

GREEN MARKETING AND ITS IMPACT ON CONSUMER BUYING BEHAVIOR

Thesis submitted to the

Institute of Social Sciences

in partial fulfillment of the requirements

for the degree of

Master of Arts

in

Management

by

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May 2011

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ABSTRACT

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GREEN MARKETING AND ITS IMPACT ON CONSUMER BUYING BEHAVIOR

This thesis aims to give information about the effect of green marketing on customers purchasing behaviors. First of all, environment and environmental problems, one of the reasons why the green marketing emerged, are mentioned, and then the concepts of green marketing and green consumer are explained. Then together with the hypothesis developed literature review has been continued and studies conducted on this subject until now were mentioned. In the last section, moreover, questionnaire results conducted on 540 consumers in Istanbul are evaluated statistically.

While considering the findings obtained in the study, statistics package program was used for statistical analysis. In considering study finding, descriptive statistical methods (frequency, percentage) were used. In order to determine intra-dimensional relations, pearson correlation analysis was used. In order to study the impact of green marketing on green purchasing behavior, linear regression analysis was used. In order to study moderator effect of demographic variables, linear regression analysis was used, data having been separated as of demographic variables.

According to the results of the analysis, environmental awareness, green product features, green promotion activities and green price affect green purchasing behaviors of the consumers in positive way. Demographic characteristics have moderate affect on model.

Key Words: Green Marketing, Environmental Awareness, Green Product Features, Green Promotion, Green Price, Green Purchasing Behavior.

ÖZET

Aysel BOZTEPE

May 2011

GREEN MARKETING AND ITS IMPACT ON CONSUMER BUYING BEHAVIOR

Bu tez yeşil pazarlamanın, tüketicilerin satın alma davranışları üzerinde ki etkisi hakkında bilgi vermeyi amaçlamaktadır. Öncelikle yeşil pazarlamanın ortaya çıkış sebeplerinden olan çevre ve çevre sorunlarından bahsedilmiş, arkasından yeşil pazarlama ve yeşil tüketici anlatılmıştır. Daha sonra geliştirilen hipotezlerle beraber literatür çalışmasına devam edilmiş ve bu konuda bugüne kadar yapılan araştırmalardan bahsedilmiştir. Son bölümde ise İstanbul ilindeki 540 tüketici ile yapılan anket sonuçları istatistiksel açıdan değerlendirilmiştir.

Çalışmada elde edilen bulgular değerlendirilirken, istatistiksel analizler için istatistik paket programı kullanılmıştır. Çalışma verileri değerlendirilirken tanımlayıcı istatistiksel metodları (frekans, yüzde) kullanılmıştır. Boyutlar arası ilişkileri saptamak için pearson korelasyon analizi kullanılmıştır. Yeşil pazarlamanın yeşil satın alma davranışına etkisini incelemek için linear regresyon analizi kullanılmıştır. Demografik değişkenlerin moderatör etkisini incelemek için demografik değişkene göre data ayrıştırılarak linear regresyon analizi uygulanmıştır.

Analizin sonuçlarına göre tüketicilerin satın alma davranışlarını çevre bilinci, ürünün özellikleri, tutundurma faaliyetleri ve fiyat olumlu yönde etkilemektedir. Demografik özelliklerin model üzerinde moderatör etkisi vardır.

Anahtar Kelimeler : Yeşil Pazarlama, Çevre Bilinci, Yeşil Ürün Özellikleri, Yeşil Tutundurma, Yeşil Fiyat, Yeşil Satınalma Davranışı

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LIST OF ABBREVIATIONS

AMA	American Marketing Association
EU	European Union
IISD	International Institute for Sustainable Development
TUKCEV	Foundation for Consumer and Environmental Education

ACKNOWLEDGEMENTS

I respectfully thank my supervisor Assist. Prof. Yavuz AĞAN for his guidance, support and encouragement during all stages of the study. I am grateful to him for guiding me in this dissertation period with his academic experiences.

I also would like to express my gratefulness to my mother and father for their encouragement and support throughout my education and to my husband Serdar for his patience and support.

INTRODUCTION

While globalization process continues in its full speed across the world, this process has also brought some problems with it. Leading one of these problems is environmental problems that affect all living beings negatively. These aforementioned environmental problems have started to come to the agenda more and more in the recent years and people have started to talk these negativities. Consumers now have worries about the future of the world and as results of this mostly prefer environment-friendly products. In return to these attitudes of the consumers, companies have started to form their marketing strategies so as to appeal increasing awareness of this environment-friendliness. These marketing strategies, named as green marketing, have caused companies to adopt green policies in their pricing, promotion, product features and distribution activities.

In this study, environment and environmental problems, environmental awareness, green consumer and green marketing strategies that companies implement are considered and by discussing the impacts of environment awareness, features of green products, price of green products, advertisement of green product and demographic features of the consumers in the purchasing behavior of the consumers in terms of statistics, whether there is a meaningful relationship between them or not is evaluated.

Results will be evaluated at the final section.

CHAPTER

ENVIRONMENT

1.1 The Concept of Environment

Environment, in its narrow context, is considered as the sum of natural environment conditions and in its wide context, as the sum of social condition with them (Bilge at al. 1985: 38). In other words, it is the set of value the common being of human beings and such values including habitats such as air, water and soil, plant and animal communities that share such habitats with human beings and various civilizations founded by human beings throughout the course of history (Keles and Hamamcı, 2002: 95).

Environment is an environmental and physical system comprising of human beings, other life forms, natural structure and elements added by human beings on these structures and a system in which these elements are in mutual interaction continuously (Uydacı, 2002: 18).

According to another definition, environment is a physical, biological, social, economic and cultural environment where human beings and other living beings sustain relations with each other during their life and where they interact with each other. To put it more simply, it is everything that we observe with our eyes, it is where we live (Cevreorman, 2010).

In recent years, concept of environment has become one that is discussed very frequently. Constantly increasing global warming and misuse of natural resources and their extinction have started to lead to various problems in the environment, as the habitat. Emergence of these problems has caused with disruption of natural equilibrium generally by human-caused factors.

The breakdown of the links of the chain that forms the natural equilibrium affects the whole chain and causes the disruption of the equilibrium. The most important factor in the disruption of the equilibrium is the human being since each behavior and each innovation in the name of sustaining their lives and benefiting from the environment affects the natural equilibrium (Cevreorman, 2010).

1.2 Environmental Issues

New problems have arisen in the world as a result of globalization across the globe. The leading one among such problems is environmental problems that lead the world to an unknown future day by day and that affect the living beings negatively.

Very essential problems have arisen as a result of people's excessive exploitation of natural resources and hence disrupting of natural balances. These are called "Environmental Problems" or "Ecological Problems of the Humanity". These economic, ecological, technological, sociological and political originated problems are vitally important (Tema, 2010).

Concepts of environment and approaches to the environment have undergone significant changes in recent 25 years in parallel to social, economic and political developments in the world and to results caused by environmental problems. Production method and consumption habit of human beings used for the last 200

years have devastated the ecological equilibrium. Mainly exhaust gases of mass production method, commencing with Industrial Revolution in England, that have continued in other countries in more developed forms and that then spread to other countries, and poisonous wastes of chemistry industry have significantly polluted the world we are inhabiting. Even this pollution has made countries to find internationally binding solutions on how the world will be cleaned while entering into 21st century. Desire of people to produce in more amounts and to become richer that has begun with implementation of science into production has caused the use of resources such that they would never be extinct, and production wastes and consumption wastes have begun to pollute atmosphere, seas, rivers and land pieces on international level (Yucel et al. 2010).

Processes such as starvation, drought, extinction of species, devastation of plant cover and soil, global warming and climate change, thinning and formation of holes in ozone layer, environmental pollution are the main environmental problems (Yucel et al. 2010).

1.2.1 Environment Pollution

Environment problems that emerge with the formation of negative effects on basic physical elements of nature, namely air, water and soil and that affect the life activities of living beings in a negative way are called "Environment Pollution" (Yaman, 2010).

This refers to environmental pollution emerging when water, soil, air and natural resources are polluted by individual or corporate actions and activities and such pollution negatively affects the benefits these resources.

The different sorts of environment pollution can be generally classified as air, soil, water, noise pollution and radioactive pollution.

1.2.1.1 Water Pollution

Water pollution is the mixing of undesired toxic substances in the water in amounts and concentration that spoil the quality of the water in measurable amounts (Tema, 2010).

Water undergoes pollution in two ways, namely natural and human interference. In the natural way the water is polluted with various substances from soil due to erosion and various substances brought by it and substances contained in the air that mix with water from air (Açma and Isbir, 2005: 191). As a consequence of these two types of water pollution, environment pollution emerges by giving direct or indirect harm to living and non-living things.

1.2.1.2 Noise Pollution

When speaking of environmental issues nowadays, noise is an essential one among them. Noise does not emerge as a result of disruption of environmental value directly, but rather it affects the perception of other environmental values, and poses as a factor that disturbs health (Akademi Harp, 1994: 51). Noise negatively affects people and is consequently referred to as pollution.

When saying noise pollution, it can be defined as noises that produce temporary or permanent harm from the standpoint of health in people (Tema, 2010).

The main sources of noise pollution are transportation vehicles, industrial organizations, social endowment and entertainment (Tema, 2010).

People are bound to live within more noisy environments increasing day by day as a result of increasing urbanization and industrialization. This condition causes physiological and psychological negative effects on people and consequently noise is considered as environment pollution.

1.2.1.3 Air Pollution

Air pollution can be defined as the mixing of foreign substances such as gas, dust, smoke, scent etc. in the atmosphere and the increase of such interference to amounts that can harm people and other living beings and non-living beings (Gürpınar, 1993: 102). Harm of these foreign substances on the health of human beings and other living beings occurs with the increase of such pollutant substances. This increase in amount leads to air pollution.

The sources that cause air pollution can be divided into two categories as natural resources and human caused sources. Among the most important natural sources are volcano eruptions, forest and bush fires, thunders, oceans, dust storms, trees and plants etc. Industrial activities, motor vehicles and house heating can be posed as human caused sources (Çiçek, 2006: 145). Air pollution arising from such factors causes various harms to people, nature and all things.

1.2.1.4 Soil Pollution

With the transition from modern agriculture and the acceleration of industrialization from the very beginning of the twentieth century, soil pollution has emerged as an environment issue. In previous ages due to insufficiency of power and energy sources, relatively low population, and lack of industrialization there was no pollution in the soil as it was with other environment factors. Following the quick

increase in population especially in mid-twentieth century, the soil pollution gained pace in parallel to the speedy development of industry and technology in agriculture and other fields. Soil pollution is one of the most essential environment issues to have reached serious dimensions, gaining pace day by day (Stydcevreorman, 2010).

Soil pollution is the degradation of physical, chemical, biological and geological structure of soil as a result of human activity; as a general definition (Akademi Harp, 1994: 51). This degraded soil structure has negative effects on the environment.

The overall environment issues are related to the disruption of the natural equilibrium as a result of improper use of nature. In this context, soil pollution is one of the most important environmental factors.

1.2.1.5 Radioactive Pollution

Nuclear energy stations, nuclear weapon producing factories, and radioactive substance remnants are the main causes of radioactive pollution. Radioactive substances harm air, water, soil and plants by electrons emitted by them. Animal products (meat, fish, milk etc.) and plants containing radioactive substances convey these harmful substances to people and other living beings through the food chain. Consequently incurable diseases occur like the ones that paralyze the immune system, giving harm to the organs (Tema, 2010). Radioactive pollution has emerged as a result of human's interference in radioactive substances.

1.2.2 Global Warming

Global warming is defined as the increase in the average temperature of the world because of natural sources or the human effect in parts of the atmosphere close to the world surface (Aksay et al. 2005: 29).

The main reason for the global warming is the sun, and the light and heat sent by the sun speeds up this process. The energy coming only from the sun would not be sufficient for the world to reach the necessary energy for living. For this reason, the amount of heat that sustains life on earth is generated by a different mechanism. The reason for the fact that Earth has ideal temperature conditions for sustaining the life of human beings and other living things is due to a miracle called the greenhouse effect. It is a factor that holds the temperature of the Earth's surface close to 15 degree, which is the ideal temperature (Spence, 2007: 15-16).

Global warming occurs with greenhouse gases preventing the return of ultraviolet light rays, in particular, which are energy loaded among sun lights that reflect to the atmosphere by coming from the sun to the earth. As the amount of greenhouse gases increases in the atmosphere, their greenhouse effect also ascends. The gases that have the most greenhouse effect in the atmosphere are as follows: Dioxide (CO_2), Methane (CH_4), Di-nitrogen oxide (N_2O), Ozone (O_3), Carbon monoxide (CO) and Halocarbons (like CFC). Moreover water steam is also considered among the gases that cause greenhouse effect (Akin, 2006: 29-43).

