows, etc. Internal barriers are: attitudes, habits, emotions, fears, beliefs (SMNEC, 2002, p. 12; NSMC, 2011, p. 56). Internal barriers can be: the attitude that individuals cannot influence to general sustainability, the belief that global warming is our faith, the habit to go everywhere by car, etc. External barriers can be easily replaced, while removing the internal barriers takes a lot of time, effort and money. Informing and educating the buyers about the consequences of their irresponsible behaviour and the advantages of sustainability responsible behavior, that is, buying sustainable products, are considered to be the most efficient tools for removing the internal barriers. However, external and internal barriers are interconnected and removing only one kind of barriers does not lead to the desired behaviour (NSMC, 2011, p. 56).

A sustainable product is a product that uses resources in an efficient and responsible manner, minimises environmental and social impacts, and is economically viable throughout its life cycle (Joseph, 2022).

Defining the price as a tool for raising sustainable trade is based on the presumption that the members of the target group carry out the analysis of profitability (cost-benefit analysis), in which one examines the relation between the costs: money, time, energy, psychological factors, opportunity, and the barriers

which should be removed, on the one hand, and the benefits gained, on the other. The relationship should be such that the benefits surpass the total costs, which means that benefits should be maximized and expenditures minimized.

The examples of good practice of using price as a tool for increasing sustainable trade are the following:

- In order to popularize cycling in Spain, at the beginning of 21st century, the retailers who had both bicycles and cycling gear organized the sale in such a way that these were sold at lower, more affordable prices, which popularized the bicycle as a sustainable product, that is, the sustainable means of transport (EitUrbanMobility, 2023).

- In order to increase the recycling of electronic-electric (EE) waste as a sustainable behavior in the Republic of Serbia, the retail chain "Univerexport" organized a "door to door" campaign of collecting EE waste, which decreased the time of collection and the effort for adequate disposal of waste, and also lowered the price of adequate disposal of waste, and increased ecologically responsible behaviour of buyers (Univerexport, 2025).

3. Price as a tool for increasing sustainable trade on the territory of former Yugoslavia

Today all the countries from the territory of former Yugoslavia are independent countries with different macro and micro economic characteristics. However, all these countries used to be the parts of one country, which is the reason why there are certain similarities between the countries today, primarily reflected in similar behaviors, even as consumers. Because of the stated differences and similarities, the countries from the territory of former Yugoslavia are analyzed in this cross-cultural research.

The analysis of international and national studies available to the authors, through scientific databases "Kobson" and "SCIndeks", resulted in the findings that, when it comes to ecological responsibility and sustainable trade and variable of ecological responsibility and sustainable trade on the territory of former Yugoslavia, there are cross-cultural studies dealing with: ecologically responsible buying (Raletić, Jotanović S, et. al, 2016), ecologically responsible disposal of waste (Raletić, Jotanović S, et. al, 2019) and partnership as a stimulus for ecologically responsible trade (Raletić, Jotanović S, et. al, 2023). Based on this, it can be concluded that there have been no studies dealing with price as a tool for increasing sustainable trade on the territory of former Yugoslavia so far.

The existing cross-cultural studies listed above show that in most cases there is a difference between the analysed countries in terms of ecologically responsible

behaviour and sustainable trade and the variable of ecologically responsible behaviour and sustainable trade.

H0: There are differences in price as a tool for increasing sustainable trade between the countries from the territory of former Yugoslavia.

4. Methodology of research

Methodology of the research contains a detailed sample description, as well as the procedure, the instruments and the statistical methods used.

4.1. Sample of research

In the cross-cultural research of price as a tool for raising sustainable trade on the territory of former Yugoslavia, 900 respondents took part (100% of the sample), 150 respondents from each country from the territory of former Yugoslavia. More precisely, the respondents were former residents, natural persons as consumers, from the territory of the former Yugoslavia. If we look at the structure of the sample in relation to individual countries, we can conclude that 16.67% of the sample is from each country.

The methods used to collect the sample were: the method of stratified sample and the method convenient sample. The population of respondents from the region of former Yugoslavia was divided into six strata, that is, six countries from the territory of former Yugoslavia: Serbia, Croatia, Bosnia and Herzegovina, Montenegro, Macedonia and Slovenia. The convenient sample method was used in order to randomly choose respondents from every stratum i.e. each country.

