ÇANKAYA UNIVERSITY

GRADUATE SCHOOL OF SOCIAL SCIENCE

DEPARTMENT OF MANAGEMENT

MASTER THESIS

"THE EFFECTS OF ECO-FRIENDLY PRACTICES

ON BRAND AWARENESS: THE CASE OF ÇANKAYA UNIVERSITY"

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JANUARY 2014

Title of the Thesis: **The Effects of Eco – Friendly Practices on Brand Awareness:**
The Case of Çankaya University

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ABSTRACT

THE EFFECTS OF ECO-FRIENDLY PRACTICES

ON BRAND AWARENESS: THE CASE OF ÇANKAYA UNIVERSITY

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MA**,** Social Sciences

Supervisor: Asst. Prof. Dr. Bülent ÖZSAÇMACI

January 2014, 114 Pages

Eco-friendly practices which are also within the social responsibility activities and which become more important day by day take place in the main activities of the businesses as fundamental factors. All individuals forming the society and all institutions have responsibility on protection of the environment. The world is in a pollution progress which increases day by day. People and the brands have become more sensitive and started to act more responsibly on the environment for minimizing the effects of this pollution. Environmental approach by the business managers is necessary for a sustainable generation. The brands either contribute to a clean world or create awareness on their brands by following an environmental policy way. With this study, the eco-friendly practices are examined and effects of the eco-friendly practices on brand awareness are analyzed.

Keywords: green marketing, eco-friendly, brand, brand awareness

ÖNSÖZ

ÇEVRE DOSTU UYGULAMALARIN MARKA BİLİNİRLİĞİ ÜZERİNE
ETKİLERİ: ÇANKAYA ÜNİVERSİTESİ ÖRNEĞİ

ÖZYORGANCI, Elif

Yükseklisans Tezi, Sosyal Bilimler

Danışman: Yrd. Doç. Dr. Bülent ÖZSAÇMACI

January 2014, 114 Pages

Sosyal sorumluluk faaliyetleri içerisinde de yer alan ve günümüzde gittikçe önemli bir hal alan çevre dostu uygulamalar şirketlerin ana faaliyetlerinde temel bir etken olarak yer almaktadır. Çevrenin korunmasında toplumu oluşturan tüm bireylerin ve tüm kuruluşların sorumluluğu bulunmaktadır. Dünya, giderek artan bir kirlenme sürecindedir. Bu kirlenmenin etkilerini en aza indirebilmek için insanlar ve markalar günümüzde daha duyarlı olmaya ve çevre konusunda daha sorumlu davranmaya başlamıştır. İşletmelerin çevreci yaklaşımı, sürdürülebilir bir nesil için gereklidir. Markalar çevre politikası yolu izleyerek hem temiz bir dünyaya katkıda bulunur hem de markalarında bilinirlik yaratabilirler. Bu çalışma ile çevre dostu uygulamalar irdelenerek, çevre dostu uygulamaların marka bilinirliğini üzerine etkileri incelenmektedir.

Anahtar Kelimeler: yeşil pazarlama, çevre dostu, marka, marka bilinirliği

ACKNOWLEDGEMENTS

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INTRODUCTION

Minimizing the negative environmental events is maybe the most important responsibility of the businesses among their social responsibilities. Producers and consumers should cooperate on undertaking the responsibility of minimizing the global threat of environmental issues. Today, when the demand of the consumers on the eco-friendly products increases, it may be useful for the producers to take the necessary measurements in this way. Marketing researches should be made and the consumers should be informed and convinced on the eco-friendly features of the firm's products.

In the competition environment, which becomes more intensive day by day, the businesses must create brand awareness. Creating the brand awareness with different methods may be seen as the first step to take place in consumer preferences. In this situation, creating awareness with social responsibility projects may be better. In this context, effects of the eco-friendly practices on brand awareness were both conceptually and practically tried to be presented in the study.

This study, which was made for presenting the relation between the eco-friendly practices and the brand concept, its benefits in respect of the society and on the behaviors of the consumers, is consistent of three main parts. Generally, the first two parts of the study are based on a detailed literature scan and the last part includes the practice part.

In the first part of the thesis study, social responsibility concept and green marketing are considered. Besides, green marketing concept, its usage reasons, history and development and green marketing mix are included. Various samples made about this issue are also included. Lastly, the eco-friendly projects performed by the firms are explained with examples.

In the second part of the study, brand concept and brand awareness are on focus. Firstly, the fundamental concepts about the brand are explained and brand equity and factors are explained with details. Brand awareness, which is one of the brand equity factors, is tried to be explained with more details as it is another concept

which is the subject of the study. Firstly, the definition of brand awareness is made and benefits of brand awareness for the brand is mentioned together with awareness pyramid and brand awareness levels are described and effect of brand awareness on the consumers and the benefits of brand awareness are considered.

The third and the last part of the study are consistent of a field study on the relation of eco-friendly practices with the brand awareness. In this part, the application which is made for presenting the effects of the eco-friendly (green marketing) practices within the social responsibility on the brand awareness is included.

In the practice part of the thesis, the method used in the practice, sample selection, scope of the research and limitations are explained with details and the research findings obtained by making necessary analyses and measurements in accordance with the hypotheses and surveys are presented with comments. Lastly, a general evaluation of the research is included and recommendations are made for the studies to be made in the future.

CHAPTER I

CONCEPT OF SOCIAL RESPONSIBILITY AND GREEN MARKETING

Concept of social responsibility, its definition, advantages and disadvantages of fulfilling social responsibility are mentioned in this part of study. Furthermore, concept, definitions, objects, reasons to use, history and development of green marketing green marketing mix and cause related marketing concept are also mentioned. It is tried to mention about eco-friendly project samples of brands and environmentalist organizations which contribute to the environment within social responsibility.

1.1. Concept, Scope and Limitations of Social Responsibility

We face with the concept of social responsibility as a concept which is discussed quite a lot in the recent years and which attracts interest in our society. Social responsibility is a mutual effort which is named as responsibility against the society and which has a great effect on social and natural environment.

Firstly, the 'responsibility' concept, is defined as 'undertaking the results of one's behaviors or any event which is within one's authorization area' in the dictionary of Turkish Language Association (TDK, 2013). But there are some difficulties on explaining the concept of social responsibility; because this concept differs according to people, culture, institutions and organizations. Responsibility of managers, employees, family members and states can be given as samples to this concept (Yazıcı, 1992).

Technologic, economic and politic developments with globalization increase the dependence of people to each other. Things that are necessary to be made for increasing the wellbeing of the countries is not under the responsibility of only states anymore. Companies have important responsibilities in this matter, too. The companies are not only responsible against their customers, employees and shareholders but also against all parts of the society and the most importantly against

the environment (Krozer, 2004). Besides, the companies are responsible for proving that they are interested on social problems and dealing with the solutions of these problems. Because of this reason, the understanding of "corporate social responsibility" must be adopted very well.

Making the life easier by meeting the needs of our society and earning money in return of what they present are between the existence motives of businesses. If more social responsibility projects are expected from the companies, the ones who will create this demand are employees, shareholders and customers which are also the source of power of the brands (Kaşlı, 2011:4).

The businesses must consider all shareholders while being sensitive to the needs of society and taking decisions on this matter. The businesses must protect the environment and perform various social responsibility projects by searching solutions for the problems of society. Besides, the companies must adopt the social responsibility activities as their indispensable obligations. Hereafter, society has been moving on the way of being sensitive to the environment.

1.1.1. Definition of Corporate Social Responsibility

Corporate social responsibility was firstly mentioned in the book of H. Bowen 'Social Responsibilities of Businessmen' which was published in 1953. In this book, Bowen defended that the businessmen must be interested in social responsibility activities which correspond to the society's values and goals (Aktan et al., 2006:192). Social responsibility concept has basically arisen as a result of some factors like; economical, social, judicial, political, psychological and technological (Özbaşar, 1979:43).

There are many definitions regarding social responsibility in the literature. Social responsibility can be stated as 'managing the economic activities of the business but without damaging the benefits of anybody about it (such as employees and customers) (Dinçer, 1998:155).

The concept of social responsibility can be defined as liabilities regarding protecting and developing the operational environment of a company. According to an additional definition; it is using the resources of a company for the benefits of the society (Tıngır, 2006:10).

Social responsibility is a volunteer act rather than an advantage. It deals with the external environment and a working strategy and policy which answer the economic and the legal conditions of the business. Social responsibility concept also depends on the wellbeing of the society in that country (Bakirov, 2005:62).

Social responsibility can be defined as an individual effort. However, in a corporate approach, it turns into a process management which must have objectives and strategies (Acess Date: 20 September 2013, www.exelectik.com).

Corporate social responsibility can be defined as making studies on measuring what kind of environmental, social and economic effects do the company activities create and removing the present effects according to the negative results and increasing the wellness of the society (Loew et al., 2004).

A comprehensive definition is as follows: *Corporate social responsibility; is about the obligations of owners, top managers, members of the board of directors of the organizations, who are on the decision making level, to perform activities through protecting and increasing the wellbeing of the society as well as their own benefits. In this context, society in respect of the organizations is the whole environment out of the organization; such as economic conditions, legal rules, state, local administrations and consumers* (Özdevecioğlu, 1997:24).

Corporate social responsibility is a concept which triggers the social responsibilities made by the companies around the world based on voluntary principal and which affects the marketing strategies. The important point is that the companies contribute to the social responsibility voluntarily for having a better society and environment (Tıngır, 2006:10).

In the official document including the proposals of the European Union, corporate social responsibility is defined as; *''companies' voluntarily integrating social and environmental subjects to their interactions with their operations and shareholders''* (Banerjee et al., 1995:21-31).

According to Kotler (2006), corporate social responsibility is a tool which supports the improvement and/or commencement of a behavior changing campaign aiming to improve public health, security, environment or the wellbeing of the society.

The mutual concepts which are in most of corporate social responsibility definitions can be classed to four items (Bayraktaroğlu et al., 2009:7):

1. The organizations have responsibilities other than producing goods and services for gaining income.

2. The organizations must contribute to the solutions of social problems which they cause.

3. The organizations are responsible against not only their owners but also the whole of their shareholders.

4. The organizations must focus on not only the economic values but also the humanitarian values.

In reflection of the definitions and mutual features, the responsibility required the social objectives as well as the negative changes. Social responsibility must encumber the both sides as corporate and society. Because of this responsibility, which is the mutual effort of the individuals and corporations, have to improve the life quality of the society we are in and contributing to the society for a sustainable environment. Social responsibility is actually returning the sources we consumed from the nature and the society. Besides, the social responsibility activities aim, providing the brands to impose itself to the society easier by differentiating the brand from its competitors and adding value to the brand.

The businesses contribute to the society by realizing many social responsibility activities. We can concatenate the social responsibility projects within the businesses as follows (Üstünay, 2008:71):

- Turkcell Kardelenler – Modern Girls of Modern Turkey on 28th of August 2000.
- Opet Çanakkale - Gelibolu Peninsula "Respect the History Project" on 18th of March 2006.
- 152,850 children were educated in Aygaz "Careful Children Campaign"
- Hundreds of girls were met with the school with "Girls' education project" which is performed with the collaboration of Ministry of National Education and UNICEF.
- Vodafone Turkey aimed to gain the paper to recycling with "Red Respecting the Green".

- Project started by Aras Kargo in 2007 with ÇEKÜL Foundation, "life to green, green to life", fights against global warming.
- Arçelik started to produce eco-friendly refrigerator in which R-134 cyclopentanone that doesn't harm the environment is used instead of chlorofluorocarbon that harms the ozone, in 1994 by signing Montreal Protocol.

Social responsibility can be concerned as interior and exterior among the business as well as natural, technological, political, social, economic, cultural, psychological, and legal issues. In addition, their responsibilities can be collected under different headlines such as economic growth and productivity, environmental pollution and degradation, employment, education, civil rights, urban renewal, health care, cultural and artistic and the government.

The scope of these responsibilities is grouped under six main headings. These are as follows (Demirkan, 1991:14):

- The responsibility of the business to the shareholders and the owners,
- Base of district employment opportunities,
- Consumer protection,
- Business ethics and responsibilities opportunistic strategic emerging in the job stream,
- Protection of the environment,
- Responsibilities against humanity. However, these responsibilities may develop and change and different areas of responsibility can occur for businesses.

Social responsibility is an important concept whose positive results we share as a society and which brings the private sector, public sector and non-governmental organizations and the people together for a purpose (Solmaz, 2005:119).

People should remember that the world's resources are limited when trying to meet their unlimited needs. The question in which extent meeting these needs are accurate, that must be asked. In the market in which there is "the freedom of choice", it is recognized as a right for individuals or organizations to attempt to meet their

own needs. Companies had to develop new and alternative ways as they consumed the natural resources to meet the unlimited demands of consumers. After all, green marketing is an area which views how to use marketing activities in case of meeting the customer needs with limited resources (Polonsky, 1994).

1.2. Advantages and Disadvantages of Fulfilling the Social Responsibility

There have been individuals who are in conflict with the social responsibility as well as the supporters in our society. Benefits and inconvenient aspects for the business to fulfill the social responsibility are presented below.

1.2.1. Advantages of Fulfilling the Social Responsibility for the Businesses

Parties supporting social responsibility defended that the business should be sensitive to social issues for the adoption by the community easily. Businesses have noticed that it is difficult to execute the business activities by only differentiating the products and services and they cannot develop the value and image of the company with operations for the purpose of profit activities. Businesses, which recognized that social responsibility projects add positive perception by the society and gains reputation, does not take social responsibility projects as an additional cost and they try to allocate budget for this issue (Tıngır, 2006:28).

The benefits of social responsibilities of businesses to be useful for the society can be listed as follows (Durmaz, 2010:15);

- Institutions that contribute to creating a good social environment are adopted by the community.
- Regulations which seem to be a cost can return as profitability.
- They can become an important part of society by finding solutions to social problems.
- Significant benefits can be gained on entering new markets and providing customer loyalty.
- It provides the skilled workers to be gained by the institution and the loyalty to the organizations are enhanced.

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- It allows business to reach new sources of finance.
- Employees and customers begin to have more confidence in the institution. Belonging and commitment feelings are developed.
- Customers' product purchase frequency increases.
- The profitability of sales increases.
- Trust, communication, cooperation and team spirit between the staff are strengthened.
- The effectiveness of teamwork, organizational performance and general motivation increase.
- Relations of the organization with the society and local and central government organizations will develop.
- Knowledge, skills and experience of the staff involved in social responsibility projects develop and the self-confidence increases, they become creative thinkers who have advanced problem-solving capabilities.

Social responsibility is related to the requests and needs of various interest groups in society. Sensible community has begun to ask managers, especially those in upper management level why they are not interested in social problems and why they do not do more for the society (Tıngır, 2006:23).

Creating an active community which dominates a pluralistic approach and management understanding with supervisory to economic, social, political, cultural and religious institutions; knows that it will find the social happiness in the balance of material and spiritual aspects of its culture; directs into humanitarian values and equality in which differences between the classes decrease; has the life standard that is allowed by production increase provided with efficiency and high performance; and is optimistic with high-efficiency is one of the duties of social responsibility understanding (Tıngır, 2006:23).

In summary, the companies which give importance to the social responsibilities are adopted easier by the society and they get more value. Effort spent in the problems we live return as investment and benefit for us and the future generations. In our world in which social benefit and revolution are needs, the business should lean to the social issues for being easily adopted by the society and

for being accepted as a whole part of social life. In addition, successful green marketing activities which are realized with the policy of protection of the natural one increase the reputation of businesses to become a matter of preference more.

1.2.2. Disadvantages of Fulfilling the Social Responsibility for the Businesses

The parties which are in conflict with the social responsibility state that the primary objective of businesses is to make a profit. Social activities would be an additional burden for the business and therefore they would make profitability-lowering effect for the company and this effect would cause drawbacks for the business (Tıngır, 2006:28).

Social responsibility has aspects forming disadvantage as well as many benefits in terms of the business. These are as follows (Şimşek et al., 2003):

- Product prices will increase as the social activities are reflected to the costs; it may result in the loss of market.
- New human resources may be needed for the social activities.
- Business owners, partners or managers acting more sensitive to social issues may result in divergence of organizational goals.
- In addition, an error or insincerity in the social responsibility project can lead to loss of confidence and the desired result may not be obtained.

When we rank advantages and disadvantages of fulfilling the social responsibility, we see that its advantages are more comprehensive. We shouldn't be indifferent to them as a society. This cost considered to be an additional burden actually contributes to us while contributing to the environment. Messages tried to be conveyed to consumers, social responsibility projects with the promise of environmental protection may affect the consumer attitude in a positive way. If eco-friendly practices made with insincerity are detected by the consumer in a negative way, then the confidence to the brand would be dazed. Of course, these practices made with insincerity will be an indicator that they are insensitive to environmental problems. In a world with limited resources, we should not be in the pursuit of consumption more.

1.3. The Concept of Green Marketing

Social responsibility is a quite comprehensive concept including the responsibility against the nature and the environment. The concept of responsibility is also included in the primary vision and mission of the businesses. It is required to consider problems such as air pollution, water pollution, and noise pollution resulting with industrialization and find solutions to have efforts in the protection of nature and the environment while performing economic growth and development. People should take behavior and actions that will not harm air, water, soil, and all living things and will provide use of natural resources in a sustainable way (Üstünay, 2008:63).

Environment is air, water and soil which form the living area of people and other living things. The areas of environment such as seas, lakes, rivers, beaches, agricultural lands, fisheries, forests, meadows, mountains, swamps must be protected. That's why these areas provide breeding and feeding environments for all living things (Gezmiş & Çarıkcıoğlu, 2007). Eco-friendly is a term used to refer the products that are modified in order to liquidate some of the harmful elements in the products (Acess Date: 20 September 2013, www.cevgor.com).

When the literature is examined, it was seemed that the eco-friendly practices were examined intertwined with the concept of green marketing. Green marketing has been discussed in advance despite that it emerged in the late 1980s and early 1990s. The concept of green marketing was discussed in the seminar with subject of 'ecological marketing' organized by American Marketing Association in 1975 and had a place in the literature (Acess Date: 15 September 2013, www.paradoks.org).

1.3.1. Definition of Green Marketing

When the studies made in green marketing are examined, we can see many different definitions regarding this concept. These are can be defined as follows;

In a definition, green marketing is defined as a subset of all marketing and a branch of science that studies the marketing efforts on pollution, consumption of exhaustible resources, and pros and cons of energy consumption. It examines both

positive and negative studies. It also covers the case of very large-scale environment (Uydacı, 2002).

Green marketing is a part of the social marketing concept and in another way, it is defined as follows: the way to understand the relationship between performance, planning and audit policy meeting product, price, promotion and distribution of customer needs and the objectives of the organization simultaneously by reducing the negative impacts on the natural environment (Chamoro & Banegil, 2005).

According to another definition, its objective expresses the marketing strategies to reach green consumers (Mcdaniel & Rylander, 1993:4). Green marketing is defined as a response to use of goods and services in packaging, production, design, labeling (Lampe & Gazda, 1995).

Today's experts define green marketing as "*a holistic management process which is responsible for forecasting and satisfying the needs of the consumers and the community by determining in a profitable and sustainable manner*" (Üstünay, 2008:75). According to Karna (2003), the green marketing is to change all of the consumer attitudes and behavior. Green marketing is interested in marketing responsibilities and their environmental impacts and what the businesses can do to the environment (Karna, 2003:10).

Green marketing is nature's conservation and shaping in a sustainable clean environment axis (Kardeş, 2011:166). In this context, green marketing can be identified as activities collection naturally created to perform changes willing to satisfy desires and needs of the society by damaging the environment in the lowest level of green marketing (Uydacı, 2002:84).

As it is also understood from the definitions, the environment is the area in which people and all living things interact and the physical, biological and social factors affecting their movements. Green marketing is individually and the institutionaly fulfillment of activities and environmental responsibilities creating a positive impact on society and the environment. Eco-friendly practices, so-called green marketing, are marketing activities standing against environmental disasters, which should be included in aims and objectives of the companies.

1.3.2. The Objectives of Green Marketing

Businesses referred to as the green/eco-friendly enterprises is an understanding that is adopted by businesses which take ecological environment as an important factor in its decision-making processes, which aim to minimize or to completely remove the damage to the environment within their activities, and which change product design, packaging and manufacturing processes in this framework, which try to place the philosophy of the protection of the ecological environment to the company culture and which fulfill their duties for the society within the social responsibility (Üstünay, 2008:73).