Table 1. Anthropogenic Greenhouse Gases

	Relative Contribution %	Annual Rate of Increase %
CFC	15-25	4-5
Methane	12-20	1
O ₃ (Troposphere)	8	0,5
N ₂ O	5	0,2
Total	40-50	
The Contribution of CO ₂	50-60	0,3-0,5

Trace Gases (%)	The Rate of Contribution (%)	Emission Sources
CO ₂	50%	The burning of fossil fuels such as coal, oil and natural gas.
CFC	22%	Tropical deforestation Aerosols in the spray boxes Refrigerator cooling agents Particularly cleaning solvents used in the electronics industry Air-condition Production of hard and soft foam
CH ₄	14%	Rice fields Stomachs of cows Biomass burning Garbage collection areas Leaks in the natural gas pipelines
Ozone(*)	7%	Coal mines Traffic Burning events in the thermal power plants
N ₂ O	4%	Tropical deforestation The use of artificial fertilizers in agriculture
(*)	NOx emissions are caused by the increasing troposphere	

Source: Aksay, Seckin Cemal, Ketenoglu, Osman, Kurt, Latif (2005), Küresel Isınma ve İklim Değişikliği, Konya: S Ü Fen Ed Fak Fen Derg, Sayı 25

The reason of global warming and hence emerging natural disasters is not the presence of greenhouse gases, but their excess accumulation in the atmosphere due to human activity. The fundamental reason for the excess increase is the excess and unconscious use of fossil fuels that have been formed underground for hundred thousands of years such as coal, petroleum and natural gas. Depending on the gradual increase of global warming, the facts that problems shall persist, and even that the future of human beings and other living beings shall be threatened as a result of irreversible disasters after a certain breaking point are mentioned. Should we list some of the events caused by global warming; (Akın, 2006: 29-43)

1. Glaciers on the poles and on high mountains continue to melt down depending on the increase in global warming. The sea level has increased by 15-20 cm in the recent 20 years.

2. Ozone layer absorbs most of the ultraviolet light rays coming from the sun and protects the living beings from harmful effects of such light rays. Halocarbon gases such as CFC that emerge in vast amounts as result of human activities and which cause thinning of ozone layer of the atmosphere increases the global warming due to their higher greenhouse effect compared to ozone layer.

3. Depending on the fact that global warming causes climate changes,

- a. it causes increase in natural disasters such as floods, landslides, erosion. On the other hand, slowly running rain, having mostly CO₂ gas, and even SO₂ and H₂S gases within itself, cleans up the greenhouse and pollutant gases in the

atmosphere by falling down. But quick and excess rains have little contribution to decrease greenhouse gases in the atmosphere.

- b. Heating of the earth and the atmosphere leads to heating of the oceans and hence decreases amount of living species in the oceans and increases effects of global warming by giving out the CO₂ melted within itself to the atmosphere.
- c. Global warming will lead to an increase in capacities and reserves of water basins and as result of increasing needs, it will also cause increase in environmental pollution. Since water is vital for life, social life is closely related with use of water. As people's taking shower who cannot even find water for drinking, can not be thought, environmental pollution shall increase gradually.
- d. Due to excess increase in temperature, desertification will become widespread.
- e. It will lead to increase in forest fires, emerging of drought climates there, and hence spreading of epidemic diseases.
- f. It will increase chromosome amount and structure in excessively hot and cold living beings and hence it will cause to mutation of generic structures of living beings.
- g. Frozen soils in the poles will start to melt as result of global warming and they will unleash their greenhouse gases they have contained for thousands of years, to the atmosphere.

- h. Global warming will reduce the temperature difference between daytime and night time.
- i. Atmospheric disasters like tornado, hurricane and thunders will increase.
- j. It will trigger generation acid rains and many natural disasters in chain.
- k. Excessive heating will decrease the water capacities of lakes and rivers.
- l. Sudden climate changes observed as result of global warming will make the provision body homeostasis more difficult and hence will increase diseases.
- m. All these negative events will lead human beings to moral devastation, and will cause the sensitization of their spiritual intactness and increase in disagreements.

The most important decision taken on global warming is the 1992 Rio resolution regarding the reduction of carbon dioxide emission that causes global warming. There, decisions were taken on abandoning carbon dioxide, leading greenhouse gas, and fossil energy system which is the source of it. Developing countries, on the other hand, stated that global warming was so far caused by western industrialized countries, and claimed that their own emissions were low, and took stance against the resolution. Turkey did not undersign the decision. Today industrial organizations (mainly oil companies) causing global warming have an significant lobby, and on the other hand, there is a serious environmental movement fighting against this system. As the issue directly determines energy choices and our life style, it has been transformed into a sociopolitical one. For instance, some groups assert the nuclear power stations as a clean energy source against global warming. In

reality, it is necessary to turn to clean energy sources like sun and wind energy or acknowledgement of nuclear energy stations as an energy option for stopping carbon loading to the atmosphere (Jmo, 2011).

Prime Minister of Great Britain Tony Blair said: "We know that if the global warming is not stopped, all regions of the world will be harmed by it. Even some regions will be totally extinct." (Spence, 2007: 15). Unconscious use of consumption substances in the name of increasing life standards of human beings must be avoided. All possible precautions should be taken in order to ensure that natural events occur in their own cycle. Otherwise, global warming issue will persist to be a factor that threatens our world.

There are a lot of problems in the environment except its pollution and global warming, they are related with the environment and affect it. Gradual population increase brings unplanned urbanization with itself. Urban habitants established to meet the needs of welfare habitant of increasing population cause emergence of problems. These environmental problems are the ones that are interdependent and that cause the other by means of the effects of the former.

The most important impact of rapid population increase on natural environment is demand pressure that may occur on mines, water, food products, habitable areas, agricultural areas and other restricted natural sources (Açma and Isbir, 2005: 195).

Irregular population increase paves the way for emergence of environmental problems. If the population does not increase in parallel with it during economical development, this causes environment problems and pollution.

Nutritional problems will arise in the future due to rapid population increase, limited water and food sources. Besides this, insufficiency in terms of transportation and infrastructure, it will lead to many other important problems such as excessive source consumption and similar other important issues will arise. Therefore, elimination of negative results of sudden population increase and reducing population increase rate by taking measurements such as sufficient economic development, fulfilling health services, making some social arrangements are required (Tema, 2010).

The regions where environmental pollution has concentrated are the ones which host factors that form and increase pollution. Leading ones of such regions are metropolitan areas where urbanization is concentrated (Tokuçoğlu, 1993: 19).

Urbanization is the population movement in the way that they gather in urban centers. Rapid urbanization is a condition that paves the way for environmental issues.

Rapid urbanization means rapid destruction of agricultural areas, increase in the number of housing in cities, more transportation vehicles, and more air pollution. On the other hand, the facts that excessive urbanization creates climate change, increases the fog rate while decreasing the rain fall are the facts proven with scientific experiments (Açma and Isbir, 2005: 187).

1.3. Businesses and Environmental Awareness

A company carries out its activities in an environment where numerous variables related with each other are in mutual interaction. A company has responsibilities towards its employees and shareholders forming its professional

environment as well as its clients, suppliers, competitors forming its outer environment. But at the same time, a company also has a responsibility to respect the nature and the environment and to take necessary precautions in order to prevent the pollution of nature and environment. Furthermore, in spite of the fact that the main purpose of a business is the make profit, it should also be sensitive to a certain degree concerning the problems of the society in which it is formed, and make effort to a certain degree for the elimination of these problems alongside other public and voluntary organizations.

Many small or big companies choose to take precautions for the development of environmental awareness. For that matter, many businesses allocate a fund for the reuse of factory wastes even if they aren't hazardous to the environment. It is a fact that these allocated funds regenerate themselves easily thanks to the extra profit obtained from the reuse activity. It is an idea becoming more and more accepted in many businesses that when you protect the environment, not only the environment but also your business win. The environment since it is the most important factor of the business for obtaining the appreciation of public opinion. Accepting that the environmental management is one of the most important subjects among the company objectives and one of the key factors of sustainable development, policies and applications related to the realization of activities must be arranged in such a way that they won't harm the environment (Gokbunar, 1995: 4-6).

- Businesses should train and motivate their employees in order for them to carry out their activities in a more environmentally conscious way.

- Environmental issues should be discussed before the initiation of a new activity or project in a facility or this workplace should be evaluated before the commencement of activities.
- Products and services which doesn't cause environmental problems, which doesn't result in any danger in its intended way of usage, whose energy consumption and natural resources is economical; which can be reused or disposed in a safe way, should be developed
- Minimizing waste formation, disposing the waste in conscious and safe way should be taken into consideration.
- Manufacturing of products or services, marketing, use and operating methods should be modified by conforming to scientific and technical opinions in order to reduce their serious environmental impacts of which the recovery is impossible.
- Contributions to the development of public policies, private sector-government and intergovernmental policies and educational initiatives encouraging environmental awareness and protection should be made.
- It is important to make use of environment-related activities, to make periodical controls for the determination of conformity of activities with company needs, legal requirements and principals, to regularly provide related necessary information to the board of administration, shareholders, employees, authorities and to the society.

There are various regulations and studies concerning the sensitivity of companies to environmental issues in our country. In Turkey, when a company is founded, it is

subjected to diverse provisions of the Regulation Regarding the Protection of Environment according to their fields of activity and the field of environmental pollution that they may cause. Moreover, these companies are subjected to the supervision and control of Provincial and District Departments of the Ministry of Environment as well as Municipalities.

1.3.1 Sustainable Development

The essence of sustainable development is the protection and restoration of the resources. Sustainability depends on the way people satisfy their needs in a social context. Sustainable development protects the viability and quality of the ecosystem on which the manufacturing depends, physical and mental health of the workforce as well as the social and structural environment in which the manufacturing is located. Sustainable development can be defined as “the ability of people to meet and satisfy their needs without adversely affecting the quantity and the modality of resources which will meet the needs of future generations” (Sdergi, 2008).

First effort concerning the establishment of sustainability was performed by Daly in 1973. In that effort, the importance of the harmony between humans and elements of natural environment for reaching prosperity is discussed. The purpose of this approach is to have a socio-economical system protecting the natural system while increasing the life quality at the same time. In this approach, the ends and the means applied during the development of natural resources and human resources as well as the use of these resources are studied as a whole (Sdergi, 2008).

Sustainable development became a main target for the European Union (EU) in 1997 with the treaty of Amsterdam; however it wasn't until 2001 in Gothenburg

European Council that the first planned strategy was developed. This strategy, more commonly known as the Gothenburg Strategy, introduces general targets and concrete activities for a period finishing in 2010. This strategy covers seven key fields of priority: Climate change and clean energy; sustainable transportation; sustainable consumption and manufacturing; preservation and management of natural resources; public health; social inclusion, demography and immigration; and finally, global poverty and obstacles to sustainable development. In Turkey also, concrete steps are taken towards establishing sustainable development policies. Future ascension to EU is a source of motivation for setting private enterprises and the State in motion on this subject. Sustainable development is a field of priority where global undertakings given by Turkey through United Nations principals and treaties and objectives of ascension to the EU coincide (AB, 2008: 4-8).

CHAPTER 2

GREEN MARKETING

2.1 The Definition and Importance of Green Marketing

While the globalization process continues to develop in the world rapidly, it brings some problems with it. Main of these problems is environmental issues, which was mentioned in the first section, having an adverse effect on all living beings. These mentioned environmental problems have started to be on the agenda more and more in recent years.

A number of events and discoveries have been witnessed draws attention to the helplessness of humankind and nature. Bhopal Disaster in 1984 known as the world's worst chemical disaster in the history, the ozone layer depletion discovered in 1995, the Chernobyl disaster in 1986 and the environmental pollution caused by the Exxon-Valdez oil tanker in 1989 are among events that have commenced this shift. When these events were made headlines in the press, environmental worries of public increased and the issue gained massive importance. The successes of global consumer boycott organized by environmental organizations against CFC-containing aerosols showed that consumers could take action due to environmental reasons and that consumers understood and were interested in these issues. According to a research conducted in the United States in 1990, 82% of consumers were ready to pay 5% more for a greener product (Pazarlama makaleleri, 2010). Now, consumers are worried about the future of the world and as a result of that, they prefer mostly

environment-friendly products. In view of this kind of behavior coming from consumers, companies have started to develop marketing strategies that can appeal to this environmental consciousness of consumers.

Taking into consideration that companies are socio-economic entities, it can't be expected that they remain unresponsive to the "Environmental Awareness" that may direct consumer behaviors. Particularly marketing managers encounter with consumers sensible to environmental issues. The old perception on how businesses are establishments with no other objective but to profit leaves its place rapidly to a new perception which defines companies as establishments that are sensible to social problems. Apart from producing environment-friendly products and selecting environment-friendly markets, essentially understanding of 'Environmentally Friendly' is required to be integrated into the corporate culture. Consumers encounter with terms such as ozone-friendly, environment-friendly and recyclable products in green marketing. However, green marketing isn't limited to these terms but is a much wider concept of marketing activity which can be applied to consumer goods, industrial goods and even to services (Paradoks, 2010).