4.2. Instrument

The questionnaire was designed with the aim of analyzing price as a tool for raising sustainable trade on the territory of former Yugoslavia, both physically and as a Google questionnaire. The questionnaire was created in Serbian and translated into Croatian, Slovenian and Macedonian. Respondents from Serbia, Bosnia and Herzegovina and Montenegro filled out the questionnaire in Serbian, while the other respondents filled it out in their respective mother tongues.

The questionnaire consists of three parts: 1) the consent to fill out the questionnaire, 2) demographic characteristic – country: Serbia, Croatia, Bosnia and Herzegovina, Montenegro, Macedonia and Slovenia, and 3) eight questions related to the connection between the price and increasing the sustainable trade, which are formulated through a five-point Likert scale (Table 1.).

Table 1: Questions related to price as a tool for raising sustainable trade on the territory of former Yugoslavia

	Statement	Answer				
		1	2	3	4	5
1.	I am prepared to allocate more money for ecological products.	1	2	3	4	5
2.	I would pay extra taxes on ecological products.	1	2	3	4	5
3.	I make an effort to fix and reuse certain products, if possible.	1	2	3	4	5
4.	I would make an effort to visit more shops to find an ecological product.	1	2	3	4	5
5.	I am prepared to take more time to divide waste and take it to appropriate containers.	1	2	3	4	5
6.	I am prepared to take more time to go to a shop with more ecological products.	1	2	3	4	5
7.	Large carbon-dioxide emission motivates me to use my car less frequently.	1	2	3	4	5
8.	I would not buy clothes made of leather, even if they were cheaper than other clothes.	1	2	3	4	5

1 – I totally disagree; 2 – I mostly don't agree; 3 – undecided; 4 – I mostly agree; 5 – I totally agree.

4.3. Research course and procedure

The research was conducted within a period of four months in 2024 in such a way that the authors handed out the questionnaire personally to their friends and acquaintances and sent them to their contacts via email and social networks. It should also be noted that the questionnaire was distributed via social networks to the profiles of associations which are engaged in different aspects of the environment conservation, especially to the organisations from Slovenia, Croatia and Macedonia, because the authors did not have many personal contacts to further distribute the questionnaire.

4.4. Methods of data analysis

Descriptive statistics was used to determine the frequency of price as a stimulus for trade sustainable products by country: Serbia, Croatia, Montenegro, Bosnia and Herzegovina, Macedonia and Slovenia.

A single-factor analysis of the variance was carried out (ANOVA) in order to establish the differences between the countries from the territory of former Yugoslavia in terms of price as a tool for raising sustainable trade. Independent

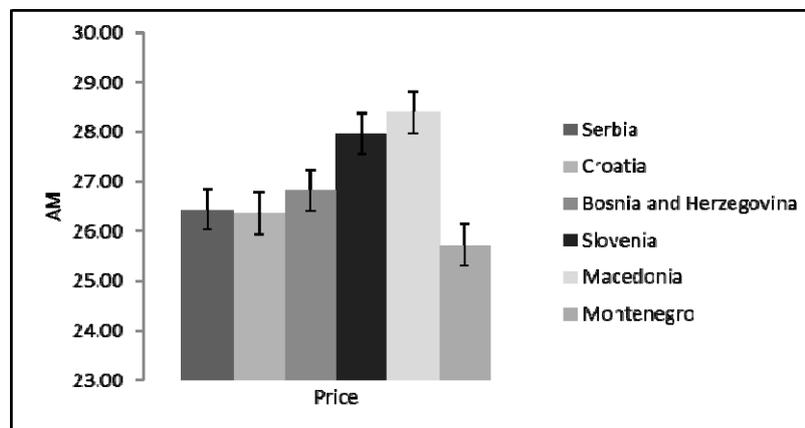
variable is the country (6 levels), while the dependent variable is price and its elements (integrated cost: money, time, effort and opportunity cost). Tukey HSD tests were carried out in order to establish precise differences between the countries and the dependent variable price.

5. Results

5.1. Descriptive statistics

Price: It can be seen that out of the total sample from all six former Yugosloven countries, the largest number of respondents from Macedonia (AM=28.5) chose price as a tool to increase sustainable trade (Picture 1). Then, in relation to the total sample, the price was chosen as a means to increase sustainable trade by respondents from Slovenia (AM=27.9), then from Bosnia and Herzegovina (AM=26.8), then from Serbia (AM=26.5), and Croatia (AM=26.4) (Picture 1). From the total sample, the smallest number of respondents from Montenegro (AM=25.8) chose the price as a means to increase sustainable trade (Picture 1).