When the literature is examined, it is seem that the purpose of marketing activities is known as activities providing profit to the business. But green marketing is not only to making a profit but also the responsibilities against the consumers and the society. The aim of green marketing is that the environmentalists businesses persist with a positive image that giving the idea that they are eco-friendly by designing eco-friendly products, by launching recycled products and effectively using the limited natural resources.

According to Uydacı (2002), purposes of green marketing are listed as below;

- Best use of limited natural resources instead of finding new areas of consumption.
- Green marketing is focused on minimizing the energy consumption and the provision and maintenance of the natural balance rather than the production of goods to be discarded after use.
- Methods for preventing damage to the environment and reducing the environmental pollution caused by the industry are searched for.
- It is directed to encourage people to use eco-friendly products and to create recycling awareness in the society.

According to John Grant, drives of green marketing are divided into three variations. These are as follows (Küçük, 2009:30);

- ✓ Green: Determination of new standards in the product, application and other processes,
- ✓ Greener: Sharing responsibility with consumers,
- ✓ The Greenest: supporting the innovation progresses.

"Green" is to determine new standards for each of the activity and to apply the existing marketing activities in companies. The use of traditional marketing techniques for an automobile providing fuel-saving would be an appropriate example. The category, described as 'greener' (sharing the responsibility), is a set of marketing techniques which were developed by re-determining the forms of some commercial objectives, that were used by the consumers, by considering the green targets. As an example for this category, some campaigns which allow the vehicle owners to use their cars in a more responsible way (economy providing factors such as fuel and money) can be given. The category which is referred to as the greenest (supporting innovation processes) is getting a good environmental, cultural and commercial refund by contributing to the creation of a new culture of responsibility. For example, renting vehicles which are not often used by their owners (Şua, 2012:26).

The consumer and the relationship between the businesses which are the basics in the philosophy of marketing are the most essential elements in ensuring consumer satisfaction. If the relationship between a business and consumer is built on non-confidence, then it won't be possible to provide customer satisfaction when making the necessary changes. Because, nowadays, there are many inadequate products which are harmful and polluting the environment. The main aim of green marketing is to provide Green alternatives by creating change. The green marketing is an opportunity for the businesses. The important purpose in green marketing is to maintain the trust of consumers and to sustain the marketing efficiency (Küçük, 2009:31).

1.3.3. Reasons to Use the Green Marketing

Either the society or the business will benefit by using green marketing.

Five reasons to use green marketing for businesses are listed below (Polonsky, 1994):

1. Businesses see green marketing as an opportunity to their purposes.
2. As the businesses make social activities through the green marketing, this is considered that it raise their morales.
3. Government agencies forcing businesses to be environmentally sensitive with various incentives and sanctions.
4. The business uses their environment-related activities as a pressure element on the other competing companies.
5. Pricing applied during discharge of wastes, the cost factors such as reducing the use of raw materials and other supplies force businesses to change their behavior on the subject.

The concept of green marketing, which we meet as one of the main elements of businesses, provided the increase of the sensitivity of consumers on the environment and the stipulations of the states provided the increase of the demand for ecological products in the advanced industrial countries (Gurau & Ranchhod, 2005:547-561).

1.3.4. History and Development of the Concept of Green Marketing

When the literature is considered, the efforts on environmental awareness and to protect the environment have continued since the past. These efforts became more intensely observed in the second half of the twentieth century.

Environmentalism was defined as a "wake-up time" in the 1960s, "action period" in the 1970's, "time to be economical" in the 1980s and "market power" in the 1990's for consumers. Especially in the last period, consumers have recognized that there are limits of using natural resources and there are much more facts than thought (Ay & Ecevit, 2005).

Looking at the environmental issues literature since the 1970s; it is seemed that it is considered with ecological marketing, environmental marketing, green marketing and sustainable marketing concepts.

The concept of ecology is basically "*the science branch examining the living things (animal and plant communities) in the natural environment and in the context of relationships established between organisms and the environment*." There are no living species on Earth, which formed alone: all of them are a part of the ecosystem. Study of examining the ecologic enviroment scientifically began after the term ecology was used as the relationship between organisms and the environment by the German biologist Ernst Haeckel in 1866 (Üstünay, 2008:6).

The concept of the ecosystem is defined as the community of the organisms and the environment of this community. As the ecosystem evolves over time, plants and animals that it could breed are also changed or developed with it. All parts of an ecosystem are connected via a complex arrangement consisting of self-regulating loops, feedback rings and the connections between different parts of the food chain. In the case that a section is removed from the ecosystem or this section is caused to damage (for example, rain forests are cut or rivers are dried), the other parts of the system may be exposed to the problems which may arise in connection (Üstünay, 2008:6-7).

Ecological marketing is defined as "*all marketing activities which will be the solution for environmental problems and the reasons of these problems*" (Shehu, 2010:30). According to another definition, it is used in narrow sense to define environmental problems such as pollution, the depletion of energy resources and the prevention of them with the present technology. There is a broad product category in the concepts of environmental and green marketing (Ay & Ecevit, 2005).

1.3.5. Stages of the Green Marketing

Peattie (2001) examined the development of green marketing in the three different stages. These stages are "ecological" green marketing, "green" green marketing and "sustainable" green marketing. Peattie states the properties of these stages as follows:

1.3.5.1. The First Stage: Ecologic (Green) Marketing

Henion and Kinnear (1976) explained the ecological marketing as "*marketing activities which cause environmental problems and become the solution of these environmental problems*". Roots of relations with the society and the environment were determined in Rachel Carson's "*Silent Spring*" and the Club of Rome "*Limits to Growth*" books published in the 1960s and 1970s. Post growth of these books, forced to consume that the growth cannot be controlled, the present natural resources ill be consumed and the world will have an end (Aslan, 2007:20).

Features forming this first stage are as follows (Peattie, 2001:134):

- ✓ It is focused on a narrow area such as air pollution, depletion of oil reserves, oil spills and effects of synthetic insect venoms such as dichloro diphenol trichloroethane (DDT).
- ✓ Products, companies and sectors which may help solving these problems were tried to be determined.
- ✓ It was discussed in a narrow environment such as automobile, petrol and agriculture production industries.
- ✓ During this period, relative has shown a serious change in the customer and the company behaviours.

It is seemed that this stage is focused on environmental issues such as universe, air pollution, oil spills and depletion of oil reserves and ecological impacts of pesticides. Solution was searched in flue filters to reduce pollution in order to remove these effects that cause environmental problems. In addition, firms accused of causing environmental pollution saw the environment as a factor limiting in terms of marketing and increasing costs. For example adding catalytic converters, which is a type of flue filter that became mandatory for the auto industry, to the costs of production of cars and in contrary to these, the companies that deliver social and environmental values were involved in this stage. These had a value-driven understanding by having the spirit of entrepreneurship rather than conventional marketing. Body Shop, Ben and Jerry's and 3M can be given as examples (Özata, 2006).

1.3.5.2. The Second Stage: Environmentalist (Green) Marketing

This stage is the second stage of green marketing and it has emerged in the late 1980s. This stage is important for not only all industries but also the consumer market. Many events and discovery were made in this stage and the people remained vulnerable to them.

In 1984, Bhopal disaster which is called as the largest chemical disaster in history (40 tons of methyl isocyanine gas release from the factory built in Bhopal in India, producing pesticides caused 18,000 people to deaths and more than 150,000 people to poisoning) (http://tr.wikipedia.org, Access Date: 16 November 2013), hole in the ozone layer that was discovered in 1995, Chernobyl disaster in 1986 and the environmental pollution caued by Exxon-Valdez tanker in 1989 are the incidents in initiating this change. Media carried the event to the titles and the people got anxious and they started to take action, so that the green concept became important (Menon & Menon, 1997:56).

It was put forward that 82% of consumers are willing to pay 5% more for a green product, in a survey made in the United States in 1990. With the light of these improvements, some new ideas about the relationship between business activities and the environment have followed. These ideas can be listed as follows (Özata, 2006);

- ✓ Sustainability,
- ✓ Clean Technology
- ✓ Green Consumer,
- ✓ Competition Advantage,
- ✓ Eco-Performance,
- ✓ Environmental Quality.

1.3.5.2.1. Sustainability

Sustainability is ''*to meet the present generation's needs without compromising the ability of meeting the needs of future generations.*'' (Access Date: 13 October 2013, www.bilgekoyun.com). In the literature, the most important and the most profound development of green thinking emerges as sustainability. It

requires the use of natural resources which will allow environmental systems or people to fill in again. Sustainability has become widespread with the "Brundtland Report" of the United Nations in 1980.

Sustainable marketing concept is used in the development of consumer awareness. Through reducing unnecessary consumption, promoting the use of eco-friendly products, providing re-use and recycling of some wastes; the exapmles that some companies made payment for returned packages, coupons and brochures promoting the use of eco-friendly products are positive examples in terms of sustainable marketing (Torlak, 2003:267).

Sustainability is important because of the following reasons (Peattie, 2001):

- It combines physical environment, society and economy and it agrees the relationship between these with each other,
- It provides companies, governments and environmental groups agree with each other,
- It causes awareness on environmental problems such as unsustainable production and consumption systems by providing a global overview,
- Subject is widely discussed. In principle, it has been adopted as a strategic objective by many of the companies and the world's governments.

The need for the protection of nature and the need for a sustainable environment allowed agencies and brands to take environmental actions and to produce eco-friendly products. Environmental pollution forming by the effect of the ever-increasing population and resources rapidly running out has become a concern for sustainability in our society. So the sustainable marketing must be supported with energy efficient and recycled eco-friendly practices which do not harm living things.

1.3.5.2.2. Clean Technology

Clean technology emerges as the second stage of the transition phase. This stage involves the design of new products or production systems in which waste and pollution are eliminated in the design stage.

1.3.5.2.3. Green Consumer

The concept of "*Green Consumer*" has emerged with a view that the concerns about the environment may influence consumer behavior. This issue has become controversial with publication of the book 'The Green Consumer Guide' (Gollancz, 1988). This book define green consumer as people avoiding to buy a number of products. The features of these products are as follows;

- Harmful to people's health,
- Causing waste due to the extra packaging and excess property,
- Consuming too much resource,
- Cause the animals subjected to torture,
- Adversely affecting the other countries.

This book recommended to consumers for reducing the environmental impact of consumption and purchasing activities by adhering to the list of best-selling books in the UK for nine months after publication (Peattie, 2001:132).

Individuals referred to as green consumers who are aware the growing environmental problems can be defined as people acting more responsibly for the environmental problems, using their purchasing power, preferring eco-friendly brands, trying to buy products that do not harm to the environment and cause waste.

1.3.5.2.4. Competition Advantage

One of the main differences between these two stages of green marketing is to be aware of the socio-environmental performance that might provide the basis of competitive advantage. If vast amount of consumers are sensitive to environment, moreover, products and company's environmental performance can be delivered to the consumer, then more green companies can reach to the green marketing by differentiating themselves from their rivals. At the end of 1980 so many products such as batteries, cars and cameras have generated green marketing success stories. Companies started to regard environmental activities as a competitive tool (Aslan, 2007:20). Michael Porter (1985) and Van Der Linde (1995) have demonstrated how

to obtain supremacy of environmental perfection by means of using environmental advantages. These efforts proved with many examples how to lead protecting the environment, seeking solutions to environmental problems,innovation, creating more effective and efficient technologies and more efficient usage of resources (Özata, 2006).

1.3.5.2.5. Eco-Performance

As environmental terms, if rival products and companies are wanted to differentiate themselves for the customers' perspective they need to have distinctive Eco-performances. Companies, which tried marketing products or companies at one aspect of 'green', have found themselves in criticism at this period (Peattie, 2001: 133). Many businesses, which took criticism, have launched new partnerships to improve their performance and image. As an example for this, McDonalds has developed environmental activity plan in 42 points in the partnership made with the United States Environment Protection Fund (Özata, 2006). Eco-performance as a concept tries to summon up the whole social and environmental effects by including companies products and production systems (Peattie, 2001:133).

1.3.5.2.6. Environmental Quality

With the many sections of business attempting to participate efforts of being 'green' caused business face problems of scaling the management of eco-performance. A business which determines itself as green can be investigated by media because of pollution caused by a plant. With the concept of eco-performance businesses see themselves as physical and social systems and realize that their inputs, outputs and processes contributed to the environmental and social impacts. Most manufacturers combined the current situation of Total Quality Management (TQM) programs with the environment management approach that emerges Environmental Total Quality Management (TQEM) concept (Aslan, 2007:20).

1.3.5.3.　　Sustainable (Green) Marketing: Through the third stage

Environmental marketing development in last decade has many effects of marketing. Some of the important green markets and products have emerged. Many important green markets and products such as 'IBM, Mc Donald's and BT' can be given as example. These big companies pushed their providers to show their Eco-performance by using the sales force and controlling them by green inspection. Moreover they developed technologies in many industries in order to reduce the pollution (Aslan, 2007:24-25).

Even though the basic rule of sustainability is verified by governments and big companies, it's difficult to conclude about what the concept means. It has been seen as a challenge to marketing discipline and the established social and economic system which are on the basis of the sustainability. We can list the components as such (Peattie, 2001:140-141);

✓ Future: Marketing tends to make profit for the investors yet provide satisfaction to customer. Moreover; in the past, marketing was focused on meeting the needs of consumers and investors but the sustainable attitude to marketing is seen as an important challenge to the marketing which makes present generations needs more important than future generation's needs. Environmental limitations generally block the freedom of selection and therefore, if the present production and consumption systems cannot be sustained, there may be serious decrease in the options to be presented to the future generations.

✓ Justice: It is very difficult to say that the social and economic orders are fair today. Because of the industrialization costs and benefits are not distributed evenly. The average real returns of the population of industrialized countries are 7 times more than the real benefits of people in less developed countries. Industrialized countries compose less than 20% of the world's population. However, these countries consume more than half of electricity and produce almost half of the carbon dioxide contamination. According to the estimates, less developed countries will compose of 99% of future population growth. It is expected the rate of people living in the industrialized world will reduce to

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13% in 2050. Although assuming that excessive consumption, growth and trade will reduce the depletion of the world; experiences say that this will not happen. Until 1965, industrialized countries' income increased to about 2.6% and this average remained at the level of 1.6% in the less industrialized countries. However, it was seemed that Africa has been even a poor state in the practice. It is said that costs and benefits of so-called phenomenon of sustainability aims to spread more evenly distribution between countries, sexes and ages.

✓ <u>Importance given to the needs</u>: Although the marketing meets our demands and needs, today's marketing consideration is interested in what we want, as well as our needs.

Durning states that three-quarters of the world's population does not have revenue which they can spend how they want and the spending of these people consist of only basic survival needs (Özata, 2006).

Fuller (1999) described sustainable marketing as follows: ''*the process in which planning, development and implementation of control, pricing, and distribution of the products are made in a manner ensuring the following three criteria.*'' These criteria are as follows (Özata, 2006):

(1) Meeting the needs of consumers,

(2) Reaching the organizational goals, and

(3) The process to be in tune with eco-system.

1.3.6. Green Marketing Mix

Green marketing affects a company's processes and all applications. Because the companies are responsible not only for the environmental impact in the production process, but also the effects of products to the environment during life cycle (Rao, 2004:290).

While the marketing answers the demands and needs of the community, it created some negative situations by using methods that focus on growth and consumption. These negative effects can be listed as follows (Uydacı, 2002:111-113):

1. Fustiness of products because of campaigns organized by the businesses with the aim to expand the market and unconscious use of natural resources,

2. Ignoring the needs of the consumer, producing products harmful in terms of both human health and the environment,

3. The creation of consumer demand, the creation of incorrect and unnecessary consumption habits,

4. Creation of extra garbage and waste by differentiation of products and shortening the using duration of products.

In recent years, a significant increase in consumption was experienced by marketing efforts gaining intensity within the business and this gave rise to the status of the consumption of natural resources to make a lot of production. This caused formation of great disadvantages for the environment (Can et al., 2004).

For getting rid of these damages, businesses should be aware of the concept of social responsibility in their missions and they are required to act in accordance with these responsibilities. In other words, the company should not only take meeting the demands and needs of the consumer as a target. Business should be expanded to cover the environmental dimension by taking the social dimension in the social order and the practice green marketing issues should be taken seriously (Kotler, 2000).

Business should consider how the products will be removed before placing them on the market. In other words, the life cycle of the products must be considered when creating the marketing mix. The social dimension of marketing should be viewed in the broader framework.

1.3.6.1.   Green Product

Green products are products which do not pollute the earth, consume fewer natural resources and which are recycled or preserved. Recycled packaging, perfumes not causing pollution or energy-saving bulbs can be given as examples (Mostafa, 2006:1). In other words, sensitivity to the environment by the product features is linked to production. It requires making productions which do not release carbon dioxide, which do not leave the wastes to the nature, which use the waste as

raw material for production and do not harm living things and which requires less energy consumption (Kardeş, 2011:166).

Today, consumers have begun to spend much money on green products. In 2005, according to research made by a major marketing research firm in Canada, 88% of the Canadian people have paid more money on consumer goods which are made of recyclable products leading to less waste. In addition, 96% of the people participating in this research indicated that they use their product preferences on products which can be recycled and does not harm the environment during the production period (Access Date: 15 September 2013, www.kiasia.org,).

Green product is expected to carry the following features (Keleş, 2007:30):

(1) not being dangerous for human or animal health,

(2) must not damage the environment during manufacture, use or remove and must not consume energy and other resources in an excessive amount,

(3) must not cause unnecessary trash because of the shorter life span or excessive package,

(4) should not require unnecessary use or should not torture animals,

(5) must not use materials hazardous to the environment or the universe.

One of the issues that are important in eco-friendly (green) products is packaging. Labelling is also an integral part of the packaging. In particular, knowledge-transferring labelling is closely related to consumers' education and information. Therefore, the label is important and necessary for the transfer of the information to the consumer (Tek, 1997:376). For example, Body Shop produces high-quality products by minimizing the chemicals that are harmful to human health. It uses the minimum amount of recycled packaging materials made of plastic (Keleş, 2007:3-31).

A product must meet the following requirements in order to be eco-friendly (Keleş, 2007:30).

- ✓ Satisfaction: The satisfaction of consumers' needs and wants.
- ✓ Sustainability: The product providing continuity and protection of energy and resources.

- ✓ Social Acceptability: The product or business to be accepted as not harming animals, people or other countries.
- ✓ Safety: The product not risking the health of individuals; their damage to the environment through the use and consumption is examined by comparing with other products and it is decided whether or not green.

In summary, 'green products' is a concept which does not threaten the lives of future generations, which prevents the exhaustion of natural resources in unlimited way, which does not contain harmful ingredients and which contain the information on the label that it is eco-friendly. Green packaging is the essential feature of the green product. Consumer gains awareness with green packaging which is presented to the consumer in writing or with signs. And the conscious consumers become more beneficial for the society. Companies carrying out the environmental activities by selecting the appropriate option from the above formula, so- called 4S; satisfaction, sustainability, social acceptance and safety. Businesses show that the consumers are sensitive to the health and environmental sensitivities with green products. While producing the green product, an eco-friendly approach is expected, which starts on the beginning of production process and continues until the final product occurance. Therefore, the responsibility of companies spread over a wide area. It passes a difficult process from raw material selection to green distribution and green packaging.

1.3.6.2.   Green Price

Price is the only mix element producing income for the businesses while the other marketing mix elements are usually related to the costs. Moreover, this decision can be taken faster and more flexible than other hybrid elements. Despite this, the most overlooked area of resolution in mix elements is pricing (Avlonitis & Indounas, 2006:346).

Investments made to develop eco friendly products raises the final sale price by causative to the cost of the product. It must be told to the people that living healthy and environment have a cost and their contribution to this cost, which they will make by buying environmentalist products, will save them from vital

irreversible consequences in the future. If this expression can be achieved, the cost of environmental investments may be reflected in the price. For example, eco-friendly cars providing fuel-saving can be requested although they are more expensive. Because consumers may decide by considering the cost of fuel save during use. Also power-saving light bulbs and fluorescent tubes, energy-efficient computer systems can be requested although they are more expensive (Aslan, 2007:45).

Green products are launched as more expensive than the other products. Reviewing the literature, we can see that some people (green-sensitive people) are willing to pay the price of more expensive products which are differentiated for the needs of nature and appeal to a certain segment while some people are not willing to pay more.