Green marketing term was first discussed in a seminar on "ecological marketing" organized by American Marketing Association (AMA) in 1975 and took its place in the literature. In this seminar where the impact of marketing on natural environment was analyzed with the contribution of academicians, bureaucrats and other participants, ecological marketing concept was defined as follows: Studies regarding adverse or positive impacts on environmental pollution, energy consumption and consumption of other resources as result of marketing (CO, 2010).

The roots of green marketing can be traced back to the wave of environmental concern of the 1970s which spawned the 'ecological marketing' concept. This concerned largely with those industries with the most severe environmental impacts, and developing new technologies to alleviate particular environmental problems. The reaction of many marketing academics and practitioners to the environmental concern which emerged in the late 1980s and early 1990s was therefore a feeling of d'ej`a vu. However, there are some important differences between the environmental movement of the 1970s and the green movement of today, which are summarized in Table 2 (Peattie and Martin, 2003: 727-728).

Table 2.1 The Evolution of Environmental Concern

Factor	1970s Environmentalism	1990s Green
Emphasis	On 'environmental' problems	On the underlying problems with our social, economic, technical or legal systems
Geographic focus	On local problems (e.g. pollution)	On global issues (e.g. global warming)
Identity	Closely linked to other anti-establishment causes	A separate movement embraced by many elements of 'the establishment'
Source of support	An intellectual elite, and those at the fringes of society	A broad base
Basis of campaigns	Used forecasts of exponential growth to predict future environmental problems (e.g. limits to growth)	Uses evidence of current environmental degradation (e.g. the hole in the ozone layer)
Attitude to businesses	Business is the problem. Generally Adversarial	Businesses seen as part of the solution. More partnerships formed
Attitude to growth	Desire for zero growth	Desire for sustainable growth
View of environment/business interaction	Focused on negative effects of business activity on the Environment	Focuses on the dynamic interrelationship between business, society and the environment

Source: Baker, J. Michael (2003) , The Marketing Book ,British, Peattie, Ken, Charter, Martin, The Marketing Book, Chapter 28 Green Marketing , pp 727-728

Green marketing can be defined as whole of activities established in order that changes that are willing to satisfy demands and need of the society occur and are implemented easily in such a way to harm the natural environment in minimum level. (Uydacı, 2002: 84).

Another definition for green marketing is business management, management project process adopted to be responsible in meeting and detecting and satisfying needs of the society and consumers without neglecting profit and profitability in the long-term. Conventional marketing includes meeting the needs of consumers with reasonably affordable goods and supporting these goods to be reflected on the consumer with a value. On the other hand, green marketing is much more complex than that and requires new marketing and management strategies that show efficient efforts as to how products about environment that can attract the interest of the consumer are created and defined (Uydacı, 2002: 84).

Green marketing serves two purposes: (Uydacı, 2002: 85)

1. In order to develop goods that can appeal to the consumer, reasonably affordable prices and environment-friendly products causing minimal damage are required.
2. In order to reflect an image of high quality, environmental sensitivity and hence production of products compatible with environment are required.

Green marketing is related to product manufacturing based on the principles of protecting the environment. It is concentrated on manufacturing with an environmental responsibility. In green marketing concept, the consciousness of protecting the environment is dominant.

Four different stages are mentioned in green marketing process (Uydacı, 2002: 85).

- First stage is green targeting. At this stage, production of green product is conceived for environmentalist consumers. At the same time, the company continues to produce non-green products.
- The second stage is development of green strategies. At this stage, the production of green and non-green products continues. At the same time, company starts to develop environment-friendly strategies and tries to determine its environmentalist policies. Environmental measures are taken within the company.
- The third stage is environmental orientation. Production of non-green products stops. Only those products classified as green are produced. Products are renewed continuously in order to adapt to environmental needs and adjusted to conditions of the age. The company dedicates itself solely to the production of green products. Non-green demands of consumers aren't taken into consideration.
- The fourth stage recognizes the company as a socially responsible organization. In this case, the company deals with not only green issues but also current social matters such as equality of opportunity and minimum wage policies. At this stage, green developments are a part of social responsibility, and marketing division becomes concerned with other functions of the business.

2.2 Businesses and Green Marketing

It is possible to say that share of companies in the formation of the environmental pollution in the world is high. Companies have started to concentrate on the production of environmental-friendly products and services to avoid this pollution.

There are serious changes for awakening in the business world regarding the responsibility towards the environment and the society. Strategies targeting not only making a profit for the day but also for long-term profitability and environmentally friendly sustainability have started to become agendas of the companies. Corporate ethical code of the 21st century is being green. The ideology of “always me, always me” of profit-making companies has no longer any effect. Of course, the primary objective of companies is profitability but it is too hard for companies with the sole objective of making profit to obtain sustainability. Companies should be aware of their responsibilities towards the environment and the society in the same way as towards clients, shareholders and employees. Climate change, environmental issues and social problems will challenge the leaders of future generation for taking efficient and comprehensive decisions. In the process of taking these decisions, the priority of business people should be based on the principal of protecting the environment rather than profitability of the business. The opinion of Rakesh Khurana and Nitin Nohria, professors of business administration at Harvard, is such that priority should take its place in the professional literature with an oath similar to the Hippocratic Oath. The concept of creative capitalism defined by Bill Gates underlines that the leaders of future generations are responsible not only for

obtaining desired results but also for the impacts of their decisions on elements other than their own companies and markets (Businews, 2010).

The fact that there is a great support for the movement called green marketing from a large portion of the society with the consciousness to protect the environment, made enterprises interiorize this movement and develop applications which won't harm the environment to the possible maximum degree. It is for the benefit of both the society and the businesses that enterprises use green marketing. It is possible to list the reasons pushing businesses to apply green marketing and allowing the creation of this strategy as follows (Ar and Tokol, 2010: 10).

2.2.1 Opportunities

It appears that all types of consumers, both individual and industrial are becoming more concerned and aware about the natural environment. In a 1992 study of 16 countries, more than 50% of consumers in each country, other than Singapore, indicated they were concerned about the environment. A 1994 study in Australia found that 84.6% of the sample believed all individuals had a responsibility to care for the environment. A further 80% of this sample indicated that they had modified their behavior, including their purchasing behavior. As demands change, many firms see these changes as an opportunity to be exploited (Polonsky, 1994: 3).

The importance that consumers give to the environment starts to have an impact on their purchase decisions. Businesses satisfy the needs of environmentalist consumers by producing environment-friendly products and services. They had the chance to compete with their competitors within the market thanks to this marketing strategy.

There are numerous examples of firms who have strived to become more environmentally responsible, in an attempt to better satisfy their consumer needs (Polonsky, 1994: 3).

- McDonald's replaced its clam shell packaging with waxed paper because of increased consumer concern relating to polystyrene production and Ozone depletion.
- Tuna manufacturers modified their fishing techniques because of the increased concern over driftnet fishing, and the resulting death of dolphins
- Xerox introduced a "high quality" recycled photocopier paper in an attempt to satisfy the demands of firms for less environmentally harmful products.

2.2.2 Social Responsibility

Many firms are beginning to realize that they are members of the wider community and therefore must behave in an environmentally responsible way. This translates into firms that believe they must achieve environmental objectives as well as profit related objectives. This results in environmental issues being integrated into the firm's corporate culture. Firms in this situation can take two perspectives; (Ar and Tokol, 2010: 10)

1. They utilize this as a marketing tool; or
2. They can become responsible without promoting this fact

Businesses can choose one of these two strategies while exercising their social responsibilities. Businesses must have a sense of responsibility to concentrate on problems of the environment with which they are in interaction and to find

appropriate solutions for them. Businesses must take into consideration the social side of each application that they make by producing environment-friendly goods.

2.2.3 Governmental Pressure

Businesses must find solutions to pollution problems caused by their own products and services. While some businesses exercise their liabilities related to the environmentalism, others don't take into consideration the harm that they do to the environment by concentrating only on profitability and growing. At this point, the government brought an order to this issue.

As with all marketing related activities, governments want to "protect" consumers and society; this protection has significant green marketing implications. Governmental regulations relating to environmental marketing are designed to protect consumers in several ways, (Polonsky, 1994: 4)

1. Reduce production of harmful goods or byproducts;
2. Modify consumer and industry's use and/or consumption of harmful goods;
3. Ensure that all types of consumers have the ability to evaluate the environmental composition of goods.

Also in our country, there are mandatory laws and regulations on these issues put into effect by the government. Inspection of principles and procedures regarding environment that should be abided by and environment rights announced in the regulations that are under legal assurance in constitution and law, became more effective with provincial organization of the former Ministry of Environment completed in 2001. The Law numbered 2872 was revised with the law numbered 5491 dated April 26th, 2006 and serious sanctions were imposed to companies and

enterprises detected to be causing environmental pollution. Environmental crimes for which administrative sanctions are stipulated according to the Environment Law numbered 2872 (amended with 5491) gained a different dimension when the Turkish Criminal Law numbered 5237 became effective. One of the objectives of the law in Criminal Law accepted in Turkey, first in the world, was to protect the environment. Article 181 of the Law numbered 5237 requires a prison sentence for intentional Pollution of the Environment and the article 182 of the same law, a judicial fine for Pollution of the Environment by Gross Carelessness (Cevreonline, 2010).

2.2.4 Competitive Pressure

Today, some enterprises prefer green marketing in order to gain advantage within their market. Enterprises by producing environment-friendly products and services orientated consumers to buy these products and gained advantage against their competitors by increasing their market shares.

If an important portion of consumers are interested in the environment, and if information regarding environmental performance of products and companies can access to these consumers, then relatively greener companies shall have the opportunity to differentiate themselves than their competitors and can reach the green demand. At the end of 1980s, success stories began to spread regarding green marketing for many products from batteries to ice-cream and from automobiles to cameras. Companies started to use their environmental performance as a means of competition. In 1986, Michael Porter (then in 1995 developed by Porter and Van Der Linde) showed that an advantage of competition can be achieved by attaining environmental perfection. These studies demonstrated in numerous examples how

the search for a pioneer environmental solution can lead to innovation, creation of more effective and efficient technologies and use of resources in a more efficient way. The logic lying beneath these studies is that environmental laws increase the power of innovation and competition. This approach reversed the idea that laws increase costs and affect the power of competition adversely. Afterwards, this approach turned into a solution known as “win-win”; enterprises started to make profit both from consumer demands and cost savings while increasing their environmental performance (Pazarlamamakaleleri, 2010).

2.2.5 Cost and Profit Issues

Firms may also use green marketing in an attempt to address cost or profit related issues. Disposing of environmentally harmful by-products, such as polychlorinated biphenyl (PCB) contaminated oil are becoming increasingly costly and in some cases difficult. Therefore, firms that can reduce harmful wastes may incur substantial cost savings. When attempting to minimize waste, firms are often forced to re-examine their production processes. In these cases they often develop more effective production processes that not only reduce waste, but reduce the need for some raw materials. This serves as a double cost savings, since both waste and raw material are reduced. In other cases firms attempt to find end-of-pipe solutions, instead of minimizing waste. In these situations firms try to find markets or uses for their waste materials, where one firm's waste becomes another firm's input of production. One Australian example of this is a firm who produces acidic waste water as a byproduct of production and sells it to a firm involved in neutralizing base materials. The last way in which cost or profit issues may affect firms' environmental

marketing activities is that new industries may be developed. This can occur in two ways: (Polonsky, 1994: 5)

1. A firm develops a technology for reducing waste and sells it to other firms;
2. A waste recycling or removal industry develops .

As we mentioned above, businesses decided to apply green marketing as a result of social responsibility, governmental pressure, and competition advantage and cost-profit concerns. And as a result, green marketing strategies that enterprises implement are observed.

2.3 Green Marketing Mix

While marketing continued to respond the demands and needs of the society, it has created some negative impacts on the environment by using growth and consuming-oriented techniques. These negative impacts can be listed as follow; (Uydacı, 2002: 111–113)

- Arbitrary consumption of natural resources as a result of products becoming old due to campaigns held not due to products wearing out or becoming old but for expanding the market, in other words their becoming out of fashion.
- Neglecting consumer needs, manufacturing products hazardous both for human health and the environment,
- Creating consumption demand, causing incorrect and unnecessary consumption habits,
- Generating excessive trash and waste due to product diversification and shortening life cycle of products.