Picture 1. Descriptive statistics of price as a tool for raising sustainable trade in the countries on the territory of former Yugoslavia

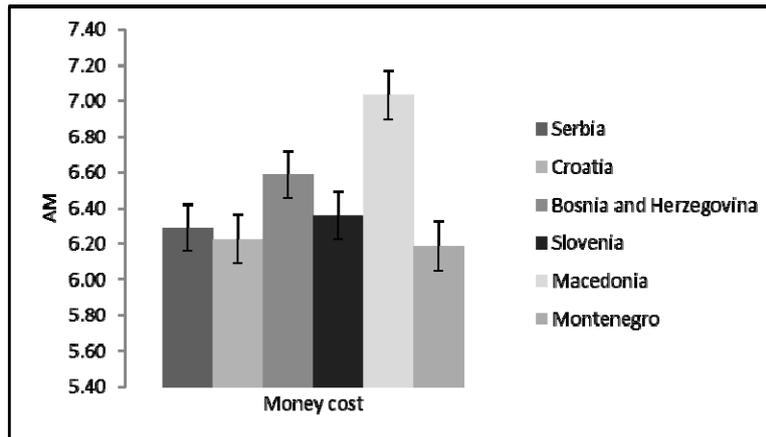


Source: authors' calculation

Money cost: Considering the total sample that includes six former Yugoslav countries, one can notice that the largest number which chose the opportunity cost as a tool to increase sustainable trade comes from Macedonia (AM=7.04) (Picture 2). Then, in relation to the total sample, money cost was chosen as a means to increase sustainable trade by respondents from Bosnia and Herzegovina (AM=6.66), then from Slovenia (AM=6.38) and Serbia (AM=6.30), and finally from Croatia (AM=6.22) (Picture 2). From the total sample the lowest number of

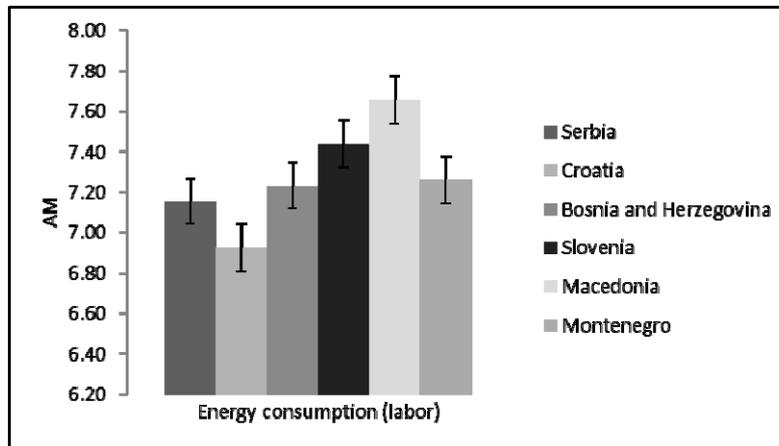
respondents from Montenegro (AM=6.20), choose money cost as a means to increase sustainable trade (Picture 2).

Picture 2. Descriptive statistics of money cost as a tool for raising sustainable trade in the countries of former Yugoslavia



Source: authors' calculation

Picture 3. Descriptive statistics of energy consumption (effort) as a tool for increasing sustainable trade in the countries of former Yugoslavia



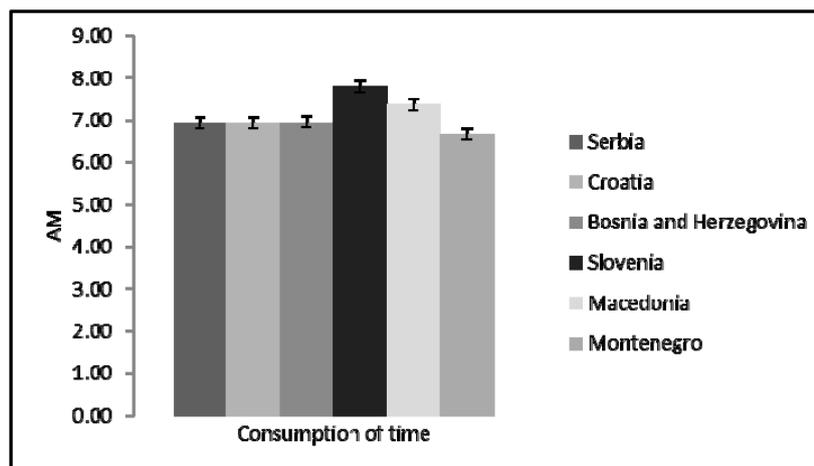
Source: authors' calculation

Energy consumption (effort) as part of the price: It can be seen that out of the total sample including all six former Yugoslav countries the largest number of respondents prepared to make an effort comes from Macedonia (AM=7.68) (Picture 3). Then, in relation to the total sample, the effort as a means to increase