The following criteria should be taken into consideration for the success of the green pricing (Uydacı, 2002:126–127);

1. Quality: The product should be good and qualified enough to satisfy consumers.
2. Credibility: The consumer should be convinced that the product is green.
3. Simplicity: Green products must be easily understood in terms of the user.
4. Marketability: Markets divided into regions and appropriate marketing strategies must be developed in these regions.
5. Specificity: Renewable resources and developed technologies should be explained to consumers.
6. Visibility: The green products and projects should be done in front of the consumer.
7. Concreteness: The contribution of products to the individuals must be concretely specified in addition to the benefit to society as a whole.
8. Community: Community must be informed about green products.
9. Strategy: Businesses must introduce their products with strategies to the consumers by producing products which are suitable for their strategies.
10. Perseverance: Businesses should work diligently to educate consumers with green studies, to develop new green products and to achieve long-term profit.

1.3.6.3. Green Distribution

The concept of green distribution as a content includes several variables such as distribution, distribution channels, distribution length, classification, inventory, and transportation (Altuğ, 2002).

An eco-friendly approach must be followed at every stage starting with the production of a product, until it reaches to the consumer and the distribution should be carried out with an environmentalist attitude.

Environmental protection adopted by the crowds of consumers requires manufacturers to create new distribution policies. Consumers are intended to focus on producers who give return guarantee when the product's lifetime expires. Now the producers who buy the old product back when selling a new product are preferred. This practice is becoming increasingly common for products such as refrigerators, computers and automobiles (Uydacı, 2002:127).

Recycling of products is becoming quite common in terms of environmental concerns, increase of the burden of responsibility of companies, sustainable development and less material and resource consumption. 'Reverse logistics/supply chain', which can be defined as 'the management process of all products and information flows from the point of consumption to the point of origin' and which is a systematic way of getting the products back and recycling of products, has taken its place in the literature as one of the processes (Karaçay, 2005).

Among the measures that can be taken in respect of the distribution policy for the protection of the environment, there is 'making the product distribution by the minimum fuel expenditure in less space'. For example, the production of concentrated laundry detergents in smaller packages provides great save for the businesses both in production and distribution (Ekinci, 2007:41). As another example, an eco-friendly company chooses vehicles running on unleaded petrol when buying vehicles or it prefers rail transport for long-distance transport operations. If land transportation is a must, the product should be provided to be carried with vehicles equipped with the technology that disposes the used fuel by nacelles in a manner not polluting the environment, so the green motor vehicles should be preferred (Uydacı, 2002:127).

In the United States; 30% of paper products, 20% of the glass and 61% of aluminum cans are recycled when 95% of 10 million cars and trucks are exposed to recycling each year, and reverse logistics strategies are developed every year because of changing conditions of these cars and long-term plans are applied according to these. For example, BMW's strategic objective is to design entirely recyclable cars in the 21st century. Reverse logistics, out of the automotive industry, is used in many industries including steel, electronics, computers, pharmaceuticals, chemicals and medical instruments. BMW, DuPont, Delphi, General Motors, HP are among large companies implementing reverse logistics (Karaçay, 2005).

Green distribution emerges as an important element for the protection of the environment. Planning can be carried out without harming the environment with the green distribution. There are two important elements of the green distribution. The first of these is reverse logistics. Reverse logistic is 'giving the products which have become waste to the recycling and making them available again. Second one is the green supply chain. Green supply chain includes the processes of purchasing (yet non-recyclable materials), green manufacturing (which could provide development for re-use of waste), green distribution (distribution with green approach at every stage until reaching the consumer), green packaging (packaging process using eco-friendly materials) and reverse logistics.

1.3.6.4.   Green Promotion

Although an eco-friendly product is produced carefully by the company and eco-friendly distribution of it is made and it is appropriately priced, the consumers are likely to be informed of that product if its promotion activities are insufficient. Companies must gain the product a green identification by making an image work while promoting eco-friendly product to the consumers. Promotion activities affect emotions and behavior, which may create purchasing behavior, by drawing the attention of consumers with the help of methods such as public relations, advertising and personal sales development (Davis, 1991:14).

A good introduction allows consumers to come together with the environmentalist businesses. Description policy is meant to give consumers

environmental message by creating the image of 'eco-friendly' business in the eyes of consumers (Yükselen, 1998).

In today's structure, the real green products reach to consumers in a more convenient and easier way and there may be misunderstandings and efforts to deceive consumers about the subject. The most important point in the use of eco-friendly claims in advertising or efforts increasing the sales is that the ads are not deceptive or misleading. The message to be given to the consumers should clearly state the accuracy of the claim or the circumstances under which the claim will take place (Aslan, 2007:42). In other words, advertisers should aim to draw a portrait of people sensitive to the environment highlighting that the companies follow an environmentally responsible policy while by addressing the environmental aspects of people and making presentations on the benefits of the products to the environment (Banerjee et al., 1995).

According to Banerjee et al. (1995), advertising through the environment is the name given to the advertisements which include one or more of the following criteria:

- Explicitly or implicitly attracting attention to the relationship between the biophysical environment and goods/services,
- Encouraging people to an eco-friendly lifestyle without stressing any product or service,
- Creating a positive image on the environmental responsibility. This definition includes both written and visual media advertisements.

The market presentation of the green products in America doubled between the years 1989-1990 and became 11.4% and the growth rate continued with 13.4% in 1991. In the same way, the green television ads increased by 367% in 1990 (Üstünay, 2008:172).

The most important concept to persuade the consumer is advertisements and promotions. The reliability of these ads by consumers must meet the credibility in a friendly manner. That's why the most important objective of promotion is 'confidence'. A negative experience can cause consumers to think the contrasting

ideas. Therefore, the ads and the presented products must be consistent with each other.

1.4. Cause Related Marketing Concept

Social marketing is a marketing practice of government, non-profit-making establishments, benevolent associations that is done for adopting a profitable idea to the society. Common campaigns are conducted by profit making establishments in order to support foundations, associations in resolving the social problems. "Haydi Kızlar Okula" and "Gökkuşağı Projesi" which are named as cause related marketing applications can be given as an example to the campaigns where the profit-oriented establishments support benevolent associations.(Bayraktaroğlu & İlter, 2007:49-64).

Cause related marketing came up as a type of institutional charity based on logic of helping with the instinct of profit. Cause related marketing concept is often confused with; a type of sales promotion, a link between institutional charity and sales promotion, institutional sponsorship linked to the charity events (charity program of Coca-Cola to the hungry and homeless people in United States of America) and the charity for those who deserved support because of social causes (scholarship given to the children of people martyrized in Vietnam war).Cause related marketing is a process offered by establishment in relation to the social event(cause) to supply specific contribution, which also includes consumers who satisfy organizational and individual goals, which is constituted by activities of formulating earner exchanges and applications (Karacaoğlu & Balıkçıoğlu, 2007:121 - 141).

Cause Related Marketing links the products to the social cause by management's marketing plan. For example Avon created a source with the income supplied from the sale of the "pink ribonned" products within the project of "struggle with breast cancer" (Karacaoğlu & Balıkçıoğlu, 2007:121 - 141).

In Turkey Eczacıbaşı-Avon has been running "struggle with breast cancer" campaign since 1996. Thanks to brochures prepared within the framework of this campaign tens of thousands woman's awareness was raised ,thanks to the fund created with the profit which was made by the sale of special products produced within the framework of the campaign , relevant institutions could be able to buy

medical devices. For example in 1997 Hacettepe University and in 2002 SSK Okmeydanı Hospital bought mammography device thanks to this campaign. As it is seen in the Avon example, the managements choose to support events related to the social causes relevant to their target markets (Karacaoğlu & Balıkçıoğlu, 2007:121 - 141).

Cause related marketing is a sophisticated tool which is used for developing institutional image, overcome the negative pressure of the public, increase the sales, promotion of repurchasing, increasing the brand awareness, development and strengthening the brand image, new markets and reaching the geographical markets (Karacaoğlu & Balıkçıoğlu, 2007:121 - 141).

Cause related marketing is basically a marketing program. It has two main goals such as; improving institutional performance and helping useful social events. By dealing with these two goals together, the establishments provide fund-raise by the sale of product and services. The expenses of cause related marketing applications are not covered from the budgets of the organizations that are founded for charity; they are dealt inside the marketing budget which is spent for advertisement and sales promotion activities. As a result of the cause related marketing application, the increase on demand related to the brand can provide profit more than the contribution to the social event. For instance, American Express Company started a cause related marketing program that includes renewal of the Statue of Liberty in 1983. For that purpose, it undertook to give one penny for each renewal of the credit cards and one dollar for the new cards to be issued. Thus compared to the previous year increase of %28 was seen in the card use and there has been important increase in new card demand.1,7 million dollars part of national promotion campaign ,valuing 7 million dollars was covered by American Express (Karacaoğlu & Balıkçıoğlu, 2007:121 - 141).

1.5. Eco-Friendly Projects of Brands with Examples

Green marketing is a collection of activities which aims to give minimum harm to the environment while trying to meet the needs of individuals. However, the companies need to effort exceptionally in order to achieve these activities. Efforts of

some well known brands on sustainable development strategies are demonstrated below.

1.5.1. Hewlett-Packard

HP is planning to minimize the environmental effects of bought, utilized and sold papers by generating one of the widest paper policies within the sector.

Upon this aim, the company undertook some regulations about the lifecycle of papers. The company encourages careful usage of paper and recycling of paper by advising users which delivers fiber needs from certificated and sustainable forest and minimizes the carbon production and the amount of waste during the production process, which ensures to use raw material inputs more effectively (Access Date: 20 September 2013, www8.hp.com)

HP stated that 100% of photo paper for the consumers will be supplied by the suppliers which are authorized by a forest certification program. Moreover, HP reduced the volume of the materials, which needed to package the writers for transportation, by half. By using minimum amount of material, the company uses durable transparent layer in order to wrap the product for transportation.

Figure 1. 1 Hp is eco – friendly activity

The layer material which the company uses to wrap the product can be recycled as well. This allows time saving both for transporting box and customers unpacking their products (Access Date: 20 September 2013, www8.hp.com).

1.5.2. Colgate & TerraCycle

With the cooperation of Colgate and TerraCycle, collection and recycling of Oral care packages such as toothpaste tubes and cans, and toothbrushes are provided. In this program, with which schools from every province of Turkey could send their used toothpaste tubes, cans and toothbrushes to the Oral Care unit, collected items are converted into products ranging from plastic flowerpots to benches in parks. With this program, Colgate & TerraCycle requests both children to get awareness about recycling and supporting children's creative skills (Access Date: 20 September 2013, http://www.kurumsalsosyal.com//tr-TR/colgate--terracycle/4213_parlak gelecekler.aspx).

Figure 1. 2 Recycling of Colgate tooth brushes

1.5.3. Procter & Gamble (P&G)

Hayrunnisa Aligil P&G Turkey, the Caucasus and Central Asia International Relations Coordinator stated that they had obtained some recoveries with environmental studies. Aligil, stating that they provide decrease in costs in this way, said "*The most important value we created with sustainable growth studies was to*

increase brand recognition. The best indicator of this is that P&G is the first in the industry in the Dow Jones Sustainabilitiy Index in the last three years."

P&G is implementing waste water treatment and controlled air emissions reduction programs within the scope of "Sustainable Growth" projects and it is implementing studies for the industrial health and safety of workers committed in the production. The company, taking care of using products that require fewer resources in the production process, manufactures detergents that gives the best results at lower temperatures and less water consumption (Access Date: 22 September 2013, www.capital.com.tr).

Figure 1. 3 Ariel Eco-Friendly detergent and Procter & Gamble Logo

1.5.4. İş Bankası

İş Bankası launched an eco-friendly investment fund called Type B Variable TEMA Environment Fund. Income of this fund contributes to TEMA's environmental projects. İş Bankası says that environmentally conscious companies are investing in these fund productions.

1.5.5. Arçelik

Arçelik sustains its existence in the market with 9658ETI oven cosuming 40% less energy compared to the limits of its class. Besides, it is said that it prevented approximately 1650 trees to be cut by making reduction of 85% in the use of wood, 60% in the use of cardboard with help of its projects that it made for its furnaces.

The "New Ecologist", which is the world's most water-efficient 13 people dishwasher and which was started to be produced in the year 2010, saving 39 tons of water per year compared to hand-wash was developed to minimize the use of natural resources by consuming only 6 liters of water (Access Date: 22 September 2013, http://www.arcelik.com.tr).

Figure 1. 4 Arçelik 9658ETI Oven, New Ecologist Dish Washer

1.5.6. Toyota

Toyota is presented as one of the companies gaining competitive advantage by producing eco-friendly car brand 'Prius'. Prius is the first mass-produced hybrid car in the world and according to Interbrand's survey, Toyota's brand equity increased by 47 %, reaching $ 28 billion with Prius (Access: September 2013, http://www.capital.com.tr/yesil-sirket-olma-yarisi-haberler/19581.aspx).

Gasoline diesel engine and electric motor work in adaptation in hybrid system which is seen as the future of engine technology. Toyota's aim is to reduce their carbon footprint constantly by managing GHG (greenhouse-gas) emissions.

Figure 1. 5 Toyato Prius car

1.5.7. Siemens

Fujitsu Siemens established three separate "recycling centers" in its building in England. It provides proper assessment of the wastes in offices. Also the staff contributes to the environment by bringing wastes such as batteries and paper in their homes to the company Therefore, the company is working to develop its employees to contribute to the environment (Access Date: 23 September 2013, www.capital.com.tr/yesil-sirket-olma-yarisi haberler/19581.aspx).

Figure 1. 6 Siemens's 3 different recycling centers in England

1.5.8. Banvit

The organic wastes produced during the production of chicken processed as feed and these wastes are evaluated in the waste facilities making biological treatment. (Access Date: 23 September 2013, www.capital.com.tr/yesil-sirket-olma-yarisi-haberler/19581.aspx).

Figure 1. 7 Banvit Plants

1.5.9. Mc Donald's

Mc Donald's has been performing eco-friendly activities since 1980. It allocated 300 million pounds per year to purchase materials for reuse. The company, which has thirteen thousand franchisee branches all over the world, announced that all the Mc Donald's restaurants stopped the intake of poultry containing antibiotics last year. In addition, it announced that it will agree with firms that use drugs that are related to human health. It stated that it also performed the application on potatoes and beef producers (Access Date: 23 September 2013, www.capital.com.tr/dunyayi-koruyan-karini-da-artiriyor-haberler/15386.aspx).

1.5.10. Kipa Stores

Kipa says that it is working to reduce the carbon footprint. Kipa aims to be a company which makes zero carbon production by 2050. It states that it is against the environmental threats by implementing many environmental activities in its own site so far. In 2012, it recycled 6,900 tons of packed waste. In addition, it stated that it

made photocell taps in all the operations to reduce the consumption of water (Access Date: 24 September 2013, www.kipa.com.tr).

1.5.11. Migros Stores

Migros provided a new eco-friendly option to the customers with "Nature Soluble Bag" application. In 2011, it provided the amount of bags per customer decrease by 9%. Migros Group securely transmits stored waste to Migros Group distribution centers by collecting the electrical and electronic wastes in its stores. These wastes, whose quantities are periodically reported to the Ministry of Environment, are recycled by being sent to the authorized recycling companies licensed by the Ministry of Environment (Acess Date: 24 September 2013, www.migros.com.tr).
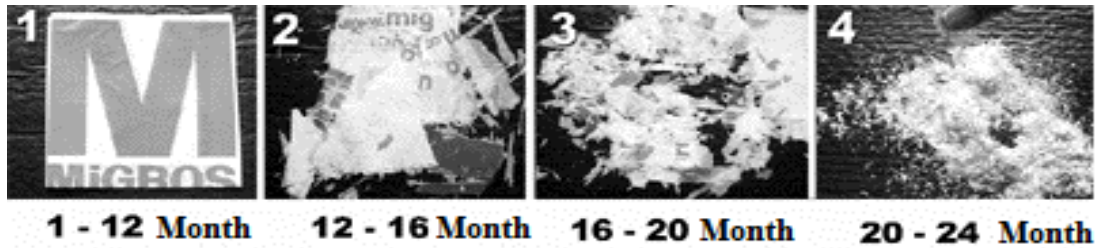
Figure 1. 8 Nature Soluble Bag

1.5.12. Coca Cola

Coca-Cola says that it performs its activities for the protection of the environment under the main headings "Water Management", "Sustainable Packaging", "Fight with Energy Management and Climate Change". They state that they target a minimum level of water use in its operations, conservation of natural resources by taking control of their carbon footprint with sustainable packaging waste through the efficient use of energy and high waste management practices (Access Date: 25 September 2013, www.cci.com.tr).

Figure 1. 9 Logos of Water Management, Sustainable Packaging, Fight with Energy Management and Climate Change

1.5.13. Nestle

Nestle has many targets for the environment. Nestle, aiming to improve the necessary scientific information for understanding the environmental evolution and events, has published Guidelines for the responsible use of resources for fish and seafood, dairy products, meat and poultry. Nestle stated that it uses 27% recycled materials in its packages for zero waste target. Besides, 38% of energy consumption per ton of product was stated in social responsibility projects since 2002.

The organization named "Interbrand", known as brand evaluation agency in the world, showed the companies defined as the top 50 global green brands of 2013 in Table 1.1.

The world's automotive giants are located in the first row of the brands selected by taking consumers' beliefs about the brands into account. According to this organization which determines the world's best brands every year since 1974 with its researches;

Table 1. 1 The Best 50 Global Green Brand

1. Toyata	13. BMW	26. Pepsi	38. Kellogg's
2. Ford	14. Nestle	27. IBM	39. Caterpillar
3. Honda	15. Adidas	28. Cisco	40. Shell
4. Panasonic	16. Samsung	29. Xerox	41. Avon
5. Nissan	17. Mercedes Benz	30.Canon	42. H&M
6.Johnson&Johnson	18. Siemens	31. Nike	43. Allianz
7.Volkswagen	19. Coca Cola	32. UPS	44.AXA
8. Danone	20. L'oreal	33. IKEA	45. SAP
9. Nokia	21. ıntel	34. Hyundai	46. Santander
10. Dell	22. Apple	35. Microsoft	47. MC Donald's
11. Sony	23. Philips	36. Starbucks	48. Zara
12. HP	24. 3 M	37. KİA	49. Citi
	25. GE		50. Colgate

(www.avrupa-postasi.com/almanya/cevre-dostu-markalari-belirlendih90742.html, Access Date: 13 October 2013)

The companies included in the above table are described as the world's most sensitive and respectful companies to the environment. Especially in the last 10 years, companies in Turkey also began to be sensitive to the environment for the social responsibility and corporate reputation. Many local and multinational companies in Turkey continue to work to be recognized as "green company" and to protect the world they live in (Access Date: 16 September 2013, www.capital.com.tr/yesil-sirket-olma-yarisi-haberler/19581.aspx).

1.6. Environmental Organizations Contributing to the Social Responsibility

Contribution to the development of environmental awareness in our society is provided the by many media and civil society organizations attributing importance to the protection of environment. It is possible to give many examples for non-governmental organizations. Names and objectives of some of them are listed below.

1.6.1. ÇEKÜL Foundation

The Foundation for the Protection and Promotion of the Environment and Cultural Heritage, ÇEKÜL was founded in 1990. Its aim is to protect the natural and cultural heritage. This foundation carries out projects for the protection and sustenance of evaluation. Tree plantation works are performed with 7 Tree Forests programs (Access Date: 26 September 2013, www.cekulvakfi.org.tr).

Figure 1. 10 Çekül Fundation's Logo

1.6.2. Water Foundation

This foundation basicly dealing with the climate change, water and clean energy issues. Such as global warming and carrying out scientific studies as a non-

governmental organization. It organizes panels, conferences and symposiums that aim to teach the importance of water for person, society and animals and in order to contribute water problems with the most efficient way of water use. It distributed a large number of booklets and brochures in primary and secondary schools with "Blue Drop" project launched in collaboration with the Ministry of Education and it gave seminars on clean water and energy issues (Access Date: 26 September 2013, http://www.suvakfi.org.tr/).

Figure 1. 11 Logo of Water Foundation

1.6.3.   ÇEVKO

The Environmental Protection and Packaging Waste Recovery and Recycling Foundation were founded in 1991. Purpose of ÇEVKO is to make studies for establishing the necessary system for recycling waste of glass, metal, plastic, composite, paper materials in healthy and clean ways (Access Date: 26 September 2013, www.cevko.org.tr).