Applied marketing techniques caused a great production increase and thus using more raw materials was needed in order to provide more production. For this reason, enterprises should take into consideration the benefits of the society along with their own economical growth and profitability. Being aware of social problems and taking action within the context of these responsibilities require the application of following elements of enterprises businesses (Uydacı, 2002: 111–113)

- Give up from hazardous products and manufacturing techniques
- Discontinuing the processing of raw materials hazardous to the environment
- Implementing green marketing

Marketing should never neglect social dimension. Long-term business targets which do not satisfy consumer needs wholly do not have a chance to succeed. Social dimension of marketing require that decisions regarding marketing are taken within the context of a wider social system. Marketing should be expanded in such a way that it also includes environmental dimension and green marketing should be implemented intensively. Objectives of green marketing are indicated below; (Uydacı, 2002: 111–113)

- The objective of green marketing is not to create new consuming areas but to use limited natural resources at hand in the most efficient way.
- Green marketing should concentrate not on manufacturing products to be used and disposed but on minimizing energy consumption with the help of establishing and maintaining the natural balance.

- Green marketing should search for alternatives which will prevent the destruction on environment and reduce the environmental pollution caused by industrial activities.
- Green marketing should focus on encouraging the use of environment-friendly products, minimizing packaging process and creating recycling consciousness within the society.
- Responsibility of green marketing should be divided in order to provide its sustainability, and it should prompt consumers, governments and voluntary organizations.

Businesses interiorizing the philosophy of green marketing should take into consideration environment-related characteristics of their products before offering them to consumers. Green marketing prioritizes the way that the product is manufactured and the way that it will be disposed at the end of its life-cycle to the contrary of conventional marketing which prioritizes the way that product is used. Green marketing is very important not only for a wide range of responsibilities but also for its overall impact on marketing elements.

Green marketing mix comprises of green product, green price, green promotion and green distribution. Should we briefly mention the element of green marketing complex which will be discussed in detail later,

The concept of the Green Marketing mix; (Articlebase, 2010)

- 1) Product; the ecological objectives in planning products are to reduce resource consumption and pollution and to increase conservation of scarce resources.
- 2) Price; Price is a critical and important factor of green marketing mix. Most consumers will only be prepared to pay additional value if there is a perception of extra product value. This value may be added by performance, function, design, visual appeal, or taste. Green marketing should take all these into consideration while charging a premium price.
- 3) Promotion; There are three types of green advertising:
 - Ads that address a relationship between a product/service and the biophysical environment
 - Those that promote a green lifestyle by highlighting a product or service
 - Ads that present a corporate image of environmental responsibility
- 4) Place; The choice of where and when to make a product available will have significant impact on the customers. Very few customers will go out of their way to buy green products.

2.4 Green Consumer

The green consumer is generally defined as one who adopts environmentally-friendly behaviors and/or who purchases green products over the standard alternatives. Green consumers are more internally-controlled as they believe that an

individual consumer can be effective in environmental protection. Thus, they feel that the job of environmental protection should not be left to the government, business, environmentalists and scientists only; they as consumers can also play a part. They are also less dogmatic and more open-minded or tolerant toward new products and ideas. Their open-mindedness helps them to accept green products and behaviors, more readily (Shamdasani et al. 1993:491).

While not all “green consumers” are the same, an understanding of some of their common characteristics can help business operators examine the market for environmental products and services. Common attitudes and beliefs of these consumers as described by the International Institute for Sustainable Development (IISD) is as follows: (Ryan, 2006: 1)

- Looking for companies that incorporate green practices
- Overstate their green behavior
- Want environmental protection to be easy
- Tend to distrust companies environmental claims
- Lack knowledge about environmental issues

The IISD offers some broad generalizations regarding the demographic characteristics of green consumers; (Ryan, 2006: 1)

- Many are young adults, influenced by their young children
- Women are a key target market. They often make purchases on behalf of men
- The best green consumers are those with money to spend (good prospects for businesses at the high end of the market)

- Consumers born before 1950 are the least green

Many market segmentation studies have been conducted on green consumer. Some of these studies were conducted by Environmental Research Associates, Green Market Alert, JWT Green-watch, Kaagan Research Associates and Roper Organization. Although showing similarities in general lines, the most detailed study is the one entitled “Green Gauge” conducted by Roper Starch Worldwide in 1996. Within the framework of this study, market is divided into five sections and these sections are named as True-Blue Greens, Greenback Greens, Sprouts, Grouzers and Basic Browns (Aslan, 2007: 47-48).

Table 2.2 Green Consumer Market Segmentation

Sections	1996	Degree of sensitivity to the environment
True-Blue Greens	10%	Highest
Greenback Greens	5%	High
Sprouts	33%	Strong
Grouzers	15%	Medium
Basic Browns	37%	Weak

Source: Aslan, Filiz (2007), Yeşil Pazarlama Faaliyetleri Çerçevesinde Kafkas Üniversitesi Öğrencilerinin Çevreye Duyarlı Ürünleri Kullanma Eğilimlerini Belirlemeye Yönelik bir Araştırma, 47-48

True-blue greens constitute 10% of the consumer group. It is a group who believes that there can be personal impacts on environmental pollution, who takes active role in following current issues, and that is sensitive on environment security and that can as well affect others easily. Also environment-friendly products are

more likely to be purchased than others. The members of this group do not use products of enterprises which are not sensitive to the environment and they are mostly consumers composed of women.

Greenback Greens are part of the 5% consumer group. These people worry about damage to the natural environment and they support green activities. But this attitude does not reflect in their daily lives, and they do not participate actively in environmental policies. Generally white collar, 35 years olds married men constitute this group.

Sprouts group constitutes a share of 33%. The members of this group who participate in green activities occasionally, usually do not buy green products, thinking that they are more expensive compared to others. In order to pass to True-Blue or Greenback group from this group composed generally of upper class middle aged women, more training is required.

Grouser's group members who think that one can not be effective on environment personally constitute a share of 15%. The members of this group contribute to recycling mostly to abide by the laws since people think that big companies and state have responsibility as well in that. They believe environmental products are not good enough although expensive, and they believe environmental activities will finish over time.

The Basic Browns constitutes the majority with a share of 37%. Members of this group do not conceive pollution as a serious threat to the environment and they argue that there are more important problems than that. This group has lowest education level.

2.4.1 Purchasing Behavior of Green Consumer

Green consumer purchasing behavior describes a five step decision mechanism. In this model required knowledge, understanding, attitude, action and reward. Lack of one of these steps completely disrupts the functioning system of decision making. This model is shown below. Although green consumers express environmental thinking in individual ways, this consumer group is motivated by universal needs. These requirements constitute the basis of green marketing (Aslan, 2007: 49).

Table 2.3 Green Consumer Purchase Behavior Model

<p style="text-align: center;">INFORMATION</p> <p style="text-align: center;">Print media: newspapers, magazines Electronic Media: TV, Radio, Internet, Social and Political movements, personal efforts, Interest to the information sources that tried to be kept confidential.</p>
<p style="text-align: center;">UNDERSTANDING</p> <p style="text-align: center;">Logic Model Thoughts based on remembrance in the problem realization stage: Confirmation that is more of simulation type rather than being logical</p>
<p style="text-align: center;">REWARDS</p> <p style="text-align: center;">Better health, recreation opportunities, more cooperation with society, less stress, life standard, ethical satisfaction</p>
<p style="text-align: center;">ATTITUDE</p> <p style="text-align: center;">Appropriate interest, positive feelings towards the activity, need for ethical actions, cooperation need.</p>
<p style="text-align: center;">ACTIVITY</p> <p style="text-align: center;">Protectionism : fossil fuels, wild nature, avoidance to use CFC, avoidance to cut forestry, recycling the wastes, Activities to remove the problems sufficiently.</p>

Source: Aslan, Filiz (2007), Yeşil Pazarlama Faaliyetleri Çerçevesinde Kafkas Üniversitesi Öğrencilerinin Çevreye Duyarlı Ürünleri Kullanma Eğilimlerini Belirlemeye Yönelik bir Araştırma, 49

Green consumers often make purchase decisions based on information about the product and the producer rather than a catchy advertising campaign. According to Jacquelyn Ottman of J. Ottman Consulting, green consumers seek out the following when making purchase decisions: (Ryan, 2006: 1)

- Green consumers want to know how raw materials are procured and where they come from, how food is grown, and what their potential impact is on the environment once they land in the trash bin.

- Green consumers patronize manufacturers and retailers they trust and boycott the wares of suspected polluters.

- Green consumers often do not have the same consumptive spending patterns as the mass consumer.

According to the consumption report of the EU (Consumers in Europe), it is found that ten percent of the consumers recognize the ecological product labels or green energy labels on the products sold in the supermarkets. Although the companies in our country progress with significant speed in terms of the environment, it is not possible yet for us to say that they have reached the same level regarding consumer sensitivity. In Western implementations, environmental awareness and the “green policy” in business organizations are reflected in the business as result of the environmental awareness of the consumers. The most recent and classical example regarding this subject is airline transportation industry. In airline transportation, large amount of carbon emission released by the planes into the environment is a matter in question. British Airway offers the following “relieving” solution to people who have to travel by plane but feel disturbed due to the carbon emission: to give financial support to a fund providing researches intended to reduce carbon emission. The carbon emission, released during the distance covered is calculated and a contribution of 12.08 Euro per ton can be paid per person. Carbon dioxide emission per one passenger during an Istanbul-London

flight reaches 29 kilograms, and with this fund, which was established on a voluntary basis, environmentally conscious passengers can donate 3.25 Euro and feel relaxed. On the other hand, Turkish Airlines has stated “we achieved fuel savings and this saving reduced carbon emission” in a statement they made in October, demonstrating that the firm has a more low profile “temporary” approach (Naturalhaber, 2010).

Also consumers are getting behind the idea of being greener. In almost every opinion poll, consumers say that they are very concerned about climate change. They worry about rising seas, declining air quality, shrinking animal habitats, lengthening droughts, and newly brewing diseases. And they relate the dots back to their own purchases and so were founded in 2007 McKinsey & Company global survey conducted on 7,751 consumers in eight major economies. According to Bonini and Oppenheim research results a full 87 percent of these consumers are concerned about the environmental and social impacts of the products they buy. But when it comes to actually buying green goods, words and deeds often part ways. Only 33 percent of consumers in our survey say they are ready to buy green products or have already done so. And, according to 2007 *Chain Store Age* survey on 822 U.S. consumers, only 25 percent say they have bought a green product other than organic food or energy-efficient lighting. By and large, consumers tend to ignore other Earth-friendly products such as carpets manufactured from recycled fiber and energy-saving computers (Bonini And Oppenheim, 2008: 56).

CHAPTER 3

HYPOTHESIS DEVELOPMENT

3.1 Research Purpose and Model

In recent times, with the increase in industrialization and urbanization, the usage of resources in spite of their shortages has confronted the natural environment and human health with pollution at dangerous levels. This result has put the operations of implementing environmentally friendly products or applications to the top among the problems of marketing managers in developed countries, which they will encounter and need to solve. Businesses, which understood the fact that an awareness of protecting the environment, known as the green movement is highly supported by developed societies, also adopted this environmental movement and started to implement programs with the minimum potential to harm the natural environment.

Making an environmentally friendly product is not enough by itself for a sustainable world. Environmental awareness is also needed in matters regarding consuming. Consumers also have important tasks in this matter as well as the people managing the marketing operations of the businesses. Consumers have started to support the environment by using their purchasing power and with their post consuming responsibilities. The trend to use environmentally friendly products containing materials which are not harmful to environment and human health (i.e. green products) has become popular among consumers thanks to this environmental

awareness. Within this context, the people who aim to protect themselves and the environment with their purchasing power are identified as “green consumers”.

The research literature is examined in the historical process at the level of environmental awareness of consumers is increasing. However consumers evoke their environmental interest with environmentally friendly consumer behavior. A study carried out between 1989-1990 supports these ideas with an increase in the number of consumers who expressed interest in the environment and a climb in the number of environmentally friendly products purchased. However some studies in the early 1990s do not fully support these claims. For example, in 1991, according to the Simmons market research bureau’s (SMRB) study, there is low correlation between consumer’s environmental concern and the willingness to purchase environmentally friendly products. Kleiner (1991), Schlossberg (1991) and Winski (1991)’ s found in their studies a weak relationship between a consumer’s positive attitudes to environmental issues and the actual buying behavior. By the end of the 1990s, despite environment related research in marketing literature, in practice it had not reached the desired result (Naturelhaber, 2010).

The purpose of this study is to discuss the effects of environmental awareness, green product features, green product prices, green product advertisements and consumers’ demographic characters on the purchasing behavior of consumers and to determine if there is a significant relationship between them and the direction and level of this relationship, if any.

