

# Green Marketing and Green Product Perception among the Consumers in Turkey

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## Abstract

This article aims to give an overview of new, hot trending issue "Green Marketing". This is an explanatory study which seeks to analyze the green marketing concept, to explore its scopes of application, and application ranges. In this study, various academic researches are reviewed and various approaches to the green marketing concept are analyzed. Basically, green marketing as a term, evolution of green marketing, its concept, green marketing issues, "green" marketing concept, differences between "green" marketers and "traditional" marketers, today's green marketing and sustainability issues will be found in the article. Also a questionnaire is conducted with the participation of 748 subjects. The survey is conducted face to face.

**Keywords:** Green Marketer, Green Marketing, Marketing, Sustainability

**JEL:** M31

## Introduction

Recently, business world deals with a more important issue than efficiency. By the technological development, our efficiency rose to the highest levels of our industrial history. We use our resources until they are very last piece or drop. We are finishing our production process without almost any waste. But, it was not like that always. After 1760's, people realized they can produce more with the same amount of input. When they saw this, normally, they wanted to produce more to sell more. This little trigger, created new world order (Armstrong & Kotler, 2007).

On the other hand, most of human beings have a greedy nature like they always had. During their enrichment process, the nature is sentenced to impoverishment. We overused resources, energy fields and forests. After that savage process, people realized that something started to change. The nature does not look like what it used to seem before. Seas and oceans do not look like the same. There was less trees, less water, and less resources. They avoided the most vital step of the production: sustainability.

After almost all of the resources were running low, people needed an environmentally-respectful production, marketing and consumption concept. This need pushed people to create the "Green Marketing" concept.

## Green Marketing

Today, firms are aware of the fact that they belong to society. Together with people living in a society, firms operating in a society are also members of that community. So, firms have to take care of environment in which they survive. Nowadays, it can be said that we live in societal marketing era. According to Kumar and Sahu, "the newest concept to evolve, Societal Marketing holds that the organization's task is to determine the needs, wants and interests of target markets and to deliver the desired satisfaction more effectively and efficiently than competitors in a way that preserves or enhances the consumers' and the society's well-being" (Kumar & Sahu, 2010). Thus, not only the increasing popularity of sustainable development and the social responsibility of being a part of community but also in order not to lose competitive advantage, firms are forced to be more sensitive to environment (Renfro, 2010; Saxena & Khandelwal, 2010; Singh, Kamal & Pandey, 2012).

## Green Marketing as a Term

The term 'Green marketing' means packages or products which are more durable, reusable, less toxic and recyclable. Those four qualities are the main qualities of "green marketing".

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Green products are the products having those four qualities. Comparing with traditional marketing activities, it can be said that green marketing is a new concept. There are some different definitions of green marketing. Green marketing can be defined as combination of all activities aiming to satisfy needs of consumers while taking care of environment at the same time. Those activities both satisfy consumer needs and protect environmental sources as much as possible. Green products must have minor negative effects on nature. In fact, green marketing has similar properties with traditional marketing. Adding to traditional marketing, it also takes care of environment (Kinoti, 2011).

Meaning of green marketing changes from person to person. Many people describe green marketing as a holistic approach aiming to preserve environmental sources and protect the environment. At this point, the most important term is “green” that can be used for a wide range of activities and concepts. These activities may be seen in different ways and concepts such as green buildings, energy saver appliances, Energy Star devices, personal care products that are herbal, fair trade coffee organic food and so on. What these markets all have in common today are customers that have demonstrated willingness to seek out and purchase products with perceived benefits to both health and welfare of an individual but also to that of broader society and the environment (Howe, 2010).

### **Evolution of Green Marketing Concept**

After industrialization process, it is seen that industrialization and mass production have significant effects on environment. Business world must be aware of this fact. In the beginning of industrialization process, firms were solely interested in gaining more profit. However, firms are getting aware of the importance of environmental problems caused by mass production. There were some new terms at those times such as sustainable development (will be discussed in detail at following pages) which were directly related with green marketing. In fact, green marketing is an important ethical issue of business life. Being “green” is the corporate ethical topic of this century. Nowadays, consumers do not like firms solely focusing on profit-making with a motto of “always me” (Boztepe, 2012).

According to Majlath (2004), environmental responsibility is shared by all parties. In this frame, environmental factors are under responsibility of firms in some manner. Production and profit making activities have direct relationships with environmental problems. Nowadays, green marketing has been used as a term in which profit-making and environmental responsibilities are studied together. Green marketing can be seen as a new concept. However, it has got a long history in fact. George Catlin proposed preserving environment during marketing activities for the first time in 1930s. He proposed to take measures for preserving natural parks in the United States of America. After that proposal, both business life and social life met with a new term called “environmentalism”. After 1950s, environmentalism has been one of the most widely discussed topics. In 1969, National Environment Policy was prepared in the United States of America. This date was a turning point for environmental topics and several new terms emerged after that time. Green marketing is one of those terms emerged after National Environment Policy. 1970s were also important years for increasing environmental sensitiveness. The first Earth Day was held in 1970. Then, in 1972, the First United Conference on Human Environment was held in Stockholm. After those

activities, new groups are emerged taking some activities in order to increase environmental sensitiveness. Moreover, after 1970s, environmental policies have been topics of national and international meetings (Kinoti, 2011).

When it comes to 1980s, the term “green marketing” has emerged according to a report of UNESCAP (2012). The term green marketing first surfaced in as an extension of what the American Marketing Association referred to in 1975 as “ecological marketing” (Peattie & Charter, 2003; UNESCAP, 2012). There is no single definition accepted universally, but in 1994 Polonsky stated: “Green or environmental marketing consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment (UNESCAP, 2012).