Figure 1. 12 ÇEVKO Green Point Logo

1.6.4. Turkish Marine Environment Projection Association

TURMEPA founded for protecting Turkish seas and coastal areas and supply help to inheriting to new generations' purposes in 1994. Its main aim is to keep seas alive. This association makes many activities. 'Cabotage Activity' can be given as an example for these. Turkish Marine Environment Projection Association/TURMEPA organizes voluntary underwater cleanup activity within 'Cabotage Week' arranged by Transport, Maritime and Communication Ministry every year (Access Date: 26 September 2013, www.turmepa.org.tr/).

Figure 1. 13 Logo of Turkish Marine Environment Projection Association

1.6.5. Wildlife Conservation Society

The purpose of this Association, which was established in 1975, is to provide protection for the plants and animal species found in Turkey. Some of its activities are as follows:

- ✓ It took endangered Anatolian leopard under protection,
- ✓ It made a research in which 17 important sea turtle nesting areas were determined between the coasts of Kuşadası-Samandag, by the World Wide Fund for Nature (WWF),
- ✓ Fethiye and Göcek, Patara, Belek-Acisu and Göksu Delta coasts were declared as "Special Protection Areas" which havemajor importance as sea turtle breeding areas,
- ✓ It provided Polonezkoy-İstanbul to be taken under the protection as Natural Park (Access Date: 27 September 2013, http://tr.wikipedia.org).

1.6.6. Tema Foundation

TEMA, the Turkish Foundation for Combating Erosion Reforestation and the Protection of Natural Habitats, draws attention to erosion and desertation danger. It performs many projects such as Rural Development Projects, Projects to Combat Desertification and Carbon Capture Projects (Access Date: 27 September 2013, www.tema.org.tr).

Figure 1. 14 Tema Foundation's Logo

1.6.7. TÜRÇEV

Turkey Environmental Education Foundation (TÜRÇEV) was established with the purpose of initiation of Blue Flag Program in our country in 1993 under the leadership of the Ministry of Tourism. This foundation started to perform the Environment's Young Spokespeople program for the students of high school age in 1996 and 'Forest Schools Programs' in 2004 in our country.   It targets to create environmental awareness among young people and to increase the possibilities of cooperation for a cleaner world (Access Date: 27 September 2013, www.türçev.org.tr).

Figure 1. 15 Logo of Türçev

1.6.8. Green Screen

Green Screen, which is the green line of NTV news channel, supports the protection of natural life with its documentaries, dramatic stories of the changing environment and news (Access Date: 27 September 2013, www.ntvmsnbc.com).

1.6.9. Nature Society

Nature Society has been operating since 2002. It performs its communication and campaign projects with its center in Ankara and office in Istanbul. In addition, the Association has representative offices in Hasankeyf, İstanbul, Bursa and Bilecik There is the Nature House which was created to introduce the association and to promote the region's nature in Beypazarı district of Ankara and İstanbul-Çengelköy. The purpose of this association is to try to make nature live. Spreading bird watching in our country by pulling the people of all ages to the nature, Burdur Lake Recovery Project, Urfa prairie Project within Zero Extinction Campaign can be given as examples of its achievements (Access Date: 27 September 2013, www.dogadernegi.org/).

1.6.10. Association of Wheat

This association, called as Buğday Association, was founded in 2002. It started with a small looms selling rice, sea salt, sage, thyme, olive oil in Bodrum bazaar n 1990 and it continued with Basak Natural Products Shop and Basak Naturcafe in Bodrum and it turned into an association. The purpose of this association is to protect forest, pasture, agricultural fields and wetlands, to contribute to the development of natural habitats and ecological awareness by reuniting people with the soil, to figth against the pollutions in the air, water and soil and to make works preventing the deterioration of the ecological system and to contribute to the improvement of eating habits for a healthy society (Access Date: 29 September 2013, www.bugday.org).

1.6.11. United Nations Environment Program

United Nations Environment Program was established after the United Nations Conference on the Human Environment in 1972. The purpose of the organization, whose center is in Nairobi, Kenya, is to coordinate the activities of the environment, to assist developing countries in environmental policies and to propose methods of environmentally sensitive development (Access Date: 29 September 2013, http://tr.wikipedia.org).

1.6.12. Greenpeace

Greenpeace operates with 28 regional or national offices in a total of 40 countries in Europe, America, Asia and the Pacific. It is a non-profit organization. In addition, this organization has been fighting against the massacre of the environment anywhere in the world since 1971. Greenpeace does not accept donations and sponsorships from states, political parties or companies to continue its work independently. It performs its entire works with material and moral support taken from individuals (Access Date: 27 September 2013, www.acd.org.tr).

It has many working areas such as protection of old forests and oceans, the use of clean and recyclable energy, taking commercial whale hunting under control and stopping global warming (Access Date: 28 September 2013, www.toplumsalanaliz.net/).

Figure 1. 16 Greenpeace's Logo

CHAPTER II

BRAND, BRAND EQUITY AND FACTORS

In this part of the study, development, importance, definition of the brand concept, differences between the product and the brand, the brand's characteristics, factors influencing brand preference, brand equity and elements are included. 'Brand awareness' concept which is within the brand equity elements forming the subject of the thesis is included in a detailed manner. In addition, the impact of brand awareness on consumers and effects of some eco-friendly practices on brand awareness are also mentioned.

2.1.   Brand Concept, Development and Significance

Brand is a quite popular concept of marketing. Continually, many brands are established and many goods and services are launched with them. Therefore, the firms attempted to brand to differentiate their goods and services and in this way, they gave consumers the choice of a specific product category.

According to the famous marketing guru Don Schultz; " *brand is a summary describing who created it and what they want to do in which way. Brand concept includes product, goals, value, given promises, mission of the organization which created it and most importantly the reality"* (Süzer, 2002:76-79).

Brand is the heart of the marketing theory. Because a trademark is consistent of the combination of the property (what the product is), customer benefits (which needs and wants the product meets) and values (what the customer reconcile the product with). People can afford to pay a difference for the brand in return of the brand's warranty and risk reduction (Özdemir, 2008:120).

People have been branding goods and services since a long time. In order to know whom to hold responsible when they face with a problem and to know where to get a product when they like a product, they have put several signs on furniture or walls. These signals caused diversification. Many handprints, which are forms of

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sense of belonging that is believed to has been existed until BC 15 thousands, were found on the walls of the Lascaux Caves in the South of France in the excavations made. Ancient civilizations such as Chinese, Egyptians, Romans, and Greeks put seals on the pottery and the other items for specifying ownership and quality (Çifci & Cop, 2007:70).

Decorative and symbolic figures found in ancient times were used as national logos by kings, governments and emperors for declaring power and authority. As an example for this, 'Roman Eagle' and 'French Lion' symbols were used (Çifci & Cop, 2007:70). Brand concept has become legal with 'Bakers Stamping Act' in the 13th century in England (Perry & Wisnom, 2003:11).

The most important one among the happenings bringing up the branding is the requirement to provide a certain activity and control of the producers on trade and consumers. At the end of the industrial revolution, this requirement has become directly related to a market structure in which there is a differentiation of the relationship between producers and consumers dominated by wholesalers. During this period, there has been an increase in demand as well as the population. In addition to this increase, the development of transportation expanded market structure and increased the number of retailers (Durmaz, 2010:29).

Increased consumer demand and technological advances has provided the opportunity to invest for the manufacturers to establish production structure in a wide range, and the strengthened manufacturers have also obtained the opportunity to disable the power of advertising through wholesalers. The manufacturers have had the opportunity to get the growing demand away from the wholesalers by using advertisements. In this process, the manufacturers offer the best opportunities for the wholesalers for distribution of products. However, this situation has led to a shortage in terms of making profit. Some of the manufacturers are late for the will to differentiate their products in this situation to overcome the shortage of profit. Manufacturers have received patent for protection and communicated directly with customers by using advertisement for purposes of differentiation. Efforts of manufacturers in this direction can be regarded as the birth of brand creation. Examples of the first U.S. originated brands which were created in this progress are Levi's (1873), Maxwell House (1873), Budweiser (1876), Coca Cola (1886), Campell's Soup (1893) (Durmaz, 2010:29).

Strong brands are now becoming an asset value shown in the balance sheet of businesses rather than providing benefits by standing out from its competitors through differentiation and increasing their market share from competitors. Firms increasing their market share by creating strong brands provide added value not only to their own institutions but also for the country. In other words, in a country where there are strong brands, employment, production, exports and national income also grow. Creating valuable brands is of great importance for both countries and the companies (Ateşoğlu, 2003).

As a result, the need to distinguish the products from each other by creating products many in conditions of growing competition, many are introduced were needed to between these products. The manufacturers who want to distinguish the products in terms of features (eg, packaging, shape, logo, etc.) have started to work by focusing on brand activity. Because of this, the brand concept has become an important value. One of the most important objectives of the firms has become trying to have a strong brand by pulling away from thousands of brands and products. Companies want to gain the customers and have place in their minds; the ability to be different in this way gives direction to the development of the company.

2.1.1. Definition of Brand

The word brand which we often hear nowadays has become one of the arteries of the companies. Such that, laws were issued for the protection of trademarks from the imitations and they were tried to be protected. Many definitions can be made under the brand concept (Kotler & Armstrong, 2001:301).

In the literature, it is possible to see many definitions related to the concept of brand. Some of these can be defined in the following way;

According to David Ogilvy (1950); Brand is the consumer's idea about the product (Howard, 1989:27-42). This can be thought as the first feature of the brand equity.

Philip Kotler and Gary Armstrong defined the brand as "*a name, sign, symbol, design or a combination of them that are intended to identify products or services of one seller*" (Kotler & Armstrong, 2001:301).

Brand is the sign that introduce the right-holder both in terms of the symbol of quality and an honest work and work load (T.C. Sanayi ve Ticaret Bakanlığı Sınaî Mülkiyet Dairesi Başkanlığı, Brifing Notu, 1995:6).

It is defined as the name, symbol, design, logo or a collection of all, which is used to define the product and distinguish it from its competitors (Odabaşı & Oyman, 2007:360).

According to the definition of American Marketing Association, brand is the name, term, sign, symbol, design or logo that is used to determine and define a product or the goods or services of a given salesmen and to distinguish them from the goods and services of competitors (Durmaz, 2010:30).

"*A name, term, sign, symbol or design, or a combination of these, that is intended to identify the goods and services of one business or group of businesses and to differen-tiate them from those of competitors*" (Bennett, 1995).

Turkish Patent Institute has described the brand as *"all kind of signs that can be viewed with especially words, shapes, letters, numbers, form of goods and packaging including the names of individuals or that can be defined in a similar way and published and copied by pressing in condition that it distinguishes an enterprise's goods and services from another enterprise's goods and services"*.

Brand is a mutual promise and guarantee of quality. A strong brand is a prestige factor which can be distinguished by forming preference (Perry & Wisnom III, transaction, 2003:12).

Brand is a promise given to the consumer and an offer that is targeted at consumers with a unique profit declaration better than the basic competition. In short, the brand is an abstract corporate active as it has a value (Şahin, 2007:4).

In terms of marketing, the brand represents the psychological and symbolic aspects of the brand. Image, value and personality of the product in the eyes of consumers are considered as the psychological aspect of the brand. It is about what consumers think or feel of the products, so how they see the product. Today, the reference of being a brand leads to the direction of the brand, so that, to make the consumer feel in the way which the owner of product wants, to make the consumer feel that the product is valuable and to establish brand loyalty in terms of the consumer. Creating the psychological aspects of the brand and managing it is both valuable and time-consuming process (Bakar, 2011:3).

In a general definition, the brand is a shape (Puma's panther, Mercedes' star, etc.), term (Nestle, Motorola, etc.), symbol or name (Kleenex or paper

handkerchiefs?) or a combination of these, which gives an identity to the offered goods and services (Şahin, 2007:4).

Starting from the definitions, the concept of the brand is expected to meet the following expectations (Baker & Cameron 2007:85);

- To create a certain image different from its competitors,
- To reach the consumer with high quality and different communication networks,
- To get advantage against opponents in long-term competition,
- To increase the efficiency of business by using simple fixed assets more efficiently.

Transformation and perception forms of the brands according to years and the example brands from 1950 to the present are located in the following table (Özsaçmacı, 2011:8).

Table 2. 1 Perception Type of the brand according to the years

1950-1960	Manufacturers' brands to come to the forefront	Frigidaire, AEG, Arçelik
1960-1970	Commercial (retail) brands	Market Brands
1970-1980	Brands created with person names	Armani, Vakko
1980-1990	Global brands – brand identification	IBM, Coca-Cola, McDonald's
1990-2000	Development of global brands with local features emotions	Coca-Cola, Nestle, Knorr
2000 and later	Nationalization of local brands and brand emergences	Mavi Jeans, Beko, Arçelik, SonyEricsson

(Teker & Gülçubuk, 2005:258)

In light of the definitions, brand is a major component of the product. It is name, term, symbol, number or form of the product that distinguishes it from competing products. Each good and service we see actually emerges as a brand. It is a concept that has become an important issue of the commercial life both for the businesses and the customers. In addition, the brand assumes the role of a bridge between the customer and the company by establishing a relationship.

2.1.2. Brand Elements

Existance of brand elements in the creation of a brand can only be realized in case that the consumers accept these elements and ascribe these qualities to a product. Brand elements make significant contributions to brand equity. Association of certain connotations with a brand is what distinguishes it from its competitors (Özsaçmacı, 2011:11). That's why; the brand includes a broader sense than a name. A clothing brand Lacoste which is more expensive compared to its rivals and seems more qualified can be shown as an example. Brand, as well as the benefits of the core product, packaging, product warranty, image and prestige of a product can be counted in benefits (Assael, 1990:297).

2.1.2.1 Brand Image

Brand image is all perception as results of experience and knowledge of consumers about the brand. So, it is about how the consumers perceive the brand (VanAuken, 2003:47). For example, the image created by the brands can also evoke the brand's quality to the consumer. Furthermore, the brand wanted to be created in the minds of consumers demonstrates that it is to satisfy the needs of the consumer class of a certain social status as well as showing the material quality of the product (Kırdar, 2005:240).

Consumers evaluate products and brands according to the current images and it can be said that they buy the image rather than the product. The stronger and more distinct is the image formed in the consumer, the easier will be the orientation of the consumer to the product. Although there is a connection between concepts of brand image and product image, there is a fundamental difference (Özsaçmacı, 2011:13-14).

Brand image can be expressed as an entire rational as well as emotional reconciles of a person or a group of people for a product. In other words, it is the product a set of thoughts and feelings that the product evokes in the person. The studies showed that the consumers see the combination of functional and symbolic aspects of brands and they do not have problem in accepting the brands which have both functional and symbolic appeal. For example, a study showed that Nike brand is

perceived as both functional and prestigious brand. Zippo lighters do not only have burning function, but also bear the image of status. Harley-Davidson motorcycles are not only functionally satisfactory vehicles but also experience, attitude, way of life and understanding tools of who they are for the owners of them. According to Harley CEO Bleustein, a brand is very easy to imitate. But carrying the soul behind all items having the logo of Harley as well as the motorcyles and creating that life style and value and reflecting the heritage of years to the present day is not that easy (Pira et al., 2005:74).

2.1.2.2 Creating Brand a Name

Brand name is the part of brand which can be spoken or identified by numbers, words or letters. Brand names are issues which make the shopping easier, which give quality assurance at a certain rate and provide self-definition (Özsaçmacı, 2011:14).

Brand name to be selected must absolutely be related to the positioning of brand and consistent. It can be explained as follows why the brand name is so important; photographs of two beautiful women are shown to a group of male subjects and which woman is more beautiful is asked. Replies are distributed evenly on both ladies. Then, the researchers write the name of the first photo as Elizabeth and the other one as Gerthurude and the same question is asked. This time, eighty percent of respondents find Elizabeth beautiful (Kotler, 2000:89). So, today, a company's or a brand's name is a significant decision. For the reason, that this concept adds value to the name. It also provides difference and privilege for the businesses.

Furthermore, brand name should not mean bad in other countries and languages. For example, the Nova name is a badly chosen name for a car to be sold in other countries where Spanish is spoken and it means 'not going' in Spanish (Kotler, 2000:89). So, compliance with the brand's image should be (Assael, 1993:394).

2.1.2.3 Creating Brand Identity

Brand identity can be defined as a combination of all elements reminding the brand to the consumers (Aaker, 1997:347). The business analyzing its customers, competitors and it must firstly establish a clear brand identity when creating the brand. Brand identity can be expressed as a continuum of services that the businesses offer their customers. These available features are benefits, quality, performance, and brand experiences. Brand identity is associated with how the customers perceive the businesses in their own eyes. So, it refers to everything that relate directly or indirectly to the brand in people's minds. For example, McDonald's brand takes place in the minds of the people as fun and fast service. Volvo brand forms the concepts of durable and safe. All of these things create the brand identity (Aaker, 1995:209).

2.2. Differences between Product and Brand

Product and brand concepts are quite different from each other. Çedikçi (2008) uses the definition "*all kind of signs that can be viewed with especially words, shapes, letters, numbers, form of goods and packaging including the names of individuals or that can be defined in a similar way and published and copied by pressing in condition that it distinguishes an enterprise's goods and services from another enterprise's goods and service*" for the brand. The product is called as the generic names of material (goods) and intangible (service) elements produced to meet human needs (Access Date: 13 September 2013, www.geka.org.tr).

Each brand can be qualified as a product, but each product cannot be qualified as a brand. On the other hand, the produced thing can be called as "product" for a firm but the purchased thing can be called as "brand" in terms of the customers (Ateşoğlu, 2003).

"Brands do not have the life cycle. Products move along the life course but the brands do not live it" (Çifci & Cop, 2007:70).

Products may vary by country. But the brand's positioning can only be achieved if it becomes the same in all markets. As represented in Kocaman's study (2008), large variations are observed in Mcdonald's products from country to country. There are hamburgers containing more sheep meat and vegetables in India while in China there are burgers made with dog meat. However, the McDonald's brand is always the same even in different countries.

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In the table below, we can see more clearly the difference between the product and the brand.

Table 2. 2 Differences between Brand and Product

Product	Brand
Produced in the factory.	Brand is created.
Object or service.	Perceived by the consumer.
Has a shape and feature.	Permanent.
Can be changed or developed in time	Provides satisfaction on meeting the needs of consumers
Provides physical benefit for the consumer.	Can be considerec as status indicator by the consumer.
Tangible. It has components.	Has a personality.
Refers to the left (rational) part of the brain.	Refers to the right (emotional) part of the brain.

(Aktuğlu, 2004:15)

2.3. Brand's Feature and Features that must be in Brand

For a clearer understanding of the concept of brand, the features must also be known. Brand is a both physical and perceptual concept. Physical aspects, such as an enduring characteristic of a good refer to the robustness of the good. That's why durable goods do not wear out easily. The user does not need to purchase another good and uses the good for a long time. Here, the brand provides a psychological benefit showing that the product is worth the price paid for it or as another instance, the product's expense can be converted into psychological benefits. Consumer who buys an expensive car transforms the expected benefits of the car into psychological benefits with the belief that this car makes him an important and admired person (Çakmak, 2004:50).

Businesses which create a successful brand can gain an advantage from its competitors by expanding into new markets. Brand is the point of connection between producers and consumers. So, it is not only used to separate the product from other products. In addition, an aspect of the brand, which is described as psychological, is that it is perceptual. It indicates that an obsolescence good does not wear out easily, so it indicates its robustness. This statement exposes a psychological

benefit state in people. The aspect described as physical is that the brand can be easily found everywhere.

Another feature of the brand is that the manufacturer having a well-known and reliable branded products dos not have difficulty when launching its new branded products to the target market (Arpacı et al., 1992:87). A brand which has been successful in the market prevents the intermediary organizations to put different prices for that product than the market price. Thus, businesses can ensure price consistency in their products (Akdeniz, 2003:29).

Branding contains all the elements of the marketing mix. Brand is located in the center of marketing activities. Therefore, it constitutes the center point of marketing (Türkay, 2011:38). In addition the brand provides a financial return for the businesses (Keller, 2003:9).

"*The brand adds value to goods and services. This value is in the form of the experience gained by the use of brand, proximity (familiarity), reliability and risk reduction.*" (Türkay, 2011:39).