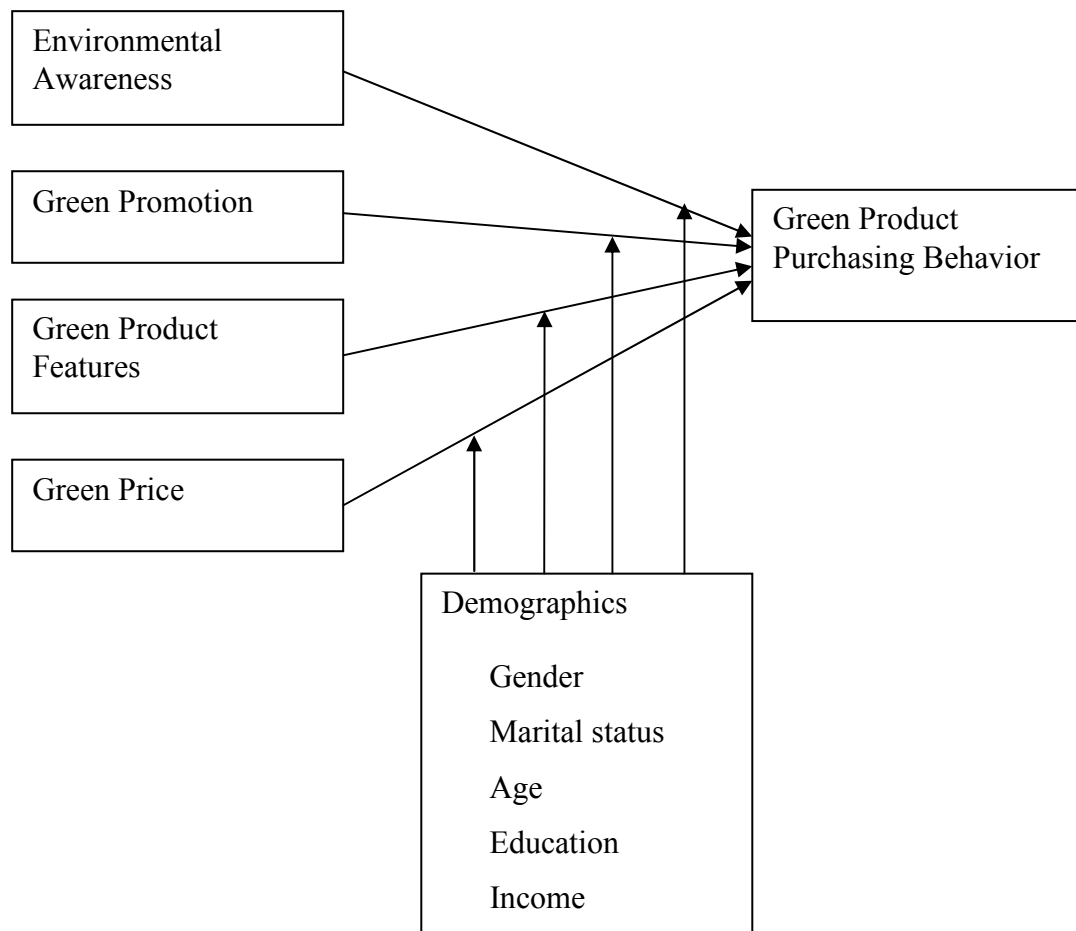


Figure 3.1 Research Model

3.2. Environmental Awareness and Purchasing Green Product

Developments and changes that we see in our days present a wide range of and various opportunities while destructing resources which are hard to recycle. Along with the fact that environmental issues gain importance in the public opinion, consumer awareness of environment and environmental issues has also increased.

A consumer with environmental awareness can be defined as “an ecologist who had grasped his/her self-efficacy against environmental pollution and how has a sense of responsibility with respect to future generations and the whole humanity in

his/her use of resources. Conscious consumers with environmental awareness can assess the presence of environmental resources, their cost of use as well as the impact of this use to the environment and to themselves (Babaoğul and Ozgun, 2008). Consumers having this kind of awareness take environment into consideration in their product preferences and purchasing processes.

Environmentalism of consumers have been described as “an awakening period” in 1960s, “period of taking action” in 1970s, “an economization period” in 1980s, and “the key to power in the market” in 1990s. Particularly during this last period, consumers have understood that there are limits for the use of natural resources and that the reality is much more fragile than what they were thinking (Ay and Ecevit, 2005: 238).

TUKCEV (Foundation for Consumer and Environmental Education) was founded in order to propose solutions to environmental pollution and to increase the environmental awareness of consumers in our country. The foundation gives training to raise awareness of consumers.

Duties and responsibilities of an environmentally aware consumer can be listed as follows; (Gönen and Hablemitoğlu, 1992: 31)

- Consumers must adopt a realistic and planned way of purchasing by determining their priority of needs. Thus, extra money, time and energy can be saved.
- During a purchase process, consumers must pay attention to labels and substances of products and prefer products manufactured with reusable materials which don't harm the environment and don't cause excessive and

hazardous pollution, or products packaged with this kind of materials (“green point” application on packages is important in order to inform consumers on this subject)

- Domestic waste must be reduced and rendered efficient. For example; plastic and paper packaging can be kept or gathered separately from other wastes in order to be reused.
- Parents have important responsibilities concerning the socialization of their children as an awareness consumer. Parents must fulfil this responsibility by ensuring that their children understand the importance of protecting the environment and those they become awareness on this subject.
- Consumers must be organized in order to obtain an effective result concerning the protection of environment. In these days, it is possible to see numerous examples of this kind of organizations in the west, particularly in developed countries. In Turkey, There are various associations, foundations and organizations performing their activities in this field. In order to popularize the awareness of protecting the environment and nature, these organizations must also be formed in small and local dimensions.

Aslan, conducted a survey on 400 university students at Kafkas University. According to this study, students are aware of green purchase and use of products that are harmful to the environment. Features of the purchased product , superfluous packaging or wrapping, how waste abate after using, even after the purchase that information about purchased product are important for student (Aslan, 2007).

Aracıoğlu conducted a survey study with 360 questionnaires in İzmir. According to this study, when environmental pollution and awareness of environmental protection increase, they affect consumer buying behavior. Also participants were aware of the importance of recycling for protecting the environment and the prevention of environmental pollution (Aracıoğlu and Tatlıdil, 2009: 435-461).

H1: There is a significant and positive relationship between environmental awareness and purchasing behavior of green product.

3.3 Green Product and Purchasing Green Product

Environmental pollution increasing rapidly throughout the industrialization period leading to a great reaction was born against products hazardous to the environment. When the hazardous contents of a product became one of the factors influencing the purchase decisions of consumers, businesses started to manufacture environmentally friendly or in other words green products and to create green product policies (Uydacı, 2002: 113).

Green product is defined as a recyclable or preservable product that doesn't harm living beings, that doesn't pollute the earth, and that consumes natural resources less (Paradoks, 2010).

4S formula will clarify the definition of green product concept: (Cevreonline, 2010)

- Satisfaction: Satisfaction of the needs and demands of consumers.

- Sustainability: Insuring the continuation of energy and resources used for the product.
- Social Acceptance: Product or enterprise being socially accepted as not harming the living beings and nature.
- Security: Insuring that product doesn't endanger the health of individuals.

In order to succeed environmental-friendly product development strategy, there are three principals: (Cevreonline, 2010)

1. Adoption a direct and serious approach and evaluation of environmental effects of the product throughout its life time are required in order to make product environment-friendly.
2. To adopt an approach by minimizing source waste and waste amount and maximizing recycling having concentrated on production process and technology with a long-term point of view.
3. To be in continuous collaborations with consumers and to offer high quality, and to produce always accessible safe products.

Enterprises should give attention to quality properties of green products in green product manufacturing as in manufacturing of other products.

Quality is compliance level to determined conditions. Quality has a positive relation with change in turnover rate and quality complaints of the customers and hence quality performance may be determined. (Boo, 1998: 264). Quality performance may be measured with regard to some dimensions. These dimensions are performance, properties, reliability, compliance, resistance, usability, esthetic and

perceived quality. (Forker, 1997: 243). In this respect, enterprises should pay attention to quality elements mentioned above in their green product manufacturing.

Grail Research conducted a survey on 520 US Green consumer in June 2009. Target individuals include respondents between the ages of 18- 65 years old, who are aware of green products and who have purchased green products in the past. According to this study, Consumers think of green products as those that minimize the impact on the environment (e.g.,energy-efficient, recyclable, natural or organic). Only 30% of consumers consider reducing water usage to be a green practice Product labels and word of mouth are the primary sources of information about green products and companies for consumers (Grailresearch, 2010).

H2: There is a significant and positive relationship between Green Product Features and purchasing behavior of green product.

3.4 Green Price and Purchasing Green Product

A lower price caused by cost saving will encourage consumers to buy environmentally friendly products. When the demand for a product is price responsive, a lower price will be a more successful strategy for the company. When the price is held at the same level, positive properties of the product about the environment can be used as a competitive advantage element. In case the price of the product is higher, importance should be given to promotion of differentiated green product and also there should be consumers ready to overpay for the product. In this case, important thing is level of price (Emgin and Turk, 2004).

The problematic “Should we sell the green products for the same, lower or a higher price in comparison with similar products which are not environmentally

friendly” frequently faced by the companies is one of the most difficult problems to solved. A lower price will naturally encourage consumers to use green products, from this point of view; an “environmentalist” company should do this. However, economic reality prevents companies reducing prices (Marketingir, 2010).The consumers should be made aware that, their investment for buying environmentally friendly products is an investment for their future indeed. In this case, the costs of green products produced with environmentally friendly awareness can be reflected in their prices.

Grail Research conducted a survey on 520 US Green consumers in June 2009. According to this study, consumers who never bought green products are deterred from purchasing them because they are perceived to be too expensive. Price is the main reason consumers choose not to buy green products (Grailresearch, 2010).

Research conducted by the Roper Organization in 1990 identified five different groups of environmental consumers with varying degrees of commitment to purchasing environmental products. The premium on a product's price tag people were willing to pay for perceived environmental benefits varied widely from about 3 percent for the least-committed group to approximately 20 percent for individuals espousing the highest level of commitment. Across the board, consumers indicated a willingness to pay an average premium of approximately 6.6 percent for products with positive environmental attributes. Attitudes do not always translate into action, of course, but environmental attributes do seem to be "tiebreakers" for consumers

faced with a choice between two products offering similar benefits and prices. (Referenceforbusiness, 2010)

In 1996 Roper conducted another study to examine the demographics of green consumers. The study revealed, for example, that women were on average slightly more likely to be green- awareness consumers than were men. Those over the age of 60 constituted the least likely green consumption demographic. Furthermore, there was a general indication of greater green awareness in the consumption habits of people in higher income and with greater educational backgrounds. However, between 1990 and 1996, the overall percentage of the U.S. population committed to green products actually seemed to decline, particularly as measured by how much extra they were willing to pay. The average premium among all environmental consumers was just 4.5 percent, according to the survey, down by nearly a third from 1990. Overall, the number of people who expressed the highest commitment to the environment declined, and the number voicing the least concern grew. The middle group, which expressed only limited commitment to environmental causes but was still willing to pay on average 4 percent extra for green products, expanded from a quarter of the population to one-third. As of 1996, the two of the five groups that were most committed made up just 15 percent of the population, while the two groups that were least committed accounted for 52 percent. (Referenceforbusiness, 2010)

H3: There is a negative relationship between Green Price and purchasing behavior of green product.

3.5 Green Promotion and Purchasing Green Product

A good presentation provides the opportunity for the consumer to get together with businesses showing environmental responsibility. The presentation policy aims to create an “environmentally friendly business firm” image in the eye of the consumer and give environmental messages to consumers about the product. To achieve this goal, advertising campaigns, promotion, public relations and other marketing tools are adopted. This requires both internal and external communication (Uydacı, 2002: 128).

As the aim of the presentation policy is to bring the business a clear and sufficient green identity in the eye of consumer, in parallel with this target, other marketing techniques being performed should be operated inter-compatibly. In other words, marketing policies conducted by businesses should be in accordance with the targeted image (Uydacı, 2002: 128). Creating a green image is in the exact opposite of green marketing for businesses. The aim is to produce radical, challenging green products which normalize new standards, not to falsely represent normal products as greener products (Grant, 2008: 108).

The contents, preparation and presentation of advertising campaigns included in presentation policies of the businesses should present advertisements sensible to the environmental and the nature which present their high care for nature protection clearly and should indicate that this is the basis of their advertising policies (Erbaşlar, pp 8). Advertisements are very successful at being high-quality announcements among other green presentation techniques. Advertisements are strong areas to convey important messages (Grant, 2008: 119).

A business has a public relations department concerned with presentation. Tasks of the public relations department are to make general advertisement for the firm and to make public announcements of the progressions made by the firm especially about the environment (Uydacı, 2002: 130).