Environmental sensitiveness gained popularity not only in the United States of America but also in many countries all around the world. After discussions about green marketing term, business life started to take care of green marketing activities and green marketing has been an important topic for business life. Despite the fact that green marketing is a well-known and widely discussed topic, there is not an internationally accepted definition of this term. “Green” is a term having different meanings for different people. For example, some define “green” as human rights while others define “green” as clean water and green environment (Gassmann & Crassous, 2012).

### **Green Consumer**

The green customers are usually identified as individuals who choose to adopt environmentally friendly attitudes or/and buy environmental concerned green product over normal subsidiaries. Along with these behaviors, they seem more internally-directed with the idea that even only one individual can affect the environmental protection. Thus, according to them, it is so important to left environmental protection issue to the mercy of government, business, environmentalists and scientists. Each member of the society should do their duties to the nature. With this brief information, there is another fact to mention; they are less dogmatic and clearly open-minded and tolerant for brand new products and services. All other ideas toward the environmental protection are also welcomed. This open-minded attitude easily grants them to be more acquiescent of the ideas, behaviors and products which protect the environment.

According to the consumption report of the EU (Consumers in Europe), it is found that ten percent of the customers acknowledge the ecological product labels or green energy labels on the merchandise sold-out within the supermarkets. Though the businesses in our country progress with vital speed in terms of the setting, it is inconceivable nonetheless for us to mention that they need to reach identical level concerning client sensitivity. In Western implementations, environmental awareness and therefore the “green policy” in business organizations are mirrored within the business as results of the environmental awareness of the customers. The foremost recent and classical example concerning this subject is airline transportation trade. In airline transportation, great deal of carbon emission discharged by the planes into the setting may be a matter of question. British Airway offers the subsequent “relieving” answer to folks that have to be compelled to go plane however feel disturbed as a result of the carbon emission: to provide

funding to a fund providing researches supposed to scale back carbon emission. The carbon emission, discharged throughout the gap lined is calculated and a contribution of 12.08 euro per ton is often paid per person. CO<sub>2</sub> emission per one traveler throughout an Istanbul-London flight reaches twenty-nine kilograms, and with this fund, which was established on a voluntary basis, environmentally aware passengers will give 3.25 monetary units and feel relaxed. On the other hand, Turkish Airlines has expressed "we achieved fuel savings and this saving reduced carbon emission" during a statement they created in October, demonstrating what the firm incorporates and a lot of low profile "temporary" approach (Boztepe, 2012; Igarashi, DeBoer, & Fet, 2013; Sehrawat, 2014).

Green buying or environmentally preferred buying is incredibly crucial today (Igarashi, DeBoer, & Fet, 2013). Min and Galle (2001) outlined green buying as "an environmentally-conscious buying that reduces sources of waste and promotes employment and reclamation of purchased materials while not adversely moving performance necessities of such material" (Min & Galle, 2001). While, price, delivery and quality was the most criteria for the provider choice till 1990s (Igarashi, DeBoer, & Fet, 2013), in today's world, buying activities stupidly concerning atmosphere is not potential. Green buying needs environmental criteria in provider choice and this cause green provider choice technique (Noci, 1997). Provider choice is not solely vital call for providing the proper merchandise on a competitive indicator, however conjointly an honest thanks to developing the environmental performance (Igarashi, DeBoer, & Fet, 2013). In line with Walton and his colleagues (1998) "A firm's environmental efforts will not doubtless succeed while not desegregation the company's environmental goals with its buying activities" (Walton et al., 1998 cited in Igarashi, DeBoer, & Fet, 2013). Green buying does not solely offer profit to the atmosphere, however conjointly helps the whole image of organizations, client satisfaction, risk reduction and price reduction. Green buying will facilitate fight of organizations within the economic and social space. The advantages of the whole image are determined within the public, which directly affects the sales. Influencing client by creating green buying can come back to the organizations as client retention profit. Therefore, delivering green merchandise can replicate client values and this cause increase of whole image, improve client relations and gain a footing over competitors within the market. Organizations will cut back their risk with green buying. Risky chemical or dangerous chemical accidents could happen. For example, oil spill within the Gulf of Mexico caused BP Company to lose million bucks in lawsuits. It conjointly created an unrestricted atmosphere image of the corporate within the public and customers' mind. Thus, it's potential to offset environmental and economic risks with environmentally preferred buying. The value reduction profit of Green purchasing is additionally vital. Organizations exist for gaining cash and they exist as long as they create profit. There are indications that green buying is also determined pricey within the short term, however it's additional profitable within the long-standing time. A green product uses energy, provides out less waste and its lifecycle lasts longer. Thus, green buying is capable of value reduction. Operation maintenance, energy and water usage, higher sturdiness and environmental convenience are examples of the value reduction. It is crucial to notice that organizations should have green provider criteria for deciding the proper suppliers to form green buying for implementation of green provide chain management (Igarashi, DeBoer, & Fet, 2013).

## Green Marketing in Turkey

Green marketing was not a popular term in Turkey as in other countries. It has been a term recently discussed in Turkey. Environmental problems were not being recognized by Turkish public as a real danger previously. However, negotiations with European Union for full membership resulted in increasing awareness of environmental topics in Turkey. After starting negotiations with European Union, environment has been a real debate in business life. Despite the fact that Turkey has not been a member of European Union, people have been interested in environmental problems and sensitiveness started. Consequently, that situation also started to force firm to take care of environmental problems. CE and ISO 14000 are certificates mainly desired by Turkish firms (Üstünay, 2008).