The brand is not only registration certificate. At the same time, it is regular quality and performance promise by the manufacturer to the customer (Çifci & Cop, 2007:70).

According to Keller, brand is a unit that can meet the expectations of customers and simplify the customer's decision-making process (Keller, 2003:2).

Brands reveal the customers' perception about products and performance. The value of a strong brand shows its ability to capture customer preference and loyalty (Çifci & Cop, 2007:70). In other words, it is the sum of organization's value system developed for the marketing activities.

If the firms can build a strong brand with a strong customer loyalty, they can easily take control of distribution channels (Assael, 1993:400). Additionally, the brand provides information about the level of quality which will be determined to satisfy customers (Keller, 2003:9).

The simplest way to figure out whether the product is a strong brand is to check out what the preference rate of the consumer for that product among the competing products. If the consumers prefer that brand, it means that an important step towards becoming a strong brand is taken. In addition, the company which goes forward to be a powerful brand must provide confidence to the consumer by creating a difference in the community.

For example, water is not a product with different characteristics. However, the businesses create a loyal customer base by differentiating their goods and services and the water which is indistinguishable turns out to be different (Çifci & Cop, 2007:70). So the brand is a perceived value in the minds of consumers to leave its mark by making itself different from other brands. Moreover, the brand is the image created in the minds of consumers.

Features which must be in a brand are as follows (Şahin, 2007:32-33):

- ✓ Brand should be quite short, catchy and remarkable.
- ✓ Brand should be clear and understandable by the target audience.
- ✓ Shapes and colors used on your brand must be able to leave impact on people.
- ✓ The relevant product or service must also be specified along with the brand itself to prevent your brand from becoming generic (your brand's being the name of product or service you produce).
- ✓ Brand should be kept in the forefront of company name when creating your brand.
- ✓ The brand must be used for a single product or a single field of activity.

2.4. Benefits Of The In Terms Of Society

The brands have aimed at continuous improvement activities to keep up with competitors in the ever increasing competitive environment. Businesses that promote positive activities are useful to society and contribute to the development of our society.

Benefits of the brand in terms of society can be listed as follows (Arpacı et al., 1992:87);

- ✓ Brand provides price stability,
- ✓ Protects consumers,
- ✓ Helps the development of quality of products,
- ✓ Provides useful innovations for society by strengthening the brand image of companies.

2.5. Factoring Affecting Brand Preference

According to the literature, it can be observed that brand and demographic characteristics interact in terms of some aspects. Demographic factors affect people's brand preferences and purchasing decisions. The following factors come to mind when demographic factors are considered; age, sex, education, occupation and income. Demographic factors affecting consumers' brand preferences and purchase decisions are explained below.

2.5.1. Age

Age is one of the important demographic factors. Behavior patterns throughout the age periods of lives of individuals show various differences. It can be observed that the adult individuals show behaviours containing more commitment (Aktuğlu & Temel, 2006:45). Interesting information about the age is that the children between the ages of 4-12 have brand awareness, surprisingly. Children under the age of 15 have a more positive attitude towards the brand (Sönmez, 2010:72).

Roedder John and Sujan (1990) evaluated the children's development period and stated that factors affecting the children's brand preferences are through the senses (visual features such as shape, color) and the functional properties are not effective. Besides, the family-oriented products present in today's family structure also affect the brand preference (Aktuğlu & Temel, 2006:45).

Based on the descriptions, the people's wishes and expectations are also important variables in the age factor. It can be seem that the preferences of adults are more consistent than young people's preferences.

2.5.2. Gender

Gender differences emerge as an effective factor in the purchase decision. Gender varies depending on the person who buys and uses the pruduct on brand preferences. The research results examining the relationship between gender and clothing reveals that the females are more related to the clothes and brands than the

males (Aktuğlu, 2004). Gender and brand loyalty relationship has been examined in various studies and the following results were obtained. A research result examining the relationship between gender and clothing reveals that the femaels are more related to the clothes and brands than the males. Kaiser (2003) has expressed that women are interested in beauty and fashion more than men in many communities. According to the results of researches of Beoudo and colleagues, the females aged 12-17 adopt a new release of a product faster than males and the males have been described as customers who adopt to a new product latest (Beaudoin et al.,2003:27).

2.5.3. Education – Profession - Income

Occupation, education level and income level are interrelated concepts. Individuals who have a good profession are able to opt for high quality and higher priced products because of income status. Researches have shown that people with high levels of education prefer products hosting a wide variety of features in them (Aktuğlu & Temel, 2006:45).

Price acts as an important determinant when choosing between the goods and services. As the price is a quality determining factor in brand preference, consumers think about that branded products are better quality. It is observed that the high-income consumers prefer high-priced branded products (Aktuğlu & Temel, 2006:45).

German statistician Ernest Engel (1821-1896) examined the relationship between family income and the expenditure and has reached the following conclusions on his consumption function study. According to the law, also known as Engel law, as the family income increases, expenditure for a food item decreases as percentage, expenditure on non-essential luxury materials increases as percentage when clothing expenses and other mandatory spending are unchanged (Capon, 1980:324).

To sum up, education level and occupation differentiates the person's place in society. It is seemed that the people with higher educational status are more aware and conscious to the brands and the people with low educational status do not give so much importance to the brand. In addition, as the purchasing power of individuals with high levels of income will be higher, their brand preference ratio is also higher.

2.5.4. Marital Status

Consumer's marital status is an important factor in his decision to purchase. Considering the target audience in this direction; adult or young singles puchase the product/service they need under the influence of a group of friends in their purchasing preferences. Their needs are computer games, cars and so on. In families with adolescence children, this is the term when the children's purchase requests related to hobbies (music, sports activities, etc.) with the improving financial situation. However, parents prefer much larger packaged multi-unit products for the family by focusing on their requests. Newly married couples are interested in more durable consumer goods and leisure/holiday services. Families with small children start to buy things about the children since the child's birth. These are children's clothes, toys, food, diapers, etc. to meet such needs. Older couples desire to re-purchase the durable goods. In addition, older consumers spend on health more (Aktuğlu & Temel, 2006:45-46).

2.6. Brand Equity and Elements

"*Brand equity is a set of assets linked to a brand´s name and symbol the adds to the value provided by a product to a firm and/or that firm´s customer*" (Aaker 1996:7).

Brand equity concept is a set of assets and responsibilities interleaved with a brand name and symbol, raising or reducing the value that is provided by the firm to its consumers (Aaker, 1991:67).

Brand equity is defined as "*a marketing asset which has a constant value for the brand's owner because it continues to affect the purchasing behavior of consumers and the consumers' environment with oral transmission*" or "*a set of connotations and behaviors gaining development of profitability of the brand's sales volume in association with the brand, its customers, channel members and parent companies and gaining the brand a strong, sustainable and differentiating advantage*" (Randall, 2000).

In the literature, the concept of brand equity is discussed from different perspectives. This value is especially about the results of the valuation for a brand in the consumer's mind. There is an emotional satisfaction between the consumer and the brand and this satisfaction differentiates the brand (Baş & Aktepe, 2008:83). According to another definition, the concept of brand equity is also defined as the added value that is given to the product and consumer by the the positive impression

created by the strong brand name and symbol. This value makes the value of the product and the company in the market more valuable than the business' assets because of the positive impressions (Baş & Aktepe, 2008:83). Added value could be described as sentimental value. This value is added to the product with the elements of the marketing mix (product, price, distribution, packaging, communications, etc.).

Brands can be great 'commitment' created in the mind of consumers. But it is positive as long as these promises are realized. Every unfulfilled promise takes down the value of the brand because of reputation, credibility and reliability (Pringle & Thompson, 2000:51).

Brand's value in terms of marketing is different ideas created in the consumers based on brand's marketing activities according to another brand (Baş & Aktepe, 2008:83). Brand is the idea of consumers about the product. This can be considered as the first feature of the brand equity (Kim, 2001:201).

Giving so much importance on brand equity is due to the consumers' being ready to pay a lot of money to the branded products than the other products. As such, businesses will manage their branding decisions by looking at incomes (the current and expected future income stream) (Baş & Aktepe, 2008:83).

It will be helpful to think the total value of the brand or the brand equity in two kinds of value. The first is called as structural value (fundamental equity). It is the brand image of product, price and package which have classic marketing variables measured with the distribution. Second one is the added value (added value equities). It is more difficult to understand because of its abstract nature (Şahin, 2007:12).

Aaker (1996) defines the brand equity as "*the sum of responsibilities or entities which enhance or decrease the value that goods or services provide to the firm or the customers of the firm under the name of a given brand, brand name or symbol*". These entities and responsibilities are collected under five categories:
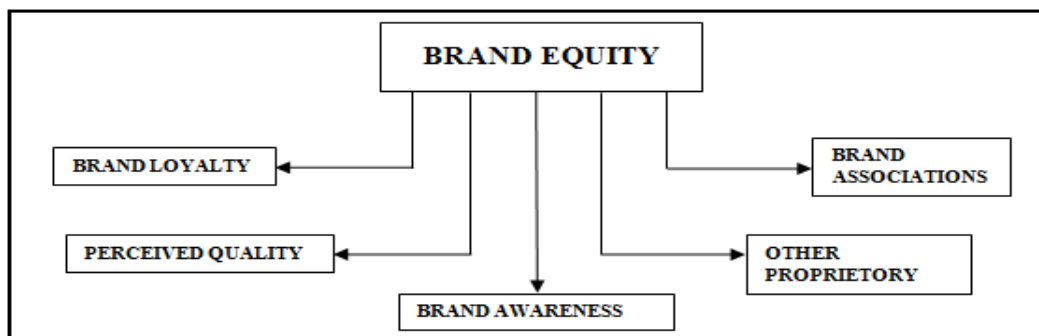
Figure 2. 1 Brand Equity Elements

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Brand
Loyalty

Reduced Marketing Costs

Trade Leverage
Attracting New Customers

- Create Awareness
- Reassurance
Time to Respond to Competitive

Brand
Awareness

Anchor to Which other Associations can be Attached

- Familiarity-Liking
- Signal of Substance/Commitment
- Brand to Be Considered

Provides Value to Customer by Enchancing Customer's:

- Interpretation/Procesing of Informantion

- Confidence in the purchase Decision

BRAND
EQUITY

Perceived
Quality

- Reason-To-Buy
- Differentiate/Position
- Price
- Channel Member Interest
- Extensions

Brand
Association

Help Process/Retrieve Information

Differentiate/Position

Reason-To-Buy
Creative Positive Attiude/Feelings
Extension

Provides Value to Firm by Enhancing:

Efficiency and Effectiveness of Marketing Programs

Brand Loyalty

Prices/Margins

Brand Extension

Trade Leverage

Competitive Advantages

Other Proprietary
Brand Assets

Competitive Advantage

Figure 2. 2 Brand Equity

(Aaker, 1996: 9)

2.6.1. Brand Loyalty

Day by day, the companies want to know who the target audience is and to have long term customers who shall remain loyal. Because the path that leads to the success of companies is the effort to understand their customers better, to recognize them and develop strategies in this direction to add value to the brand. Proceeding from here, brand loyalty can be defined as consumer confidence in the brand because it adds value to the brand. Moreover, nowadays, brands with a large consumer mass can be defined as strong brands.

When the companies think so, the consumers are faced with many brands. Here the stability of these brands by providing consumers with the same brand preference and purchase the same brand to tendency is defined as brand loyalty.

Loyal customer is defined as the individual who is not affected from competing brands' advertising, discounts and other promotional efforts, who sends exact purchase request and who does not look for adventures, in other words, the new products (Flavian et al., 2001:87). Loyal customers can also be defined as the person who commits to purchase a product or service again in the future.

Richard L.Oliver (1999) defined brand loyalty as "*buying the same brand again and again despite all marketing activities intended to change a product*" (Tıngır, 2006:51).

Brand loyalty and brand committment have the same meaning in literature. Whether a high level of brand loyalty is established can be measured with the question if the brand should be recommended to others (Uztuğ, 2002:34). There must be some conditions for consideration of brand loyalty (Erbaş, 2006:52–62):

- ✓ Brand loyalty is not coincidental.
- ✓ It is a behavioral response. However, there is significant effect on cognitive processes.
- ✓ Brand loyalty occurs at a certain time span.
- ✓ It will be performed by a decision-makers unit.
- ✓ There should be one or more brand options.

Brand loyalty reflects a tendency to pass or not to pass to another brand by the consumer when changes are made in brand owned properties or price. As the brand loyalty increases, the probability of damage from competitive action for the customer groups will increase (Aaker, 1991:39).

Brand loyalty is a primary consideration when determining a brand to be sold or to be bought because customer loyalty can be expected to provide a flow of predictable profitability and sales. Brand loyalty's effect on marketing expenses is also important because retaining existing customers is less costly than gaining new customers (Aaker, 1996:21).

Brand loyalty can be defined as the consumers' belief in the power of brand. Information on the brand plays an important role in formation of consumer preferences between products or brands. Consumers' perception of defining characteristics of a brand and getting affected from these characteristics lead to increased brand loyalty to be heard (Uztuğ, 2002:33).

2.6.2. Brand Awareness

Brand awareness which is an important element of the concept of brand equity is related to how powerful a brand's presence in the consumer's memory. So, the recognition of the brand to take place in the mind of the consumer. The more a brand is known, the stronger customer base it shall have. Because, awareness is at the forefront of the consumer's purchase decision. According to Keller, brand awareness provides 3 advantages. They are thinking, consideration and selection advantages (Keller, 2003:26). According to another definition, the brand awareness is the allowed power brand in the consumer's memory; in other words, it is related to the problem how successfully it performs the functions such as symbol, logo etc. which may be regarded as the brand identity. In addition, the brand awareness plays an important role in the consumer buying decision process (Şahin, 2007:14).

Consumers:

- ✓ should be able to distinguish brand's proposed products and services,
- ✓ must be able to distinguish the benefits of the brand,
- ✓ must have an idea about where the brand is sold (VanAuken,2003:78).

Brand awareness is basically comprised of brand recognition and brand recall components. This concept facilitates the understanding of brand awareness.
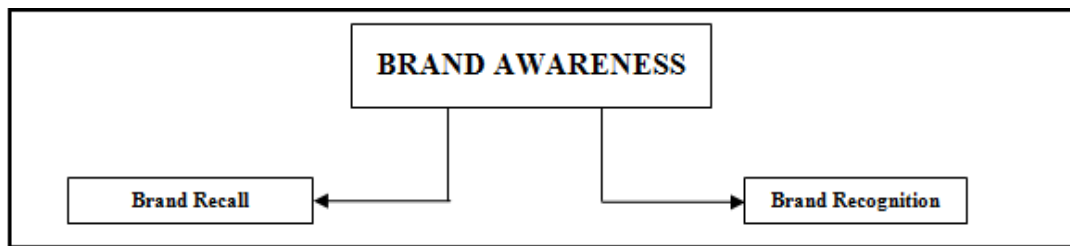
Figure 2. 3 Brand Awareness Components

Brand recognition can be explained as the ability to confirm an old experience of the consumer's from the brand. When a sign is given about the brand, it is about differentiating the brand from its competitors by using the consumer's prior knowledge regarding whether they faced with the brand earlier.

Psychological studies indicate that self recognition provides contacts, music, words to develop stronger positive emotions against the brands. Taste test results made with two well-known margarine brands also revealed the importance of recognition in the brand. One example is a product with a good market share and this product is anonymous. This product was preferred by 70% in a blind taste test. Other product is a lower quality product known but not used earlier by the consumers and its success rate in blind taste tests remained at a lower level. The interesting thing in this study is that 73% of respondents preferred low-quality margarine with its name on and they did not prefer the unnamed high-quality margarine (Aaker, 1996:13).

Brand recall, when a certain product category is considered, is the ability to correctly recall that brand from memory or to reveal the brand or brands and attributes (Pappu et al., 2005:143). It is the ability of consumers to recall the right brand from memory by creating a memory. Here, the brand name is of great importance.

The power of brand recall is shown in Figure 20, which was developed by Young and Rubicam Europe "graveyard (cemetery) model". In this model, the brands in the product range are marked on the graph against the recognition. As a result of the work, it was seemed that dozens of brands in the product range have been found to follow the curve in the graph (Aaker, 1996:11-12).

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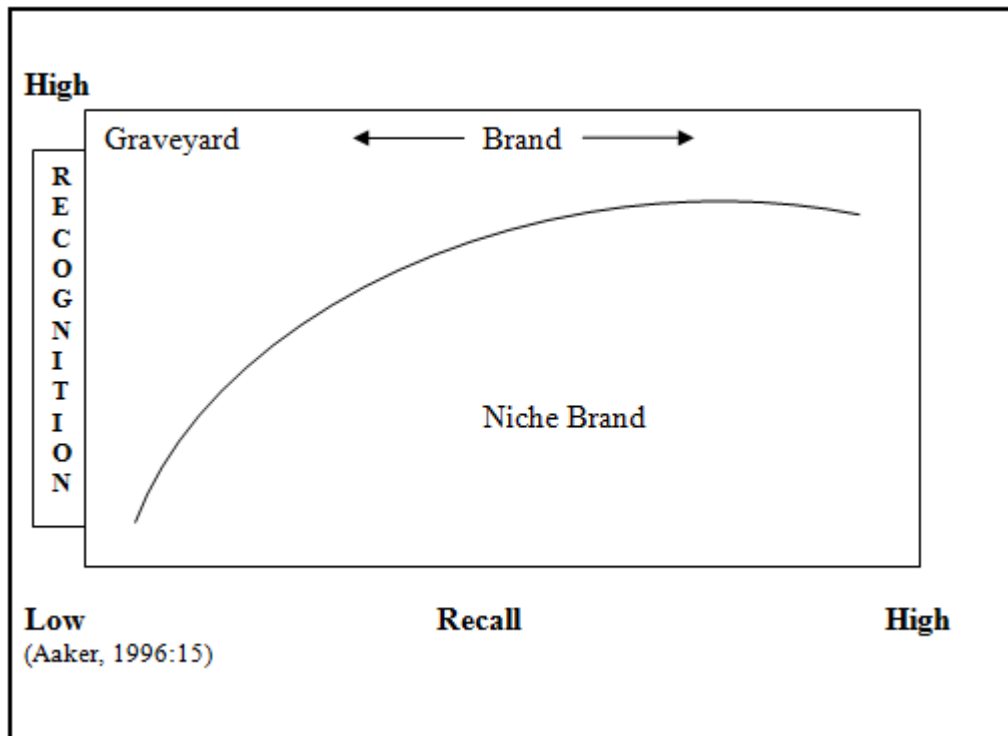
Figure 2. 4 Graveyard (Cemetery) Model

Firstly, the brands in the middle or the top right of the figure are considered as an indicator of healthy brands for the future. As can be seen, niche brands having a low recognition are located below the curve because they are not recognized by a large group of consumers. However, as they have a high recall among certain loyal customers, this does not show that they would have a low performance. In addition, the thing called cemetery is at the top-left corner of the chart where there are brands with high recognition but low recall. Locating here can be fatal for a brand. Customers recognize the brand, but the purchase situation does not take place. The brands located in the upper middle and upper right side of this chart provide clues of healthy brands in the future. This graveyard (cemetery) model is an indication that the recognition is as important as recall (Aaker, 1996:12-15).

2.6.2.1.   Benefits Of Brand Awareness for the Brand

Brand awareness creates value in four ways as it can be seen in Figure 2.5.