There are different green public relations strategies adopted by the companies against environmental attacks carried out against this company. These are: (Paradoks, 2010)

1. Attack Strategy: it is a strategy adopted generally by greener companies with the aim of providing competitive advantage.
2. Defense Strategy: It is a strategy adopted against any kind of external pressure or attack.
3. Pro- active Strategy: It is a strategy adopted by the companies which can anticipate the criticisms about their eco- performances.
4. Opportunist Strategy: It is a strategy adopted by companies which develop competitive strategies by providing competition advantage to them, by anticipating environmental problems.

Shrum and others (1993) conducted a study on 3690 people. According to this study women, both green buying variables are associated positively with the belief that advertising is insulting and the tendency to switch channels during advertising , suggesting that women who tend to buy green are more skeptical of advertising than women who do not. In contrast men's skepticism toward advertising appears to be unrelated to their green buying behavior (Shrum at al. 1995: 71).

H4: There is a significant and positive relationship between Green Promotion and purchasing behavior of green product.

3.6 Demographics and Purchasing Green Product

A number of past studies have analyzed relationship between demographic variables and attitudes/ consumptions of ecologically awareness consumers. Such variables, if significant in terms of statistics, offer easy and efficient ways for to segment the market and capitalize on green attitudes and behaviors for marketers. Roberts, conducted a survey on 235 students in a big university in order to determine green consumer behaviors in the new century. As result of this study, psychographics appear to be more effective than demographics in explaining variation in college students' ecological awareness consumer behavior. A person's belief that individuals can play an important role in fighting against environmental destruction is likely to be the driving force behind ecologically awareness consumer behavior. This relationship was held across samples of adult consumers and with college students in the present study, suggesting a stable green consumer profile. Although liberalism was found to be a significant correlate of ecologically awareness consumer behavior, it appears that this type of behavior transcends ideological boundaries. Altruism was also found to play a role, albeit a secondary one, in explaining ecologically awareness consumer behavior (Straughan and James, 1999: 559-575).

Diamantolopoulos and others (2003) conducted a study on 1697 questionnaires in Britain. According to this study, demographic variables were found insufficient to determine green consumer profile. However, again according to this study women are more related to the environment and women display pro environmental

behaviors. Married couples are more likely to have pro environmental behavior. There is a negative correlation between age and pro environment attitude. There is a positive correlation between education, information and attitudes and behavior. However, in high social class, environmental information and environmental quality, and participating in green activities hypotheses were not supported (Keleş, 2007).

Tilikidou ve Delistavrou (2001) conducted a survey in Greece with 420 household. As a result of this study, it is concluded that citizens who more frequently adopt pro-environmental non-purchasing behaviors are all highly educated people. These citizens are not many, neither strongly engaged in most of these behaviors. The non-purchasing ecological behaviors are all positively correlated to recycling attitudes and locus of control. Recycling behavior is better predicted by recycling attitudes, while post-purchasing behavior and ecological activities are better predicted by the other behaviors. Consumers who are mostly involved in recycling and non-energetic, rather traditional activities are mostly influenced by their positive attitudes towards recycling as well as by their social responsibility. It was also found that those who were engaged in one type of the non-purchasing pro-environmental behavior were more likely to engage in another type as well (Tilikidou and Antonia, 2008: 61-76).

Analysts suggest that there is a slight demographic bias, but it is far from conclusive. In his report on November 2007, In Search of Green Technology Consumers, Forrester analyst Christopher Mines found that the bright greens - a small contingency of serious green consumers representing 12 percent of the US market - were likely to be primarily female and from slightly older age groups. Apart

from the bright greens, the greens (those with a moderate interest in green issues) and browns (those who could not care less) that Mines identified were tricky to be accurately characterized (Businessgreen, 2010).

The survey was delivered to 565 undergraduate and graduate business students who were attending private and public universities in Florida. The findings of this study show that females tend to be more environmentally responsible and have more positive attitudes toward both the advertising and the products perceived as “green.” This study also found that consumers were willing to pay more for these types of products (Haytko and Matulich, 1993: 9).

H5: Age has a moderator affect on model.

H6: Gender has a moderator affect on model.

H7: Marital status has a moderator affect on model.

H8: Education has a moderator affect on model.

H9: Income has a moderator affect on model.

CHAPTER 4

RESEARCH METHODOLOGY

4.1 Preparation of Questionnaire Form

A part of the questions asked in the questionnaire was arranged from literature and others were developed by the researcher as result of the researches related to the subject. 1, 2, 3 and 4th questions intended for determining environmental awareness, and 2nd question of green purchasing behavior were taken from a study conducted by Keles (2007) and other questions were developed by the researcher herself.

The questionnaire is in appendix A. Questionnaires prepared were conducted on 50 people as a pre-test study. Correction was made considering pre-test results and questionnaire was finalized before its implementation.

4.2 Sampling Method and Data Collection

In the research, questionnaire technique was used that was mostly preferred in data collection. Consumers living in Istanbul who were more than 16 years old constituted the universe of the research. Sampling size intended for determining sampling size that is appropriate to the universe shall be calculated with the following Formula;

$$n = N t^2 p q / d^2 (N-1) + t^2 p q \text{ (Salant and Dillman, 1994: 55).}$$

N: Number of individuals in the target mass

n : Number of individuals to be sampled

p : Frequency of observance (felicity possibility) of the examined event

q : Frequency of non-observance (possibility) of the examined event.

t : Theoretical value found as of t table on a certain significance level

d : Accepted \pm sampling error as of observance frequency of the event

For a non-homogenous universe using this formula, necessary sampling size % was calculated as $n = 384$ on 95% confidence range, with a \pm % 5 sampling error. Sampling size was determined as 540 people due to the fact that number of variables used in the study would be high, and that the decision to be taken would be important in order to reduce accumulated effect of sampling error between variables. After sampling size was determined, by using convenience sampling method questionnaires were applied via interviews and to 540 consumers in Istanbul who were more than 16 years old.

4.3 Statistical Analysis of Data

In order to determine intra-dimensional relations, Pearson Correlation analysis was used. In order to study the impact of green marketing on green purchasing behavior, Linear Regression Analysis was used. To determine moderator effect of demographics variables linear regression analysis was used , data have separated according to demographic variables.

For general reliability and reliability of sub-dimensions, Cronbach's Alpha Quotient was calculated. Evaluation criterion used in the evaluation of Cronbach's Alpha Quotient; (Ozdamar, 2004: 633)

If $0,00 \leq \alpha < 0,40$, scale is not reliable.

If $0,40 \leq \alpha < 0,60$, scale is lowly reliable.

If $0,60 \leq \alpha < 0,80$, scale is relatively reliable.

If $0,80 \leq \alpha < 1,00$, scale is a highly reliable scale.

Table 4.1 Reliability Analysis

Dimensions	Cronbach's Alpha	Item Number
Environmental Awareness	0,659	4
Green Price	0,767	2
Green Product Features	0,827	5
Green Promotion	0,679	3
Green Purchasing Behavior	0,768	2

General reliability of scale was found as 0,838. Reliability levels of scale dimensions changes between 65% and 83%. Results were considered on 95% reliability range, significance was evaluated bidirectional on $p < 0,05$ level.

CHAPTER 5

FINDING AND ANALYSIS

5.1 Demographics

Table 5.1 Demographical Properties of the Consumers Participating in the Research

Factors		N	%
Gender	Female	270	50
	Male	270	50
Marital Status	Unmarried	266	49,3
	Married	153	28,3
	Married and have children	121	22,4
Age	16-35 age	374	69,3
	36-45 age	116	21,5
	46 years old or over	50	9,3
Education	Elementary school	128	23,7
	High school	196	36,3
	Bachelor and graduate students	216	40
Income	0-1000	174	32,2
	1001-2000	220	40,7
	2001 and over	146	27

270 (50,0 %) of the consumers that participated in the research were female, and 270 (50,0 %) were male. 266 (49,3 %) of them were unmarried, 153 (28,3 %) married, 121 (22,4 %) were Married and have children. 374 of them (69,3 %) were on 16-35 age group, 116 (21,5 %) were on 36-45 age, 50 of them (9,3 %) were 46 years old or over. 128 of them (23,7 %) were elementary school graduates, 196 of them (36,3 %) high school graduates, and 216 of them (40,0 %) were graduates of bachelor and graduate studies. Income level of 174 of them (32,2 %) were between 0-1000, of 220 of them (40,7 %) were between 1001-2000, and of 146 of them (27,0 %) were 2001 and over.

5.2 Impact of Green Marketing on Green Purchasing Behavior

Table 5.2 Relationship between Green marketing and purchasing behavior of the consumers

Factors		Green Purchasing Behavior
Green Awareness	R	0,235
	P	0,000
	N	540
Green Price	R	0,270
	P	0,000
	N	540
Green Product Features	R	0,328
	P	0,000
	N	540
Green Promotion	R	0,322
	P	0,000
	N	540

As result of correlation analysis conducted to determine the relationship between environment awareness and green purchasing behavior, a positive significant relation was found. ($r=0,235$; $p=0,000<0,05$). According to this, as environment awareness increases green purchasing behavior increases as well.

As result of correlation analysis conducted to determine the relationship between green price and green purchasing behavior, a positive significant relation was found. ($r=0,270$; $p=0,000<0,05$). According to this, as green price increases green purchasing behavior increases as well.

As result of correlation analysis conducted to determine the relationship between green product features and green purchasing behavior, a positive significant relation was found. ($r=0,328$; $p=0,000<0,05$). According to this, as green product features increases green purchasing behavior increases as well.

As result of correlation analysis conducted to determine the relationship between green promotion and green purchasing behavior, a positive significant relation was found. ($r=0,322$; $p=0,000<0,05$). According to this, as green promotion increases green purchasing behavior increases as well.