sustainable trade choose respondents from Slovenia (AM=7,44), then from Montenegro (AM=7,3), Bosnia and Herzegovina (AM=7,27), and finally from Serbia (AM=7,18) (Picture 3). From the total sample the lowest number of respondents ready to make an effort as a means to increase sustainable trade is from Croatia (AM=6.88), are (Picture 3).

Time consumption as part of the price: It can be seen that out of the total sample from all six former Yugoslav countries the largest number of respondents from Slovenia are prepared to invest time (AM=7.8) as a tool to increase sustainable trade (Picture 4). Then, in relation to the total sample, to invest time as a means to increase sustainable trade choose by respondents from Macedonia (AM=7.5), then from Bosnia and Herzegovina (AM=7) and then from Serbia and Croatia, in the same percentage, (AM= 6.9) (Picture 4). From the total sample the lowest number of respondents ready to invest time as a means to increase sustainable trade is from Montenegro (AM=6.8), (Picture 4).

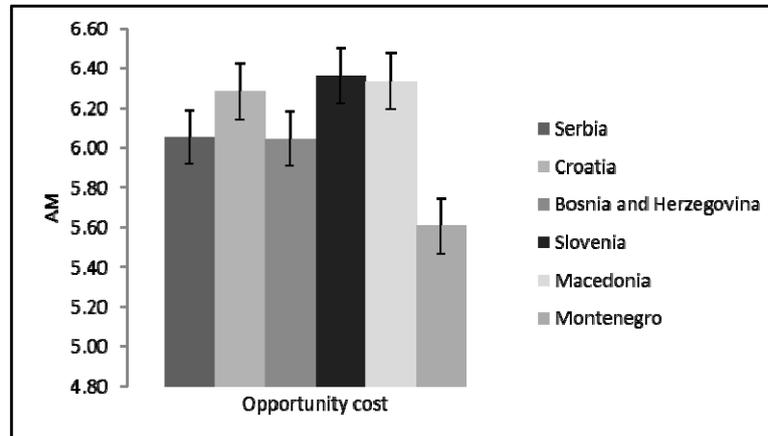
Picture 4. Descriptive statistics of time consumption as a tool for raising sustainable trade in the countries of former Yugoslavia



Source: authors' calculation

Opportunity cost as part of the price: It can be seen that out of the total sample from all six former Yugoslav countries, the largest number of respondents prepared for opportunity cost (AM=6.38) as a tool to increase sustainable trade comes from Slovenia (Picture 5), then follow the respondents from Macedonia (AM=6,36), then from Croatia (AS=6,30) and then from Serbia and Bosnia and Herzegovina, in the same percentage, (AM= 6,07) (Picture 5). From the total sample the lowest number of respondents (AM=5.63), are ready for opportunity cost as a means to increase sustainable trade is from Montenegro (Picture 5).

Picture 5. Descriptive statistics of willingness to accept opportunity cost as a tool for increasing sustainable trade in the countries of former Yugoslavia



Source: authors' calculation

5.2. ANOVA

The results of the single-factor analysis of the variance with the factor being a country (6 levels) and the dependent variable of price (integrated cost: money, time, effort and opportunity cost) as a tool for raising sustainable trade indicate that there is a statistically significant difference between respondents from different countries when it comes to price as a tool for raising sustainable trade, $F(5, 1544) = 5.93$, $p < .01$, $\eta^2_p = .02$. Post hoc tests (Tukey HSD) showed that price as a tool for increasing sustainable trade has less influence on respondents from Montenegro ($AM = 25.71$, $SD = 7.52$) in comparison to the respondents from Macedonia ($AM = 28.39$, $SD = 6.37$, $p < .01$), and Slovenia ($AM = 27.96$, $SD = 5.35$, $p < .01$). It is also noticed that price as a tool for raising sustainable trade has more influence on the respondents from Macedonia ($AM = 28.39$, $SD = 6.37$, $p < .01$) than on the respondents from Serbia ($AM = 26.42$, $SD = 6.35$, $p < .01$) and Croatia ($AM = 26.25$, $SD = 7.03$, $p < .01$).