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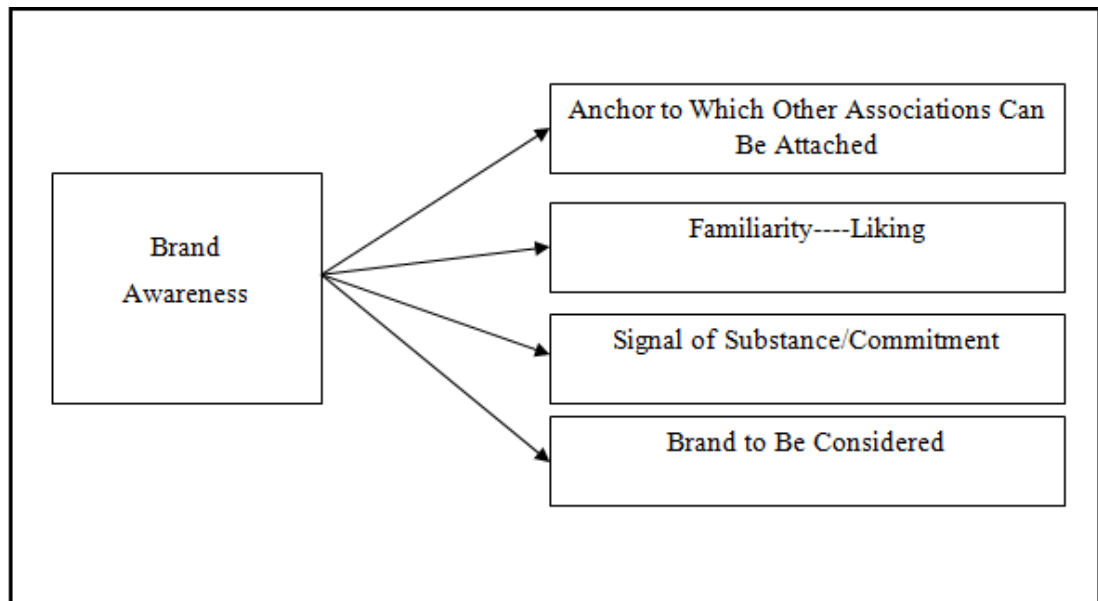
Figure 2. 5 The Value of Brand Awareness

(Aaker, 1991:63)

✓ Primarily, the brand name is like a special file where facts and feelings about the brand in the mind of consumers will be placed. It is not possible for this information to settle here without this file.

✓ Brand recognition provides a sense of familiarity and people like familiar things. Especially in products such as soap, chewing gum, paper towels, sugar which have lower price, this feeling can sometimes lead the purchase decision.

✓ Brand awareness is seen as a symbol of the existence/promise of brand.

If a brand name is known, the company:

- has made a broad advertising,
- has been in the industry for a long-time,
- has a wide distribution network,
- is successful.

During the process of buying, the first step is to select the group of brands to be bought. Therefore, the brand recall is vital in the brand's entry into the group to be taken into consideration. (Aaker, 1991:63-67).

2.6.2.2.   Awareness Pyramid

"*Brand Awareness involves the continuum ranging from an uncertain feeling that the brand is recognised, to a belief that it is the only one in the product class. This continuum is presented in the ' Awareness Pyramids ''* (Aaker, 1991:62).

Knowing the level of awareness is extremely important in terms of what research and applications shall be made at what level in this regard and the provision of brand awareness. In addition, the role of brand awareness in the brand equity is closely related to the level at which the awareness is (Aaker, 1991:61).

If we are to list the steps of the pyramid, the first of these is to become the first brand that comes to mind, the second one is brand recall, the third one is brand recognition, and the last one is to be unaware of the brand. In this pyramid, the consumers may be in four different levels regarding the awareness of a brand.
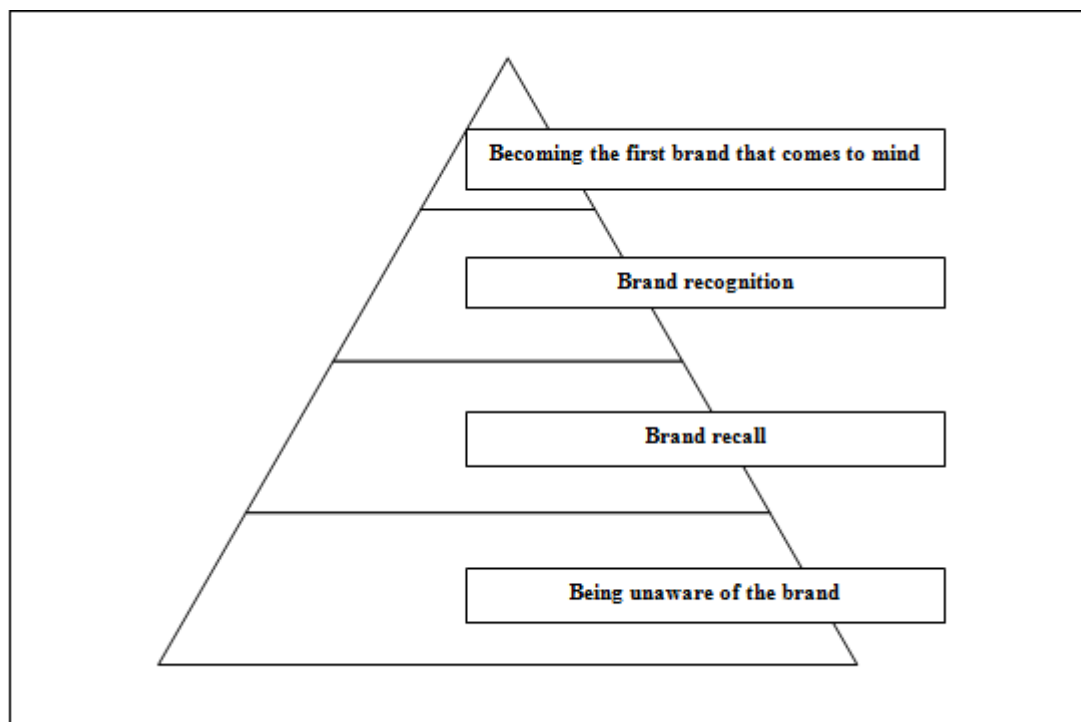
Figure 2. 6 Brand Awareness Pyramid

(Aaker, 1991:62)

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- **Becoming the first brand that comes to mind**: becoming the first brand that comes to mind is the highest level of awareness. Here, the consumers are fully aware of the brand. Brand has a higher level of value compared to the other brands in the minds of consumers. The important thing here is to meet consumers' expectations and demands. In addition, it is important for companies to create brand loyalty by pulling all consumers to this level here (Aaker, 1991:62). In other words, at this level, consumers are aware of the brand. So the brand is a brand that is known in this state. For example, according to a survey conducted by AC Nielsen, the Coca Cola and the most recognized brand in the white goods industry is Sony.

- **Brand recognition**: brand recognition constitutes the higher level of brand recall on the awareness pyramid. This term implies that the target audience remembers the brand.

  Brand recognition is concerned with the ability to understand the brand when a clue about the brand previously known by the consumer is given. Brand recognition contains the brand's physical characteristics such as color, shape, size and packaging. Therefore, brand recognition is directly related to visual tools such as product design, logo, symbol or packaging (Kılıç & Çağıran, 2005:58).

  Recognition highlights the familiarity formed towards the brand in the past. Brand recognition can be explained by brand's taking place in the mind of the consumer or the consumer's having sufficient information for categorization of brand in the mind (Baş & Aktepe, 2008:85). So, when something is told about the brand, it is the identification of the brand in the mind of the consumer starting from the history of consumer information and the ability to differentiate the brand from other brands.

- **Brand recall:** it is about the ability to put forward thebrand in the consumer's mind during the purchase or use of a product class or during meeting the requirements for this class of products, when a clue is given to the consumer. So, brand recall is a step that requires brands to reveal the brand in the memory of consumers correctly when a hint is given on the subject (Kılıç & Çağıran, 2005:56). Also, if the consumer knows the brand, that brand is preferred more by consumers. Because of this, brand

recall is a significant level. For example, if a brand can rise in the consumer's mind as a symbol or logo, then the brand has brand recall. If there is nothing in the mind of the consumer, it means that there is no brand recall.

- **Being unaware of the brand:** at this stage, consumers are still unaware of the existence of the brand. A brand in this case must make major infrastructure works to create awareness. Leaving the available brand and entering a market with a new brand may also be included in this. Besides, as one of the solutions to be tested; a radical change is required in the brand from its symbol to its packaging, and from advertising to the slogans (Aaker, 1991:62).

Companies are required to perform a number of conditions below to create brand awareness. They are listed as follows (Elitok, 2003:107-108);

- ✓ A difference worth getting the products or services must be created,
- ✓ A distinctive slogan should be created,
- ✓ A symbol for the brand should be created,
- ✓ Emphasis should be on advertising and promotion services,
- ✓ Support should be given to the brand with public relations activities,
- ✓ Sponsorship should be made,
- ✓ Positive outputs to form the agenda must be created,
- ✓ Brand should be extended with sub-brands and different products.

According to Aaker, things to be made in terms of businesses, for the creation of brand awareness which can provide customer feelings like intimacy and dislikes towards the brand and customer loyalty are as follows (Aaker, 1991:72-76);

- ✓ Awareness message which the business wants to give must absolutely create differences and it must be rememberable.
- ✓ It must be supported by slogans and music.
- ✓ Public relations activities should be used in an effective way.
- ✓ Brand extension strategy should be considered

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✓ Tips such as packaging which the customers can very easily remember and can communicate with the brand should be used very well.

A lot of marketing activities can be useful in creating brand awareness. For example, a company can create a brand by advertising via the internet or promotion, sponsorship etc. activities. Also, brand awareness can be created with social responsibility activities.

Awareness is a prerequisite for the formation of brand perceptions and ideas (Uztuğ, 2003:29). Consumers are confronted with a lot of messages for marketing every day. A comprehensive sale must be made to create a useful awareness. Because, it is very expensive almost impossible to support brands with small sales. Therefore, brands such as Honda, General Electric, Hewlett-Packard and Siemens are advantageous because handle many different brands. Secondly, in the next century, the talented companies outside of the normal media channels (promotions, sponsorships, etc.) will be the most successful firms in creating brand awareness. For example, WordPerfect (a processing application developed by Corel) has provided a fast recognition by supporting one of the Europe's most successful three bicycle racer groups (Aaker, 1996:16).

2.6.2.3.   Brand Awareness Levels

The levels of brand awareness which are utilized to gauge the awareness are as following (Uztuğ, 2003:29):

1) Recognition (Have you ever heard of the brand X?)
2) Recall (What brands of automobile can you recall?)
3) First brand in recalling (Top of the mind)
4) Brand dominance (Only brand recalled in its category)
5) Brand knowledge (Is the position of the brand in market known by customer?)
6) Brand perception (Does the customer have any idea about the brand?)

Remembering the brand awareness in high or low levels is determined according to whether the consumer gets assistance in remembering the brand. The

lowest level of brand awareness is called as assisted recall and it means 'identification of the brand by consumers exposed to advertising and other promotions'. A higher level of brand awareness is composed of identification of the brand by consumers without any help and it is called helpless recall (Donnis & Katsanis, 1995:53).

In the brand surveys conducted by Ac Nielsen, customers are asked for the first brands that come into their minds for given product classes and Arçelik was the first brand that customers think of. According to brand data, Coca Cola is the first brand that comes into the mind when asked for a soda beverage brand. 2011 statistics show that Arçelik has been the first brand again; then Adidas and Ülker follow as most-known brands.
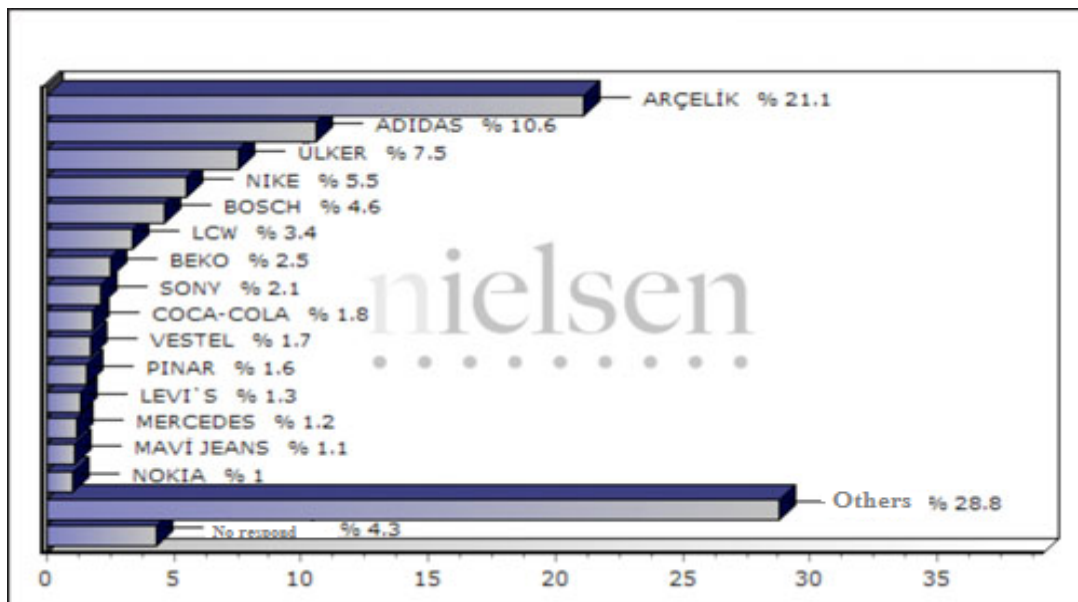
Figure 2. 7 The First Brands that Come into Minds of Percentage figure in 2011

(www.retailturkiye.com, Access Date, 13 October 2013)

Brand awareness explains how the consumers know a firm's products and how to get them adopted. A brand acceptance will be successful with a successful product management and development practices through regular sales. The steps of the brand awareness affect the planning process regarding marketing mix elements, particularly the area of distribution of the product and the promotions. A good brand name helps the positive development agency or brand image the as a result of

creation of brand awareness. Brand recognition is usually studied in five stages: it is possible to sort these stages in the following way (Aktuğlu, 2004:38):

- ➢ **Brand Rejection**; means that the potential customers will not purchase the brand until the image of the brand changes. As a result, executives may require modification in products or for better or positive brand image in the target market. The service sector can be given as example of this condition.
- ➢ **Brand Nonrecognition;** the state that the brand isnot known by the entire of the final consumers although the intermediary institutions use the brand name for stock control and defining the brand. It is important in the case that some products are detected as the same with each other. As an example, school supplies (stationery, pen), cheap kitchen utensils, etc. can be given.
- ➢ **Brand Recognition;** a term that expresses that the customers remember the brand. It provides a big advantage for brand differentiation in a certain market. If the consumers cannot remember the name of the firm's brand without getting help during purchase, they can be directed to less-known brands on the store shelves.
- ➢ **Brand Preference**; selection of the requested brands by the target consumers based on past experiences.
- ➢ **Brand Insistence**; consumers' insistance on a firm's branded products and constantly searching for them. This is one of the biggest goals of the company and brand managers.

The stages from non recognition of the brand to becoming dependent on the brand and reactions to the product and the brand are below at figure 2.8 (Güneri, 1996:66).
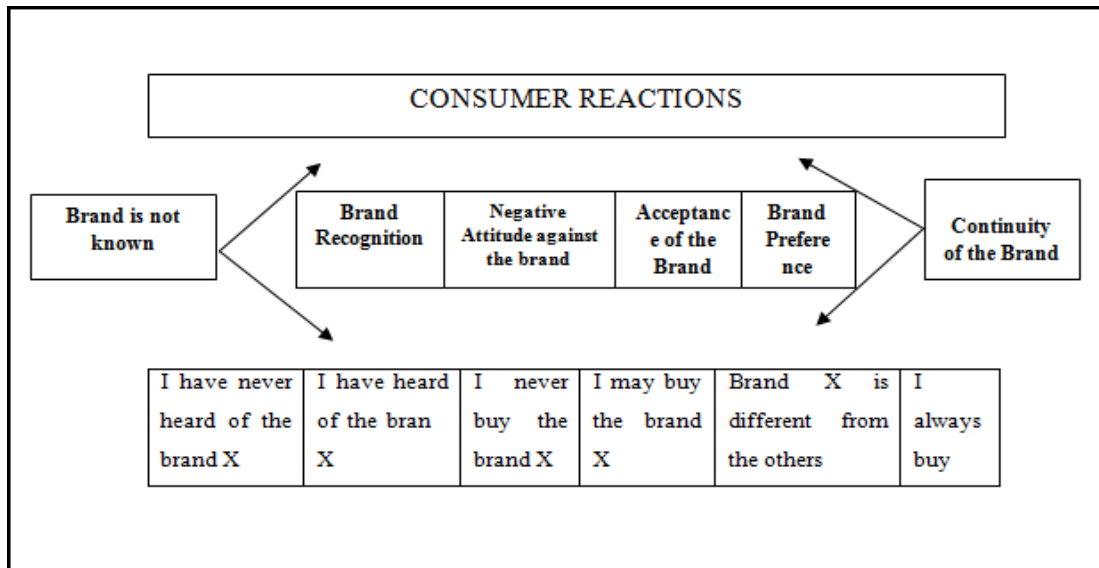
Figure 2. 8 Consumer Reactions

(William F.Schoell Guiltinan; Marketing, 3rd Edition, Allyn & Bacom Inc, USA, 1988:324).

Manufacturer's sales will rise with help of consumers, who are aware of a brand, ensure the continuity of the brand so always prefer that brand. As impact of a brand with high awareness on the market will be more and the company's image will progress in a positive direction.

2.6.2.4. Effects of Brand Awareness on Consumers

Brand awareness' being important in consumer perception of the brand attracted the attention of marketers and advertisers, and thus, they started tracing different strategies to provide brand awareness. The first one is the positive impact of awareness on the perception of quality and preferences. When they hear positive statements about a given firm, the customers think that this firm has a great number of customers and works efficiently. It is expected that a well-known firm would provide better goods and services in comparison with an unknown firm. The second one is that customers tend to buy a previously-known or top of the mind brands, as a result of the demand for minimizing the decision-making process and costs (Özer, 2008:32-33).

2.6.2.5.   Benefits of Brand Awareness

The benefits of creation of brand awareness for the businesses are as follows (Aaker, 1995:208):

➢ Brand awareness provides the consumer to feel a sense of closeness to the brand and people prefer the brands which they know and feel affinity.

➢ High brand awareness shows the power of unity and loyalty between customer and business.

➢ It helps the product to be remembered in the process of purchasing.

2.6.3. Perceived Quality

Quality is to respond to customers' requests in the most general sense. But it is all of the features revealing the effort to meet the specific needs containing not only the product but also the service. Perceived quality is the perception of the quality of goods or services firstly by customers.

Perceived quality is a very important concept for the brand. Because of that, the case that the consumers have an idea about the purchased products (for instance, perception of the Mercedes as high quality in terms of consumer) may cause the consumer to prefer that brand.

Perceived quality is the relationship between alternatives and expectations; this relationship can be defined as a phenomenon resulting from the total of an abstract concept and thoughts on brand (Aaker, 1991:85). Perceived quality is an abstract and general feeling about a brand (Aaker, 2009:107). Perceived quality concept is defined as perception of all quality or qualifications of goods or services associated with the intended purpose, by the consumers (Aaker, 1991:85). According to another definition, perceived quality is defined as the judgment of the consumer about the superiority and perfection of the product as a whole (Zeithaml, 1988:2-22).

Perceived is a concept of brand associations which was considered as brand presence for some reasons. These reasons can be listed as follows (Aaker, 1996:85);

- ✓ Among all brand associations, perceived quality constitutes financial performance indicators. In addition, it is very difficult to put invisible assets such as information technologies or brand equity to the financial performance evaluation.

- ✓ Perceived quality serves as a constant assurance for a business and this is an important variable for many businesses. Until today's, Total Quality Management (TQM) has been a center in terms of businesses and the perceived quality has emerged as the ultimate objective of TQM programs. However, many businesses considered quality as the primary values and included it between their purposes to be fulfilled. Perceived quality refers to competition for many brands. For example, some brands take their place in the competitive environment with their prices and some of them with their prestiges.

- ✓ Perceived quality provides the emergence of different opinions on how a brand should be perceived and to establish connection with consumers with helps of these opinions. Creation of high-quality requires an understanding of the consumer groups supporting the culture and quality improvement stages. Understanding of these stages shall provide an organization to carry the quality to its goods and services. Creation of high-quality goods or services constitutes only a part of the desired result. The actual expectation is to enable the perception of this quality.

Satisfaction of the customers from the perceived quality and to meet their quality expectations provides various benefits for the businesses. These benefits can be listed as follows (Aaker, 1991:86):

- They offer customers a reason to buy.
- They provide businesses determine high prices for the products.
- Businesses can differentiate products through quality and they can clearly locate their brands in the minds of customers.
- They help the businesses by drawing the attentions of the members of the distribution channel.

2.6.3.1. Brand Associations

Aaker has identified brand associations as everything that forms in the mind or in the minds of consumers (Aaker, 1991:109). Brand association, according to another definition, has been identified as a feature which ensures brand to be distinguished from the competitor brands within competition (Mcinnis & Nakamoto, 1990:54). Brand association, helps consumers to process and re-remember brand differentiation and brand extension's information. In addition, associations cause reason to purchase and leave positive effects on consumers (Aaker, 1992:27-32).