A study held by Boztepe (2012) showed that people are aware of the importance of green marketing. Majority of 540 participants in Istanbul expressed that green marketing is something necessary. Sustainable development has a vital importance for majority of participants. According to results of the study, green buying behaviors of consumers are directly affected by:

- Green selling activities,
- Prices,
- Features of green products,
- Environmental awareness,
- Demographic properties (at moderate level)(Boztepe, 2012).

Especially in the last decade, there has been an interest in green marketing. Number of studies held about green marketing started to increase. Another study held by Sarı (2010) is aimed to understand determinants of attitudes towards green marketing. Demographic characteristics of consumers, perceived consumer effectiveness, environmental concern and consumer behavior are also studied. 300 young people living in Istanbul attended the survey. Results of the study showed that psychographic variables which are perceived consumer effectiveness and environmental concern were correlated with ecologically conscious consumer behavior (Sarı, 2010).

There is a typical belief that green selling suggests advertising of merchandise with environment-friendly characteristics within the business. The terms like gas friendly, environmentally safe, environmentally friendly, hazardous-material-free or utile are associated with green selling (De Craecker & De Wulf 2009; Hemantha, 2012). But green selling is wider than these ideas. Green selling methods are used as an extra promotion from corporations rather than analyzing merchandise and their impact on the surroundings (De Craecker & De Wulf 2009). Green selling ought to incorporate from product modification to changes to the production, distribution changes, packaging changes and to the advertising changes (Polonsky, 1994). In step with the general public opinion polls, once all things equal, customers favor to select green merchandise with regard to product that is less friendly to the environment (Ginsberg & Bloom, 2004).

On the opposite hand, once customers got to create trade-off between product specifications and thinking the surroundings, product specifications and charm are invariably win (Ginsberg & Bloom, 2004). However, most customers do not want to shop for green merchandise. Machine production with its poor sale could be a model. Higher machine value, its short battery life and price are the factors that buyers do not sacri-

from their budget (Ginsberg & Bloom, 2004).

Distribution of merchandise causes substantial issues for enterprises. Supply value is the main indicator that affects aggressiveness within the market. The environmental impacts of distribution and transportation are crucial topic for property. CO<sub>2</sub> emissions and different greenhouse emissions are increasing. Warming, pollution, atmospheric phenomenon, and oil spills are the wide issues for transportation. Green transportation or distribution implies any transport system that offers out less harmful impact on the surroundings. That transport additionally incorporates non-motorized transport. These styles of transports embody sport and walking. Victimization of green vehicles, automobile sharing services and concrete transportation services additionally cause environmental property, economic and social property transportation. With the newest marketing innovation, automobile shipping services also are model to lower the impact of transportation on the surroundings (Ginsberg & Bloom, 2004). Green packaging is additionally a part of green distribution. Packaging options can impact the distribution of materials; size, shape, horizontal or vertical packaging.

Literature review shows that there may be different results of similar studies in some times. Despite the fact that many studies show how people are aware of the importance of green marketing activities in Turkey, study held by Kasalı (2010) showed that in Turkey, many people are not aware of the differences between traditional marketing and green marketing. Kasalı (2010) summarizes the study as follows:

A critical inference is the availability of reusable/refillable products, which are provided by companies which is a relatively positive action for green product. Reusability/refill (arithmetic mean 2,93 / 5,00) and recyclability 1 (2,77 / 5,00) are the most preferred ones among green product activities. On the other hand, green promotion companies are reluctant to share the environmental performance either positive or negative with customers. Both in communicating harms and benefits of products, the environment responses focused on negative edges. Thus, green marketing statements (arithmetic mean 2,19) are weaker than green product claims (arithmetic mean 2,53). It makes sense since, companies cannot think of holding on green claims, even they have not proved themselves in environmentally safe/green products. In other words, green marketing is stage two, whereas ensuring green products is stage one, and they are on a situation where they have quite a way to stage one. Green Price can be accepted as almost having no existence among companies. Lastly in green distribution companies claim that they are not producing environmental harm during transportation, and ensuring distribution route efficiency. Whereas, reverse logistics is not applied in almost %85 (%84,6) of the companies, only %15 clarified that they apply reverse logistics (Kasalı, 2010).

Many other studies show that people are sensitive to environment in Turkey. For example, recycling is a very important topic in Turkey and all people are aware of the importance of recycling. There are many campaigns prepared by private firm and non-governmental organizations as well as municipalities about recycling in Turkey. There are recycling boxes in majority of streets (Üstünay, 2008).

Popularity of public desire for recycling and other activities show that firms must focus on green marketing in Turkey. Green marketing is usable for firms operating in Turkey. Moreo-

ver, there are many education programs and people are getting more and more aware of importance of sustainable development. It can be claimed that green marketing will gain a really impressing popularity in Turkey because of increasing sensitivity towards environmental issues in Turkey. For example, there are some studies focusing on green marketing activities in some sectors. Reviewing the literature, this study will be the first study focusing on green marketing in agriculture.

### **“Green” Marketing Concept**

Traditionally, “Marketing is managing profitable customer relationships, the twofold goal of marketing is to attract new customers by promising superior value and to keep and grow current customers by delivering satisfaction” (Armstrong & Kotler, 2007). Unfortunately it is not enough to explain “green” marketing concept. Traditional marketing concept, generally, is only concerned with maximization of profit and consumer satisfaction, in order to capture consumer value. But in green marketing, there are more concerns with or without consumer wants, needs and satisfaction.