Money cost as part of the price: the results of the single-factor analysis of the variance with the factor of the country (6 levels) and the dependent variable being money cost as a tool for increasing sustainable trade indicate that there is a statistically significant difference between the respondents from different countries when it comes to money cost as a tool for increasing sustainable trade, $F(5, 1544) = 5.46$, $p < .01$, $\eta^2_p = .02$. Post hoc tests (Tukey HSD) have shown that the respondents from Macedonia, as buyers, are ($AM = 7.03$, $SD = 2.09$) prepared to spend more money in trade with sustainable products compared to the respondents from the majority of other countries of the sample ($AM_{Serbia} = 6.29$, $SD = 2.16$; $AM_{Croatia} =$

6.22, SD = 2.13; $AM_{\text{Slovenia}} = 6.36$, SD = 1.9; $p < .01$), except in comparison to the respondents from Bosnia and Herzegovina ($AM = 6.58$, SD = 2.3, $p > .05$).

Energy consumption (effort) as part of the price: the results of the single-factor analysis of the variance with the factor of the country (6 levels) and the dependent variable being energy consumption (effort) as a tool for raising sustainable trade show that there is a statistically significant difference between the respondents from different countries in terms of effort as a tool for raising sustainable trade, $F(5, 1544) = 4.53$, $p < .01$, $\eta^2_p = .02$. Post hoc tests (Tukey HSD) have shown that the respondents from Croatia ($AM = 6.92$, SD = 2.1), as buyers, are prepared to make less effort in order to practice sustainable trade in comparison to the respondents from Slovenia ($AS = 7.43$, SD = 1.57, $p < .01$) and Macedonia ($AM = 7.65$, SD = 1.78, $p < .01$).

Time consumption as part of the price: the results of the single-factor analysis of the variance with the factor of the country (6 levels) and the dependent variable being time consumption as a tool for raising sustainable trade show that between the respondents from different countries there is a statistically significant difference in time as a tool for raising sustainable trade, $F(5, 1544) = 8.70$, $p < .01$, $\eta^2_p = .03$. Post hoc tests (Tukey HSD) have shown that the respondents from Slovenia ($AM = 7.8$, SD = 1.73) are prepared to spend more time engaged in sustainable trade in comparison to the respondents from the majority of other countries ($AM_{\text{Serbia}} = 6.93$, SD = 2.29; $AM_{\text{Croatia}} = 6.92$, SD = 2.25; $AM_{\text{Federation of Bosnia and Herzegovina}} = 6.95$, SD = 2.39; $p < .01$), except in comparison to the respondents from Macedonia ($AM = 7.36$, SD = 1.98, $p > .05$). It also became obvious that the respondents from Montenegro ($AM = 6.66$, SD = 2.55), besides being different from the respondents from Slovenia, also differ from the ones from Macedonia ($p < .01$). The respondents from Montenegro, as buyers, are prepared to invest less time in sustainable trade than the respondents from Macedonia.

Opportunity cost as part of the price: the results of single-factor analysis of the variance with the factor country (6 levels) and the dependent variable being opportunity cost show that between the respondents from different countries there is a statistically significant difference in terms of opportunity cost as a tool for raising sustainable trade, $F(5, 1544) = 4.41$, $p < .01$, $\eta^2_p = .01$. Post hoc tests (Tukey HSD) have shown that the respondents from Montenegro ($AS = 5.60$, SD = 2.38) are less prepared for the opportunity cost in order to engage in sustainable trade in comparison to respondents from: a) Croatia ($AM = 6.28$, SD = 2.22, $p < .01$), b) Slovenia ($AM = 6.36$, SD = 2.21, $p < .01$) and c) Macedonia ($AM = 6.33$, SD = 2.21, $p < .01$).