Associations, which Aaker (1991) defined as the thing in mind associated with the brand, are qualified as brand's "heart and soul". The source of added value which is the most important basis of creating brand consists of many cases of associations in the consumer's memory (Uztuğ, 2003:30).

Brand association has an indispensable place in marketing concept nowadays. Meanwhile brand association helps customer to remember informations about brand, it also helps to distinguish brands from each other. Businesses support their generated brands with brand association (the brand's slogan, etc.) in order to be stronger. In this way, the foundation of the brands is strengthened.

Brand association is being considered as verbal statements of the brand. But most of association sustains visual feature rather than verbal (Zeithaml, 1988:4). The reason for this is that two-thirds of the data reaching to the brain sustain of visual features (Kosslyn et al., 1990:134).

Brand associations arise from by customers along with the brand's presentation or communication applications. Brand associations, as well as being rich in content, comprise directly and indirectly elements related to product such as qualifications and benefits (Kirmani & Wright, 1989:346).

Associations can be classified in five main categories:

✓ **Qualifications:** If brand connotes with some features in the buyer's mind, it is related to its qualities. For example, the Mercedes brand brings such qualities in mind as ''well-designed, well-made, durableness, high prestige, speed, high price and high resale value'' (Kotler, 2000:404).

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- ✓ **Benefits:** anything that the consumers use to link personal values with the qualities of the goods or services is defined as benefits. Together with the qualities, the benefits of a brand must be kept in the consumer's mind. Just like Mercedes reminds of an automobile that is enjoyable to drive, brings prestige to its owner and has good performance.
- ✓ **Corporate Values:** Brand should have corporate values. Just like connotates a well-organized and avant-garde company.
- ✓ **Personality:** A question like 'if the brand would be a human, animal or an object as result of the researches, what would come to your mind?' was asked and a personality as boss, lion and a simple place has revealed for Mercedes. (Şahin, 2007:39).
- ✓ **Users**: Brand is also groups the user types. If we seen Twenty-years old secretary driving Mercedes it would surprise us. Instead, a manager at the age of fifty-five is expected to use Mercedes (Şahin, 2007:39).

2.6.4. Other Proprietary Brand Assets

Specific brand values constituting brand equity are like patents, trademarks, licenses. These factors, which create brand equity, have a significant impact on the stage of consumer purchasing decisions. As there is emotional bond with consumers that the brand is established, the brand must appeal firstly to heart then to the brain (Öztuğ, 1997:12).

In order to create brand equity first of two most important things to be done is the product should be separated from other products on the market, and secondly, during the advertising and marketing activity product must purify to what is said about the product. The stronger the purification gets, the stronger the brand gets (Batı, 2005:505).

2.7. Effects of Eco Friendly Practices on Brand Awareness

Brand awareness increases the opportunity of buying a business' products. It provides the products to be recommended between the customers and this enables the

market share to increase; besides, the firms which have high brand awareness can price their products in a different way (Biskin, 2004:4).

Brand awareness is the consumer's preference on a specific brand among the brands which compete within the same product or service category (Punj & Hillyer 2004:126). Researches show that the experience with the product and the perceived risk impact the consumer preferences. The consumers prefer the brands, which have more awareness and higher image, for decreasing the perceived risk (Heilman et al., 2000:140).

Continuous increase of the environmental consciousness today affects the students' environment conscious purchase behaviors. According to the researches in the literature, it was seem that the students generally prefer the products with high brands. The brands can be the reason for preference by creating awareness with the eco-friendly practices.

As a result, the businesses have a great role on creating/increasing the brand awareness with the eco-friendly practices. Because of that the brand awareness effects the consumers' perceptions and behaviors in a significant rate.

CHAPTER III

THE EFFECTS OF ECO-FRIENDLY PRACTICES ON BRAND AWARENESS: THE CASE OF ÇANKAYA UNIVERSITY

In this part of the study, findings obtained from the research made for determining how the brand awareness of Faculty of Economics and Administrative Sciences students studying in Çankaya University in Ankara are affected from the eco-friendly activities of the firms.

3.1. Purpose and Importance of the Research

Environmental factors threatening the nature increase progressively. Global problems threatening the world's life quality, such as lessening of natural sources, and searching for solutions for these problems have increased the importance of green marketing within social responsibility awareness.

On the global environment problems, the matters of the responsibilities of the businesses against the environmental problems and behaviors of the people in a responsible manner due to the environment as members of the society are both indisputable necessities. Businesses having environment awareness are in the effort of reflecting this awareness to their green marketing activities by adopting it with the economic and the social activities. Brands want to contribute to both their awareness and the environment with the eco-friendly project.

With this study, it is considered whether the students in Çankaya University Faculty of Economics and Administrative Sciences give importance to the eco-friendly practices and how these practices affect the brand awareness.

When the literature is examined, a number of studies on corporate social responsibility and brand awareness are seen. However, it is not often seen that a study in which eco-friendly practices and brand awareness subjects are considered

together. This study can be useful for removing this gap and contributing to the literature. It is seen that the social responsibility activities affect the brand awareness in positive way in the studies made before. With this study, we will examine the effects of the eco-friendly practices within the social responsibility activities on the brands awareness.

3.2. Data Collection Method

Data collection was made by means of survey for obtaining the necessary data for the research. Firstly, the literature was made search about the concepts of green marketing, eco-friendly activities, brand awareness which shall be examined in the thesis study was made. Opinions of experts were taken after determining the objectives of the research and research hypotheses were established towards the objectives of the research and it was determined with which methods the hypotheses would be tested. Survey draft was formed by considering the hypotheses. Pilot study was made for testing the survey. The latest version of the survey was formed by making the necessary regulations through the data obtained from the pilot study. Then the survey forms were applied to the students and the completed question forms were controlled one by one and the invalid ones are eliminated.

Answers given for each matter in the Likert type behavior measurement which was used in the research were as "Strongly agree=5, Agree=4, Undecided=3, Disagree=2, Strongly Disagree=1".

The relevant literature and local and foreign studies made on the subject-matter before were taken into consideration when forming the survey form for performing the objects of the research and survey questions were examined. Survey questions were designed according to the survey method in the literature and matters to take care when preparing survey form. After determining the questions forming the survey, the questions in the draft survey were compared with the research, the objects of the research and the hypotheses. In this way, it was determined whether the survey questions are in compliance with the research's object and hypotheses. In the research, survey questions were prepared by making some changes in the application field and features by considering the article named "Effects of Eco-friendly Practices of the Brands on the Consumers' Brand Preference" of İlke Kardeş

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(Kardeş, 2011). Survey form consists of three parts: on the part, the brands were asked to indicate the most important object that they aim with their eco-friendly projects and the concepts which were requested to be put in order from 1 to 5 by giving 1 to the most important one and 5 to the least important one were contained. Besides, the students were asked to indicate the most important matter that they consider when shopping and the concepts which were requested to be put in order from 1 to 5 by giving 1 to the most important one and 5 to the least important one were contained and the eco-friendly activities of 9 brands were explained to the students and they were asked if they heard before. On the second part, the general consumer behavior through the firms' eco-friendly practices and 14 statements which are requested to be evaluated in accordance with "5-stongly agree"-"1-strongly disagree" Likert scale for measuring whether a brand in eco-friendly were contained. On the last part, questions about gender, class, family income level within 3 lines for determining the demographic features of the students were contained.

Reliability analysis is used for testing whether the statements forming the measurement tool developed for collecting data upon the units forming the samples on any subject show consistency between them (Ural & Kılıç, 2006:286). The method which is used the most commonly for this object is Cronbach Alpha method.

Cronbach Alpha indexes are based on the assumption that all questions or articles within the scale measure the same feature. Low Cronbach Alpha inner-consistency index number may show that the scale measures a number of features at the same time. For the reason, that the obtained alpha value is deemed as the indicator of the homogenousity of the test. Generally accepted values for the standard used in the evaluation of the calculated inner-consistency index are as follows (Tavşancıl, 2006:29);

Not reliable if $0,00 \leq \alpha < 0,40$,
Low reliability if $0,40 \leq \alpha < 0,60$,
Quite reliable if $0,60 \leq \alpha < 0,80$,
Highly reliability if $0,80 \leq \alpha < 1,00$.

Firstly, reliability analysis was made to the scale for measuring the reliability of the scale used in the research. According to this, Cronbach Alpha index was

calculated as 0,739. According to the obtained values, it is seemed that the scale used in the research is reliable.

3.3. Population of the Research and Sample

Population of the research is consistent of the students studying in Faculty of Economics and Administrative Sciences in Çankaya University. According to the data taken from student affairs department of the university, the population of the research is consistent of 1351 people.

Before starting the research, the necessary sample size must be determined according to the acceptable mistake and the selected reliability level. As the number of people in the population is specific, the following formula is used for determining the sample size (Sencer, 1989:399);

$$n = \frac{\sigma^2 . Z^2}{T^2}$$

n: Necessary sample size

σ: Standard deviation

Z: Number of standard mistake units equivalent to the selected reliability level

T: Acceptable mistake rate in the sample average

It was targeted to work with 95% reliability level and ±%5 mistake rate in the research. According to the formula and the calculations, sample of the research must not be less than 278 people. Because of this reason, the sample of the research was determined as 320 people (Sencer, 1989:610).

Simple random sampling method was used in the research. According to this, the survey study was made with face-to-face meeting method by reaching to 320 students with help of a computer program.

3.4. Scope and Limitations of the Research

Analysis of purchase behaviors of university students, which are considered as an important consumer mass in terms of today and future, on the subject of consumption and environment awareness shall give important hints that would contribute to the formation of a sustainable life in the future and it shall take its place in the marketing management activities of the businesses. The awareness showed by the university students, which are expected to become a more intensive consumer mass in the life after education, shall contribute to the protection of natural sources, prevention of the protection of environment, recognition of sensitivities such as respect to the environment and society, evaluation of the environment awareness and determination of the development (Ay & Ecevit, 2005:246).

This research was made on only the students studying in Faculty of Economics and Administrative Sciences in Çankaya University. Besides, distributed campuses of Çankaya University and reluctant of some students against the survey have also been the most important factors of the limitedness. Besides, the survey was distributed from hand and some surveys were filled wrong and some were left blank. Such surveys were not taken into evaluation.

3.5. Hypotheses of the Research

Seven hypotheses were developed to measure the relations between the variables used in the research and differences of the variable according to the demographic factors.

According to this;

H_1: The firms' eco-friendly practice performances affect the consumer's brand awareness.

H_2: The firms' persuasiveness of eco-friendly practices affect consumer's the brand awareness.

H_3: The firms' performance of eco-friendly practices affect the of students' attitudes toward the brand.

H_4: Students' attitudes toward the eco-friendly practices affect the brand preference.

H₅: There is a significant difference between the students' attitudes towards eco-friendly products and income level.

H₆: There is a significant difference between the students' attitudes towards the eco-friendly products and their gender.

H₇: There is a significant difference between the students' attitudes towards the eco-friendly products and their classes.

3.6.   Analyses of the Data

After the examination of surveys applied within the research, the ones who could not provide the valid data were eliminated and the number of surveys which could be included within the research was determined as 319. Survey forms to be used in the analysis of the data were coded for being brought to a data level that could be entered to the computer. The coded data were sorted out in SPSS 21,0 package program.

"Independent sample T- Test" , "Regression Analysis" and "ANOVA (Analysis of variance)" analysis techniques were used in the analysis of the data.

3.7.   Findings of the Research and Evaluations

In this part of research, findings obtained as result of the survey study made to the students studying in Faculty of Economics and Administrative Sciences in Çankaya University, evaluations on the findings and analysis results made to the hypotheses of the research will take part.

3.7.1. Allocation of Subjects According to the Age Groups

When the allocation according to the age groups of the students participated in the survey is considered, it is seemed that the rate of the ages between 15-20% is 32,7%, between 21-25% is 59,0%, between 26-30% is 7,1%, between 26-30% is 7,1% and between 31-35% is 1,3%.

Table 3. 1 Allocation of subject according to the Age Groups

		Frequency	*%*
Age	Between 15-20	102	32,7
	Between 21-25	184	59,0
	Between 26-30	22	7,1
	Between 31-35	4	1,3

3.7.2. Allocation of Subjects According to Gender Groups

Allocation of the students participated in the survey according to the genders is on Table 3,2. According to this, 33,3% of the students participated in the survey is consistent of the women and 66,7% is consistent of men.

Table 3. 2 Allocation of subjects according to the Gender Groups

		Frequency	*%*
Gender	Female	105	33,3
	Male	210	66,7

3.7.3. Allocation of Subjects According to Classes

It is seem that 20,3% of the students are in preparation class, 19,0% in the freshman, 24,1% in the second year, 14,9% in the third year and 6,7% in the senior and 14,9% in the leap year.

Table 3. 3 Allocation of subjects according to Classes

		Frequency	*%*
Class	Freshman	60	19,0
	Second Year	76	24,1
	Third Year	47	14,9
	Senior	21	6,7
	Leap Year	47	14,9
	Preparation	64	20,3

3.7.4. Allocation of subjects according to the Income Level

8,7 of the students has 750 TRY or less monthly average income level, 20,3% has 751-1500 TRY, 14,2% has 1501-2250 TRY, 21,6% has 2251-3000 TRY and 35,2% has 3001 TRY and more.

Table 3. 4 Allocation of subjects according to the Income Level

		Frequency	%
Monthly Average Income Level	750 TRY and less	27	8,7
	Between 751-1500 TRY	63	20,3
	Between 1501-2250 TRY	44	14,2
	Between 2251-3000 TRY	67	21,6
	3001 TRY and more	109	35,2

3.7.5. Consumer Information about the Eco-Friendly Activities of the Brands

Table 3. 5 Allocation of the Eco-Friendly Activities of the Brands according to the Consumer Information

	Frequency	%
Price	75	24,2
Pretention	15	4,8
Impact on the environment	97	31,3
Function	37	12,1
Brand	19	6,1
Quality	65	21,1

Allocation of the matters, which the students consider when shopping, according to the 1st degree importance levels is shown on Table 3,5.

According to this;

- 24,2% of the students mentioned that they consider price on the 1st degree, 16,8% on the 2nd degree and 17,1% on the 3rd degree.
- 4,8% of the students give importance to the pretention on the 1st degree, 6,1% on the 2nd degree, 13,1% on the 3rd degree.
- 31,3% of the students give importance to the impact on the environment on the 1st degree, 10,3% on the 2nd degree, 16,5% on the 3rd degree,

13,9% on the 4th degree, 17,1% on the 5th degree and 11,0% on the 6th degree.

- 12,1% of the students give importance to the function on the 1st degree, 28,7% on the 2nd degree and 16,9% on the 3rd degree.
- 6,1% of the students give importance to the brand on the 1st degree, 12,2% on the 2nd degree and 15,1% on the 3rd degree.
- 21,1% of the students give importance to the quality on the 1st degree, 27,3% on the 2nd degree and 21,8% on the 3rd degree.

Table 3. 6 Allocation of the Eco-Friendly Activities of the Brands according to the Consumer Information

	Frequency	*%*
Providing more profit	64	20,6
Increasing the brand awareness	48	15,7
Contributing to the society and/or environment problems	81	26,4
Advertising	70	23,0
Increasing the awareness and interest on the protection of nature	42	13,7

Allocation of the students' evaluation about the objects aimed by the brands with the eco-friendly projects according to the 1st degree importance levels is on Table 3,6.

According to this;

- 20,6% of the students mentioned that aiming at more income with eco-friendly products has 1st degree importance, 14,8% mentioned 2nd degree importance and 27,7% mentioned 3rd degree importance.
- 15,7% of the students mentioned that aiming at increasing the brand awareness with eco-friendly products has 1st degree importance, 23,2% mentioned 2nd degree importance and 26,1% mentioned 3rd degree importance.
- 26,4% of the students mentioned that aiming at contributing to the social and/or the environmental problems with eco-friendly products has 1st degree importance, 20,2% mentioned 2nd degree importance and 9,1% mentioned 3rd degree importance.

- 23,0% of the students mentioned that aiming at making advertisement with eco-friendly products has 1st degree importance, 17,7% mentioned 2nd degree importance and 28,2% mentioned 3rd degree importance.
- 13,7% of the students mentioned that aiming at increasing the awareness on the protection of the nature with eco-friendly products has 1st degree importance, 24,8% mentioned 2nd degree importance and 8,8% mentioned 3rd degree importance.

Table 3. 7 Allocation of the Eco-Friendly Activities of the Brands according to the Consumer Information

		Frequency	*%*
NESTLE	I heard	170	54,0
	I didn't hear	145	46,0
COLGATE & TERRACYCLE	I heard	176	55,9
	I didn't hear	139	44,1
COCA COLA	I heard	159	50,8
	I didn't hear	154	49,2
MİGROS	I heard	207	65,9
	I didn't hear	107	34,1
KİPA	I heard	78	24,9
	I didn't hear	235	75,1
MC DONALD'S	I heard	97	31,0
	I didn't hear	216	69,0
BANVİT	I heard	129	41,0
	I didn't hear	186	59,0
SİEMENS	I heard	112	35,7
	I didn't hear	202	64,3
TOYOTA	I heard	240	76,2
	I didn't hear	75	23,8

Allocation of the students participated in the research, according to the hearing statuses about the practices made by some firms which make environment practices are shown in Table 3,7.

According to this;

- 54.0% of the students mentioned that they heard of Nestlé's application of "*27% recycled material used in the package.*"

- 55.9% of the students mentioned that they heard of Colgate & Teracycle firm's application of "*Toothpaste tubes and boxes and tooth brushes are collected and these products are recycled with the cooperation of Colgate and Teracycle.*"

- 50.8% of the students mentioned that they heard of Coca-Cola's application of "*It says that it is interested in topics such as Water Management, Sustainable Packaging, Fight with Energy Management and Climate Change.*"

- 65.9% of the students mentioned that they heard of Migros' application of "*It presents a new environmental option to its customer with the cloth bags which is a nature-soluble bag application*".

- 24.9% of the students mentioned that they heard of Kipa's application of "*Kipa aims to be a company which makes zero carbon production by 2050. Besides it recycled 6.900 tones of packaged waste in 2012.*"

- 31.0% of the students mentioned that they heard of McDonalds" application of "*McDonalds restaurants announced that they stopped the purchase of fowls containing antibiotics.*"

- 41.0% of the students mentioned that they heard of Banvit's application of "*Banvit processes the organic wastes produced during the production of chicken as feed and these wastes are evaluated in the waste facilities making biological treatment.*"

- 35.7% of the students mentioned that they heard of Siemens' application of "*Fujitsu Siemens provides the wastes in the offices to be evaluated in an appropriate way by establishing 3 different recycling centers in its building.*"

- 76.2% of the students mentioned that they heard of Toyota's application of "*Toyota created an eco-friendly brand, Pirius and this vehicle is the world's first serial production hybridcar.*"

3.7.6. Hypothesis Testing

- **H₁: The firms' eco-friendly practice performances affect the consumer's brand awareness.**

Regression analysis was made to analyze H_1 hypothesis to measure the impacts of eco-friendly practice performances, forming the subject and the main hypothesis of the research, on the brand awareness.

Regression analysis is shows of the relationship between the independent variables, which are assumed to have impact on the dependent variables, with a mathematical model (Ural & Kılıç, 2006:253).

As the result of the regression analysis made, the impact of the firms' eco-friendly practices on the brand awareness were found significant statistically and (p=0,000<0,05) **H₁** was accepted.

Table 3. 8 Regression Analysis Results for H_1 Hypothesis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sign.
		B	Std. Error	Beta		
	(Constant)	2,148	,176		12,221	
	Eco-friendly practices of brand awareness	,435	,039	,533	11,157	0,000

(R= 0,533 R² = 0,284 Sign= 0,000)
Dependent Variable: Brand Awareness

Regression Analysis Results on H_1 hypothesis are on Table 3,8. It is seem that there is a positive and medium relationship between the variables according to the regression value obtained as result of the analysis (R=0,53). In addition to this, determination index (R²) was calculated as 0,28. Determination index states the positive value between 0 and 1 which shows how much percent of the variables in the dependent variables are explained by the independent variables (Nakip, 2003:297). As result of the analysis, it is possible to say that the changes in the awareness of brand is dependent on the eco-friendly practices of the firms in a ratio of 28%.