New approaches and new concepts introduced by firms are generally appreciated by consumers. Best operating firms are those having a good innovation system. In general, people like “new” things. When products and services are innovated and appreciated by consumers, the firms perform successfully. Similar with new products and services, new concepts also result in significant success (Rajeshkumar, 2012). Consumers want to see something new and sensitive to environment (Stein & Koontz, 2009). As green marketing is a comparatively new concept, it is seen as a more attractive style for consumers. Some people may be eager to pay more for “new” things. According to Sheth’s Consumer Motives theory, there is a motive called “curiosity”. That motive forces some people to buy a new product or service as a new experience (Raaji & Wandwossen, 1978). According to that theory, it can be claimed that “new” green products may be appealing for many consumers. In profit-seeking organizations, consumer views and consumer wants are everything. Their aim of existence is based on that (Armstrong & Kotler, 2007). Sometimes, companies started to concern green marketing because of direct consumer demand. But it is not always enough to push companies to apply the environment-concerned policies. In this very moment, regulations force them to be environment-friendly and environment-sensitive.

Mohanasundaram (2012) expresses that green Marketing “refers to holistic marketing concept wherein the production, marketing consumption a disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness about the implications of global warming, non-biodegradable solid waste, harmful impact of pollutants and so on, both marketers and consumers are becoming increasingly sensitive to the need for switch in to green products and services. While the shift to “green” may appear to be expensive in the short term, it will definitely prove to be indispensable and advantageous, cost-wise too, in the long run”.

### **Law and Regulations**

Turkish Environmental Law emphasizes the principles of “sustainable setting and property development” yet because of the promotion of renewable energy utilization and clean technolo-



gies, waste hindrance, reduction and recovery.

Regulations associated with pollution management are "Regulation on pollution management" and "Regulation on the Control of Pollution Caused by dangerous Substances in and around Water Bodies" that embody terms on the utilization of cleaner production technologies. There is a comprehensive list of waste management laws in Turkish legislation, most of that are revised or introduced among the framework of the EU harmonization method.

These arrangements embody the "Regulation on General Principles of Waste Management" yet as separate laws on the management of solid wastes, dangerous wastes, oil waste, edible fat waste, batteries and accumulators waste, packaging waste, finish-of-life tires, end-of-life vehicles and electrical and equipment waste. The essential principles and activities indicated in these laws associated with SCP are listed below:

- Development and use of fresh and minimum waste manufacturing technologies.
  - Waste reduction, employment and apply.
  - Waste recovery as material and energy.
  - Separate assortment of various wastes at the supply.
  - Taking bound end-of-life merchandise to relevant assortment points for recovery.
    - Identification of wastes.
    - Production of long life merchandise.
    - Reduction of dangerous chemicals utilized in merchandise.
  - Waste assortment systems for waste recovery.
  - Obligations for producers and retailers (for packaging).

Training on waste valorization and recovery. In relevance of (hazardous) chemicals, there are many laws supporting SCP, namely, the Regulation of the Categorization, Packaging and Labelling of Dangerous Chemicals, the Regulation on the Reduction of gas Depleting Substances, the Regulation on the Restriction of the assembly, provide and Use of bound Chemicals, Preparations and merchandise, the Regulation on the Inventory and management of Chemicals.

As may be seen, there are several references to SCP approach in Turkish environmental legislation. The recently issued communiqué "Integrated Pollution hindrance and management in Textile Industry" is the 1st legislation directly addressing the appliance of cleaner production measures. However, it ought to even be stressed that the "production" facet of SCP is sort of dominant and also the aspects of "consumption", "consumer" and "product" are encountered significantly within the waste management connected laws that have entered into force in recent years.

It ought to even be noted that, despite the intensive EU tailored legislations, there are vital issues in their "execution". These are because of many reasons like deficiencies within the physical infrastructures, social awareness yet as watching and auditing systems.

In addition to the present legislation summarized above, there are many laws enclosed within the Turkish National Program associated with the endeavor of the EU Legal Acquis revealed in 2008 that are directly connected with SCP. The foremost vital of such potential laws that are within the method of adaptation are:

- Regulation on Eco-labelling.
- Regulation on Eco-Management and Audit theme.
- Directive on Registration, Evaluation, Authorization and Restriction of Chemicals.

Under constant Program, the subsequent measures are planned as well:

- Establishment of information so as to produce access to info regarding waste amount, intermediate storage, recovery, disposal, and also the gift disposal and recovery facilities.
- Formation of separate assortment systems for waste reduction by mistreatment the foremost convenient technologies and improvement of recovery systems.
- Formation of separate assortment systems for special wastes (waste oils, PCB/PCT, battery and accumulators, end-of-life vehicles, mineral wastes, waste electrical and electronic appliances).

## Previous Studies

As a hot, trendy topic, more and more researchers remark the importance of green marketing. Many significant studies are issued especially since the beginning of 2000.

Among the current studies, one of the most popular and significant study has written by Ottman (1998). The book shook the marketing world deeply. She offered a new perspective for innovation. In the book, she discussed the rising necessity for the environment and the importance of sustainability. She was one of the first researchers who used the term green marketing.

According to Ottman, to become a successful brand creator, you need to maintain sustainable brands. This can only be possible with sustainable raw materials, which means, with sustainable environment. She was not only mentioning internal components of production process and talking about environment. She claimed that, it is crucial that, the customers demand the sustainable and healthy environment. She claimed that, it is a trivet which contains customers with sustainability incentives, companies with the same concerns and the combination both of them to create this aura.

Ottman was not the only researcher who realized the importance of the issue. One of her colleagues had the same idea almost same time. Peattie is another important figure for the green marketing concept.