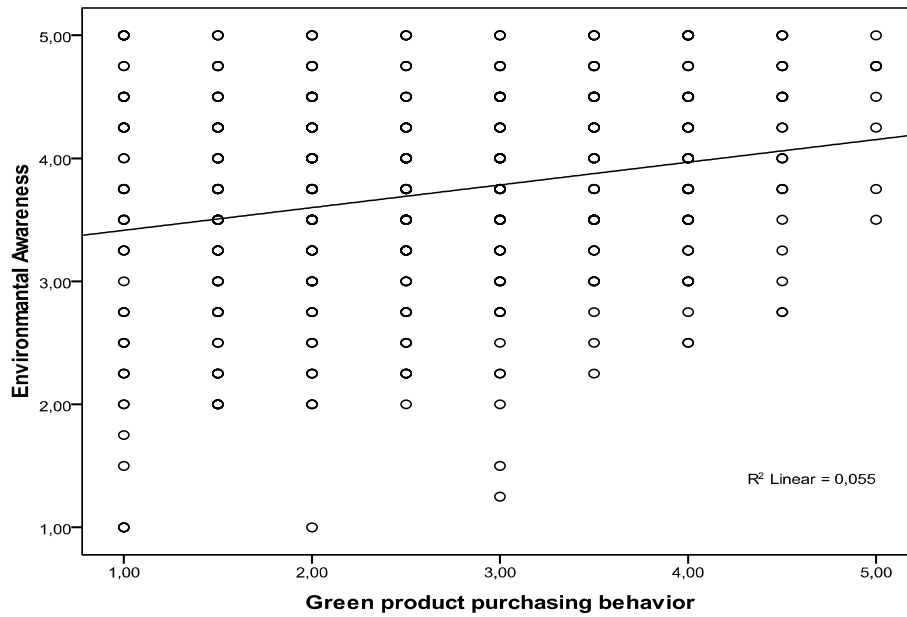


Figure 5.1 Environmental Awareness and Green Product Purchasing Behavior

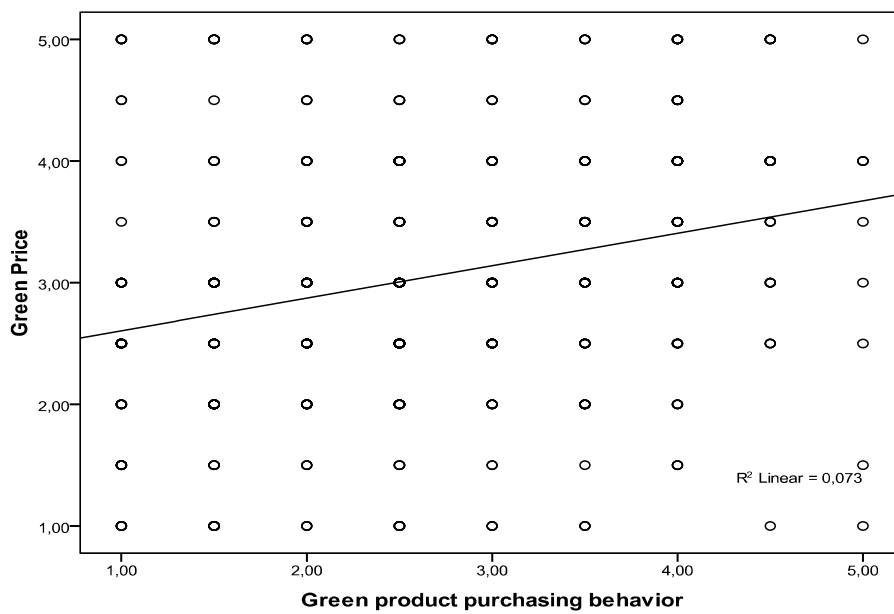


Figure 5.2 Green Price and Green Product Purchasing Behavior

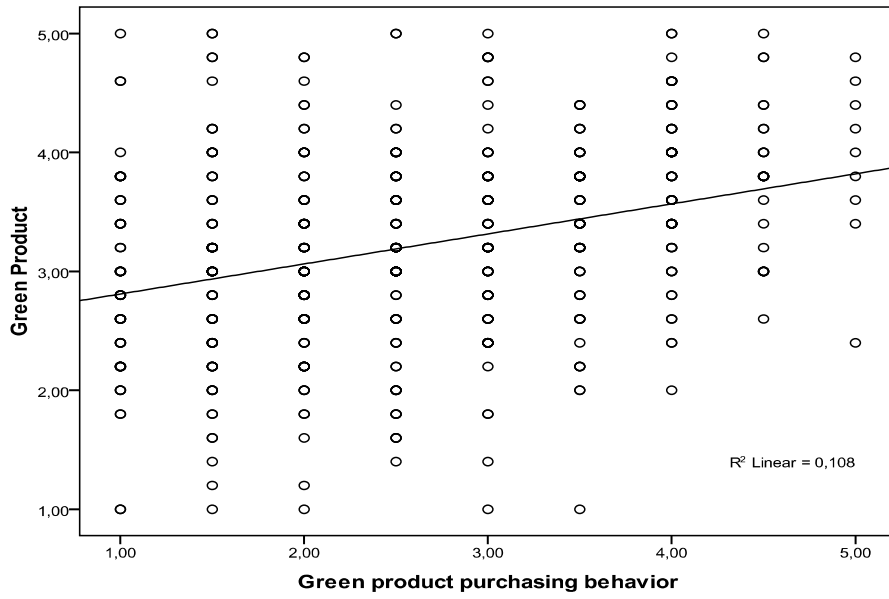


Figure 5.3 Green Products and Green Product Purchasing Behavior

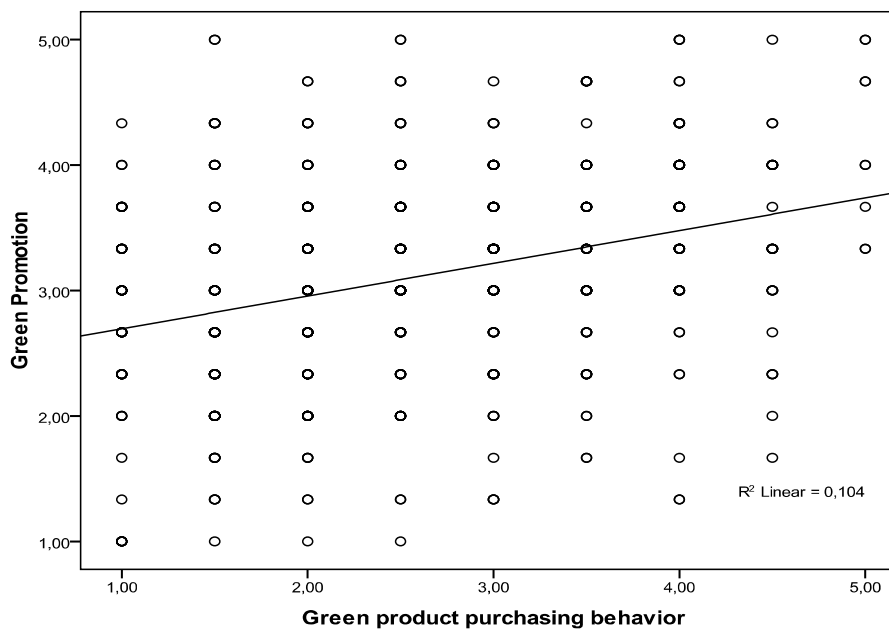


Figure 5.4 Green Promotions and Green Product Purchasing Behavior

Table 5.3 Regression Analyses Regarding the Impact of Green Marketing on Green Purchasing Behavior

Dependent Variable	Independent Variable	β	T	P	F	Model (p)	R²
Green Purchasing Behavior	Constant	0,364	1,567	0,118	27,475	0,000	0,164
	Environmental Awareness	0,131	2,413	0,016			
	Green Price	0,130	2,944	0,003			
	Green Product Features	0,194	3,091	0,002			
	Green Promotion	0,239	4,327	0,000			

Regression model conducted in order to test exposure level of green purchasing behavior from green marketing was statistically significant ($F=27,475$; $p=0,000 < 0,05$).

Green marketing dimensions can explain green purchasing behaviors on 16,4% level. ($R^2=0,164$).

In this respect, H1, H2 and H4 hypothesis were accepted. H3 Hypothesis was not accepted.

5.3 Impact of Gender on Purchasing Behavior

Table 5. 4 Regression Analysis Regarding the Impact of Green Marketing on Green Purchasing Behavior for Female Consumers

Dependent Variable	Independent Variable	β	T	P	F	Model (p)	R²
Green Purchasing Behavior	Constant	0,748	2,141	0,033	12,220	0,000	0,143
	Environmental Awareness	-0,016	-0,190	0,850			
	Green Price	0,066	0,987	0,324			
	Green Product Features	0,170	1,814	0,071			
	Green Promotion	0,374	4,270	0,000			

Regression model conducted in order to test exposure level of green purchasing behavior from green marketing for female consumer was statistically significant (F=12,220; p=0,000<0,05).

Table 5.5 Regression Analyses Regarding the Impact of Green Marketing on Green Purchasing Behavior for Male Consumers

Dependent Variable	Independent Variable	β	T	P	F	Model (p)	R²
Green Purchasing Behavior	Constant	-0,015	-0,048	0,962	19,715	0,000	0,218
	Environmental Awareness	0,244	3,550	0,000			
	Green Price	0,189	3,259	0,001			
	Green Product Features	0,218	2,618	0,009			
	Green Promotion	0,152	2,189	0,029			

Regression model conducted in order to test exposure level of green purchasing behavior from green marketing for male consumer was statistically significant (F=19,715; p=0,000<0,05).

In this respect, while green promotion, environment awareness, green price, green product features affect green purchasing for male consumers, for female consumers only green promotion affect purchasing behavior. H5 hypothesis was accepted. Gender has a moderator effect on model.

5.4 Impact of Marital Status on Purchasing Behavior

Table 5.6 Regression Analyses Regarding the Impact of Green Marketing on Green Purchasing Behavior for Unmarried Consumers

Dependent Variable	Independent Variable	β	T	P	F	Model (p)	R²
Green Purchasing Behavior	Constant	0,472	1,526	0,128	13,267	0,000	0,156
	Environmental Awareness	0,123	1,623	0,106			
	Green Price	0,079	1,272	0,205			
	Green Product Features	0,146	1,701	0,090			
	Green Promotion	0,300	3,879	0,000			

Regression model conducted in order to test exposure level of green purchasing behavior from green marketing for unmarried consumer was statistically significant (F=13,267; p=0,000<0,05).

Table 5.7 Regression Analyses Regarding the Impact of Green Marketing on Green Purchasing Behavior for Married Consumers

Dependent Variable	Independent Variable	β	T	P	F	Model (p)	R²
Green Purchasing Behavior	Constant	0,183	0,412	0,681	8,330	0,000	0,162
	Environmental Awareness	0,194	1,866	0,064			
	Green Price	0,188	2,106	0,037			
	Green Product Features	0,240	1,780	0,077			
	Green Promotion	0,143	1,368	0,174			

Regression model conducted in order to test exposure level of green purchasing behavior from green marketing for married consumer was statistically significant (F=8,330; p=0,000<0,05).

Table 5.8 Regression Analysis Regarding the Impact of Green Marketing on Green Purchasing Behavior for Married and have Children Consumers

Dependent Variable	Independent Variable	β	T	P	F	Model (p)	R²
Green Purchasing Behavior	Constant	0,427	0,699	0,486	6,179	0,000	0,147
	Environmental Awareness	0,026	0,205	0,838			
	Green Price	0,158	1,677	0,096			
	Green Product Features	0,280	2,150	0,034			
	Green Promotion	0,230	1,848	0,067			

Regression model conducted in order to test exposure level of green purchasing behavior from green marketing for married and having children consumer was statistically significant ($F=6,179$; $p=0,000<0,05$).

In this respect, while only green promotion affect green purchasing for unmarried consumers and only green price affects green purchasing for married consumers, for married costumers having children, only green product features affect green purchasing. H6 hypothesis was accepted. Marital status has a moderator effect on model.

5.5 Impact of Age of Purchasing Behavior

Table 5.9 Regression Analyses Regarding the Impact of Green Marketing on Green Purchasing Behavior for Consumers on 16-35 Age Group

Dependent Variable	Independent Variable	β	T	P	F	Model (p)	R²
Green Purchasing Behavior	Constant	0,425	1,610	0,108	18,613	0,000	0,159
	Environmental Awareness	0,173	2,657	0,008			
	Green Price	0,078	1,409	0,160			
	Green Product Features	0,216	2,945	0,003			
	Green Promotion	0,202	3,010	0,003			

Regression model conducted in order to test exposure level of green purchasing behavior from green marketing for consumers on 16-35 age group was statistically significant (F=18,613; p=0,000<0,05).

Table 5.10 Regression Analyses Regarding the Impact of Green Marketing on Green Purchasing Behavior for Consumers on 36-45 Age Groups

Dependent Variable	Independent Variable	β	T	P	F	Model (p)	R²
Green Purchasing Behavior	Constant	-0,514	-0,899	0,371	10,268	0,000	0,244
	Environmental Awareness	0,200	1,644	0,103			
	Green Price	0,312	3,428	0,001			
	Green Product Features	0,219	1,579	0,117			
	Green Promotion	0,247	2,102	0,038			

Regression model conducted in order to test exposure level of green purchasing behavior from green marketing for consumers on 36-45 age group was statistically significant (F=10,268; p=0,000<0,05).

Table 5.11 Regression Analyses Regarding the Impact of Green Marketing on Green Purchasing Behavior for Consumers on 46 Years Old or Over Age Group

Dependent Variable	Independent Variable	β	T	P	F	Model (p)	R²
Green Purchasing Behavior	Constant	1,542	1,668	0,102	1,961	0,117	0,073
	Environmental Awareness	-0,104	-0,519	0,606			
	Green Price	0,121	0,843	0,404			
	Green Product Features	-0,121	-0,504	0,617			
	Green Promotion	0,466	2,376	0,022			

Regression model conducted in order to test exposure level of green purchasing behavior from green marketing is not statistically significant. (F=1,961; p=0,117>0,05).

In this respect, while environment awareness, green product features and green promotion affect green purchasing for consumers in 16-35 age group and green price and green promotion affect green purchasing for consumer in 36-45 age group, for consumer that are 46 years old or over, only green promotion affect green purchasing. H7 hypothesis was accepted. Age has a moderator effect on model.

5.6 Impact of Education on Purchasing Behavior

Table 5.12 Regression Analyses Regarding the Impact of Green Marketing on Green Purchasing Behavior for Elementary School Graduate Consumers

Dependent Variable	Independent Variable	β	T	P	F	Model (p)	R²
Green Purchasing Behavior	Constant	0,426	0,785	0,434	5,295	0,001	0,119
	Environmental Awareness	0,067	0,575	0,566			
	Green Price	0,051	0,657	0,512			
	Green Product Features	0,156	1,168	0,245			
	Green Promotion	0,365	2,813	0,006			

Regression model conducted in order to test exposure level of green purchasing behavior from green marketing for Elementary School Graduate consumers was statistically significant (F=5,295; p=0,001<0,05).

Table 5.13 Regression Analyses Regarding the Impact of Green Marketing on Green Purchasing Behavior for High School Graduate Consumers

Dependent Variable	Independent Variable	β	T	P	F	Model (p)	R²
Green Purchasing Behavior	Constant	0,839	2,190	0,030	7,376	0,000	0,116
	Environmental Awareness	0,099	1,085	0,279			
	Green Price	0,182	2,209	0,028			
	Green Product Features	0,249	2,228	0,027			
	Green Promotion	0,044	0,485	0,628			

Regression model conducted in order to test exposure level of green purchasing behavior from green marketing for High School Graduate consumers was statistically significant (F=7,376; p=0,000<0,05).