- **H_2: The firms' persuasiveness of eco-friendly practices affect consumer's the brand awareness.**

The second hypothesis of the research was developed for measuring the impacts of persuasiveness of eco-friendly practices affect consumer's the brand awareness. Regression analysis was made to the hypothesis for measuring the existence of this relation. According to this, a significant relation between the persuasiveness of eco-friendly practices of the firms and the brand awareness could not be established statistically (p= 0,117>0, 05). According to this, **H_2** was rejected (Table 3.9).

Table 3. 9 Regression Analysis Results for H_2 Hypothesis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	3,954	,088		45,164	
	The persuasiveness of eco-friendly practices	,039	,025	,088	1,571	,117

Dependent Variable: Brand Awareness

- **H_3: The firms' performance of eco-friendly practices affect the of students' attitudes toward the brand.**

Impacts of the eco-friendly practices affect the of students' attitudes toward the brand were examined on the third hypothesis of the research. Regression analysis was made to the third hypothesis for revealing the existence of this activity. According to the obtained values, the relation between the impact of the firms' eco-friendly practices on the behaviors against the brand was statistically found positive, and (p=0,000<0,05) **H_3** was accepted.

Table 3. 10 Regression Analysis Results for H_3 Hypothesis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	,884	,110		8,015	,000
Brands make eco-friendly practices	,758	,032	,804	24,050	,000

(R=0.80 R^2 = 0,64 Sign= 0,000)

Dependent Variable: Behavior of the Students against the Brand

When the variables in Table 3.10 are considered, it is seem that the regression index is (R=0,80). According to this, it is possible to consider a positive and strong relation between the variables. Determination index was calculated as (R^2) 0,64. According to this, changes on the behaviors of the students against the brand is dependent on the eco-friendly practices in the ratio of 0,64%.

- **H_4: Students' attitudes toward the eco-friendly practices affect the brand preference.**

Students' attitudes toward the eco-friendly practices affect the brand preference were examined in H_4 hypothesis. For this reason, regression analysis was applied to H_4 hypothesis. According to the obtained values, the relation between the impact of the firms' eco-friendly practices on the behaviors of the students against the brand was statistically found positive, and (p=0,000<0,05) **H_4** was accepted. Regression values were considered as R=0,75 and determination index was calculated as (R^2) 0,57. It was seem that there is a positive and strong relation between the variables. In addition to this, it is possible to say that the changes in the consumers' preferences of brand is dependent on the eco-friendly practices of the firms in a ratio of 57%.

Table 3. 11 Regression Analysis Results for H$_4$ Hypothesis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	,975	,220		-4,433	,000
	Attitudues of students against the eco-friendly practices.	1,292	,063	,757	20,654	,000

(R=0.75 R^2 = 0,57 Sign= 0,000)

Dependent Variable: The Consumers' Brand Preference Status

- **H$_5$: There is a significant difference between the students' attitudes towards eco-friendly products and income level.**

The research's H$_5$ hypothesis was developed for revealing the difference of attitudes of the students against the eco-friendly products according to the income level. ANOVA analysis was made to H$_5$ hypothesis for observing this difference. Anova analysis is a statistical method for testing whether the opinion between the averages is significant on a specific reliability level by comparing the averages of two or more groups due to a single independent variable according to a dependent variable (Ural & Kılıç, 2006:213).

As the result of analysis, a significant difference in terms of the attitudes towards eco-friendly products between the students in different income levels was not found. (p=0,073>0,05). According to this, **H$_5$** was rejected.

Table 3. 12 Anova Analysis Results for H$_5$ Hypothesis

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4,571	4	1,143	2,161	0,073
Within Groups	162,322	307	,529		
Total	166,893	311			

- **H_{6:} There is a significant difference between the students' attitudes towards the eco-friendly products and their gender.**

The sixth hypothesis of the research was developed for revealing whether the attidues of the students against the eco-friendly products differ according to the genders and Independent sample T- test analysis was made to the hypothesis.

This test is a parametric technique for testing the significance of the opinion between the averages obtained from two independent samples. It is used in experimental patterns and comparison of the averages belonging to two comparable groups (Büyüköztürk et al., 2008:159).

When the Independent sample T- test is considered, it is seem that the variances between the groups are equivalent (F= 6,493 sign: ,011). According to the value of equal variance not assumed, **H₆** was accepted because sign 0,011 was calculated less than 0,05. According to this, it is seem that the consumer behaviors against the eco-friendly products differ according to the genders. According to the group statistics in Table 3.13, it is possible to say that the female consumers ($\overline{X}$=3,587) are in a rather positive behavior against the eco-friendly products.

Table 3. 13 Comparison of the behaviors of students against the eco-friendly practices.

	Gender	Mean	Std. Deviation	t	Sign
Behaviors of consumers against the eco-friendly practices.	Female	3,5873	,63630	2,616	,011
	Male	3,3751	,76008		

- **H₇: There is a significant difference between the students' attitudes towards the eco-friendly products and their classes.**

The last hypothesis of the research was developed for revealing whether the attidues of the students against the eco-friendly products differ according to the classes. As the result of ANOVA analysis made to H₇ hypothesis, a significant difference in terms of the attidues towards the eco-friendly products between the students in different classes was observed. (sign: 0,011<0,05). **H₇** was accepted. Post

Hoc analysis was made for examining the difference between the groups, Tukey test was also used as the variances between the groups were equivalent (Table 3.14).

Table 3. 14 Comparison of the attitudes of students against the eco-friendly products according to classes.

Classes	Mean	F	Sign
Freshman	3,222		
Third Year	3,300		
Preperation	3,481		
Second Year	3,485	3,038	0,011
Senior	3,6614		
Leap Year	3,6770		

When the group averages in Table 3.14 are considered, it is possible to say that the leap year students $(\overline{X} =3,677)$ are in a rather positive behavior against the eco-friendly practices. Besides, it is seem that there is not a direct proportion in terms of class and shown importance.

CONCLUSIONS AND RECOMMENDATIONS

The brands needed to direct through several eco-friendly practices because of the reason that the sensitivity against the environmental awareness in the societies has increased. They want to make positive contribution to both the brand and the environment with these social responsibility activities. Besides, the brands believe that they shall contribute to the brand awareness with the social responsibility activities and it is seem that the eco-friendly practices are effective on creating brand awareness. However, the brands have to prove that they are sincere against the society when making eco-friendly practices. Because of that reason, the customers can reach to the information faster with help of the developed technology.

The following findings were found on the research as results of the analyses and evaluations made;

When the allocation of the students participated in the research according to the age groups are considered; it is seem that the students between the ages of 21-25 take the first rank with a ratio of 59,0% within the surveyed group and it is seem that the male consumers 66,7% are more than the female consumers 33,3% in allocation of genders. In addition, it is seem that 20,3% of the students are in preparation class, 19.0% in the freshman, 24.1% in the second year, 14,9% in the third year and 6.7% in the senior and 14.9% in the leap years and it was determined that the income level of a big part is 3001 TRY and more.

As result of the examination made, price 24,1% and impact on the environment 33,3 were found important in first degree for the students in eco-friendly activities. When the function 28,7% and the quality 27,3% were important in the second degree, the brand 23,8% was found important in the fifth degree and the pretention 29,1% followed the importance rank from the sixth degree.

When the targets in the eco-friendly practices of the firms were asked, the students mentioned it in the following way according to the importance level; Advertising 28,2%, increasing the brand recognition 26,1% and providing more profit 27,7% are important at the 3rd degree, contributing to the social and/or the

environmental problems 30,9% is important at the 4th degree and increasing the interest and the awareness on protection of the nature 37,1% is important at the 5th degree.

Within the nine determined eco-friendly practices, the students mentioned that they heard of NESTLE firm's 54,0% cooperation with COLGATE & TERRACYCLE 55.9%, eco-friendly practices made by MIGROS firm 65.9% and the applications made by Toyota 76.2%. Besides, they mentioned that they heard of the eco-friendly practices made by COCA COLA 50,8% and Siemens 35.7%. However, it was determined that they didn't hear of the applications made by Kipa 24,9%, McDonalds 69,0% and BANVIT 41,0%.

As the results of analyses made to the hypotheses of the research;

- The impact of the firms' eco-friendly practice performances on the brand awareness were found statistically significant (p=0,000<0,05). As result of this, **H_1** hypothesis was accepted and the conclusion that the changes in the awareness of brand is dependent on the eco-friendly practices of the firms in a ratio of 28% was reached.

- As the result of the analysis made to H_2 hypothesis, a significant relation between the persuasiveness of eco-friendly practices of the firms and the brand awareness could not be established statistically (p= 0,117>0, 05) and accordingly, **H_2** hypothesis was rejected.

- Impacts of the eco-friendly practices on the students' attitudes were measured within H_3 hypothesis. According to the obtained values, the relation between the impact of the firms' eco-friendly practices on the attitudes toward the brand was statistically found positive, and (p=0,000<0,05) **H_3** hypothesis was accepted.

- Attitudes of the students against the eco-friendly practices and the impacts on brand preference were examined with H_4 hypothesis and the relation between the attitudes of the students against the eco-friendly practices and the impacts on brand preference was statistically found positive, (p=0,000<0,05) and accordingly, **H_4** hypothesis was accepted.

- The research's H_5 hypothesis was developed for revealing the difference of attitudes of the students against the eco-friendly practices according to the

income level. As the result of analysis, a significant difference in terms of the attitudes towards the eco-friendly products between the students in different income levels was not found(p=0,073>0,05) and H_5 hypothesis was rejected.

- According to the sixth hypothesis of the research, the conclusion that the students' attitudes towards the eco-friendly products differ according to the genders was reached. When the Independent sample T- test is considered, it is seem that the variances between the groups are equivalent (F= 6,493 sign: ,011). According to the value of equal variance not assumed, H_6 hypothesis was accepted because sign 0,011 was calculated less than 0,05.

- A significant difference in terms of the attitudes towards the eco-friendly products between the students in different classes was observed. (sign: 0,011<0,05). H_7 hypothesis was accepted. Besides, it is seem that there is not a direct proportion in terms of class and shown importance.

In accordance with these results, it is possible to make the following recommendations on the effects on eco-friendly activities on brand awareness.

- As the researches cannot represent the entire students in Turkey because of the reason that they are limited with only the students in Faculty of Economics and Administrative Sciences in Çankaya University, the results obtained from the research cannot be generalized. In this respect, a deeper survey work to be performed on brand awareness may give more effective results.

- Research can be made on a wider sampling mass with the other brand equity factors (such as brand loyalty and perceived quality) of eco-friendly practices of the firms in the studies to be made in the future.

- The brands should give more importance to the eco-friendly practices. The brands should contribute to the resolution of environment problems, for creating a healthier and more favorable environment. Besides, they have to prove that they are sincere against the society when making eco-friendly practices. Because today's customers can reach to the information wherever they are and whenever they want in a fast way, with help of the developed technology. In other words, it should be important for the brands, that their

eco -friendly practices are perceived as sincere and convincing. Besides, the firms should notify the consumers of the eco-friendly practices performed by them.

- The opinions of the students in the Faculty of Economics and Administrative Sciences, who were evaluated within the research, are generally positive on eco-friendly activities. Students in the Faculty of Economics and Administrative Sciences and especially the ones who study in business faculties shall take active roles in the businesses in the future. Awareness of the students in these faculties may also affect the businesses in which they will work in the future in a positive way.

- Business managers' ability to manage their sources in an effective and active way shall either expand the life-time of the business or positively affect the wealth level of the society by contributing to the protection of the nature.

As a result, environment problems are one of the important social issues, which may affect the next generations. It necessitates the actors taking place here to act in a more sensitive way regarding the environment, when the businesses and the individuals take place in the same social cycle. This issue is among the important problems to be solved for our country as well as the global environment. The businesses should enable the usage of eco-friendly products to increase by taking the necessary care about this issue. The brands, which the businesses create by spending a lot of money and time and then develop by a number of investments, are potential and strong tools, which may be used on environmental sensitivity. In addition, developing technology leads the people up to reach more effective and active information about the environment. The businesses shall find the opportunity to create a conscious and eco-friendly society by telling the environmental benefits of their products with helps of their unique brands.

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APPENDICES

Appendix 1: SURVEY

Bu araştırma "Çevre Dostu Uygulamaların Marka Bilinirliği Üzerine Etkilerinin Saptanması" amaçlı yapılmaktadır. Anket çalışması sonuçlarının değerlendirilmesi gizlilik içinde gerçekleştirileceği için isim alınmayacaktır.

Anket sorularından elde edilecek veriler Çankaya Üniversitesi Sosyal Bilimler Enstitüsü'nde yürütmekte olduğum yüksek lisans tez çalışmamda kullanılacak ve gizli tutulacaktır.

Anketi doldurmakta göstereceğiniz özen ve akademik bir çalışmaya yapacağınız katkı için şimdiden teşekkür ederim.

ÇEVRE DOSTU: *''Ürünlerde normal olarak bulunan zararlı öğelerden bazılarını tasfiye etmek amacıyla tasarlanmış ya da değiştirilmiş ürünleri ifade etmek için kullanılan terimdir.''*

MARKA BİLİNİRLİĞİ: *''Markayla ilgili bir ipucu verildiğinde tüketicinin önceki bilgilerini kullanma yeteneği ile ilgili olup, tüketicinin markayı rakiplerinden ayırt edebilmesidi.''*

ELİF ÖZYORGANCI

Size göre markaların 'çevre dostu projeleri' ile hedefledikleri en önemli amacı belirtiniz. **Derecelerine göre 1'den 5'e kadar; En önemli olana 1, en önemsiz olana 5 vererek sıralayınız.**

1. Daha fazla kar sağlama	
2. Marka bilinirliğini yükseltme	
3. Toplum ve/veya çevre sorunlarına katkı sağlama	
4. Reklamlarını yapma	
5. Doğayı korumaya ilişkin farkındalığı, ilgiyi arttırma	

Alışveriş yaparken dikkat edilebilecek hususlara aşağıda yer verilmiştir. **Bu hususları sizin için önem derecelerine göre 1'den 5'e kadar; en önemli olana 1, en önemsiz olana 5 vererek sıralayınız.**

1. Fiyat	
2. Gösteriş	
3. Çevreye etki	
4. İşlev	
5. Marka	
6. Kalite	

Size göre bir markanın bilinirliğini arttıran en önemli özelliğini aşağıda verilen ölçeğe göre önem seviyesini belirtiniz.

(5) Çok Önemli, (4) Önemli, (3) Kararsızım, (2) Önem Değil, (1) Hiç Önemli Değil

	1	2	3	4	5
1. Düzenli reklam yapıyor olması	1	2	3	4	5
2. Markanın uzun süredir sektörde bulunuyor olması	1	2	3	4	5
3. Çevre dostu olması	1	2	3	4	5
4. Her yerde kolaylıkla bulunuyor olması (mağazalarının yeterli olması)	1	2	3	4	5
5. Rakiplerinden kolaylıkla ayırdedilebilir olması	1	2	3	4	5

Aşağıda yer alan markaların çevre dostu faaliyetlerini önceden duyduysanız 'DUYDUM' eğer duymadıysanız 'DUYMADIM' sütununu işaretleyiniz.

		DUYDUM	DUYMADIM
NESTLE	Ambalajlarında %27 geri dönüştürülmüş malzeme kullandığını söylemektedir.		
COLGATE & TERRACYCLE	Ağız Bakımı Ambalajları Colgate ve terracycle işbirliği ile diş macunu tüp ve kutuları ile diş fırçaları toplanarak bu ürünler geri dönüşüm sağlanıyor.		
COCA COLA	"su yönetimi", "sürdürülebilir ambalajlama" , "enerji yönetimi ve iklim değişikliği ile mücadele" gibi konular ile ilgilendiğini söylemektedir.		

MİGROS	"doğada çözünen poşet" uygulaması olan bez çantalarla müşterisine yeni bir çevreci seçenek sunmaktadır.		
KİPA	2050 yılı itibariyle sıfır karbon üretimi yapan bir şirket olmak istiyor. Ayrıca 2012 yılında 6.900 ton paketlenmiş atığı geri dönüştürdü.		
MC DONALD'S	Mc donald's restoranlarının, antibiyotik içeren kümes hayvanı alımını durdurduğunu açıkladı.		
BANVİT	Banvit, Piliç üretimi esnasında ortaya çıkan bütün organik atıkları yem olarak işliyor ve bu atıkları biyolojik arıtma yapan atık tesislerde değerlendiriyor.		
SİEMENS	Fujitsu siemens, binasında 3 ayrı "dönüşüm merkezi" kurarak ofislerdeki atıkların burada uygun bir şekilde değerlendirilmesini sağlıyor.		
TOYOTA	Toyota çevre dostu bir markayı, prius'u yarattı ve bu araç dünyanın ilk seri üretim hibrid otomobilidir.		

(5) Kesinlikle Katılıyorum, (4) Katılıyorum, (3) Kararsızım, (2) Katılmıyorum, (1) Kesinlikle Katılmıyorum					
1. Firmaların çevre dostu uygulamalarını çoğu zaman inandırıcı bulmam.	**1**	**2**	**3**	**4**	**5**
2. Çevre dostu ürünler üreten firmaları elimden geldiğince desteklerim.	**1**	**2**	**3**	**4**	**5**
3. Bence firmalar, gerçekte topluma gösterdikleri kadar çevreci uygulamalar içerisinde değiller.	**1**	**2**	**3**	**4**	**5**
4. Bence firmalar daha çok müşteri kazanmak için çevreci uygulamalar yapıyorlar.	**1**	**2**	**3**	**4**	**5**
5. Bence firmalar çevreyi önemsedikleri için çevreci uygulamalar yapıyorlar.	**1**	**2**	**3**	**4**	**5**
6. Firmalar tarafından yapılan çevreci uygulamaların yeterli olduğunu düşünüyorum.	**1**	**2**	**3**	**4**	**5**
7. Türkiye'de çevreci uygulamalara gereken önemin verilmediğini düşünüyorum.	**1**	**2**	**3**	**4**	**5**
8. Markalar toplumda çevre bilincini arttırıcı aktivitelerde bulunmalılar.	**1**	**2**	**3**	**4**	**5**
9. Bence çoğu firma gelirlerinin çok küçük bir bölümünü çevreci uygulamalar için harcıyorlar.	**1**	**2**	**3**	**4**	**5**
10. Herhangi bir markayı tercih ederken çevre dostu uygulamalarını dikkate alırım.	**1**	**2**	**3**	**4**	**5**
11. Bir ürünün ambalajındaki geri dönüşüm işareti, markanın çevrenin korunmasına katkıda bulunduğunun göstergesidir.	**1**	**2**	**3**	**4**	**5**
12. Çevre dostu ürünleri satın alarak çevrenin korunmasına katkıda bulunduğuma inanıyorum.	**1**	**2**	**3**	**4**	**5**

13. Basında bir firmanın çevreci aktiviteleriyle ilgili çıkmış haber,reklam onun çevrenin korunmasına katkıda bulunduğunun göstergesidir.	1	2	3	4	5
14. Ürünün yapıldığı hammaddenin çevre dostu olduğunu gösteren bir emare, bir markanın/firmanın çevrenin korunmasına katkıda bulunduğunun göstergesidir.	1	2	3	4	5

KİŞİSEL BİLGİLER

1. Cinsiyetiniz	☐ Kadın ☐ Erkek
2. Sınıfınız	☐ 1.sınıf ☐ 2.sınıf ☐ 3.sınıf ☐ 4.sınıf ☐ Artık Yıl
3. Aylık Ortalama Geliriniz	☐ 0-750 TL ☐751-1500 TL ☐ 1501-2250 TL ☐ 2251-3000 TL ☐ 3001 TL ve Üstü

ANKETİMİZ BURADA SONA ERMİŞTİR. TEŞEKKÜR EDERİZ…

Appendix 2: CURRICULUM VITAE

PERSONAL INFORMATION
Surname, Name: ELİF ÖZYORGANCI
Nationality: T.C.
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Marital Status: Single
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EDUCATION

Degree	Institution	Year of Graduation
Graduate Degree	Çankaya University Masters in Business Administration	2011-
Graduation	Çankaya University International Trade	2009-2011
Associate Degree	Çankaya University International Trade Management	2007-2009
High School	Bahçelievler Deneme High School	2004

EXPERIENCE HIGHLIGHTS

YEAR	PLACE
2013	Çankaya University Cultural Affairs Office

Languages: Advanced English,

Areas of Interest: Movies, Music.