He has almost the same idea with Ottman except little point of views. Peattie was also concerned with the environmental marketing concept. He had also written more than 5 books about sustainable marketing issue. He argued that, the sustainability of markets is crucial for the future of markets. And green marketing or environmental marketing is one of the most important key factors to achieve that.

Michael Jay Polonsky is another expert who claims that, sustainability can only be possible with the proper implementation of environmental/green marketing concept. He was one of the first users of green marketing term (1994). Later he wrote more than 6 books about the subject.

Those three researchers were crucial for gaining awareness of sustainability via green marketing. They can be considered as creator of the green marketing concept. After those three explorers, green marketing gain more and more importance.

Generally, they have a common point to reach the desirable situation. Customers have to be converted to “green customers”. Green customer can be described as, a customer who demands environmentally concerned products with the least harm to the environment (Ottman, 1993). According to Ottman, this demand can change everything. Today’s business world builds on customer oriented marketing concept. Companies are competing with each other in customer satisfaction. Customer satisfaction is one of the most important success indicators. The companies with high customer satisfaction are considered as successful companies.

**Methods**

During the study, a survey form is used as data collection tool. The survey form consists of two parts in accordance with the aim of the study. In the first part, there is demographic data of the participants (age, gender, education, income) and perceptions about buying organic product of participants. In the second part, there are questions for understanding perceptions and ideas of consumers about green marketing.

It is important to understand why individuals are fronting to purchase green marketing products. That is why, I tried to explore, if the green marketing purchasing tendency was a cognitive habit. I asked our participants “Do you follow a green marketing firm or do you take attention to buy organic food?”

It is a descriptive question if customers buy a product from a certain firm, or if they care about essence of product independently of firm.

Data is analyzed with SPSS 21.0 (Statistical Package for Social Sciences) with a 95 percent reliability level. Parametric tests are used for hypothesis. Those parametric tests are:

- Independent Samples T Test: That technique is used for comparing two independent groups in terms of a quantitative variable. There is a need for assuming normal distribution at both groups in order to use that technique.
- One-Way ANOVA: That technique is used for comparing independent k group (k>2) in terms of a quantitative variable. There is a need for assuming normal distribution at both groups in order to use that technique.

**Results**

The questionnaire is built in Likert Scale method and conducted face to face with 748 participants from different educational levels, age groups and sociocultural backgrounds. It is conducted in City of İstanbul in various locations. There are some control questions to eliminate sloppy answered participants.

There were 364 males, and 384 female participants had finish to answer questionnaire (Table 1).

According to results, 42 percent of participants were following some “green firms” (Table 2).

**Table1.** Number and Percentage Distribution According to Gender

	f	%	Valid %	Cumulative %
<b>Gender</b>	Man	364	48,6	48,6
	Woman	384	51,3	100,0

Source: Alataş, 2016

f: frequency; %: Percentage

**Table2.** Number and Percentage Distribution According to Following Green Firms

	f	%	Valid %	Cumulative %
<b>Do you follow green firms?</b>	Yes	318	42,51	42,51
	No	430	57,49	100,00

Source: Alataş, 2016

f: frequency; %: Percentage

**Table3.** Number and Percentage Distribution According to Taking Attention to Organic Food

		f	%	Valid %	Cumulative %
<b>Do you take attention to buy organic food?</b>	Yes	408	54,55	54,55	54,55
	No	340	45,45	45,45	100,00

Source: Alataş, 2016

f: frequency; %: Percentage

54 percent of participants were claiming that they paid attention to buying organic food (Table 3).

Other results are:

- Percentage of participants following green firms is 42,5 percent and others are 57,5 percent. It can be easily understood that, more than half of participants are not in need to follow the green firms. There would be numerous reasons for that. Price of the products or lack of marketing activities can be shown as reason.

- They did not follow any green firm but in table can be seen, 54,5 percent of participants have an incentive to organic food. That shows us that, green market or organic market loses more than 12,5 percent of their possible consumers, which lost their actual market by 28 percent, because of lack of marketing or advertising activities.

- Almost 40 percent of participants have a concern to buy environment-friendly products and packages. In this positive section, there is a huge percentage which "strongly agreed", which proves, the concern about environment is a conscious action. They care what they buy and they choose to buy it because of environment-concerned products.

- Majority of the participants who have concerns about environment-friendly products state they try to buy green products which again indicates us that, this conscious behavior is selected. More than 80 percent of green product buyers try to do it generally.

- Our participants show us that, people tend to spread what they buy and, again consciously, they share their green products experience to their inner or outsider circles. Their percent is quite remarkable with a rate of 75 percent.

- Majority of the participants have a positive image in their mind. Their perception is quite interesting. Even if they do not buy green products, they have positive image of that. This can be interpreted as; they are possible customer to the firms which run their business in green market area.

- Majority of the participants (82,2 percent) strongly agrees with the statement "I think that there is a need for increase at environment protecting activities". Again, it is a clear evidence for being potential customers. This environmental awareness easily channels to the green products.

- There is no negative answer to this question in questionnaire. All of the participants are supporting the environmental protection activities. This behavior also can be channeled to the green products.

- Regarding to measuring the difference between the environmental instinct and deciding call to protecting environment, 21,9 percent of the participants were not sure if they succeeded in being sensitive or not to topics about domestic environmental protection. Again, no one said that they were destroying the environment in their own home. They want to think they protect the environment as much as they can. This tendency can be easily manipulated to green product.

- There was no negative response to develop a better environmental standard. Again, people want to think, they were working to improve their environmental living environments. This also can be channeled to the green product consume.