Table 5.14 Regression Analyses Regarding the Impact of Green Marketing on Green Purchasing Behavior for Undergraduate and Graduate School Graduate Consumers

Dependent Variable	Independent Variable	β	T	P	F	Model (p)	R²
Green Purchasing Behavior	Constant	-0,250	-0,731	0,466	20,134	0,000	0,263
	Environmental Awareness	0,208	2,467	0,014			
	Green Price	0,143	1,952	0,052			
	Green Product Features	0,189	2,069	0,040			
	Green Promotion	0,347	4,169	0,000			

Regression model conducted in order to test exposure level of green purchasing behavior from green marketing for undergraduate and graduate school graduate consumers was statistically significant ($F=20,134$; $p=0,000 < 0,05$).

In this respect, while only green promotion affects green purchasing for elementary school graduates, for high school graduates green price and green product features affect green purchasing, and environment awareness, green product features and green promotion affect green purchasing for undergraduate and graduate school graduate consumers. H8 hypothesis was accepted. Education level has a moderator effect on model.

5.7 Impact of Income Level on Purchasing Behavior

Table 5.15 Regression Analysis Regarding the Impact of Green Marketing on Green Purchasing Behavior for Consumers having Income between 0-1000 tl

Dependent Variable	Independent Variable	B	T	P	F	Model (p)	R²
Green Purchasing Behavior	Constant	0,986	2,179	0,031	4,134	0,003	0,068
	Environmental Awareness	-0,000	-0,001	1,000			
	Green Price	0,024	0,328	0,744			
	Green Product Features	0,127	1,172	0,243			
	Green Promotion	0,287	2,702	0,008			

Regression model conducted in order to test exposure level of green purchasing behavior from green marketing for consumers having Income between 0-1000 tl was statistically significant (F=4,134; p=0,003<0,05).

Table 5.16 Regression Analysis Regarding the Impact of Green Marketing on Green Purchasing Behavior for Consumers having Income between 1001-2000 tl

Dependent Variable	Independent Variable	β	T	P	F	Model (p)	R²
Green Purchasing Behavior	Constant	0,271	0,825	0,410	13,900	0,000	0,191
	Environmental Awareness	0,213	2,615	0,010			
	Green Price	0,224	2,963	0,003			
	Green Product Features	0,176	1,744	0,083			
	Green Promotion	0,113	1,464	0,145			

Regression model conducted in order to test exposure level of green purchasing behavior from green marketing for consumers having Income between 1001-2000 tl was statistically significant (F=13,900; p=0,000<0,05).

Table 5.17 Regression Analysis Regarding the Impact of Green Marketing on Green Purchasing Behavior for Consumers having Income 2001 tl and more

Dependent Variable	Independent Variable	B	T	P	F	Model (p)	R²
Green Purchasing Behavior	Constant	-0,286	-0,658	0,512	14,644	0,000	0,273
	Environmental Awareness	0,280	2,712	0,008			
	Green Price	0,102	1,314	0,191			
	Green Product Features	0,208	1,854	0,066			
	Green Promotion	0,355	3,353	0,001			

Regression model conducted in order to test exposure level of green purchasing behavior from green marketing for consumers having Income 2001 and more was statistically significant (F=14,644; p=0,000<0,05).

In this respect, while only green promotion affect green purchasing for consumers having income level between 0-1000 TL, environment awareness and green price affect green purchasing for consumers having income level between 1001-2000 TL and for consumers having income of 2001 TL and more, environment awareness and green promotion affect green purchasing. H9 hypothesis was accepted. Income level has a moderator effect on model.

Table 5.18 Moderator Effect of Demographics Properties on Model

Factors		Environmental Awareness	Green Price	Green Product Features	Green Promotion
Gender	Female				X
	Male	X	X	X	X
Marital Status	Unmarried				X
	Married		X		
	Married and have children			X	
Age	16-35 age	X		X	X
	36-45 age		X		X
	46 years old or over				X
Education	Elementary school				X
	High school		X	X	
	Bachelor and graduate students	X		X	X
Income	0-1000				X
	1001-2000	X	X		
	2001 and over	X			X

CONCLUSION

With industrialization and development and progress of technology, diversification in human needs has increased. As result of increase in diversification in the needs, our world has faced with the devastation and pollution of its natural resources. As result of use of natural sources, environmental devastation and pollution affect human life negatively. Humans have been in the search for ensuring their futures and sustaining their life in appropriate conditions. Consumers, by not remaining insensitive to environmental problems such as environment pollution and global warming, they have started to consider whether the products they purchase is environment-friendly or not apart from price and quality features of the products. With environment and environmental problems gaining importance for people, companies have started to change their production, goods or service generation, and hence marketing strategies accordingly. They have started to produce environment-friendly products and have tried to reach `Green Marketing` concept to the consumers.

The aim of this study, by analyzing the impact of environmental awareness, green product features, green product prices, green product advertisement and demographical features of consumers on purchasing behaviors of consumers, is to determine whether there is a significant relationship between them and if there is, to reveal direction and level of this relationship and hence to give advices to companies producing environment-friendly products.

As result of the study, as environment consciousness, green product features, green promotion and green price increase, green purchasing behavior increases as well. In most of the studies conducted until today, a negative relation between green price and purchasing behavior has been observed. Nevertheless, the result of our study shows that people are now willing to pay more for environment-friendly product against environmental pollution that threatens our world together with developing technology and industrialization.

When demographic properties of consumers are examined, while green promotion, environment awareness, green price, green product features affect green purchasing for male consumers, for female consumers only green promotion affect this. And this result shows us that companies should taken gender into consideration in their green marketing strategies. In environment- friendly product advertisements broadcasted within the day oriented to women, apart from stating price, features and environment-friendly aspect of the products, directly promotion studies that shall make the advertisement charming may be carried out. In advertisement broadcasted in male oriented programs or in environment-friendly services oriented, product features, its price or its environment-friendly aspect can be stressed. Strategies may be also implemented in the products oriented to men or women in light of these results.

In the study conducted on marital status, while only green promotion affects green purchasing for unmarried consumers, only green price affects green purchasing for married consumers; and for married and having children consumers, only green product features affects green purchasing. According to this result, unmarried

consumers are affected only from promotion and hence weight should be given to promotion activities in environment-friendly products oriented to unmarried consumers and in advertisements, instead of its price, feature and environment-friendliness it should be made to make the advertisement charming. On the other hand, in products manufactured for married consumers, importance should be given on the price of the product, in the advertisements price should be stressed (appliances, furniture etc.). As married and having children consumers are more sensitive about product features, promotions activities that bring this to the forefront should be carried out. The fact that consumers having children compared to unmarried or married and having children consumers only gives attention to product features shows us that if environment-friendly product service is especially oriented to children, product features should be on the forefront. (such as it does not harm health and that it is useful etc.) And companies should act sensitively on this subject.

In the study conducted on age, while environment awareness, green product features and green promotion affect green purchasing for consumers in 16-35 age group and green price and green promotion affect green purchasing for consumer in 36-45 age group, for consumer that are 46 years old or over, only green promotion affect green purchasing. 16-35 age group pays attention to all aspects expect price while purchasing a green product. In green marketing strategies oriented to this age group consumers, environment-friendliness and features of the product without stressing its price can be mentioned in the advertisements. For 36-45 age group, on the other hand, price properties should be stressed. Consumers of 46 years and more age group are affected only from the promotion. This group mosly is composed of

people with high retirement rate whether be it female or male. Hence, TV advertisements may be prioritized.

In the study conducted on education, while only green promotion affects green purchasing for elementary school graduates, for high school graduates green price and green product features affect green purchasing, and environment awareness, green product features and green promotion affect green purchasing for undergraduate and graduate school graduate consumers. According to these results, environment consciousnesses are higher in the group with high educational level unlike other groups. Enterprises plan and implement their activities in line with demand and needs of individuals. Consumers in this group demonstrating their demands and their purchasing as result of their environment conscious will allow environmental gains increase gradually. Moreover, due to this environment consciousness that educated group has, seminars and conferences may be organized on these subjects. As this group is also affected from promotion, billboard advertisements may be given inside campuses.

In the study conducted on income, while only green promotion affect green purchasing for consumers having income level between 0-1000 TL, environment awareness and green price affect green purchasing for consumers having income level between 1001-2000 TL and for consumers having income of 2001 TL and more, environment awareness and green promotion affect green purchasing. This result shows that consumers having low income level are not affected from price as thought, they are affected from promotion activities. Middle income group, on the other hand, are more conscious on environment and is a group that also considers the

price. for the group with income level of 2001 TL and more, on the other hand, promotion and environment awareness is significantly important and hence in environment-friendly products in which high price is required, environmental aspect of the product should be mentioned more. Due to the fact that consumers with low income level are only affected from green promotion, enterprises should concentrate on promotion activities for the products that they will produce oriented to this group, and they should also take some actions in terms of public relations apart from TV advertisement. (For instance, as a certain percentage of products with low prices that low income group consumers can buy is used for nature protection purposes).

As shown also in the results, for today's consumer, price difference in environment-friendly products has disappeared to be a negative factor now and promotion has become important for consumers. When companies take these into consideration and determine marketing strategies accordingly, they can reach their goals by considering needs and demands of the consumers and by responding them in the most appropriate way. Therefore, tendency to environmental-friendly product shall exhibit gradual increase. Marketing managers should pay also attention to demographic features in separation of consumers in the target mass to the segments. It is required that consumers have environmental awareness in the name of protecting the environment by non-governmental organization, governments, companies and individuals. Moreover, companies should especially pay attention to promotion activities and should increase their activities in this direction and should develop their contents. Promotion, price and product features should be directed as of demographic properties.

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APPENDIX A

Sayın Katılımcı,

Bu anket, yeşil pazarlamanın tüketicilerin satın alma davranışları üzerindeki etkisinin belirlenmesi amacıyla hazırlanmıştır. Bu çalışma Fatih Üniversitesi Sosyal Bilimler Enstitüsünde hazırlanan bir Yüksek Lisans Tez çalışmasında kullanılacaktır. Anket formunda bulunan sorulara vereceğiniz samimi ve doğru cevaplar araştırmanın gerçekliğini etkileyecektir.

Katılımınız için teşekkür ederim..

Aysel Boztepe

Tüketicilerin Çevre Bilincinin Değerlendirilmesine İlişkin Sorular	Her Zaman	Çoğu Zaman	Bazen	Nadir	Hiçbir Zaman
1. Çevreyi korumak için yazı yazarken kağıtların arka taraflarını da kullanırım.					
2. Çevreyi korumak için elektrik , su ve yakıt tüketimini azaltmaya çalışırım.					
3. Kullanım sonrası ürünlerin kaplarını, kutularını ve ambalajlarını (yoğurt kabı,yağ kutuları,kola şişeleri....gibi), başka amaçlar için kullanarak değerlendirmeye çalışırım.					
4. Aile fertlerini ya da arkadaşlarımı çevreye zarar veren ürünleri satın almamaları için uyarırım.					

Yeşil Satın Alma İle İlgili Sorular	Her Zaman	Çoğu Zaman	Bazen	Nadir	Hiçbir Zaman
1. Çevreci bir ürün için fazladan para ödemeyi kabul eder misiniz?					
2. Geri dönüşebilen ürünleri pahalı olsa da alır mısınız ?					
3. Çevreci ürünlerde diğer ürünlerde olduğu gibi çeşitlilik bulabiliyor musunuz ?					
4. Çevreci ürünler diğer ürünler kadar beklentilerinizi karşılıyor mu ?					
5. Çevreci ürünlerin tasarım/görünüşünü diğer ürünler kadar estetik buluyor musunuz ?					
6. Çevreci ürünleri diğer ürünler gibi dayanıklı buluyor musunuz ?					
7. Çevreci ürünlerin performansını diğer ürünler kadar iyi buluyor musunuz ?					
8. İzlediğiniz yada gördüğünüz reklam/tanıtım çabaları satın alma kararınızda etkili oluyor mu?					
9. İzlediğiniz yada gördüğünüz reklam/tanıtım çabaları içerisinde çevreci ürünlerin tanıtımları ile karşılaşıyor musunuz ?					
10. Karşılaştığınız bu çevreci ürün reklam/tanıtım çabaları satın alma kararınızda etkili oluyor mu ?					

	Pek Çok	Çok	Az	Çok Az	Hiç
1. Yeşil ürün satın aldım.					

2. Satın aldığım ürünlerin % çevreci üründür.

DEMOGRAFİK SORULAR

Cinsiyetiniz: Kadın Erkek

Medeni Durumunuz: Bekar Evli Evli, Çocuklu

Yaşınız: 16-35 yaş 36-45 yaş 46-65 yaş 66 yaş ve üzeri

Eğitim durumunuz:

İlköğretim Lise Üniversite Yüksek Lisans / Doktora

Aylık ortalama hane geliriniz:

0-1000 1001-2000 2001-3000 3001-4000 4001- ve üzeri