5.3. *Limitations of research*

This cross-cultural research of price as a tool for increasing sustainable trade on the territory of former Yugoslavia was carried out very carefully. However, it has a few limitations:

- The questionnaire designed for this research is new and is not standardized.
- The size of the sample is small, namely, 0.005% of the total population. The research was conducted using 900 respondents of the total basic sample of 18 million people (the total population of all six countries from the entire territory of former Yugoslavia, according to the census of 2023) (<https://www.stat.gov.rs/>; <https://www.monstat.org/cg/>; <http://www.bhas.ba/>; <https://www.stat.si/statweb/>; <https://podaci.dzs.hr/2024/hr/76804>; and <https://www.stat.gov.mk/>).
- Sustainable behaviour is a socially desirable behavior, which is why it was assumed that certain respondents gave socially desirable answers that did not reflect their actual behaviour.

All these limitations probably influenced the results of the research. However, these limitations can be taken as acceptable considering: the nature of the research, the number of variables examined, the variability of the subject of the research and the limited financial resources available to the researchers.

6. Conclusion

This study is, in the first place, the research of price as a tool for raising sustainable trade on the territory of former Yugoslavia, and as such it offers significant information. The following results were obtained:

When analyzing the price as a tool for increasing sustainable trade on the territory of former Yugoslavia, it is noticed that: a) *The largest number of the respondents who are willing to pay a higher price in order to practice sustainable trade are from Macedonia, while the lowest number of the respondents are from Montenegro.* If we analyze the elements of the price: money cost, time, effort and opportunity cost individually, as stimuli for trade in sustainable products, we come to the conclusion that: a1) The largest number of respondents who are willing to accept the additional money cost and the additional effort are from Macedonia, and the lowest number of respondents come from Montenegro in terms of additional money cost, and when it comes to additional effort the lowest number come from Croatia; a2) investing additional time and opportunity cost (non-sustainable product is replaced with an sustainable one) is acceptable to the highest number of respondents from Slovenia, and to the lowest number of respondents from Montenegro;

When analyzing the differences in price as a tool for increasing sustainable trade between the respondents from the territory of former Yugoslavia, it can be concluded that: a) *there are differences when it comes to price as a tool for increasing sustainable trade between the respondents from the territory of former Yugoslavia*. The differences established are: a1) those between the respondents from Montenegro in comparison to the respondents from Macedonia and Slovenia, where the respondents from Montenegro are less influenced by price as a tool for increasing sustainable trade, and a2) between the respondents from Macedonia in comparison to the respondents from Serbia and Croatia, where the respondents from Macedonia are more influenced by price as a tool for increasing sustainable trade. If invested money, time, effort and opportunity cost as parts of the price are analyzed individually, the following conclusions may be reached: a) money – the respondents from Macedonia are prepared to invest more money in sustainable trade in comparison to the respondents from the majority of the countries from the sample, except for the respondents from Bosnia and Herzegovina, b) effort – the respondents from Croatia are to a lesser extent prepared to invest effort in order to engage in sustainable trade in comparison to the respondents from Slovenia and Macedonia, c) time – the respondents from Slovenia are prepared to invest more time in order to engage in sustainable trade in comparison to the respondents from the majority of other countries of the sample, except the buyers from Macedonia, while the respondents from Montenegro are less prepared to invest time in sustainable trade than the respondents from Macedonia, and d) opportunity cost – the respondents from Montenegro are to a lesser extent prepared to exchange sustainable products for non-sustainable ones in comparison to the buyers from Croatia, Slovenia and Macedonia.

Based on these findings, one can conclude that H0 has been confirmed: There are differences in the price as a tool for increasing sustainable trade between the countries from the territory of former Yugoslavia,

The findings of the research can be applied in many ways, in practice and in theory. The practical application of the results is enabled by the fact that different market subjects who engage in sustainable trade can create the prices of their products depending on a country from the territory of former Yugoslavia and in a way make the price an efficient and effective tool for increasing sustainable trade. The theoretical application of the results is seen in the fact that the results can serve as secondary data in other studies, and future longitudinal and comparative studies.

Some of the suggestions for future research are: a) the inclusion of other variables (e.g. promotion, distribution, etc.), for the purpose of gaining a broader picture of the sustainable trade on the territory of former Yugoslavia; b) conducting qualitative research for the purpose of establishing the reasons and finding answers to the question “why” certain factors influence sustainable behaviour in a particular way, c) conducting a longitudinal research every ten

years, in order to see the changes and their structure in sustainable trade on the territory of former Yugoslavia, and d) conducting comparative research between the countries from the territory of former Yugoslavia and other countries and region, in order to determine similarities, as well as differences in relation to sustainable trade.