- Almost 80 percent of participants believe that, pesticide pollute the harvest. Not every pesticide is bad. This is well-known mistake, but it is a chance to drive green products forward. None of participants is aware of the fact that there is some pesticide even in organic production process. Only 22 percent of participants were not angry about polluting environment. At least, they have not developed an attitude yet instead of negative perspective.

- Almost 40 percent of our participants were not so sure that buying an environmental-friendly product means to protect the environment. This is a great barrier for the green firms to change the perception. It also shows, green firms do not seem so green.

- Only 25 percent of participants do not check the ingredients which harm the environment. This is quite good evidence to know that people want to know what they eat and if they harm the environment. That is a good output to use. They do not want to support to harm the environment.

- In the previous questions, participants claim that they do not follow green firms with almost 60 percent. But if they have a chance to buy green product they prefer to buy with more than 60 percent.

- This is a very clear descriptive question to understand what the barriers against buying green food was. As we mentioned before, generally, green products are more expensive because of less amount of harvest and rising expense. From

this question, no one wants to pay more than usual. Only 21 percent of participants agreed to pay more for green products.

- Actually, this question proves again, buying a green food is conscious and decided action. They try to check what they eat and where the origins are. More than half of participant pay attention to legal signs and origins or the products.

- None among the participants said that, they harm the environment when they have an option to choose. That is realistic approach to the questionnaire. If they had an option, they would usually chose to protect the environment.

### **Genders' Perception**

- There is a significant difference in the agreement to the statement of "I generally share information about environmental friendly products with my friends" in terms of gender ( $t=-6,262$ ,  $p<,001$ ). Agreement point of men is 3,75 and agreement point of women is 4,46. Women have a greater agreement point for the statement. We can easily claim that, women have greater tendency to share their experience with their circles. The mean is almost 4,5 and this shows us that there is a social share in purchasing green product among women.

- There is a significant difference in the agreement to the statement of "I generally buy environmental friendly products with my friends" in terms of gender ( $t=-4,291$ ,  $p<,001$ ). Agreement point of men is 3,48 and agreement point of women is 4,12. Women have a greater agreement point for the statement. Both inferences are quite interesting. Previous questions show us that men do not show social sensitivity while buying green products. But in case of women, there is slight decrease in the mean. This can be based on physiological reasons.

- There is a significant difference in the agreement to the statement "I have a positive attitude to green products" in terms of gender ( $t=-4,347$ ,  $p<,001$ ). Agreement point of men is 4,24 and agreement point of women is 4,58. Women have a greater agreement point for the statement.

- There is a significant difference in the agreement to the statement "I think that there is a need for increase at environment protecting activities" in terms of gender ( $t=-2,062$ ,  $p<,05$ ). Agreement point of men is 4,62 and agreement point of women is 4,45. Men have a greater agreement point for the statement.

- There is a significant difference in the agreement to the statement "I am not interested in the topics about protecting environment" in terms of gender ( $t=-3,448$ ,  $p<,001$ ). Agreement point of men is 1,25 and agreement point of women is 1,12. Men have a greater agreement point for the statement.

- There is a significant difference in the agreement to the statement "I am sensitive to topics about protecting environment in my country" in terms of gender ( $t=-8,216$ ,  $p<,001$ ). Agreement point of men is 4,13 and agreement point of women is 4,65. Women have a greater agreement point for the statement.

- There is a significant difference in the agreement to the statement "I generally look for ways to develop environmental living standards in my country" in terms of gender ( $t=-6,351$ ,  $p<,001$ ). Agreement point of men is 4,13 and agreement point of women is 4,54. Women have a greater agreement point for

the statement.

- There is a significant difference in the agreement to the statement "I am afraid about the idea that many agriculture products got dirty as a result of pesticide" in terms of gender ( $t=-6,021$ ,  $p<,001$ ). Agreement point of men is 4,25 and agreement point of women is 4,66. Women have a greater agreement point for the statement.

- There is not a significant difference in the agreement to the statement "I got angry when I think negative effects of pollution on environment" in terms of gender ( $t=0,468$ ,  $p>,05$ ).

- There is a significant difference in the agreement to the statement "I think that I protect environment via buying environment friendly products" in terms of gender ( $t=-2,881$ ,  $p<,05$ ). Agreement point of men is 3,86 and agreement point of women is 4,20. Women have a greater agreement point for the statement.

- There is a significant difference in the agreement to the statement "I check ingredients of the products in terms of damaging environment before buying" in terms of gender ( $t=-2,856$ ,  $p<,05$ ). Agreement point of men is 3,74 and agreement point of women is 4,08. Women have a greater agreement point for the statement.

- There is a significant difference in the agreement to the statement "I prefer environment friendly products" in terms of gender ( $t=-5,723$ ,  $p<,001$ ). Agreement point of men is 3,62 and agreement point of women is 4,31. Women have a greater agreement point for the statement.

- There is a significant difference in the agreement to the statement "I am willing to pay more for environment friendly products" in terms of gender ( $t=-3,353$ ,  $p<,05$ ). Agreement point of men is 3,49 and agreement point of women is 3,92. Women have a greater agreement point for the statement.

- There is a significant difference in the agreement to the statement "I take attention to certification of environment security or organic when I buy a product" in terms of gender ( $t=-2,460$ ,  $p<,05$ ). Agreement point of men is 3,61 and agreement point of women is 3,91. Women have a greater agreement point for the statement.

- There is a significant difference in the agreement to the statement "I make effort to buy products with renewable packages" in terms of gender ( $t=-5,899$ ,  $p<,001$ ). Agreement point of men is 3,37 and agreement point of women is 4,08. Women have a greater agreement point for the statement.

- There is a significant difference in the agreement to the statement "When I have to make a choice between two products with same qualifications, I always choose to the one that has less damage to environment and society" in terms of gender ( $t=-3,315$ ,  $p<,05$ ). Agreement point of men is 4,49 and agreement point of women is 4,66. Women have a greater agreement point for the statement.

### **Ages' Perception**

- There is a significant difference in the agreement to the statement "When I have to make a choice between two products with same qualifications, I always choose to the one that has



less damage to environment and society" in terms of age ( $F=137,990$ ,  $p<,001$ ). Average agreement point of ones with the age of 25 and lower is 1,00. Average agreement point of those with the age of 26-35 is 3,95. Average agreement point of those with the age of 36-45 is 1,00. Average agreement point of those with the age of 46-55 is 4,11 and average agreement point of those with the age of 56 and more is 5,00. Participants with the age of 56 and more are the most widely agreed ones.

- There is a significant difference in the agreement to the statement "I generally buy environmental friendly products with my friends" in terms of age ( $F=147,658$ ,  $p<,001$ ). Average agreement point of those with the age of 25 and lower is 1,00. Average agreement point of those with the age of 26-35 is 3,99. Average agreement point of those with the age of 36-45 is 1,00. Average agreement point of those with the age of 46-55 is 3,63 and average agreement point of those with the age of 56 and more is 5,00. Participants with the age of 56 and more are the most widely agreed ones.

- There is a significant difference in the agreement to the statement "I generally share information about environmental friendly products with my friends" in terms of age ( $F=117,066$ ,  $p<,001$ ). Average agreement point of those with the age of 25 and lower is 1,00. Average agreement point of those with the age of 26-35 is 4,25. Average agreement point of those with the age of 36-45 is 3,00. Average agreement point of those with the age of 46-55 is 4,37 and average agreement point of those with the age of 56 and more is 4,75. Participants with the age of 56 and more are the most widely agreed ones.

- There is a significant difference in the agreement to the statement "I have a positive attitude to green products" in terms of age ( $F=116,118$ ,  $p<,001$ ). Average agreement point of those with the age of 25 and lower is 3,00. Average agreement point of those with the age of 26-35 is 4,50. Average agreement point of those with the age of 36-45 is 3,00. Average agreement point of those with the age of 46-55 is 4,37 and average agreement point of those with the age of 56 and more is 5,00. Participants with the age of 56 and more are the most widely agreed ones.

- There is a significant difference in the agreement to the statement "I think that there is a need for increase at environment protecting activities" in terms of age ( $F=125,066$ ,  $p<,001$ ). Average agreement point of those with the age of 25 and lower is 4,00. Average agreement point of those with the age of 26-35 is 4,87. Average agreement point of those with the age of 36-45 is 4,00. Average agreement point of those with the age of 46-55 is 3,22 and average agreement point of those with the age of 56 and more is 5,00. Participants with the age of 56 and more are the most widely agreed ones.

- There is a significant difference in the agreement to the statement "I am not interested in the topics about protecting environment" in terms of age ( $F=61,102$ ,  $p<,001$ ). Average agreement point of those with the age of 25 and lower is 1,00. Average agreement point of those with the age of 26-35 is 1,13. Average agreement point of those with the age of 36-45 is 2,00. Average agreement point of those with the age of 46-55 is 1,37 and average agreement point of those with the age of 56 and more is 1,00. Participants with the age of 36-45 are the most widely agreed ones.

- There is a significant difference in the agreement to the statement "I am sensitive to topics about protecting environment in my country" in terms of age ( $F=81,300$ ,  $p<,001$ ). Average

agreement point of those with the age of 25 and lower is 3,00. Average agreement point of those with the age of 26-35 is 4,38. Average agreement point of those with the age of 36-45 is 4,00. Average agreement point of those with the age of 46-55 is 4,26 and average agreement point of those with the age of 56 and more is 5,00. Participants with the age of 56 and more are the most widely agreed ones.

- There is a significant difference in the agreement to the statement "I am afraid about the idea that many agriculture products got dirty as a result of pesticide" in terms of age ( $F=51,057$ ,  $p<,001$ ). Average agreement point of those with the age of 25 and lower is 3,00. Average agreement point of those with the age of 26-35 is 4,51. Average agreement point of those with the age of 36-45 is 4,00. Average agreement point of those with the age of 46-55 is 4,63 and average agreement point of those with the age of 56 and more is 4,75. Participants with the age of 56 and more are the most widely agreed ones.

- There is a significant difference in the agreement to the statement "I prefer environment friendly products" in terms of age ( $F=109,809$ ,  $p<,001$ ). Average agreement point of those with the age of 25 and lower is 2,00. Average agreement point of those with the age of 26-35 is 3,75. Average agreement point of those with the age of 36-45 is 2,00. Average agreement point of those with the age of 46-55 is 4,63 and average agreement point of those with the age of 56 and more is 5,00. Participants with the age of 56 and more are the most widely agreed ones.

- There is a significant difference in the agreement to the statement "I check ingredients of the products in terms of damaging environment before buying" in terms of age ( $F=58,031$ ,  $p<,001$ ). Average agreement point of those with the age of 25 and lower is 2,00. Average agreement point of those with the age of 26-35 is 3,99. Average agreement point of those with the age of 36-45 is 2,00. Average agreement point of those with the age of 46-55 is 4,26 and average agreement point of those with the age of 56 and more is 4,50. Participants with the age of 56 and more are the most widely agreed ones.