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CENA KAO ALAT POVEĆANJA ODRŽIVE TRGOVINE NA PROSTORU BIVŠE JUGOSLAVIJE

Apstrakt: Životna sredina je, prema raspoloživim podacima relevantnih međunarodnih institucija, veoma narušena, zbog čega je neophodno preduzeti mere za njeno dalje nenarušavanje. Jedan od alata za zaštitu životne sredine jeste i održiva trgovina. Kako održiva trgovina u velikoj meri zavisi od cene proizvoda, rad ima za cilj analizu cene kao alata povećanja održive trgovine na prostoru bivše Jugoslavije. Posebno se ističe, u odnosu na cilj rada, da prema dosadašnjim saznanjima autora, ne postoji kros-kulturalno istraživanje koje se bavi cenom, u kontekstu ekološki odgovornog ponašanja i održive trgovine na pomenutom prostoru. U ovom radu je sprovedeno kros-kulturalno istraživanje na uzorku od 900 ispitanika putem upitnika. Od statističkih podataka korišćena je deskriptivna statistika i ANOVA i Takijevi HSD testovi za utvrđivanje razlika između država, kada je u pitanju cena kao alat povećanja održive trgovine. Istraživanjem su dobijeni rezultati da postoje razlike između država sa prostora bivše Jugoslavije, kada je u pitanju cena kao alat povećanja održive trgovine. Ovi rezultati imaju praktičnu i teorijsku primenu.

Ključne reči: cena, održiva trgovina, bivša Jugoslavija

Authors' biographies

Saša Raletić Jotanović was born on March 13, 1984. in Novi Sad, where she still lives today. She completed her undergraduate, master's and doctoral studies at the Faculty of Economics of the University of Novi Sad. She is employed at the Novi Sad School of Business since February 1, 2021. year to today. From 2010 to 2021, she was employed at the College of Vocational

Studies for Management and Business Communications in Sremski Karlovci. From 2008 to 2010, she was employed at the Faculty of Business Management, Alfa University. Since 2014, she has been appointed as a permanent court expert for the economic and financial field, according to the Decision of the Ministry of Justice of the Republic of Serbia no. 740-05-00055/2014-22. So far, she has published numerous scientific and expert works in domestic and international journals and conferences, including papers in journals on the SCI list. So far, she has participated in three international projects and eight national projects, of which she was the coordinator for three.

Milijana Roganović was born on November 3, 1984. in Kragujevac, where she still lives today. She completed doctoral studies at the Faculty of Economics and Engineering Management of the University Business Academy in Novi Sad. She completed undergraduate and master's studies at the Faculty of Economics of the University of Kragujevac. Employment begins on November 3, 2008. at the Business School of Novi Sad, where she is still employed today. He also holds the scientific title of Scientific Associate in the field of social sciences - economics, awarded by the Ministry of Education, Science and Technological Development Republic of Serbia. Since 2015, she has been a member of the editing team of the scientific journal "School of Business", while today she is a reviewer of the scientific journal "International Journal of Economic Practice and Policy". She is also a member of the organizing committee at several international and national scientific and expert conferences. She published a significant number of papers in scientific journals and participated in numerous domestic and international conferences. She was engaged in several scientific research projects of national importance.

Milica Obadović was born in Novi Sad on September 9, 1978. She completed her doctoral studies at the Faculty of Economics, University of Novi Sad, while she earned master's and undergraduate degrees at the Faculty of Economics, University of Belgrade. Since November 1, 2024, she has been working at the College of Applied Studies – “Sirmium” in Sremska Mitrovica. From July 2010 to November 2024, she worked at DDOR in Novi Sad. From September 2009 to September 2011, she worked at the Faculty of Economics and Industrial Management in Novi Sad. Between June 2008 and March 2009, she was engaged at the Faculty of Science, serving as the President of the Organizing Committee for the "1st Science Festival in Novi Sad". From October 2005 to July 2008, she worked at the Higher Tourism School of the University of Belgrade. Prior to that, from March to October 2005, she was employed at MB Bank A.D. Niš, Novi Sad branch. Between June 2004 and March 2005, she worked at Kapital Bank A.D. Belgrade, Novi Sad branch. From October 2002 to July 2003, she served as a loan officer at Kapital Bank A.D. Belgrade, Novi Sad branch. Before that, from 1998 to 2003, she worked as a banking clerk at the same bank.