- There is a significant difference in the agreement to the statement "I think that I protect environment via buying environment friendly products" in terms of age ( $F=98,421$ ,  $p<,001$ ). Average agreement point of those with the age of 25 and lower is 2,00. Average agreement point of those with the age of 26-35 is 3,99. Average agreement point of those with the age of 36-45 is 2,00. Average agreement point of those with the age of 46-55 is 4,63 and average agreement point of those with the age of 56 and more is 4,75. Participants with the age of 56 and more are the most widely agreed ones.

- There is a significant difference in the agreement to the statement "I am willing to pay more for environment friendly products" in terms of age ( $F=87,707$ ,  $p<,001$ ). Average agreement point of those with the age of 25 and lower is 2,00. Average agreement point of those with the age of 26-35 is 3,62. Average agreement point of those with the age of 36-45 is 2,00. Average agreement point of those with the age of 46-55 is 3,37 and average agreement point of those with the age of 56 and more is 5,00. Participants with the age of 56 and more are the most widely agreed ones.

## Conclusion

New approaches and new concepts introduced by firms are generally appreciated by consumers. Best operating firms are those having a good innovation system. In general, people like “new” things. When products and services are innovated and appreciated by consumers, the firms perform successfully. Similarly, new products and services, new concepts also result in significant success.

As green marketing is a comparatively new concept, it is seen as a more attractive style for consumers. Some people may be eager to pay more for “new” things. According to Sheth’s Consumer Motives theory, there is a motive called “curiosity”. That motive forces some people to buy a new product or service as a new experience. According to that theory, it can be claimed that “new” green products may be appealing for many consumers. On the other hand, only 21 percent of the participants in our study is willing to pay more for green products, i.e. one of every five people is eager to pay more for this new thing. So, the first thing that the firms must do is to try to manufacture the green products cheaper than they are currently in order to increase the percentage of consumers preferring to buy green products which are expensive than non-green ones. The second action that the firms must take is to continue to make investment on technologies that is used in manufacturing green products. This attempt will help to decrease the cost of green products in time. So, the shift to “green” -or using some green technologies which may increase the costs of green products may appear to be expensive in the short term, but it will definitely prove to be indispensable and advantageous, cost-wise too, in the long run.

Today, it is not easy to make consumers happy because of alternatives. People can choose a product or service among many alternatives. So, consumers want to see a qualification of any product that will make the consumer happy. At that point, there is another important point that governmental education programs and education activities of Non-Governmental Organizations make people more aware of importance of environmental issues. For that reason, consumers want to see something new and sensitive to environment. So, green products are a source of happiness for consumers.

The most widely agreed statements are as follows:

- When I have to make a choice between two products with same qualifications, I always choose to the one that has less damage to environment and society.
- I think that there is a need for increase at environment protecting activities.
- I got angry when I think negative effects of pollution on environment.
- I am afraid about the idea that many agriculture products got dirty as a result of pesticide.
- I have a positive attitude to green products.
- I am sensitive to topics about protecting environment in my country.
- I generally look for ways to develop environmental living standards in my country.

The most widely agreed statements about green marketing are as follows:

- I think that it is nonsense to support environment protecting activities.
- I am not interested in the topics about protecting environment.

Moreover, activities of governmental and non-governmental organizations may be a change for some consumers to gain social statues. According to Sheth’s Consumer Motives theory, as described above, some people buy products as they have an image and reflect a group. When organized in a good manner, people may find a way to reflect their identities or have a social group via using green products. There may be a multi-dimensional benefit under that kind of a circumstance. This is also seen at famous people.

In the study conducted on financial gain, solely green marketing has an effect on green buying for customers having income level between 0-1000TL, environment awareness and green value have an effect on green getting for customers having income level between 1001-2000TL and for customers having financial gain of 2001TL and more, awareness of the surroundings and green marketing have an effect on green buying. This result shows that buyers having low financial gain level do not seem to be affected by value as thought, they are affected from promotion activities. Middle financial gain cluster, on the opposite hand, is a unit which is more aware of surroundings and could be a cluster that conjointly considers the worth. For the cluster with financial gain level of 2001TL and more, on the opposite hand, promotion and surroundings awareness is considerably necessary and thus in environment friendly product during which high value is needed, environmental side of the merchandise ought to be mentioned a lot. As a result of the very fact that buyers with low financial gain level area unit are solely affected by green marketing, enterprises ought to focus on promotion activities for the product that they are going to manufacture destined to the current cluster, and that they ought to conjointly take some actions in terms of packaging aside from TV advertising. (For instance, as a particular share of product with low costs that low financial gain cluster customers should buy is employed for nature protection purposes).

As shown conjointly within the results, for today’s consumer, value distinction in environment-friendly product has disappeared to be a negative issue currently and promotion has become necessary for customers. Once firms take these into consideration and verify selling methods consequently, they will reach their goals by considering desires and demands of the customers and by responding them within the most acceptable method. Therefore, tendency to environmental-friendly product shall exhibit gradual increase. Selling managers ought to pay attention to demographic options in separation of customers within the target mass to the segments. It is needed that buyers have environmental concerns within the name of protecting the environment by non-governmental organization, governments, firms and people. Moreover, firms ought to particularly listen to promotion activities and may increase their activities in this direction and may develop their contents. Promotion, value and products options ought to be directed as of demographic properties.

In addition to that, our study shows that, 42% of participants claim that, they follow green firms. However, more than

54% said that, they care to buy organic or "green" products. We can easily claim that, the name of the brand is not so important. People care the essence of the product while purchasing green products. On the other hand, firms can improve their business with more additional product lines with environmental senility.

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